

No New Faces As Deadlines Near

Three In City Commission Race, Five Vie For School Board

Political Calendar

Friday, March — Last day to file for city commission.
 Thursday, March 7 — Last day to file for school board.
 March 13 — Absentee voting begins for city commission election.
 March 18 — Absentee voting begins for school board election.
 March 29 — Absentee voting ends for city commission.
 April 2 — City Commission election.
 April 2 — Absentee voting ends for school board election.
 April 6 — School Board election.
 April 14 — Absentee voting begins for county, district and state elections.
 April 30 — Absentee voting ends for county, district and state elections.
 May 4 — Democratic and Republican Party primaries for county, district and state elections.
 June 1 — Primary Party runoffs (if needed).
 November 5 — General Election for county, district and state races and should include a vote on the revised Texas Constitution.

No new candidates have surfaced as the filing deadlines near for the Hereford City Commission and the School Board of Trustee elections.

Persons have until 5 p.m. Friday to file for either of two places on the city commission and have until next Thursday to file for the school board.

By press time Wednesday three candidates, including two incumbents, were in the race for the city posts, and five persons were in the heap for two vacant school trustee positions.

In the city race, which is set for Tuesday, April 2, Harvey Milton was the first to jump in when he filed for Place 3 on the Commission. Later incumbent Frank Barrett filed for re-election to his Place 4 and then Dub Boyd, incumbent in Place 3, decided to seek re-election.

Unless other filings are made at City Hall with City Secretary Mary Watts before the Friday deadline, Barrett apparently will be unopposed as Milton and Boyd vie for the other position.

Filings for the school board race must be with school tax

assessor-collector Orpha Click before 5 p.m. Thursday, March 7. The tax office is located on Sampson Street across from Deaf Smith County Courthouse.

A total of five persons have filed for the two positions on the board which terms are expiring. Two multi-term veterans on the school board have announced they will not be seeking re-election, thus getting up a wide-open race for the places.

Those veterans are Dr. A.T. Mims and Hilrey Aven. Mims has served as board president and Aven presently is vice president.

Those who have filed for the race include Bill Johnson, Lynton Allred, Jim Conkwright, Glenn Watts and Jim Clark.

Those chosen in both elections will assume office at the next meeting of the governing body to which they were elected. The next meeting of the commission after the April 2 election will be April 15. The next meeting of the school board after the trustee election will be April 9.

Another deadline local residents should notice is the 30-

day voter registration law. All Deaf Smith County voters who cast ballots in the November, 1972 General Election or any election since then are still qualified voters and need not register.

However, for those who have not registered within the county since the November, 1972 election, must do so by Friday in order to vote in the city elections. For the school board election they must register before next Thursday. The one county voter registration covers all elections within the county.

Absentee voting in both elections begins soon after the filing deadlines and ends just before the elections. Balloting for both elections will be done in the Hereford Community Center.

Absentee voting in the City Commission election will begin March 13 and end March 29 before the April 2 election.

Absentee voting in the School Trustee election will begin March 18 and end April 2 before the April 6 election.

The Hereford Brand

73rd Year - No. 9

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Sugar Beets Profitable?

Farmers Asked To Compare Beet Cost, Returns

By DON RICHARDS
Brand News Editor

The advantages and disadvantages of growing sugar beets were "laid on the table" in a special meeting here Wednesday morning with most farmers in attendance agreeing that the advantages were the heaviest of the two.

Sponsored by Hereford's Holly Sugar plant and the Deaf Smith County Chamber of Commerce, the meeting allowed area beet growers and potential growers to meet informally and discuss the needed sugar beets acreage in the area. Officials had expected about 15-20

area growers to attend and were pleasantly surprised when almost 40 showed up for the meeting.

"Holly Sugar has contracts to do business and will be doing that business," said Roy Faubion, president of the Chamber and in charge of the meeting. "The reason the Chamber has become involved is because the declining graphs on sugar beet acreage may later lead to something we do not want."

Faubion was referring to the fact that about 20,000 acres of sugar beets are needed to keep the Holly Sugar plant in operation here. Agriculturalists have predicted that that figure may drop to about 18,000 acres of beets in the area.

"WE ARE not trying to run your business," said Faubion. "But we are in the same ballpark with you and we want to see the sugar beet acreage increased."

Faubion told the farmers in attendance that the 18,000 acres of beets forecasted "is just not enough."

Andy Kershen, area farmer and sugar beet grower and also a member of the Chamber board of directors, told the group he visited this week with a group from Canada who were in Hereford. He said the Canadians commented that they had recently lost their sugar factory.

"They had been producing about 80 per cent of the beets it took to keep the

plant going and the plant just had to close up," he said. "They just were not producing the acres to keep it open. I hope that doesn't happen to us."

KERSHEN suggested the area contact their neighboring farmers to secure the needed equipment for planting and harvesting beets.

"There will be some equipment for sale and some that may be borrowed," Kershen said. "Or if someone needs extra equipment they should contact Bob Ginn at the Holly plant."

Charles Schiabs, local sugar beet grower, said he felt many farmers were unnecessarily afraid concerning the amount of water it takes to grow sugar beets. Schiabs said he (in conjunction with local agricultural agents) ran an irrigation test and said that there was little difference in beets that were watered a lot and beets that were watered little.

"I irrigated one plot every two weeks and another plot every three weeks and another every four weeks," he said. "There was hardly any measurable difference at all between the two-week beets and the four-week beets — in either tonnage or sugar content."

"Sometimes the tops of the four-week beets got really dry looking, but I found out you shouldn't irrigate according to the looks."

SCHIABS said many area farmers really liked the sugar beets because they could be watered early and then left alone so that the water could be used on maize and other grain crops.

Schiabs also said tests proved that the return for amount of water used was much higher on beets than all grain crops he tested.

"In fact, people with short water would be much better off planting beets than most other crops," he added. "I feel in a year or two when the grain prices settle down then we will increase our acreage in sugar beets. However, we may lose our sugar beet plant within those two years and our chances of ever getting it back are slim."

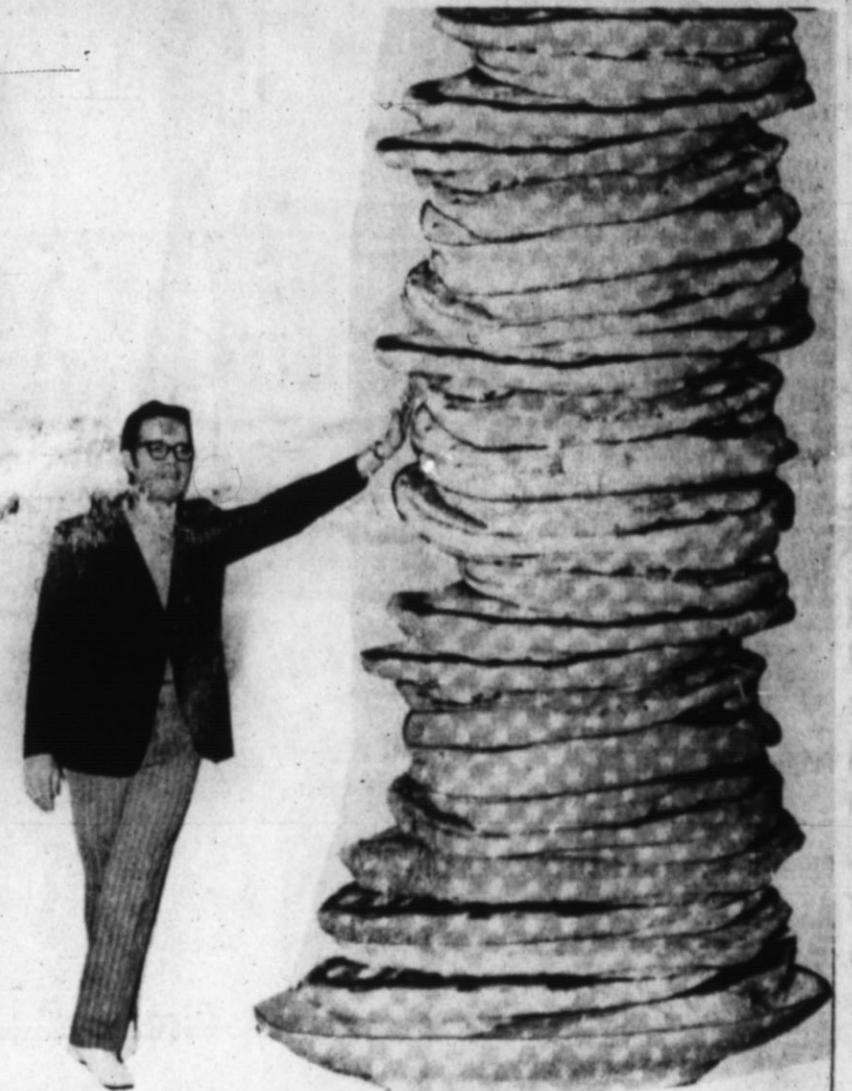
Clyde Renfro said he also had tested the water use of sugar beets against grain sorghum and said that sugar beets still returned about \$100 per acre more than grain sorghum.

GINN ANSWERED questions of the growers and said that several things should encourage local farmers to grow more sugar beets. The main item he listed was the rise in price of sugar beets from \$16.60 per hundred weight to \$20 per hundred.

"That's a price we have never had before," he said. "Another item is the value of beet tops as a livestock feed."

Ginn also listed the resistance of

See SUGAR BEETS Page 2



Not A Short Stack

Clete Corlis, chairman of the annual Lions Club Pancake Supper, envisions the stack of flapjacks necessary to feed those who will be attending the Thursday evening supper at the Bull Barn. Tickets are only \$1 each and can be purchased from any Lion.

Hospital Official Meets With Commissioners

County Discusses Jail, Library

HEREFORD was host to a group of Canadians Tuesday and Wednesday. The 57 men from Kent County, Ontario, are on a feedlot and beef industry tour and they seemed highly impressed with their tour here, which included stops at Big Tex, Sugarland, C-Bar Ranch, Hereford Feed Yards and Southwest Feed Yards.

The Chamber helped host the visit and a panel discussion was held at Hereford Country Club Tuesday night with Jim Conkwright as moderator. Escorts for the local tours included Bud Snyder, Ed Allison and Bill Gentry.

When you're No. 1, people want to come see how you're doing it!

HEREFORD Lions will be putting on their big, annual Pancake Supper at the Bull Barn tonight, and another huge throng is expected to devour pancakes and sausages. It's a chance to enjoy an evening out, meet some of your friends, and help a worthy cause... for only \$1 a plate!

THE "FLU BUG" has taken its toll around our community the past few weeks, with a large number of absences noted in schools and business firms. The Brand office is no exception, with several of the staff missing a few days.

Along with the numerous cases of flu, another big topic of conversation has been the need for rain. It's been a long dry spell, and everyone is hoping for some moisture in any form!

Deaf Smith County Commissioners held their second regular meeting of the month Monday, conducting routine business with two commissioners absent because of the flu.

The court discussed a proposal to renovate jail facilities, heard a request for revenue sharing funds from hospital administrator Ron Welty, heard a group from the Bayview Club discuss the

dedication ceremonies for the new county library, approved a monthly fire report, and approved the crossing of a county road with a gas line.

Commissioners Bruce Coleman and Earl Holt were unable to attend the meeting due to illness. County Judge H.C. Williams and commissioners Donald Hicks and Marcus Latham handled the routine agenda.

THE COURT studied floor plans which showed the renovation and additions proposed for county jail facilities. The study was funded through a grant from the Criminal Justice Council of the Panhandle Region Planning Commission.

Commissioners gave tentative approval to the plans, which meet all Federal requirements. Chief Deputy Art Burton discussed the changes called for in the plans, and added that Sheriff Travis McPherson, now attending a FBI school, had approved the plans.

If the proposal is approved by the Federal government, the county will probably seek a grant through the PRPC for the construction. Changes include separate juvenile facilities, a visiting room, new kitchen, renovation of several offices, installation of a library-chapel, and day-room areas in the juvenile and adult women facilities.

WELTY explained that the hospital district is currently talking with Texas Tech's School of Medicine about the

possibility of placing a training center at Deaf Smith General Hospital. Local funds would be needed to share in the cost of the center.

The hospital administrator said he wanted to check into the possibility that revenue sharing funds might be available for such a program in the future. Commissioners, and the judge, indicated they were very much in favor of the program, but doubted the librarian had asked them to participate, since the Bayview Club spearheaded the drive for the county's first library.

FOUR members of the Bayview Club met with the commissioners to ask questions on how they could assist with a library dedication program. Mrs. Colby Conkwright explained that the librarian had asked them to participate, since the Bayview Club spearheaded the drive for the county's first library.

Appearing with Mrs. Conkwright were Mrs. Katherine Benefield, Mrs. Austin Rose Jr., and Mrs. Howard Gault.

Commissioners had not made any specific plans, but agreed that a ribbon-cutting ceremony and a distinguished speaker would be in order.

COMMISSIONERS thanked the group for making plans to assist in the dedication, and added they would inform the club when a formal opening date can be set. The county hopes to have the library complete in May, but thought the dedication might be sometime around the first part of June.

The monthly fire report revealed that there were 25 calls in January, with 8 being in the county. For the year, however, county fires totalled 142 and city fires numbered 140. The county's share of cost for the fire calls was \$23,574. This compares to a sum of \$15,382 the previous year, when the county had 38 per cent of the fires.

The court approved the crossing of a county road with a gas line in Precinct 4 for the Wildorado Gas Line Association, Inc.

Postage Rate Hike Set

New postage rates will go into effect nationwide this Saturday, according to Nolan Grady, Hereford postmaster.

Cost of mailing a first-class letter under 12 ounces will go up from 8 cents to 10 cents and air mail stamps will rise to 13 cents for 12 ounces or less. Letters over 12 ounces will require weighing by postal officials.

The new rate for post cards will be 8 cents each. Rate for 3rd Class bulk will be 32 cents per pound with 6.1 cents minimum per piece. Rate for non-profit organizations will be 11 cents per pound with a 1.7 cent minimum.

Beet Growers To Push For Acres

Continued From Page 1

sugar beets to hail damage. He reported that many area farmers had sustained heavy hail damage in recent years and still had an above average sugar beet crop.

Ginn also said a major factor is that sugar beets are drought resistant during the growing season when compared to other crops.

The Holly Sugar agriculturalist also said that the plant will pay all freight costs on beets and will pay 2.5 cents per ton mile for hauling beets from the farm to the receiving station. He added that three new receiving stations are being added in the area to relieve the pressure from waiting in lines and from having to drive long distances to receiving stations.

ANOTHER major economic factor

was that \$25 million is added to the economy annually in beet payments, factory labor, freight on beets and sugar, and other material purchased for the operation of the sugar factory.

Several growers questioned Ginn about changing the harvesting program to allow weekly harvesting quotas instead of the daily quotas used in the past. Ginn said he saw no reason Holly and the farmers couldn't get together to work out

a program that would be better for both sides. "I see no reason we can't change if it will help us both," he said.

Farmers also discussed the problems of a beginning sugar beet grower and said that the harvesting is the problem.

"THERE IS hardly any difficulty in getting started," said one grower who recently started growing beets. "There

are also several people in the area who do custom harvesting and that will eliminate any problem for first-year growers.

"This Holly Sugar plant has been the kicker for the strong economic growth we have had in Hereford," said Jay Boston, president of the Texas-New Mexico Sugar Beet Growers Assn. "It has been the leading factor in all our growth.

Sugar beet growers here have the best contracts of any sugar plant anywhere and now have the best prices. They also have this new payment to offset hauling expenses that should have a strong effect on the pocketbook."

Faubion encouraged all at the meeting to talk to other farmers about growing beets or either adding a few acres to the beets they are now growing.

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|  <p>SLIP ON SEAT COVERS \$5.99</p> | |  <p>STP GAS TREATMENT 59¢</p> |
|  <p>AM 8 TRACK TAPE PLAYERS 20% OFF</p> | |  <p>STP OIL TREATMENT 89¢</p> |
|  <p>REGULAR WT. OIL WITH PURCHASE OF OIL FILTER (LIMIT 6 QT. PER CUSTOMER)</p> | |  <p>CLOSEOUT 775 x 14 Recap TIRES \$12.50 plus tax</p> |
| <p>GAS GUARD (PREVENTS GAS THEFT) WAS '1' \$1.49</p> | <p>AIR FILTER \$2.44</p> | |
| <p>WESTERN AUTO 241 N MAIN DOWNTOWN 364-1335</p> | | |

Coop Meets Saturday

Stockholders of Consumer Fuel Cooperative Association, Inc. are given notice that the 46th Annual Meeting will be held in the Medallion Room of the Deaf Smith Electric Coop., Hereford, at 2:30 p.m. March 2. The purpose of the meeting is to elect one director of the company, going over the audit report and transacting such other business as may properly come before the meeting. Dividend checks will be given out. Door prizes will be given, and coffee and doughnuts will be served.

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Advertising Manager



Don Richards

The Devil Made Me Do It

"The only thing we have to fear is fear itself."
—Franklin Roosevelt

It's hard for me to imagine some of the things which in recent weeks have been highlights in the national news media.

There is a lot of fuss and bother about the new motion picture "The Exorcist." People have been getting sick, leaving the theatre to use the "distress bags" provided by theatre managers, and supposedly becoming emotionally unstable over the film.

I have a hard time believing people actually do all that. I mean I don't doubt they still have "distress bags" for people who get sick. Back in my high school and college days a lot of kids used to get sick in the shows - but they never used "distress bags" - the floor was always much handier. And it always seemed the guy who got sick was just behind me.

It was always hard to explain to my parents how I got that awful stain and smell on the backside of the legs of my trousers.

HOWEVER, the sickness then was never because of the picture, but usually because of what was consumed before the picture or during the picture.

THE PART I have a hard time believing is that there are so many people who let that show have such an influence on them that they really believe they are possessed by the devil.

And anyway, possession by the devil is not any new idea - Flip Wilson has had it for several years.

HOWEVER, many clergymen have warned their congregations against seeing the movie and many psychologists have warned against its being seen by people who have emotional problems. Their warnings don't seem to be doing much good though, as the movie is quickly becoming the highest-drawing motion picture ever.

It along with "The Sting" (which I can attest to and is a good, entertaining movie) are leading the way in Academy Award nominations.

JUST IN case you missed hearing what the nominations are for the April 2 Academy Awards:

Best Picture - The Exorcist, The Sting, American Graffiti, Cries and Whispers, and A Touch of Class."

Best Actress - Ellen Burstyn in The Exorcist, Glenda Jackson in A Touch of Class, Marsha Mason in Cinderella Liberty, Barbara Streisand in The Way We Were, and Joanne Woodward in Summer Wishes-Winter Dreams.

ANOTHER thing that has really bothered me is the way some people are acting in connection with the food handout because of Patty Hearst's kidnapping in California. People in the food lines - brought about by the ransom demands of the kidnapers - have been getting mad because they don't particularly like the food they get, or they believe they aren't getting as much as they should. Last week a fight broke out in one of the lines because people were not getting the food as fast as they wanted it and they had to wait in line too long.

BEEN bucking for a raise in pay lately? Tell your boss you don't want a great raise - just a fourth as much as the chairman of General Motors makes.

Richard Gerstenberg, chairman of General Motors makes \$800,000 yearly plus another \$574,000 in bonuses. Based on a 40-hour week he makes \$420 each hour.

WE WILL have to give Don Cumpston credit as being a great track coach.

James Harris, who for the past three months has been one of the starting quintet on the basketball team, ended the basketball season late Friday night when he stepped off the hardwood after a playoff loss to Plainview.

Cumpston told James to take the weekend off to rest and forget about the Plainview Invitational Track Meet, which was held Saturday, the next day after the basketball game. However, James showed up at the fieldhouse at 6:30 a.m. Saturday ready to leave for the track meet with the rest of the team.

He competed in the long jump with a nice leap of 22 feet, five inches to take second place in the event.

Cumpston's remark on the feat: "You can tell I did some great coaching that morning on the way down to the track meet."

Funeral Services Held Here For Robert Dziuk

Funeral services for Robert Felix Dziuk, 38, were conducted Tuesday at 11 a.m. in St. Anthony's Church.

Rev. Bernard McGorry, S.A. and Rev. Aedan Davis, S.A. officiated. The Fourth Degree Knights of Columbus served as the Honor Guard. His cousins were the pallbearers and acolytes.

Rosary services were held Sunday and Monday at 8 p.m. in the Rose Chapel. Burial was in St. Anthony's Cemetery under the direction of Gilliland-Watson Funeral Home.

Mr. Dziuk died suddenly about 9:45 p.m. Saturday in his home. He was born June 18, 1935 in Pampa. The family was

residing in Panhandle at the time and he moved with his family to Hereford in Sept., 1968. He farmed two miles south of Hereford and made his home with his parents.

He was a member of St. Anthony's Church, a member of the Third and Fourth Degree Knights of Columbus and served on the St. Anthony's cemetery committee.

Surviving are his parents, Mr. and Mrs. Ed Dziuk, Sr.; one sister, Mrs. Ann Borthick, Oklahoma City, Okla.; four brothers, Edward, Jr. and David of Hereford, Jim of Wichita, Kan. and Alfred of Berkeley, Calif.; 10 nephews and nieces.

Hereford School Orchestra Planning Concert Tuesday

The Hereford School Orchestra, composed of the high school and both La Plata and Stanton Junior High students, will hold a concert at 7:30 p.m. Tuesday in the high school auditorium.

The selections to be performed will include the music the orchestra will play during University Interscholastic League contests later this spring.

There are no advance sales for the concert, but tickets may be purchased at the door for 50 cents for students and \$1 for adults.

Funds raised by the concert will go toward financing the music camp in the summer.



In Norway, a big iron key was hung over the stalls of bewitched cattle to disenchant them.

ANNOUNCEMENT

The Board of Directors of

Consumer's Fuel Co-op Ass'n. Inc.

Reminds Each of Its Stockholders to Attend Our Annual

STOCKHOLDER'S MEETING

*Cash Door Prizes

*Dividend Checks Paid

Saturday, March 2

Deaf Smith Electric Co-op

Medallion Room

2:30 P. M.

AUTO SERVICE MENU

Front End Alignment

INCLUDES:

- Adjust Camber & Caster
- Set Toe In
- Check all 4 tires for abnormal wear (Air Conditioner or Torsion Bars \$2.00 more)

Reg. \$12.50
\$6.88*

ENGINE

Tune-Up

- Install points, plugs, condenser and rotary
- Check and adjust Carburetor
- Set Timing Dwell

Reg. \$15.00
\$8.88*
6 Cyl.

Reg. \$18.00
\$10.88*
8 Cyl.

Complete Brake Job

- Install new brake linings - acrod to fit Drums.
- Turn all 4 Drums
- Inspect wheel cylinders
- Refill Brake system, Bleed, adjust, and Road Test (DISC BRAKE HIGHER)

Reg. \$37.50
\$26.88*
LABOR ONLY

- A La Carte: Muffler Installation \$6.00*
- Wheel Bearing Repack \$1.99*
- Rotate and Balance all 4 tires \$6.50

*PARTS EXTRA

MONTGOMERY WARD

AUTOMOTIVE CENTER!

State Inspection Center



MRS. MARVIN WELTY

Mrs. Welty Honored

Mrs. Marvin Welty was recipient of the "Woman of the Year" award from the Deaf Smith County Home Demonstration Club when the annual H.D. Appreciation Luncheon was held Monday at the Bull Barn.

Mrs. Welty was presented with a silver covered-casserole, engraved for the occasion. The Hereford Brand has sponsored the award since its inception 22 years ago, and publisher O.G. Nieman made the presentation.

Bedford Forrest, agricultural newsmen for KVII Television, was guest speaker for the appreciation luncheon. A native of Hereford, Forrest proclaimed the vital role of agriculture in the national economy and urged that the quest for supplemental water supplies be continued with firmness and dedication.

Mrs. H.L. Hershey, chairman of the H.D. Council, served as mistress of ceremonies for the appreciation luncheon. She introduced special guests, including elected county officials and extension service agents.

MRS. WELTY, a member of the Young Homemakers Club, was one of seven nominees for the coveted H.D.

Clubwoman of the Year award. Each had a record of active club participation and community service which out-of-county judges considered in selecting a winner.

Other nominees were Mrs. Charles Burk, Bippus Club; Mrs. T.E. Brisendine, North Hereford; Mrs. Bill Page, Messenger; Mrs. Lupe Gonzales, Heritage; and Mrs. Michael Oberaki, Palo Duro Club.

FORREST, in his principal address, bragged on the farmers of the nation who have "continued to do a great job despite government controls which have sometimes worked to the detriment of the farmer and the consumer."

He had particular praise for Deaf Smith County and its position as the top ag community in the world. "It's due to people who had the intestinal fortitude to do things on their own," he stated. Forrest added that other larger cities in the area are always "jealous of the progress Hereford and Deaf Smith County have made."

While he pointed out that fuel and fertilizer problems may handicap the farmer in 1974, Forrest visualized a "brighter day for farmers." He said the ag story is no longer being ignored, and "we're making progress on educating people on the vital role of farming in our economy."

THE AWARD-WINNING Mrs. Welty is president of her club this year, has helped build membership and present programs. She is on the H.D. Council yearbook committee and was float chairman for the Diamond Jubilee parade last summer.

The mother of four children, Mrs. Welty is leader of a 4-H Club with 30 girls as members, is secretary-treasurer of the Parent-Leader Association, county chairman of the Lake Brownwood 4-H Center fund-raising drive, and serves as secretary-treasurer of the 4-H Livestock Booster Club after one term as chairman.

SHE TEACHES in First Christian Sunday School, is also on the church's membership committee and a group chairman in the Women's Fellowship. She served as a group captain in the March of Dimes and worked in the Heart Fund drive.

Texas Releases 74 Road Maps

Initial distribution of the 1974 Texas Official Highway Travel Map was announced by the Texas Highway Department.

During the year some one million copies will be distributed to Texas drivers, making the map one of the most popular publications in the state.

In this era of fuel conservation, an accurate, up-to-date map is a valuable tool in charting short-line distances, a Highway Department spokesman said.

Although other means of transit are much in the news, the spokesman emphasized that highway travel by all types of motor vehicles will remain the dominant mode of transportation because of the state's sprawling geography.

Travelers are reminded that the map offers far more than most users realize. Study of the 1974 map legend shows that map typography indicates relative sizes of all cities and towns. Each type of highway is scribed differently, from Interstate routes to Farm Roads. Convenient red mileage figures tabulate total miles between major points.

Every rest area along Texas highways is indicated; those with rest rooms are shown by a different symbol. All state parks are pinpointed by number, symbol, and grid coordinates. There are even altitude readings for each county seat.

The back of the map is devoted to enlarged diagrams

of all major population areas, with main-line "through routes" clearly shown. On the Dallas-Fort Worth diagram, the immense new regional airport appears for the first time.

For travelers who wish more help in planning their Texas trips, the map pinpoints the Highway Department's 11 tourist information bureaus and

visitor centers, where personal assistance by trained travel counselors is available.

Copies of the free map can be obtained at the tourist information centers, Highway Department district offices, or by mail from the Texas Highway Department, Travel and Information Division, P.O. Box 5064, Austin, Texas 78763.

Veterans Should Get Affairs In Order

The Veteran's Administration urges veterans who haven't done so to "advise survivors of benefits they're entitled to from the agency in event of your death." Failure to do so could cause undue anguish during times of great emotional stress.

The VA suggests that veterans discuss with their survivors such items as place of family documents including military discharge papers, divorce decrees, guardianship or child custody evidence, birth, marriage and death certificates. All should be kept safe

from fire and theft, yet readily available.

Other important details include keeping track of GI and commercial insurance policies, "C" (Claim) numbers from VA correspondence, social security numbers and naturalization papers. Veterans should also make sure that they have listed the person on the government insurance that they wish to receive such benefits, as often these are not kept up to date, and former wives or parents receive insurance intended for a spouse.

Veterans are advised to urge survivors to contact the VA immediately, or a service organization, in the event of the veteran's death, for help in filing claims.

BIBLE VERSE

"Rebellion is as the sin of witchcraft, and stubbornness is an iniquity and idolatry."

1. Who made the above statement?
2. To whom was he speaking?
3. Upon what occasion?
4. Where may this statement be found?

Answers To Bible Verse

1. The Prophet Samuel.
2. To King Saul, and through him to the Israelites.
3. Upon the occasion of Saul's sin in not destroying Agag, the king of the Amalekites.
4. I Samuel 15, part of the 23rd verse.



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Steel belts Any size, only \$35

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Ground Gainer steel belted tire. A 4 plus 2 construction of polyester plies and steel belts. Wrap-around tread. In the wide profile 78 series. No trade-in required.
Available in sizes: F78-14, G78-14, H78-14, G78-15, H78-15 and L78-15. Whitewalls only.



Sales at Penneys cover everything, especially budgets.

20% off all boys' shirts.

Sale \$1.60 to \$3.19

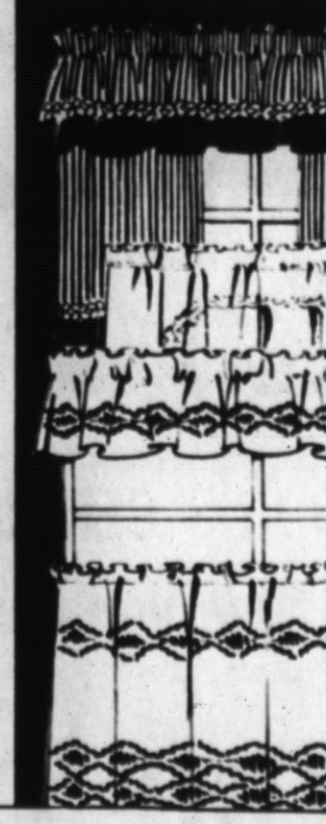
Reg. \$2 to \$3.99. Every Boy's shirt in stock is on sale, pre-school and school-age sizes. Sport or dress with short or long sleeves. Mostly polyester/cotton in assorted colors and patterns.
Sale prices effective thru Saturday.



Novelty curtain sale. Save 15%

Sale \$1.10 to \$3.82

Reg. \$1.29 to \$4.49. Novelty curtains in the bright colors that give new life to any room. Use them in the children's rooms, your room, the den. Some are prints, some are embroidered. Others have flopped dots, fringe trim and ball trim. All are machine washable for easy care.
Sale prices effective thru Saturday.



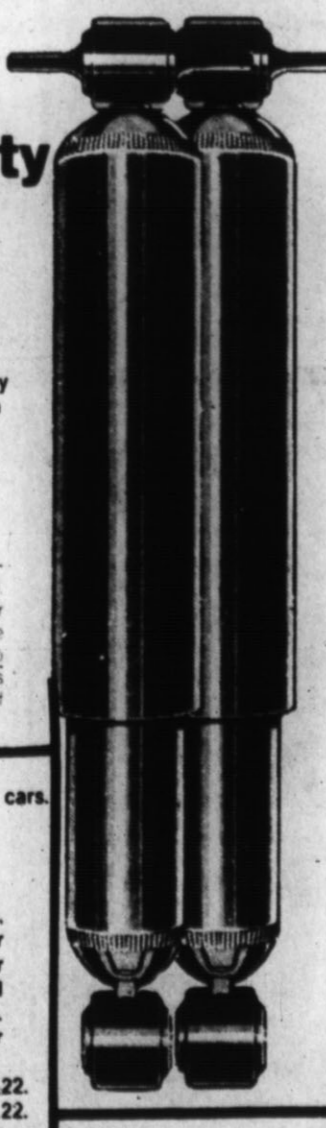
Heavy duty shocks closeout. Now 4.99

Orig. 7.33. JCPenney heavy duty shock absorbers with 13/16" piston for ride control. Installation available at additional cost.

Penneys Shock Absorber Guarantee
If any Penney shock absorber fails, regardless of cause, while the original purchaser owns the car, we will replace the shock absorber at no extra charge. Just notify us and present your proof of purchase.

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We will install new points, plugs, rotor, condenser and distributor cap for you. Inspect air filter, fuel filter and PCV valve. Adjust timing, carburetor and dwell angle.
Most 6 cyl. U.S. cars, 20.22.
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Stanton Students Win Band Honors

Twelve members of Stanton Junior High Orchestra participated in the UIL Solo-Ensemble Contest in Amarillo this past Saturday. A string quintet earned a first division rating and a violin trio received a first division rating. Receiving a second division rating were two more violin trios, a violin solo, and a viola solo. Bronze medals were given for the first divisions and a certificate was received by second division winners. The following students earned

first division medals: String Quintet- Sonya Hacker, Phyllis Suttle, Robert Rodriguez, Jeff Hampton, Gilbert Carrasco; Violin Trio- Mary Ann Rodriguez, Aida Garza, Norma Trevino. Second Division winners were Violin Solo- Angeline Haschke; Viola Solo- Robert Rodriguez; Violin Trio- Angeline Haschke, Sonya Hacker, Phyllis Suttle; Violin Trio- Gayle Bridwell, Carl King, Nora Urias. The Stanton orchestra is under the direction of Royce Coatsney.



Stanton Choir Winners

These Stanton Junior High students Saturday received Division I ratings during the annual UIL Solo and Ensemble Choir contest in Canyon. All bands in the northern Panhandle of Texas were represented at the contests. Judging was by Noble Candida, Levelland High choir director, and the soloists were accompanied by Amy Cox, Melinda Watts, Lesly Euler and Fred Ratliff. Doug Morris is the choir director. Pictured are (left to right) Ruth White, who received a Division I rating in ensemble; Linda Marquez, who received a I in ensemble and a I in solo; and Deana Finley, who also received I ratings in both solo and ensemble.

Orchestra Winners

Receiving superior ratings Saturday at Amarillo during the annual Solo-Ensemble contests under the UIL were these La Plata Junior High students. From left are Becky Friemel, Bette Stewart, Blake Allen, Richard Olson, Donna Meyer, Jimmy Bodkin and Rebecca Rudd. Not pictured is Scott Formby and Annette Cotten. The students are directed by Charles Jones.

Regulations Covering Crude Oil Published

Final regulations covering crude oil, residual oil, aviation fuel, petrochemical feedstocks and other petroleum products have been published in the Federal Register, it has been reported by Delbert M. Fowler, regional director for the Federal Energy Office (FEO) in Dallas, Texas.

The regulations implement the Emergency Petroleum Allocation Act of 1973. Final rules governing propane, motor gasoline and middle distillate fuels will be issued on or before January 11, 1974, as provided for in the act, according to Fowler.

The revised schedule for promulgating these programs was necessary in order to take into account the public's response to the proposed regulations, which were issued for comment in the Federal Register December 12.

Despite working through the Christmas holiday, it was difficult to fully consider and incorporate all the responsible and constructive comments that were received from the public by the December 20 deadline, Fowler said.

Until the final rules on these products are sent to the Federal Register, the existing mandatory program will be in effect.

The mandatory program for propane became effective October 3. The program on middle distillates went into effect November 1.

Section 4 (f) (1) of the Emergency Petroleum Allocation act permitted delay of the implementation of the motor gasoline program until January 11, and Section 4 (f) (2) permitted FEO the option of allowing the existing mandatory programs to stay in force until January 11.

The crude oil, residual oil, aviation fuel, petrochemical feedstocks and other petroleum products programs, which were published in the Federal Register January 2, as well as the program to be sent to the Federal Register January 11, will be implemented January 15.

This will provide the time needed to print forms, design computer programs and train personnel, thus ensuring that program operates efficiently and effectively. The January 15th date will also coincide with the semi-monthly reporting period required in many of the programs.

Individuals may obtain copies of the January 2, 1974 Federal Register (Part III) by writing to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Cost is 75c.



Receive High Ratings

These La Plata Junior High students received excellent ratings Saturday in Amarillo at the UIL solo-ensemble orchestra Region I contests. Front row (left to right) Kim Rose, Tammy Fischbacher, Bette Stewart, Charles Berryman, Jimmy Bodkin and Stephanie Paetzold. Back row Becky Friemel, Blake Allen, Jim Fish, Mike Hill, Mark Latham, Rebecca Rudd. Not pictured is Annette Cotten. The students are under the direction of Charles Jones.



Place In Choir Contest

Receiving Division II ratings Saturday in Canyon during the annual UIL solo and ensemble choir contest were these 10 Stanton Junior High choir students under the direction of Doug Morris. Back row (left to right) Beverly Brown, Karen Fox, Dianne Banner, Cheryl Crider, and Norma Cantu. Front row: Cherie Anstey, Sylvia Torres, Sonja Deyke, Susan Wong and Julia Hallows.

Burner Pilots Not Warranted By Shortage

"Because of public safety considerations and heat loss, extinguishing top burner pilot lights is not justifiable as a conservation measure," F. Donald Hart, president of the American Gas Association, said today.

Hart's statement was in response to a concurrent resolution calling for the turning off of all top burner pilots on gas ranges, introduced in the House of Representatives by Rep. Lester Wolff (D-N.Y.).

"A.G.A. is taking every reasonable step it can to encourage conservation of our country's natural resources," Hart stated. "However, our paramount concern must be the public safety. Permitting the continuance of range top burner

pilot lights would, in our view, be more justifiable in terms of public safety than diverting the small amount of gas they consume."

"Top burner gas range pilot lights are designed to provide automatic ignition when the gas burner valve is opened. On a range with a top burner pilot, if the pilot accidentally goes out, the gas escaping is not enough to create a hazard," Hart said. "However, if there is no top burner pilot, and if the burner valve is accidentally turned on, enough gas can escape to create a hazard."

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| Dodge Colt | 33.79 MPG | 4 Cyl. Eng. |
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| Chev. Vega | 30.81 MPG | 4 Cyl. Eng. |
| Ford Mustang II | 25.69 MPG | 4 Cyl. Eng. |
| Dodge Dart Sport | 27.35 MPG | 6 Cyl. Eng. |
| ----- | | |
| ★ Dodge Dart Swinger | 23.62 MPG | 6 Cyl. Eng. |
| Ford Maverick | 23.60 MPG | 6 Cyl. Eng. |
| Dodge Dart Sport | 21.72 MPG | V-8 Eng. |
| Chev. Nova | 21.29 MPG | 6 Cyl. Eng. |
| ★ Automatic Transmission (All others standard transmissions) | | |
| NEW | FACTORY EXEC. | USED |
| 1974 Dodge Dart 4 dr, V-8, Loaded | 1973 Valiant Duster, 6 Cyl. Loaded | 1972 Mercury Montego |
| 1974 Plymouth Duster, 2 dr, Automatic | 1973 Barracuda, 8 Cyl. Loaded | 1971 Chevy Vega |
| 1974 Dodge Dart Swinger, 2 dr, V-8 Loaded | 1973 Dodge Coronet, 8 Cyl. Loaded | 1971 Dodge Coronet |
| | 1973 Plym. Satellite, 8 Cyl. Loaded | 1969 Pontiac Catalina |
| | | 1971 Ford Pick Up |
| | | 1973 Dodge Pick Up |
| | | 1972 Dodge Pick Up |

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Let our modern instruments show you the very heart of the diamond you select. Details of clarity, which affect value, are clearly demonstrated in our special gem microscope. Our membership in the American Gem Society is further proof of professional knowledge that is a safeguard to you when purchasing fine diamonds.

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DOWNTOWN

Hints Given On Using Natural Gas In Home

THE AMERICAN Gas Association advises against the use of the gas range for heating. Range ovens are designed for cooking, not heating.

If a gas range is misused by turning the oven burners on with the door left open for heating purposes, vital elements could overheat and subsequently burn out, malfunction or cause a fire hazard. This could seriously damage the range or lead to poor combustion which could result in the emission of carbon monoxide.

Trying to use an appliance for a purpose other than that for which it is designed can result in serious damage to the appliance and could pose safety problems.

PILOT LIGHTS on gas appliances are designed to perform two primary functions. One is to provide automatic ignition when the gas burner valve is opened. The other is to operate safety devices to control the flow of gas.

There are several alternative methods of ignition of gas burners, including manual ignition, use of a glow coil, a piezo-electric method and spark ignition. At present, however, there are no inexpensive and practical automatic devices that provide the equivalent safety and convenience of the pilots on furnaces, gas ranges, and water heaters. Meanwhile, the gas industry is vigorously supporting research to find other acceptable methods.

Since much public comment has focused on gas ranges, we would note the following: Research by the natural gas industry has indicated that for the average gas range presently in use in the United States, pilots consume approximately 33 per cent of the total gas used by that range — that is, approximately one-third of the total natural gas used per year by a gas range is used to keep the pilot light lit. Ranges ac-

count for about 6½ per cent of the total annual residential gas usage. Overall, this means ranges use 1.8 per cent of the total natural gas used, with pilots accounting for slightly more than .5 per cent.

A.G.A. points out that the natural gas used by the pilot cannot be considered a total loss. In addition to performing safely and efficiently the functions for which they are

designed, the heat emanating from the pilot contributes directly useful heat in the home during that three-fourths of the year when heating is desirable. (It is only during that one-fourth of the year when living spaces are air conditioned that the pilot heat is not utilized.) In regard to water heaters, heat from the pilot makes a contribution year-round.

PRESIDENT NIXON.

recently stated: "as soon as the emergency energy legislation passes Congress, I shall order the curtailment of ornamental outdoor lighting for homes and the elimination of all commercial lighting except that which identifies places of business."

The Energy Policy Office indicates there is no written definition of what comprises ornamental lighting but in their

view, any yard light that supplies illumination where there is another existing light source, i.e. street lighting, the yard light would be considered ornamental.

Decorative lights are not defined by form of energy used. It is the A.G.A. understanding that regardless of fuel, if supplementary lights are used where adequate basic lighting exists, they are ornamental.

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Rolls **8/87¢**



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25's **53¢**



ANACIN NOW **99¢**
100 ct. **ANACIN**
FAST PAIN RELIEF



Colgate MFP TOOTH PASTE
with MFP Family Size NOW **67¢**
7-OZ.



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Gibson's **MILK**
\$1.19 Gal.




Gibson **BREAD**
29¢ Loaf



WE REDEEM USDA FOOD STAMPS

Girls 100% Nylon Long Sleeve
TOPS NOW **\$1.98**
Retail '3"



Ladies & Girls Long Sleeve
SWEATERS NOW **\$2.00 & \$3.00**
Retail Values up to '6"



Gibson's Latex **WALL PAINT**
\$2.88 Gal.



Gibson's **SPRAY ENAMEL**
Many colors to choose from **69¢**



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Fashion Fabrics JUST ARRIVED
Large assortment of 100% Polyester **DOUBLE KNIT** NOW
Jacquards or crepes 60" wide Asst. Patterns & colors Retail Values up to '3" & '4" **\$2.47**



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Solid Colors **\$1.79**
Retail '2" yd. Now at Gibson's

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Sunbeam Burst of Power **HAND MIXMASTER**
NO. H7 NOW **\$12.49**



Presto **MINI HAIR DRYER**
\$6.97



NOTES, COMMENTS

Was that new outfit really worth the money?

Ignorance is not an asset to anything.

In case of doubt, don't borrow and don't lend.

Envy is the conclusive evidence of a little mind.

Most people are ready to spend someone else's money.

Every citizen complains about the taxes he has to pay.

The less work some employees perform the more pay they expect.

Why is it that tomorrow is so full of good working hours?

Have you ever met anyone who had nothing to complain about?

You make many friends by speaking nicely about people.

The way to build business is to make it easy for customers to buy.

We hear that the less one knows, the easier one forms an opinion.

Every minority has a tendency to blame the majority for its own mistakes.

Study may provide intelligence but it takes thinking to develop wisdom.

Even an intelligent man makes a fool of himself about some things.

The world situation, judging from our present tax structure, is not isolated.

Spend less than you earn, and you can have social security of your own.

Fashions for women are still in what might be termed the look-and-see era.



FILL YOUR PANTRY DURING FURR'S MONEY STRETCHING

DOLLAR DAYS

CABBAGE TEXAS FINEST GREEN LB. **13¢**
BANANAS CENTRAL AMERICAN LB. **10¢**
TOMATOES SALAD SIZE LB. **27¢**
TANGERINES ZIPPER SKINS **4 LBS \$1.00**

NUTS
CLOSE OUT PRICE
49¢ LB.

Delicatessen
GOLDEN BROWN FRIED CHICKEN LB. **\$1.29**
HOT LINKS LB. **\$1.29**
CREAMY FRUIT SALAD PT. **69¢**
GREEN BEAN SALAD PT. **69¢**
BAKED BEANS PT. **69¢**

ORANGES SUNKIST NAVELS LBS **5 \$1.00** **LETTUCE** FIRM GREEN SOLID HEADS LB. **15¢**

PRICES IN THIS AD EFFECTIVE THRU MARCH 2, 1974

CARROTS TOP FRESH FANCY 1-LB. CELLO BAG **2 FOR 29¢**

ONIONS WHITE FANCY NEW CROP, CRYSTAL WAX, LB. **19¢**

APPLES COLORADO'S FINEST RED ROME **4 LBS. \$1.00**



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SUGAR FOOD CLUB
5-LB. BAG **39¢**
GOOD THRU MARCH 2, 1974
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

COFFEE MARYLAND CLUB
LB. CAN **59¢**
GOOD THRU MARCH 2, 1974
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

CRISCO SHORTENING
3-LB. CAN **89¢**
GOOD THRU MARCH 2, 1974
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

EGGS FARM PAC GRADE A
MEDIUM DOZ. **17¢**
GOOD THRU MARCH 2, 1974
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

SCOTT'S LIQUID GOLD 16-OZ. SIZE **\$1.39**
FABRIC SOFTENER TOPCO 1/2 GALLON **69¢**
PORK AND BEANS KOUNTY KIST NO. 300 CAN **5 FOR \$1.00**
SNACK CRACKERS FOOD CLUB 11-OZ. PACKAGE **3 FOR \$1.00**
SWEET PICKLES HEINZ SLICED CUKES QUART **59¢**
TURNIP GREENS AND TURNIPS STILLWELL NO. 303 CAN **5 FOR \$1.00**
GREEN BEANS FOOD CLUB WHOLE NO. 303 CAN **4 FOR \$1.00**
GRAPE JELLY FOOD CLUB 18-OZ. TUMBLER **49¢**
DOG FOOD DOG CLUB, BEEF, CHICKEN, LIVER 15 1/2 OZ. CAN **6 FOR 89¢**

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VACUUM BOTTLE ALADDIN NO. 23C, PINT SIZE, EACH **\$1.39**

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| ROUND STEAK | FURR'S PROTEN LB. | \$1.19 |
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| CLUB STEAK | FURR'S PROTEN LB. | \$1.39 |
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| FRANKS | FARM PAC 12-OZ. PKG. | 79¢ |

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FRESH CATFISH \$1.49 LB.

USDA Insp. WHOLE FRYERS 39¢ LB.

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| LUNCH MEAT | FARM PAC MIX OR MATCH 6-OZ. | 54¢ |
| STEAK PATTIES | BLUE MORROW TENDA MADE HEAT-EAT LB. | 99¢ |
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ENJOY THESE SEA FOODS FROM FURR'S

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| PERCH | PRE-COOKED HEAT-N-EAT LB. | 98¢ | TURBOT | HALIBUT LB. | 89¢ |
| FISH STICKS | GAYLORD 9-OZ. PKG. | 39¢ | PERCH | FILLETS TOP FROST LB. | 99¢ |
| HALIBUT SQUARES | FRESH FROZEN INDIVIDUAL SIZE LB. | \$1.39 | | | |

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| PEAS | FOOD CLUB SWEET NO. 303 CAN | 4 FOR \$1.00 |
| GELATIN | FOOD CLUB ASS'T FLAVORS 3-OZ. PKG. | 10 FOR \$1.00 |
| DINNERS | FOOD CLUB ASS'T FLAVORS PKG. | 49¢ |

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TOPAZ STONWARE

THIS WEEK SAUCER Regular Price 79¢ **49¢** each

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DUE TO THE CRITICAL PAPER SHORTAGE...Furr's is unable to acquire enough shopping bags to meet our customer's needs. You can help us solve this problem by bringing your bags back so that we may reuse these bags for your purchase. Your help will be appreciated by Furr's Super Markets.

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ORANGE JUICE GAYLORD FRESH FROZEN 6-OZ. CAN **5 FOR \$1.00**

100% ORANGE JUICE FROM FLORIDA

DOUBLE GOLD BOND STAMPS

ALL DAY TUESDAY & WEDNESDAY WITH \$2.00 PURCHASE OR MORE

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| SPINACH | TOP FROST FRESH FROZEN LEAF OR CHOPPED 10-OZ. | 5 FOR \$1.00 |
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| BROCCOLI | SPEARS TOP FROST FRESH FROZEN 10-OZ. PKG. | 3 FOR \$1.00 |
| JUICE | TOP FROST GRAPEFRUIT 6-OZ. CAN | 4 FOR \$1.00 |
| POTATOES | TOP FROST HASH BROWN FRESH FROZEN 2-LB. PKG. | 49¢ |
| CORN | GAYLORD WHOLE KERNEL FRESH FROZEN 24-OZ. PKG. | 49¢ |

THIS COUPON ENTITLES YOU TO **SAVE 10¢**

SKIPPY PEANUT BUTTER 18-OZ. WITH COUPON 67¢ WITHOUT COUPON 77¢

EXPIRES 3-2-74 LIMIT ONE COUPON PER FAMILY

KRAFT BARBECUE SAUCE

PLAIN SMOKED HOT ONION OR SMOKE WITH ONION, 18-OZ. 49¢ PLAIN OR SMOKE 28-OZ. 69¢

KOOL AID ALL FLAVORS PACKAGE 3 FOR 19¢

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

CORN FLAKES FOOD CLUB 18-OZ. PACKAGE **39¢**

DETERGENT DASH 10¢ OFF 49-OZ. **72¢**

DETERGENT GAIN 10¢ OFF LABEL 49-OZ. **83¢**

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| BAYER ASPIRIN 100 COUNT 69¢ | GELUSIL LIQUID 12-OZ. SIZE \$1.59 | DENTURE ADHESIVE FIXODENT ECONOMY SIZE 99¢ | BRYLCREEM SPRAY HAIR DRESSING 11-OZ. \$1.39 |
|---|---|--|---|

PRESS LIQUID SHAMPOO 7-OZ. SIZE **91¢**

BEAUTY LOTION O.J. 6-OZ. **69¢**

HAIR SPRAY SUDDEN BEAUTY REG. HARD TO HOLD UNSCENTED 16.2 OZ. **65¢**

HAND LOTION VASELINE INTENSIVE CARE 15-OZ. SIZE **99¢**

COCA COLA or Dr. PEPPER 7-UP 6 PACK CARTON 32-OZ. RETURN BOTTLES **\$1.25**

SHOP Furr's MIRACLE PRICES

CC Membership Drive Underway

The annual membership drive of Deaf Smith County Chamber of Commerce got underway this morning with 10 team chiefs heading up the drive for new members.

In a kickoff breakfast at Dickie's Restaurant, membership committee chairman Ed Coplen outlined details of the contest drive and announced a list of prizes to be awarded.

Each team chief will be allowed to enlist four members on his team (for a total of 5) and the winning team, along with their spouses, will be treated to a steak dinner. The team chiefs drew names from a prospect list Thursday.

The top individual in the drive will receive a stereo set;

the top man will receive a maroon jacket, and the top woman earns a pant suit set. Second prize will be a pair of boots, and third prize is 20 pounds of T-Bone steaks.

Members will have a report meeting next Wednesday morning, and drive workers will "open session" on prospects next Wednesday at noon — regardless of the prospect cards they have. The contest ends Friday, March 8.

Team chiefs include Melvin Jayroe, Irene McKinster, Jack McCracken, Dale Young, Don Lane, W.C. Russell, Kathy Johnson, Lynn Arnold, Dorell Jones, and Mark Andrews.



C OF C DRIVE UNDERWAY—The annual membership drive for Deaf Smith County Chamber of Commerce got underway Thursday, and a number of prizes await the top workers. Shown looking over some of the prizes are Ed Coplen, membership committee chairman; Betty Wilson, C of C secretary; Roy Faubion, president, and Bill Albright, the executive vice president.



TOP DOLLAR
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WHY PAY MORE?

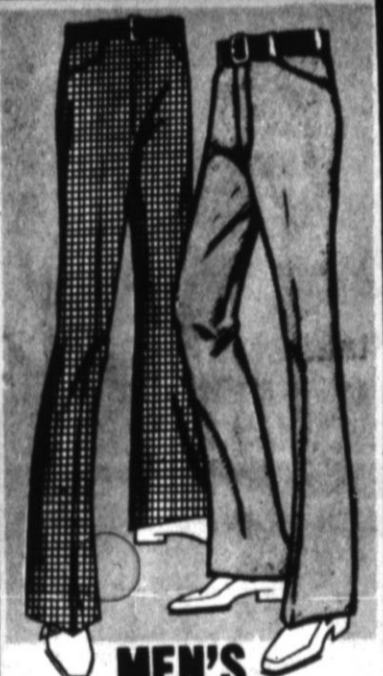
HERE'S WHAT WE'RE DOING TO CONSERVE ENERGY AT OUR 250 STORE LOCATIONS. ONE IS YOUR COMMUNITY

- All outside lights at all our stores will be turned off at closing time.
- Lights in waiting hours will not be turned on until 15 minutes before store opening.
- Interior display lighting will be substantially reduced.
- We are reducing wattage in service areas, rest rooms, etc.
- Appliances for display will be turned off except to demonstrate.
- Non-essential lights are being turned off.
- All thermostats for heating will be set at 55 degrees. After closing, 55 degrees.
- We are turning off the heat an hour before closing.
- All thermostats for cooling will be set at 75 degrees.
- All company passenger vehicles will be limited to 55 miles per hour, trucks to 55 m.p.h.

HERE'S WHAT WE'RE DOING TO HELP YOU

CONSERVE YOUR SHOPPING DOLLARS

PRICES GOOD THURS. FRI. SAT. MON



MEN'S DOUBLE KNIT POLYESTER PANTS
\$6.66 PR. 12.87 VALUE
Newest colors in easy care, no-iron fabrics. Variety of solids and patterns. 29 to 42 waist.

PLASTICS RIOT

YOUR CHOICE **2 FOR \$1** COMPARE AT 89¢

14 QUART DISH PAN
4 COMPARTMENT UTILITY TRAY
RECTANGULAR WASTE BASKET
CAKE PLATE AND COVER
ONE-HALF GALLON PITCHER WITH TUMBLERS
BUSHEL LAUNDRY BASKET
14 QUART PAIL

VIVA PAPER TOWELS PKG. OF 2 ROLLS **39¢ PKG.**

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| PLASTIC CAN LINERS 20 GALLON-26 COUNT 44 QUART-32 COUNT | 86¢ PKG. | PINE-SOL DISINFECTANT CLEANER 15 OZ. SIZE | 38¢ |
| 16 OZ. SPRAY STARCH | 28¢ | 24 OZ. FOAM RUG SHAMPOO | 86¢ |



LADIES' 100% POLYESTER KNIT PANTS
\$6.66 PR.
Wanted pull-on pants with elastic waist. New spring pastels. Sizes 8 to 18.

LADIES RIB SHORT SLEEVE SHIRT
\$2
All your favorite colors
Sizes S-M-L

JUMBO BATH TOWELS
88¢
COMPARE 1.47
Thick and thirsty jumbo bath towels in decorator solids and picture prints. Slight irregulars.

LADIES DOUBLE KNIT NYLON BRAS
\$2
COMPARE 2.99

FOAM FILLED BED PILLOWS
\$1.11 EA.

LADIES FULL CUT JUMBO PANTIES
39¢
SIZES 11 AND 12

PAMPERS DAYTIME 30'S DISPOSABLE DIAPERS
\$1.55 PKG.

LADIES COMFORT OXFORDS OR SLING SHOT CLOGS
YOUR CHOICE **\$2 PR.** COMP 2.99
Wipe clean supple uppers. Sizes 5-10. Full cushion insole. Cushion crepe sole.

INFANT'S VINYL PANTIES
PKG. OF 6
39¢ PKG.

Draft Slots To Be Drawn

Young men born in 1955 will have their Selective Service lottery numbers drawn on March 20, even though there is no draft or plans to resume calls for involuntary military service. Col. Melvin N. Glantz, State Director of Selective Service for Texas announced today.

The sixth annual Selective Service lottery drawing for the nation's young men who become 19 years of age during 1974 will be held in Washington, D.C. on that date.

"Although the nation is at peace, it is generally recognized that there is the need to maintain a strong defense capability in order to insure continued peace," Col. Glantz said. "The present 'standby' Selective Service System, which continues to register and classify young men, is a vital part of our defense preparedness program."

Texas has approximately 110,000 19-year-olds who will have their lottery numbers established by this drawing, according to Glantz.

Military Selective Service Act requires all young men to register with the System at the time of their 18th birthday. They are assigned their Random Sequence Number through the lottery which is held during the year in which they become 19 years of age. They are potentially vulnerable to induction throughout the calendar year of their 30th birthday; thereafter

each year, they are placed in a lower priority selection group.

The President's induction authority would have to be restored by the Congress before these young men could be inducted. The Defense Department has issued no calls for draftees since December 1972.

In reminding Texas' young men that penalties for failing to register can range to as much as five years' imprisonment or a fine of \$10,000, or both, Col. Glantz said that Selective Service has provided ways which enable men to register with minimum inconvenience.

In Texas, registration places have been established in every

county. In addition to Selective Service System Area Offices, there are more than 1,200 uncompensated registrars operating in County Courthouses, Schools, National Guard Armories, and in other public places. Broad publicity has given notice to young men having responsibilities under the law to register, that registrars are available to them.

Easy To Find
Buying something on the installment plan is an easy way to find it hard to pay.

—Herald, Butler, Ga.

Schools Open For Visitation During Public Schools Week

Parents and the general public are invited to visit neighborhood schools during Texas Public Schools Week, March 4-8.

Officials of Texas Public Schools Week observance feel that in order to maintain the operation and control of the school system, the public must be informed concerning the needs and the problems that the system may have.

Kindergarten through senior high level classrooms will be

open for public visitation during the week. Schools will display student work and projects. Some schools are planning special programs.

Parents are especially invited to visit with teachers and to ask any questions they may have concerning public education.

As a reminder of the dates, March 4-8, some schools are sending special invitations home with students for Texas Public Schools Week observance.



IT'S EASY TO KEEP BABY'S WHITE SHOE WHITE... BECAUSE IT'S JUMPING-JACKS KRINKLE PATENT!

Baby's slips and tumbles can really turn a white shoe into "something else." Unless it's Jumping-Jacks baby shoe in white krinkle patent. Just a soft cloth wipe-off... it's shiny bright again! And not only is it easy to care for, it's lighter and softer so baby's foot develops naturally.

Jumping-Jacks®

Most feet are born perfect. They should stay that way.

We care about your feet at

Gattis Shoe Store

IN CLIMATE CONTROLLED SUGARLAND MALL

\$9.99

Olson Used In Approach

Lloyd Olson, Manager of Cattleman, Inc., a 37,000-head commercial cattle feeding operation near Hereford, will be featured in Ritchie Manufacturing Company advertising appearing in March issues of major beef cattle magazines. The advertising marks the beginning of a new approach for Ritchie, the nation's largest manufacturer of livestock watering equipment. The Conrad, Iowa, firm will be featuring their products as they are used on actual farms around the country to show the durability and dependability of their units, and the farmers' comments will provide the wording of the ads.

Olson was chosen a representative user of Ritchie Cattleman Units in the Great Plains cattle feeding area. His feedlot has used Ritchie Cattleman units for a number of years.

Best Of Press

At Large
A delegate at large is a man who goes to a convention without his wife.
—News, Detroit.

You Feel Livelier
Word to the wise: Cross streets carefully to avoid that rundown feeling.
—News, Dallas.

The Circle
A neurotic is one who builds castles in the air; a psychotic is one who lives in them, and a psychiatrist is one who collects the rent.
—News, Dallas.

To produce the advertising, a photographer and writer from CMS&Z Advertising of Cedar Rapids, Iowa, recently visited Cattleman, Inc., along with Chuck Cary of Teco of Texas, Hereford, Ritchie distributor.



Featured In Ad

Lloyd Olson of Hereford is to be utilized in an advertising campaign for a commercial cattle feeding operation. Olson will appear in March issues of major beef cattle magazines.

Artists Urged To Enter Show

Area artists are invited to enter paintings, drawings and sculpture in the Snyder Palette Club Third Annual Exhibition March 16 and 17 at the Scurry County Coliseum in Snyder.

The entries, which are not limited to any certain media, are eligible for prizes ranging in amounts of \$50-\$500.

All entries must be original in design and execution and must have been completed within the last two years and not previously exhibited in Snyder. Pictures and drawings must be framed and securely wired for hanging and should not exceed 50 inches, including frame, in any dimension.

Sculpture dimensions will be the same as above.

Any works not in good taste may be rejected by the committee.

Hand delivered works should be brought to the Scurry County Coliseum, East Highway, on March 14, between the hours of 10 a.m. - 6 p.m. Crated works should be shipped to: Scurry County Coliseum, East Hwy., Snyder, Texas 79549; and should arrive between March 1-12.

Works arriving after March 12 will be returned unopened. All crated works must be sent prepaid.

Each artist may submit three entries.

Hand delivered entries may be claimed from 5 p.m. - 7 p.m. March 17 or 9 a.m. noon, March 18. Crated entries will be returned collect by the same method shipped as soon as possible.

A \$3 entry fee will be required. A 20 per cent commission will be collected on all sales.

An entry blank should accompany each piece of art explaining: title, artist, address, phone number and suggested price.

The exhibit will officially open Saturday, March 16, 1 p.m. - 9 p.m. and open Sunday, March 17, 1 p.m. - 5 p.m. Awards will be presented Sunday at 3 p.m.

For further information, call Rosalie McGlaun (573-2915) or LaVerne Lee (573-2754).

Coach's Wife Given Shower

Mrs. Don Cumpton was the focal point of a baby shower given her Tuesday evening at First National Bank.

Relatives of Mrs. Cumpton who attended the occasion were Mrs. A.D. Cumpton, her mother-in-law, and Mrs. Buri Masters, her sister.

Cake and punch were served from a table sheltered by a frilly umbrella. Miniature umbrellas disguised nut cups. The traditional pink and blue color scheme was carried out.

Hostesses were: Susan Bigham, Maureen Self, Sheila Uphaw, Joy Allen and Becky Owen.

Club Hears Adams

Inspirational slides depicting life at Girlstown, U.S.A. were shown last Thursday by Dr. Milton Adams to the Simms Lions Club.

Dr. Adams of Hereford explained that there are girlstowns in Fort Worth and Borger which are similar to the one in Whiteface.

Other business included plans for a basketball tilt on March 12 between the Simms and Adrian Lions Clubs. The organization also discussed slating a return match with Walcott School.

The chapter scheduled a zone meeting for March 7 in the Simms Community Building. Also, they received word that construction will soon commence to house a new trap shooter.

Club Tries Charm Quiz

Testing their aptitude for the social graces, eight members of Sunshine Club took a "Char-mometer Quiz" Tuesday evening in the Clois Kemp home.

The test was an excerpt from Arlene Francis' book Certain Something. Club members took the quiz after attending a sandwich buffet.

Business was presided over by Mrs. Clint Lundry, president. The ladies discussed purchase of an Easter gift for the club's adopted daughter at Girlstown in Whiteface.

Nell Pitman was awarded the hostess gift. Mrs. Kemp served coffee to Mrs. George Miner, Cottie Green, Lundry, Wilodyne Brookes, Pitman, Helen Watts and Edith Shepperd.



When an alder tree is cut, its wood turns from white to red!



At Telephone Meet

Marie Sears, former chief operator in Hereford, was one of the 26 members attending a Telephone Pioneer chapter meeting here Tuesday night in the Flame Room of Pioneer Natural Gas Co. The Amarillo-based chapter will hold another meeting here later this year.

Telephone Pioneers Club Meets Tuesday Night

The Telephone Pioneers, an Amarillo-based chapter, met here Tuesday night with 26 persons attending the session in the Flame Room.

Virgil Belcher, H&R Block representative, presented a program on income tax preparation. Members of the chapter had a covered dish supper and played games following the program.

The Pioneers are active of retired telephone employees who have recorded at least 21 years of service. Another chapter meeting will be held here later this year. The chapter has 25 Hereford members.



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Hostesses were: Susan Bigham, Maureen Self, Sheila Uphaw, Joy Allen and Becky Owen.

PRESTO!



let it rain

You're always dry and safe with a Genie automatic garage door operator. Just press Genie's button and — presto! Your garage door opens; the interior floods with light. When you're ready, Genie closes the door and locks up for you. Call today and get the facts. Have a Genie for your family tonight.

Insist on a genuine Genie® automatic garage door opener system by ALLIANCE

HEREFORD GLASS CO.

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no-waiting accurate, complete, confidential... by trained consultants low-cost... as low as \$5 call, come by... the year 'round tax service!

financial house TAX MASTERS™

615 S. 25 Mile Ave. Hereford 364-4432

Duckwall's

SPRING SAVINGS

| | | |
|--|---|---|
| <p>GIFT WRAP 20 Sheets in Pkg. 66¢ Pkg. Our Reg. 80¢</p> | <p>BRACH'S Choc. PEANUT CLUSTERS or Choc. BRIDGE MIX 12-oz. Bag Your Choice 63¢ Bag Our Reg. 80¢</p> | <p>Ladies' WALTZ GOWNS Sweet Dream gowns for that sleepy-time gal! Lovely colors and styles in Nylon. Sizes S-M-L \$166 Our Reg. \$2.48</p> |
| <p>PLAYING CARDS Plastic-coated bridge decks in attractive designs. 2 Pks. 36¢ Our Reg. 30¢</p> | <p>BRACH'S Choc. BRIDGE MIX 12-oz. Bag Your Choice 63¢ Bag Our Reg. 80¢</p> | <p>Ladies' KNEE HI NOSE Comfortable-to-wear! Flattering shades. Size 8½-11. Style No. 433 37¢ Pr. Our Reg. 53¢</p> |
| <p>KLEENEX TISSUES 200's 3 Boxes For 89¢ Our Reg. 45¢</p> | <p>Ladies' PANTY NOSE One-size. Fits 100 to 150 pounds. Fashion shades. 2 Pr. 76¢ Our Reg. 57¢</p> | <p>Ladies' BIKINI BRIEFS Trimmed Acetate bikini briefs in assorted styles and colors. Sizes 5-8-7 44¢ Pr. Our Reg. 60¢</p> |
| <p>NEW FREEDOM By Kotex 10 Small Pads 33¢ Box Our Reg. 41¢</p> | <p>SCATTER RUGS Accent rugs add a splash of color throughout the house. Assortment includes 3 styles. Waffle backing. 26" x 44" \$222 Our Reg. \$2.98</p> | <p>BATH TOWELS Slightly irregular. Our Reg. \$1.27 96¢ Ea.</p> |
| <p>BARBIE SWEET 16 DOLL A special Happy Birthday doll & party dress, make-up compact, a comb and brush plus jeans outfit. \$344 Our Reg. \$4.95</p> | <p>"SKY RAIDER" or "TRI-STAR" KITE Sky Raider of strong plastic has great stability. 46" wingspan. Tri-Star of expanded styrene. 28" length. Your Choice 51¢ Ea. Our Reg. 80¢</p> | <p>WASHCLOTHS Slightly irregular. Our Reg. 17¢ 6 For 66¢</p> |
| <p>THERMOS VACUUM BOTTLE Quart size vacuum bottle. Steel case in red plaid design. Temperature-tested filler. Model No. 2410 \$147 Our Reg. \$3.19</p> | <p>KITCHEN TERRY TOWELS Absorbent Cotton terry towels in colorful patterns. 16" x 29" 2 For 99¢ Our Reg. 70¢</p> | <p>EVENFLO NURSER 8 oz. nurser includes plastic bottle, nipple, cap and disc. Boilable. Attractive colors or white. "The brand mothers can rely upon." 2 For 57¢ Our Reg. 47¢</p> |
| <p>STEEL SHELVES Rust resistant enamel finish. 3 adjustable shelves. Unassembled. Model No. 3824 \$397 Our Reg. \$5.95</p> | <p>PYREX WARE #1½ Qt. Loaf Dish #1 Qt. Liquid Measure #9½" Flavor Saver Pie Plate #2 Qt. Square Cake Dish #1½ Qt. Oblong Dish • Add these useful pieces to your kitchen! 83¢ Ea. Our Reg. 90¢</p> | <p>SAVE-A-FLOOR POLY RUG RUNNER Protects rugs. Use as car mats, shelf liners, appliance covers. Cut to size. 6' Length X 27" Width 83¢ Our Reg. \$1.19</p> |

Dave Honea is Gifford-Hill in this area.

He's highly qualified to help you with any irrigation problems you may have and he's got the very best equipment available to do it with.



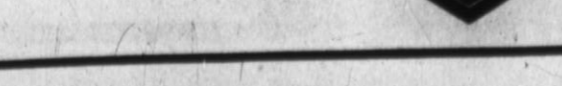
Gifford-Hill's 360. Vanguard PVC Plastic Pipe and Aluminum Pipe. Plus a long list of accessories. If you haven't already met our irrigation expert, drop by soon and get acquainted.

And while you're there, let him show you the latest additions to Gifford-Hill's line of irrigation equipment.

Check with us before you buy.

Gifford-Hill & Company, Inc.

E. Hwy 60 Hereford, Tx 79045 (806) 364-1266



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. Bill Miller

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

LA IGLESIA DE SAN ANTONIO
North 25 Mile Avenue

TEMPLO BAUTISTA MEMORIAL
(A.O. Thompson)
Robert Foster, Pastor

LA IGLESIA DE CRISTO
Sunset and Plains Ave.
Pete Reyna, Minister

CENTRAL CHURCH OF CHRIST
J.T. Marlin, Minister
148 Sunset Dr.

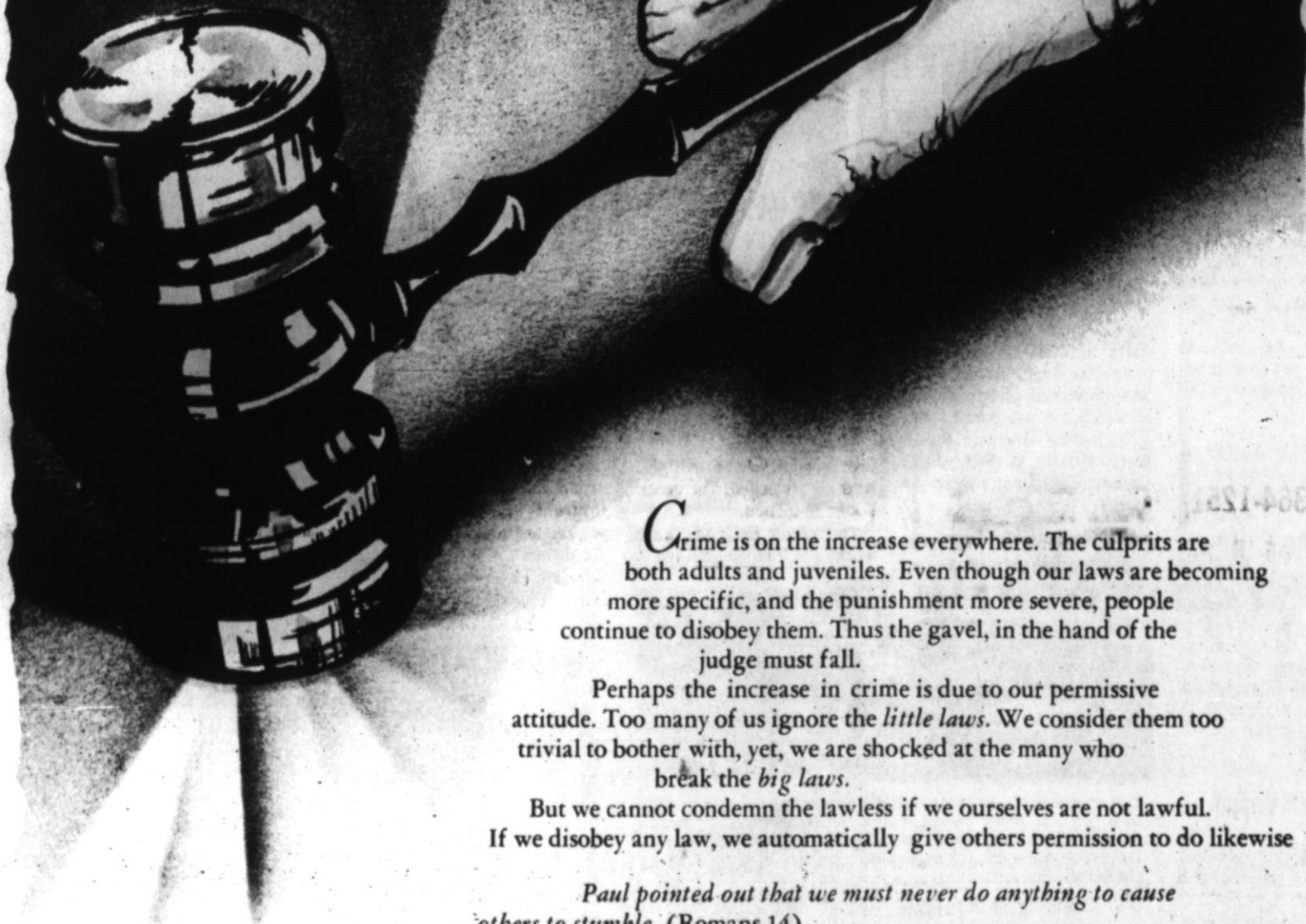
PARK AVE. CHURCH OF CHRIST
On Harrison Highway

TRINITY BAPTIST CHURCH
Southern Baptist
Rev. C.F. Powell
4th and Jackson

SAINTE 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

the Gavel MUST FALL



Crime is on the increase everywhere. The culprits are both adults and juveniles. Even though our laws are becoming more specific, and the punishment more severe, people continue to disobey them. Thus the gavel, in the hand of the judge must fall.

Perhaps the increase in crime is due to our permissive attitude. Too many of us ignore the *little laws*. We consider them too trivial to bother with, yet, we are shocked at the many who break the *big laws*.

But we cannot condemn the lawless if we ourselves are not lawful. If we disobey any law, we automatically give others permission to do likewise.

Paul pointed out that we must never do anything to cause others to stumble. (Romans 14).

We, all of us, must be an example. We must obey the laws of our land. If Christians would consistently do this, our nation would be overtaken by a new attitude in which lawbreaking, on all levels, would not be tolerated. *Justice must prevail. The Gavel Must Fall.*

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
Fred Whipple, Pastor
South Main — 364-5556

ASSEMBLY OF GOD CHURCH
Rev. Homer T. Goodwin, Pastor
15th and Ave. F

**IMMANUEL LUTHERAN
CHURCH**
Rev. Hermon Schelter, Pastor
Park Ave. and B Street

**SEVENTH DAY ADVENTIST
CHURCH**
Elder Hollis A. Morel, Pastor
West Park Addition

LA MISION DE SAN JOSE
S. W. of City
Vicario: Padre Jose, S.A.

CHURCH OF THE NAZARENE
Rev. Max Jetton, Pastor
16th & Blackfoot

GRACE GOSPEL CHURCH
Thirteenth and Avenue K.

**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
Rev. Roger B. Knapp
Minister

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

KELLEY ELECTRIC
Virgil Kelley

McRIGHT GARAGE & SUPPLY
Mr. and Mrs. Clyde Oldham

FIRST NATIONAL BANK
Since 1900

ROCKWELL BROS. & CO.
Ray Chambliss, Mgr.

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**THE SUNDAY BRAND
THE HEREFORD BRAND**
Phone 364-2030

DAVIS IMPLEMENT CO.
W.L. Davis, Jr.

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Anson A. and June Dearing

CONSUMER'S FUEL ASS'N.
"Bud" Sparks, Mgr.

THE INK SPOT, INC.
C.E. Coleman, Jr.

HI-PLAINS SAVINGS & LOAN ASSOC.
Myron Morgan, Mgr.

GILLILLAND - WATSON FUNERAL HOME
Marlin Gilliland-John Gilliland
Charles Watson

PITMAN GRAIN CO.
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Harold Close

FARMERS' DRIVE IN
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COIN OPERATED MAYTAG LAUNDRY
Two Locations: 213 13th
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CASE POWER & EQUIPMENT CO.
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Troy Rhodes

HEREFORD STATE BANK
The Friendly Bank

LOERWALD BROS.
231 W. 2nd

WAC SEED, INC.
Hugh Clearman-Armon Lauderback

CowBelle Presents Program To Class

Mrs. Reece Lawson, representing the Hereford Cow Belles presented a program Monday night to the Sharon Sunday School Class of Temple Baptist Church entitled "A Steer's Not All Steaks."

Mrs. Lawson told the group about the reasons for the pricing of different portions of a beef and the reason that less than half the beef actually is considered "saleable beef."

Meeting in the home of Mrs. Don Dawes, members present were Mrs. Elmer White, Floyd Eubanks, Muriene Streun, Eddie O'Rand and Abbey Frazier.

Literature presented to the group by Mrs. Lawson included four pamphlets about the production and cooking of beef. She also presented to the group a chart entitled "A Steer's Not All Steak." A copy of the chart accompanies this article.

Local Restaurant Honored

The Lil Charro Too of Hereford has been awarded a special honor by being invited to membership in World Famous Restaurants International.

As a fraternal membership, owners and managers of the finer restaurants in the world have an opportunity for goodwill, to exchange ideas and to have their restaurant publicized on an international basis.

Selections of unusual, quaint and distinctive dining establishments are made on the recommendation of leading newspapers and editors and by the judgment of the Executive Committee.

An International Directory of all member restaurants will be available soon to travel agencies, clubs, organizations and to the general public, who may wish to visit these attractive restaurants, wherever they travel in the world.

The Lil Charro Too Restaurant was established in October 1972, is operated by Mrs. Pilar Abalos and Abalos family and is noted for its authentic Mexican foods.

A STEER'S NOT ALL STEAK...

an important factor in the price you pay for beef

| CHUCK 164.8 lbs (26.8% of total carcass) | | RIB 59.0 lbs (9.6% of total carcass) | |
|--|------------------|--------------------------------------|-----------------|
| Blade pot roasts | 59.3 | Standing rib roasts | 24.2 |
| Stew or ground beef | 32.1 | Rib steaks | 12.4 |
| Arm pot roast | 22.3 | Short ribs | 2.7 |
| Cross rib pot roast | 10.2 | Braising beef | 4.7 |
| Boston cut | 9.9 | Ground beef | 3.5 |
| Fat and bone | 30.5 | Fat and bone | 11.5 |
| TOTAL | 134.3 lbs | TOTAL | 47.5 lbs |
| | 30.5 lbs | | 11.5 lbs |

| BRISKET 23.4 lbs (3.8% of total carcass) | | LOIN 105.8 lbs (17.2% of total carcass) | |
|--|-----------------|---|-----------------|
| Boneless | 9.4 | Porterhouse steak | 18.7 |
| Fat and bone | 14.0 | T-bone steak | 9.5 |
| TOTAL | 23.4 lbs | Club steak | 5.2 |
| | 14.0 lbs | Sirloin steak | 4.4 |
| | | Ground beef | 2.9 |
| | | Fat and bone | 28.1 |
| | | TOTAL | 77.7 lbs |
| | | | 28.1 lbs |

| SHANK 19.1 lbs (3.1% of total carcass) | | ROUND 137.8 lbs (22.4% of total carcass) | |
|--|-----------------|--|-----------------|
| Flank | 3.2 | Top round (inside) | 21.0 |
| Ground beef | 12.6 | Bottom round (outside) | 20.3 |
| Fat | 16.2 | Tip | 13.1 |
| TOTAL | 32.0 lbs | Slew | 8.3 |
| | 16.2 lbs | Rump | 4.8 |
| | | Kabobs or cubes | 2.1 |
| | | Ground beef | 14.2 |
| | | Fat and bone | 54.0 |
| | | TOTAL | 83.8 lbs |
| | | | 54.0 lbs |

Prepared by the National Live Stock and Meat Board



| SHORT PLATE 51.0 lbs (8.3% of total carcass) | | FLANK 32.0 lbs (5.2% of total carcass) | |
|--|-----------------|--|-----------------|
| Plate, stew, short ribs | 40.8 | Flank | 3.2 |
| Fat and bone | 10.2 | Ground beef | 12.6 |
| TOTAL | 51.0 lbs | Fat | 16.2 |
| | 10.2 lbs | TOTAL | 18.5 lbs |
| | | | 18.5 lbs |

| MISC. 22.1 lbs (3.6% of total carcass) | |
|--|-----------------|
| Kidney, hanging tender | 3.6 |
| Fat, suet, cutting losses | 18.5 |
| TOTAL | 22.1 lbs |
| | 18.5 lbs |

SUMMARY

Beef carcass (choice grade) 615 lbs
 Less fat, bone and loss 183 lbs
 Saleable beef 432 lbs

Supply and Demand are not the only factors in the price you pay for beef. For instance, today's modern-type 1,000 lb choice steer produces an approximate 615 lb carcass which the packer sells to a retailer who trims away 183 lbs of fat, bone and waste... ending up with only 432 lbs of beef that he cuts, wraps and sells to customers.

Of that a surprisingly small amount is steak and a much larger quantity is roasts as shown in the chart above. Retail stores put a higher price on steak and a lower price on pot-roasts and ground beef so that they sell it all... not end up with only less-in-demand cuts like pot-roasts and short ribs left in the cooler.

Track Coach Outlines Prospects For Rotary Club

Don Cumpton, Hereford High track coach, told the Hereford Noon Rotary Club Monday that this season will be a "rebuilding year" for the herd.

"We entered a track meet in Plainview Saturday and didn't do well at all," Cumpton said. "However, I feel we will be progressing along well in the next few weeks and should do better than expected at the District meet April 6."

The coach said 42 boys have reported for the team. The number includes 11 seniors, nine juniors and 22 sophomores.

"We graduated 18 seniors last year and that hurt us some," he said. "But we are going to do all right later on. I guess you would have to say this is a rebuilding year for us, but I think we will be better than other people think we are supposed to be."

Cumpton outlined the track team prospects and admitted his strength lies in the hurdles races and in the long jump event where he competes with two major students — James Harris and Chuck High. High is a returning all-state hurdler and Harris is a regional qualifier.

"Our district will be the strongest in the region in the hurdles," he said. "We have two of the best hurdlers and I hope they will be on top at the end of the season."

The coach also singled out the shot put event as a strong point of the team. David Varner won the Plainview meet Saturday in the event.

Cumpton said the weakest point of the track team is that there are no outstanding sprinters.



Two major track meets will be held in Hereford this year on the new resillite track which is scheduled to be completed by the end of next week. The Deaf Smith County Chamber of Commerce Relays will be held March 16 and a Regional Qualifiers Meet is set for April 13.

The District 4-AAAA meet is planned April 4 at Plainview.

WASHINGTON NOTES

ON OIL
Oil company executives have predicted that even with an all-out effort, 15 years will be needed for the United States to become self-sufficient in energy production.

CANCER FUNDS SOUGHT
President Nixon has asked Congress for another \$100 million above last year's request of \$500 million for an expanded attack on cancer in his fiscal 1975 budget.



Japanese legend has it that eels are dragons in disguise!

Meeting To Focus On Migrant Needs

An organization concerned with the needs of migrant workers, Llano Estacado Farmworkers of Texas, Inc., will meet at 1:30 p.m. Sunday, March 10 in St. Joseph's Hall.

Purpose of the assembly will be to set priorities, identify and discuss problems of migrants and resolve to give assistance where it is needed. The general public is invited.

The Llano Estacado Farmworkers office is located on Domingo Street in Hereford Housing Project (formerly the Labor Camp) in the building which was previously St. Joseph's Hospital. The office is open 9 a.m. — 6 p.m. Monday through Friday and can be reached by phoning 364-6539.

In order to qualify for assistance from the organization, one must be a migrant or seasonal farmworker and meet OEO Poverty Guidelines. For example, a family of four must be limited to a yearly income of \$4,200.

For Houses - Farms - Ranch & Commercial Needs - CALL

Mary French

Carmichael Real Estate Office 364-1251
 508 So. 25 Mile Ave. Home 364-0854

MANAGER'S CHOICE HOME APPLIANCES SALE...

ELECTRONIC OVEN WITH FREE BROWNING GRILLE

199⁸⁸* (Was 229.88)

● Helps save energy, time and money
 ● Safety-lock door won't open unless button is pushed
 ● 15-min. timer; slide-out glass cooking tray

OTHER ELECTRONIC OVENS AS LOW AS 179.88

18-LB. WASHER CUTS DOWN LAUNDRY LOADS

149⁸⁸* (Was 159.95)

● 8 speeds and 2 cycles for various fabric types
 ● Reversible safety lid
 ● Handy front servicing
 ● Matching gas or electric dryer available

14.1-CU. FT. REFRIGERATOR FREEZER

224* (Was 239.95)

● Big 132 lb. freezer
 ● Frostless refrigerator section
 ● Manual defrost freezer section
 ● Slide-out shelves

HURRY! QUANTITIES ARE LIMITED!

SPECIAL BUYS IN-STOCK

SAVE 34% Ladies 3-Pc. Luggage Set Plus 17.99 tote FREE! Only **39⁸⁸** (Was 59.97)

SAVE \$20 8-Band Radio with Shortwave and Citizen's Band! Only **59⁸⁸** (Was 79.95)

364-5801 *Plus transportation **114 Park Ave. Hereford, Texas**

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

WHO KNOWS?

- What religious event is observed on February 27?
- What is its significance?
- How is the date determined?
- Name the stone and flower for March.
- When was Florida admitted to the Union?
- Which President inaugurated the "Fireside Chats"?
- How many cubic inches are there in one board foot?
- Des Moines is the capital of what state?
- Who is attributed with saying "Never leave that till tomorrow which you can do today"?
- Where would you find "Boast not thyself of tomorrow; for thou knowest not what a day may bring forth"?

Answers To Who Knows

- Ash Wednesday.
- It's the first day of Lent.
- Lent begins forty days before Easter not counting Sundays.
- The aquamarine and Jonquil.
- March 3, 1845.
- Franklin D. Roosevelt.
- 144 cubic inches.
- Iowa.
- Benjamin Franklin.
- Proverbs 27:1.



Some people believe that the sun "shouts" on Easter morning!

NOTICE OF INTENTION TO ENGAGE IN WEATHER MODIFICATION ACTIVITIES

NOTICE IS HEREBY GIVEN THAT PLAINS WEATHER IMPROVEMENT ASSOCIATION, INC., OF P.O. BOX 1027, PLAINVIEW, TEXAS 79073, who holds License No. 14-6 of the State of Texas, intends to engage in an operation designed to decrease hailfall by artificial methods, for and on behalf of Plains Weather Improvement Association, Inc., and will conduct such program by means of aerial application of artificial nuclei as follows:

- The area over or within which equipment may be operated shall include portions of the counties: Hale, Lamb, Castro, Swisher, Briscoe, Floyd, Crosby, Lubbock, Hockley, Randall, Deaf Smith and Permian.
- The target within which hailfall is intended to be decreased is described as follows: The outer boundary commencing at the point of intersection of the counties Hale, Lubbock, Hockley and Lamb; thence northward along the Hale-Lamb County line to the southern boundary of Castro County; thence westward nine (9) miles along the Castro-Lamb County line; thence due north to State Highway 86; thence eastward along State Highway 86 to U.S. Highway 87; thence southward along U.S. Highway 87 to the northern boundary of Hale County; thence eastward along the county line to Farm Road 275; thence southward along Farm Road 275 to U.S. Highway 75; thence southeastward 1 1/2 miles along U.S. Highway 75; thence due south to the Floyd-Crosby County line; thence westward along the county line to the intersection with Lubbock County; thence southward eight (8) miles along the Lubbock-Crosby County line; thence due west to Farm Road 400; thence northward along Farm Road 400 to the Hale-Lubbock County line; thence westward along the county line to the intersection of the counties Hale, Lubbock, Hockley and Lamb, the point of origin.
- The equipment, materials, and methods to be used in conducting the operation are a weather radar system, cloud seeding aircraft and flares for dispensation of silver iodide nuclei near cloud base.
- The person who will be in control and in charge of the operation is Jonnie G. Medina, Plainview, Texas.
- The operation will extend during the period beginning about April 1, 1974, and ending about November 30, 1974.

Individuals, organizations, or agencies who consider that their interests will be adversely affected by the operation proposed may file a formal protest for consideration by the Board with the following:

WEATHER MODIFICATION AFFAIRS COORDINATOR
 TEXAS WATER DEVELOPMENT BOARD
 P. O. Box 10687
 Austin, Texas 78711

Dated: 8 February 1974 Signed: Paul W. Leach
 Secretary-Treasurer Plains Weather Improvement Assn., Inc.



Wins Award

Alton Lamm, son of Mr. and Mrs. W.A. Lamm, has recently been honored by The Southwestern Company in Nashville, Tennessee. Last summer, Alton won special recognition for individual effort by winning the Gold Award, the premium award The Southwestern Company gives for working over 75 or 80 hours a week in The Southwestern Summer Program. The Southwestern Program gives a young man the opportunity to learn to communicate with other people, run his own business and earn enough money to pay his own way through college.



In Germany, chestnuts were carried as a charm against backaches. Of course, carrying too many chestnuts would only aggravate the condition!



Keepsake
 TRADITIONAL WEDDING RINGS
 Matched Keepsake wedding rings, sculptured and textured in 14K yellow or white gold.

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

1969 FAIRLANE, 2 Door Hardtop, V-8, Automatic, Good Rubber, Extra Clean \$995

1969 BUICK STATION WAGON, V-8, Automatic, Power Steering and Brakes, Air Conditioning \$1195

1960 FORD F-100, Short Wide Bed, 3 Speed, V-8, Slick Body \$395

1969 FORD LTD, V-8, Automatic, Power Steering and Brakes, Air Conditioning, Vinyl Roof \$895

1972 GRAN TORINO, 4 Door Pillard Hard Top, V-8, Automatic, Power Steering, Air Conditioning, Extra Nice \$2495

ORVAL WATSON FORD SALES
 200 W 1 st. **364-2727**

CALENDAR OF EVENTS

THURSDAY

La Madre Mia Study Club, home of Mrs. Herschel Black, 8 p.m.
 Calliopean Study Club, home of Mrs. D.C. McWhorter, 8 p.m.
 Kiwanis Club, Civic Club Center, noon.
 Jaycees, Dickie's Restaurant, 8 p.m.

FRIDAY

Campfire Leaders Assn., CPG Lodge, 10 a.m.
 Garden Beautiful Club, home of Mrs. V.O. Hennen, 3 p.m.
 Bud to Blossom Club, home of Miss Gladys Setliff, 9:30 a.m.
 Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
 Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.

SATURDAY

Deaf Smith County Historical Museum open to the public free, from 2 to 5 p.m. Saturday and Sunday

SUNDAY

St. Thomas Episcopal Women of Church, parish hall, 9:30 a.m.
 Deaf Smith County Historical Museum open to public, free, from 2 to 5 p.m.

MONDAY

Delta Xi Chapter of Delta Kappa Gamma, Flame Room of Pioneer Natural Gas building, 7:30 p.m.
 4-H Parent-Leader Assn., Reddy Room of Southwestern Public Service building, 7:30 p.m.
 Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
 Dawn Lions, Dawn community building, 7 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.

TUESDAY

Xi Epsilon Alpha Chapter of

Beta Sigma Phi Sorority, home of Mrs. Jim Aldridge at Dimmitt, 7:30 p.m.

American Legion and Auxiliary, Legion Hall, 7:30 p.m.
 Young Homemakers of Texas, La Plata Junior High School, 8 p.m.

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

La Affiatu Estudio Club, home of Mrs. Ira Ott, 3 p.m.

Kappa Iota Chapter of Beta Sigma Phi Sorority, home of Mrs. Tom Bullard, 7:30 p.m.

Alpha Alpha Chapter of Beta Sigma Phi Sorority, Hospitality Room of Hereford State Bank, 8 p.m.

La Plata Study Club, Community Center, 8 p.m.

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

Heritage Extension Club, home of Mrs. Jacob King, 7:30 p.m.

Young Homemakers Extension Club, home of Mrs. Hiley Lowrie, 137 Ranger, 9:30 a.m.

BPOE Lodge, lodge hall, 8:30 p.m.

Calorie Patrol TOPS Club, Community Center, 9:30 a.m.

Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.

WEDNESDAY

Simms Study Craft Club, 2 p.m.

United Methodist Women of First United Methodist Church, executive meeting and luncheon at church, 12:30 p.m.

United Presbyterian Women's Assn., luncheon at church, noon.

Merry Mixers Square Dance Club, Community Center, 8:30 p.m.

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

Knights of Columbus, KC Hall, 8 p.m.
 Noon Lions, Civic Club Center, noon.

Methodists Study Luke

A study of the Biblical book of Luke will ensue at First United Methodist Church 10:30 a.m. Wednesday, March 6 in Ward Parlor.

Directing the first session of the series will be Mrs. Frank Ford and assisting her will be Mrs. Buddy Peeler, who will sing "The Magnificat." Preceding the initial lecture

will be an executive meeting at 10 a.m. that day in Ward Parlor. A covered dish luncheon will commence at 11:30 a.m. at the church.

The next three sessions, which will be led by Jordan Grooms, are slated for 10 a.m. March 13, 20 and 27 in the same location.

Cooking Caps Meeting

The art of preparing food was discussed by Mrs. George Ritter when she entertained Veleda Study Club members Tuesday evening in the home of Mrs. Richard Ottesen.

Referring to The Fixfire Book, Mrs. Ritter defined cooking as the art of preparing food for the table. She traced the history of culinary creativity back to Egypt in 400 B.C. According to the speaker, cooking was developed through a chain of sources: volcanoes and forest fires, campfires and fireplaces, wood stoves and Dutch ovens.

Refreshments denoted a patriotic theme inspired by

George Washington's birthday. Large red candles, red cherries and American flags formed a background for a replica of the Washington Monument.

Cherry pie and coffee was served to Mmes. Bill Bradley, Gid Brown, Hugh Clearman, J.D. Gilbert, Armon Lauderback, Ottesen, Gwynne Owen, John Poindexter, Ritter, Lawrence Ruther, Billy Wayne Sisson, Frank Zinser and Lloyd Crume.

The best way to become financially independent is to learn how to say "no" to yourself.

Hospital Notes

PATIENTS IN HOSPITAL

Mrs. W.J. Hacker, 119 E. 15th; Cassandra Haselden, Route 5; Mrs. Augustin Martinez, P.O. Box 214; Mrs. A.C. Burkhardt, 213 Western.
 Mrs. Cora Bentley, 1516 Forrest; Mrs. Helen Sowell, 609 W. Third; Mrs. Arthur Brock, 721 Union; Floyd McGee, Route 4; John Hanchey, Fullwood Apts.
 Henry Smith, Dimmitt; Conrad Gonzales, 417 Ave. H; Orpha Click, 135 Aspen; Ray Johnson, Summerfield; Jana Ray, 100 Beach; Fred Ratliff, 239 Star.
 Glenda Robbs, 204 Elm; Mrs. J.A. Pitman, P.O. Box 1937; Mrs. Phillip Shook, 123 Aspen;

Larry Norris, Route 1.

PATIENTS DISMISSED

Mrs. Jack Bullard, Martha Wilkinson, Mrs. Josephine Schneider, Mrs. Odella Huckert, Fannie Casebeer, February 26.
 Mrs. Bruce Coleman, Alva Teas, Mrs. Quentin Curtis, Bruce Coleman, February 25.
 Henry Howell, Alfred Daniel Mowery, Henry Dickson, Jacinto Martinez, Mrs. Manuel Flores, Milton Dean, Mrs. Adolph Balderaz, Mrs. Ray Borman, February 24.
 Mrs. Frank Daniel, Mrs. Kendon Anderson, Mrs. L.L. Fisher, Gilbert Hernandez, February 23.

T G & Y

family centers

OPEN WEEKDAYS 9-9
 CLOSED SUNDAYS
 PARK PLAZA CENTER
 HEREFORD, TEXAS

Net these **RIVER** MINNOW BUCKET

on INDOOR & OUTDOOR Supplies!

METAL TACKLE BOX
 13" x 7" x 5" \$1.99
 1 TRAY, 8 COMPARTMENTS

Two piece floating metal bucket with perforated lid and sturdy hinge. A real fisherman's special!
 \$1.99

LET'S GO FISHING

PLASTILITE FISHING FLOATS 36¢ Pkg.
 Assorted sizes and count per package. 3 to 6 per bag according to size.

LANDING NET \$1.57 Ea.
 18" aluminum handle, 15" net.

ZEBCO SPIN CAST 33 REEL \$9.99 Ea. Limit 1
 Closed face, chrome, contains 125 yds. of 6 lb. mono line.

FISHING LURE SPECIALS
 2 FOR \$1

ZEBCO 202 SPIN CAST REEL \$2.29 Each
 For medium-light fresh water fishing. Spring-actuated ratchet drag system. Removable spool loaded with approximately 75 yds. of 10-lb. test mono line.

BAIT HOLDER SNELLED HOOKS 5¢ PKG.

READY YOUR HOME FOR SPRING

GOLDEN "T" 4 INCH WALL BRUSH \$1.99 Ea.
 Golden "T" better quality, Tynex® bristle brush with red handle.

SHUR-LINE® 2 WHEEL PAINT EDGER 67¢ Ea.
 2 guide wheels insure sharp, clean line for edging ceilings, doors, windows and base boards.

ESSEX GRAHAM DELUXE 7 Pc. PAINTING KIT \$2.77 Ea.
 Includes deluxe metal tray, 9" plated roller & Duranel® cover wood pole, extra mohair cover, trim tool, opener/closer.

MASKING TAPE 33¢
 3/4" x 60 yds.

Ashby® 6 FOOT ALUMINUM STEP-LADDER \$10.88 EACH
 Sturdy aluminum construction. Full 3" side rail and steps with channel construction on front & rear legs. Utility shelf to hold tools. Folds flat for convenient storage. 200 pound duty rating, U.L. listed & labeled.

Announcing

CLARK'S HOUSE of FLOWERS

and

H & R's FLOWERS and GIFTS

are

combining with the new name of

FLOWERS WEST

as of March 1st.

H.R. Fulton, Owner and Joe Frank Clark, Manager

Assisted by designers: Billie McCauley & Silvia Latham. Presently operating from the shop located at 813 West Park Ave., until their new building is completed in the Park Plaza shopping center. Proposed date of opening July 1.

Customers can expect a continuation of the same fine floral designs plus an expanded service operation.

The new building will incorporate the skills of both shops plus a new, large area featuring a distinct gift & decorative center.

FLOWERS WEST

813 W. Park Ave 364-6452

SUPPLEMENT TO THE FOLLOWING NEWSPAPERS THURSDAY, FEB. 28, 1974:

ABERNATHY, TEXAS
Smith's Thriftway
S&H Green Stamps
BOISE CITY, OKLAHOMA
Coly's Thriftway
Buccaneer Stamps
CANYON, TEXAS
Cooper's Thriftway
Gold Bond Stamps
DALHART, TEXAS
Porter's Thriftway
S&H Green Stamps
DUMAS, TEXAS
Thriftway Supermarket
Buccaneer Stamps

FLOYDADA, TEXAS
Don's Thriftway
Gold Bond Stamps
HEREFORD, TEXAS
Thriftway
Gunn Brothers Stamps
KERMIT, TEXAS
Serv-All Thriftway
Gold Bond Stamps
LOCKNEY, TEXAS
Page's Thriftway No. 3
S&H Green Stamps
LOVINGTON, NEW MEXICO
Thriftway
No. 1, 721 N. Main St.

No. 2, 17 West Ave. H
Purple Stamps
MEMPHIS, TEXAS
Davis & Scott Thriftway
Buccaneer Stamps
MORTON, TEXAS
Doss Thriftway
Gold Bond Stamps
PADUCAH, TEXAS
Moore's Thriftway
S&H Green Stamps
PANHANDLE, TEXAS
Panhandle Thriftway
Buccaneer Stamps

PECOS, TEXAS
Bob's Thriftway
Hill's Thriftway
Popular Thriftway
Purple Stamps
PLAINVIEW, TEXAS
Page's Thriftway
No. 1, 809 W. 24th. St.
No. 2, 1200 S. Date St.
S&H Green Stamps
RALLS, TEXAS
Leftwich Thriftway
Gold Bond Stamps
ROTAN, TEXAS
Glen's Thriftway

Gold Bond Stamps
SHAMROCK, TEXAS
Pritchard's Thriftway
S&H Green Stamps
SPEARMAN, TEXAS
Cut Rate Thriftway
Buccaneer Stamps
TUCUMCARI, NEW MEXICO
Cooper's Thriftway
Gunn Brothers Stamps
TULIA, TEXAS
Tulia Thriftway
S&H Green Stamps
WELLINGTON, TEXAS
Owens & Scott Thriftway
Buccaneer Stamps
WHEELER, TEXAS
Pritchard's Thriftway
S&H Green Stamps

CANYON, TEXAS
MOORE COUNTY NEWS PRESS
DUMAS, TEXAS
HAPPY WEEKLY NEWS
HAPPY, TEXAS
HEREFORD BRAND
HEREFORD, TEXAS
WINKLER COUNTY NEWS
KERMIT, TEXAS
THE LOVINGTON DAILY LEADER
LOVINGTON, NEW MEXICO
PECOS ENTERPRISE
PECOS, TEXAS
PLAINVIEW DAILY HERALD
PLAINVIEW, TEXAS
ROTAN ADVANCE — ROBY STAR RECORD
ROTAN, TEXAS
SHAMROCK TEXAN
SHAMROCK, TEXAS
TUCUMCARI DAILY NEWS
TUCUMCARI, NEW MEXICO
WHEELER TIMES
WHEELER, TEXAS



MARCH

is "fill your bare cupboard month"

THE 1974 SHURFINE "YOUNG MOTHER HUBBARD SALE" IS HERE!
OUTSTANDING VALUES ON AN ABUNDANT SUPPLY OF FAVORITE FOODS.
FORGET SHORTAGES... STOCK-UP NOW AND SAVE!



Your
QUALITY
brand for
SAVINGS
...in
good taste!



TH
La Madre home of Mrs p.m.
Calliope of Mrs. D.C.
Kiwanis Center, noon
Jaycees, D 8 p.m.

F
Campfire CFG Lodge, Garden Be of Mrs. V.O.
Bud to Blo Miss Gladys Patriarch Ladies Auxil p.m.
Kiwanis W Club, Dickie a.m.

SA
Deaf Smit Museum of free, from 2 and Sunday

St. Thom of Church, Deaf Smit Museum of from 2 to 5

Delta Xi Kappa Gan Pioneer Ni 7:30 p.m.
4-H Par Reddy Roe Public Ser p.m.

Order of Masonic H Dawn I munity but Rotary Center, no Odd Fel Hall, 8 p.m.
Evening House, 7 p

Xi Episk



it's **YOUNG MOTHER HUBBARD TIME**

Shur & Fine



ORANGE JUICE FROZEN
HIGH IN NATURAL VITAMIN C FROM FLORIDA

6 \$1
6 OZ. CANS

SHURFINE presents
An Evening with

a very special 90 minutes of TV with Miss Pearl Bailey

For the first time ever Pearl Bailey does her "thing" on television. The same performance that she does live for audiences around the world — that has brought her fame and fortune — has been captured by the magic of video tape so that you may really know and enjoy this most remarkable lady!

AS SEEN IN YOUR AREA

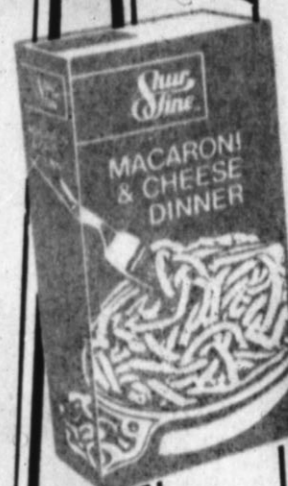
| | | | |
|--------------------|-------------|-----------------|---------------|
| NEW MEXICO | | | |
| Clevis | KFDN-ch. 12 | 2-26-74 | 7:30 to 8:00 |
| Reswell | KBIM-ch. 10 | 2-13-74 | 9:30 to 11:00 |
| OKLAHOMA | | | |
| Sayre | KFDD-ch. 8 | 2-26-74 | 8:30 to 10:00 |
| TEXAS | | | |
| Amarillo | KFDA-ch. 10 | 2-26-74 | 8:30 to 10:00 |
| Lubbock | KLUB-ch. 13 | 2-26-74 | 8:30 to 10:00 |
| Abilene/Sweetwater | KTXS-ch. 12 | TO BE ANNOUNCED | |
| Odessa/Midland | KOSA-ch. 7 | 2-27-74 | 8:30 to 9:00 |
| White Falls/Lawton | KFDX-ch. 3 | TO BE ANNOUNCED | |



WHOLE KERNEL OR CREAM STYLE GOLDEN

CORN

5 \$1
17 OZ. CANS



MACARONI & CHEESE DINNER

DINNER

5 \$1
7 1/2 OZ. BOXES

Shur & Fine IS OFFERING MORE OF

| | | | | |
|------------------------|----------------------------|--------------------------|----------------------|------------|
| Shur & Fine | FOR TENDER, LIGHT PANCAKES | PANCAKE MIX | 32 OZ. BOX | 49¢ |
| Shur & Fine | FAMILY FAVORITE | MEDIUM GRAIN RICE | 32 OZ. BAG | 79¢ |
| Shur & Fine | HAMBURGER | DINNER MIX | 2 MIX OR MATCH PKGS. | 89¢ |
| | | | | |
| Shur & Fine | CRUNCHY OR SMOOTH | PEANUT BUTTER | 2 12 OZ. JARS | 89¢ |
| Shur & Fine | CUT ALL GREEN | ASPARAGUS SPEARS | 2 14 1/2 OZ. CANS | 89¢ |
| Shur & Fine | PURE | BLACK PEPPER | 4 OZ. CAN | 39¢ |
| Shur & Fine | RICH, FLAVORFUL | WAFFLE SYRUP | 32 OZ. BOTTLE | 59¢ |
| Shur & Fine | PITTED LARGE | RIPE OLIVES | 2 6 OZ. BOTTLES | 89¢ |
| Shur & Fine | STRAWBERRY | PRESERVES | 18 OZ. GLASS | 59¢ |
| Shur & Fine | TEXAS PAK-NATURAL | ORANGE JUICE | 2 46 OZ. CANS | 89¢ |



5 LB. BAG

DOG-GONE GOOD!



Pearl
SHURFINE'S
TV SPECIAL

is "fill your bare cupboard month"



**COLBY
CHEESE**



HALF MOON
LONGHORN
10 OZ. PKG.

79¢

Shur
Fine

I & CHEESE

KNISHERS

\$1
1/2 OZ.
BOXES



Shur
Fine

GREEN

SPINACH

\$1
15 OZ.
CANS



Shur
Fine

TOMATO

CATSUP

\$1
14 OZ.
BOTTLES

OF EVERYTHING YOU NEED...FOR LESS!

Shur
Fine
FLOUR

ENRICHED

FLOUR

75¢
5 LB. BAG



OVERNIGHT PINLESS

DISPOSABLE DIAPERS

12 COUNT
BOX

89¢



DAYTIME PINLESS

DISPOSABLE DIAPERS

30 COUNT
BOX

\$1.49



FRESH PAK

CUCUMBER CHIPS

3

16 OZ.
JARS

\$1.00



GREEN

SPINACH

5

15 OZ.
CANS

\$1.00



BROCCOLI SPEARS 10 OZ. CUT CORN 10 OZ.

FROZEN VEGETABLES

4

CUT GREEN BEANS 9 OZ. GREEN PEAS 10 OZ.

MIX AND MATCH PKGS.

\$1.00



PIECES AND STEMS

MUSHROOMS

3

4 OZ.
CANS

\$1.00



FANCY

TOMATO SAUCE

5

15 OZ.
CANS

\$1.00



TEXAS PAK-NATURAL PINK

GRAPEFRUIT JUICE

2

46 OZ.
CANS

89¢



BUTTERMILK OR SWEETMILK

BISCUITS

8 OZ. CAN

10¢



FRESH

VANILLA WAFERS

3

10 OZ.
BOXES

\$1.00





TH

La Madre home of Mrs p.m.
Calliopean of Mrs. D.C. Kiwanis Center, noon
Jaycees, D 8 p.m.

Campfire CFG Lodge, Garden B of Mrs. V.O Bud to Blo Miss Gladys Patriarct Ladies Auxil p.m.
Kiwanis V Club, Dickie a.m.

SA

Deaf Smil Museum of free, from 2 and Sunday

St. Thom of Church, Deaf Smil Museum o from 2 to 4

Delta X Kappa Gan Pioneer N 7:30 p.m.
4-H Pat Reddy Ro Public Se p.m.

Order of Masonic H Dawn J munity bu Rotary Center, no Odd Fe Hall, 8 p.m Evening House, 7 p

Xi Epsil



Your QUALITY brand for SAVINGS

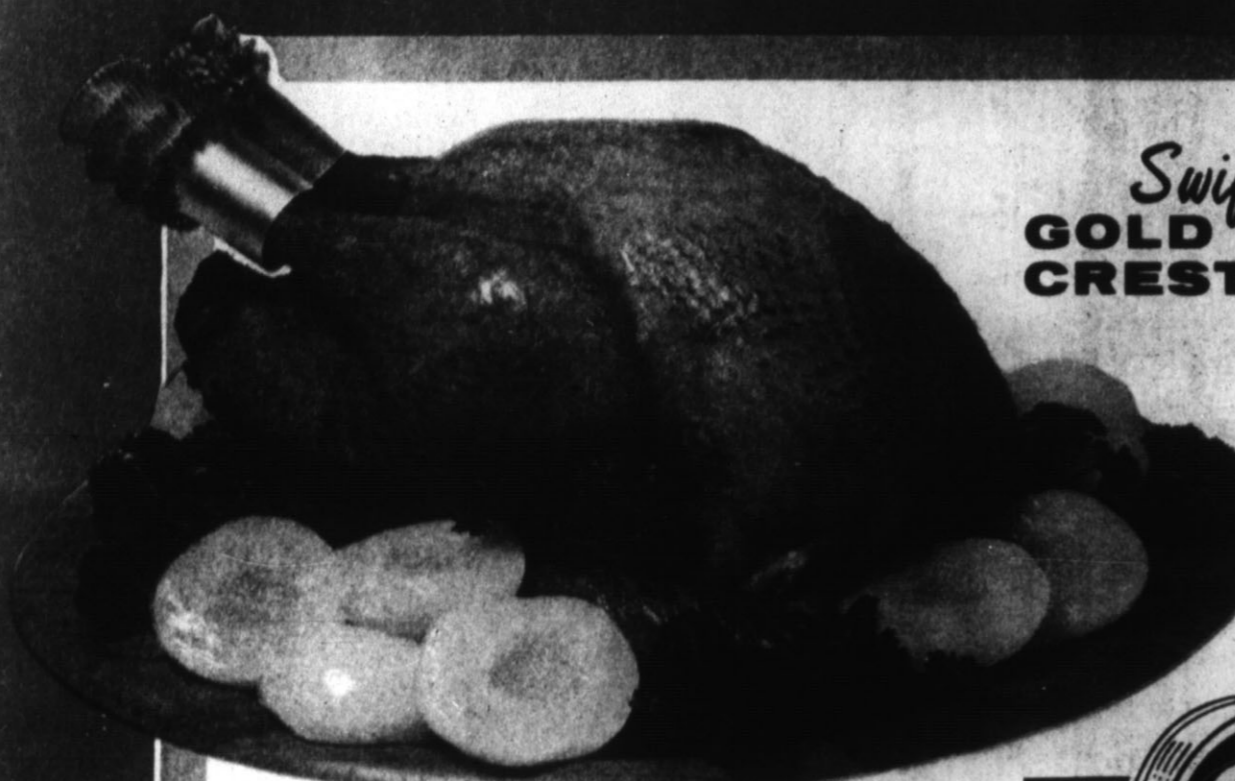


Shur Fine

MARCH

...is "fill your bare cupboard month"

THRIFTWAY



Swift GOLD CREST

Turkey

Small Young Self Basting

59¢

4-9 POUND AVERAGE

LB.



SHURFRESH

SLICED ALL MEAT PREMIUM QUALITY BOLOGNA

12 OZ. PACKAGE

69¢



SHURFRESH

ALL MEAT PREMIUM QUALITY FRANKS

12 OZ. PACKAGE

69¢



SHURFRESH CANNED HAMS 5 LB. CAN \$6.49

Shurfresh FULLY COOKED canned

Ham

3 \$3.89

3 LB. CAN

Garden fresh produce!



CENTRAL AMERICAN BANANAS

LB. **10¢**

CALIFORNIA GREEN PASCAL CELERY..... LB. **15¢**

YELLOW SWEET ONIONS..... LB. **19¢**

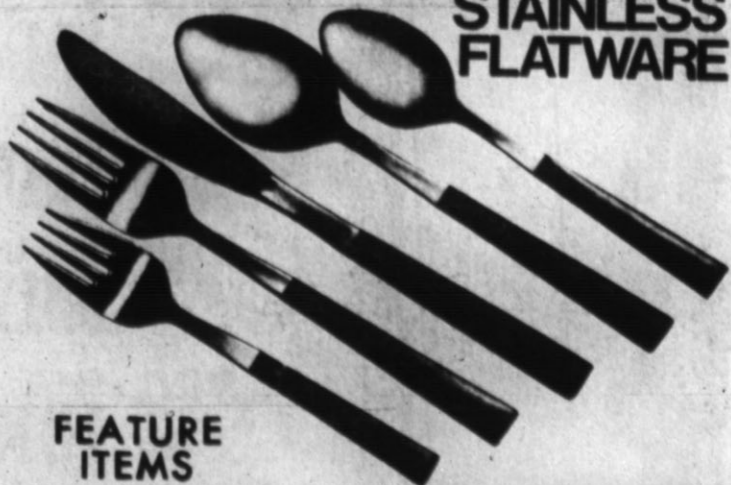
MARYLAND SWEET YAMS..... LB. **25¢**

MIX OR MATCH WASHINGTON RED DELICIOUS APPLES OR CALIFORNIA SUNKIST ORANGES

5 POUNDS **\$1.00**

CALIFORNIA BUGGS BUNNY CARROTS..... 1-LB. CELLO PKG. **15¢**

WOODWIND STAINLESS FLATWARE



FEATURE ITEMS

FEB. 25-MARCH 2 Salad Fork

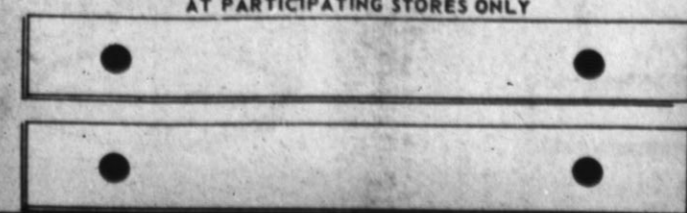
MARCH 4 THRU 9 Dinner Fork

EACH BASIC PIECE

39¢

WITH EACH \$5.00 PURCHASE

AT PARTICIPATING STORES ONLY



The Hereford Brand

Section Two

Hereford, Texas, Thursday, February 28, 1974

12 Pages

Spring Sports Calendar

BASEBALL

March 1 — Caprock, There, 4 p.m.
 March 2 — Tascosa (2 games), Here, 1 p.m.
 March 5 — Palo Duro, Here, 4 p.m.
 March 8 — Borger, There, 4 p.m.
 March 9 — Pampa Tourney, There, TBA
 March 11 — Canyon, Here, 4 p.m.
 March 12 — Canyon, Here, 4 p.m.
 March 14-16 — Deaf Smith County Tourney — Palo Duro, Pampa, Canyon, Levelland, Dumas, Borger, Hereford
 March 19 — Amarillo, There 4 p.m.
 +March 22 — Plainview (2 games), Here, 2:30 p.m.
 +March 23 — Coronado (2 games), There, 1 p.m.
 +March 29 — Snyder (2 games), There, 2:30 p.m.
 +April 5 — Lubbock (2 games), Here, 2:30 p.m.
 +April 12 — Monterey (2 games), There, 2:30 p.m.
 +April 16 — Plainview (2 games), There, 2:30 p.m.
 +April 19 — Coronado (2 games), Here, 2:30 p.m.
 +April 26 — Snyder (2 games), Here, 2:30 p.m.
 +April 30 — Lubbock (2 games), There, 2:30 p.m.
 +May 3 — Monterey (2 games), Here, 2:30 p.m.
 +District Games

BOYS TRACK

March 2 — Pampa, Varsity and JV
 March 9 — Andrews, Varsity
 March 16 — Hereford, Varsity and JV
 March 23 — Borger, Varsity
 March 29-30 — Amarillo, Varsity and JV
 April 6 — District Meet at Plainview, Varsity and JV
 April 13 — Regional Qualifiers Meet in Hereford
 April 19-20 — Regional Meet in Lubbock
 April 27 — State Qualifiers Meet in Lubbock
 May 3-4 — State Meet in Austin

TENNIS TOURNAMENTS 73-74

Borger Tournament — March 22-23
 Amarillo Relays — March 29-30
 District Tournament (Plainview) — April, 5-6
 Levelland — There, March 5, 2:30 p.m.
 Pampa — There, March 9, 1 p.m.
 Pampa — Here, Feb. 23, 11 a.m.

GOLF

March 8 — +Snyder
 March 15 — +Lubbock
 March 22 — +Plainview
 March 29-30 — Amarillo Relays
 April 5 — +Hereford
 +Denotes District matches

GIRLS VOLLEYBALL

February 28 — +Palo Duro, There, 6:30 p.m.
 March 5 — +Caprock, There, 6:30 p.m.
 March 7 — +Tascosa, Here, 6:30 p.m.
 March 12 — +Pampa, There, 6:30 p.m.
 March 14 — OPEN
 March 19 — +Amarillo, Here, 6:30 p.m.
 March 21 — +Borger, There, 6:30 p.m.
 March 26 — +Palo Duro, Here, 6:30 p.m.
 +District Games

GIRLS TRACK

March 2, Olton (H.S. & Jr. High)
 March 15, Surray (H.S. & Jr. High)
 March 23, Borger (H.S.)
 March 29 or 30, Hereford Meet (H.S. & 9th grade)
 April 13, Easter Holiday
 April 19, Canyon District (H.S. & 9th grade)
 April 26 or 27, Regional (H.S.)
 May 10 & 11, State (H.S.)

JUNIOR HIGH BOYS TRACK

March 8, Friona (7-8-9), 1 p.m.
 March 23, Dumas (7-8-9)
 March 26 or 29, Boys Triangular meet
 April 6, Clovis (7-8-9)
 April 12 or 13, Easter Holiday
 April 20, South Zone at Hereford (7-8-9)
 April 27, District Meet at Canyon (7-8-9)

JUNIOR HIGH GOLF

April 20, Hereford, 9 a.m.
 April 27, Dumas, 9 a.m.
 May 4, Perryton, 9 a.m.

JUNIOR HIGH GIRLS TRACK

March 2, Olton (7, 8 & 9)
 March 15, Surray (7, 8 & 9)
 March 23, Dumas (7, 8 & 9)
 March 30, Hereford 9th grade
 April 12 or 13, Easter Holiday
 April 19, Hereford 9th grade



According to Aesop, bats fly at night to avoid their creditors!

HEREFORD BRAND Sports

Varner, Harris, High Win In Plainview Track Meet

Hereford's Whiteface track team garnered only 32 points in its first competition of the season at Plainview Saturday with David Varner, James Harris and Chuck High being the only individual winners.

Varner captured the Herd's only blue ribbon when he tossed the shot 51-5 for a first-place effort. Harris was second in the long jump with a leap of 22-4 1/2, after coming straight off the basketball floors. High was third in both hurdle events to account for 12 points.

Hereford got only two points in the relays—that coming on a sixth-place finish in the mile relay by the foursome of Jay Williams, Kent Hollingsworth, Wayne Schumacher and Steve Jones.

The track team goes to Pampa Saturday with hopes of improving on its scoring production. Coach Don Cump-ton picked up several candidates from the basketball team this week.

The junior varsity team finished eighth at Plainview last

Saturday, scoring 28 points. Best showings were third-place finishes by Ronnie Ohlig in the high hurdles and Gary Schumacher in the 330.

The mile relay team of Mario Gamez, Kirk Spain, Ohlig and Fernando Garcia also captured third place. Gamez was a fifth-place finisher in the 800, and the sprint relay team captured sixth place. On the 440-relay team were Gilbert Mendoza, Spain, Mike Turner, and Ohlig.

Booster Club Plans Two Spring Meetings

The Hereford Whiteface Booster Club has scheduled two meetings to meet spring sports participants, it was announced this week by Virgil Marsh, president.

The boosters met Monday night and voted to hold spring meetings on March 11 and March 25. The meetings will be at the high school cafeteria. The club is also making plans for the annual All-Sports Banquet.

ONE MINUTE SPORTS QUIZ

1. Who won the Glen Campbell-Los Angeles Open golf tournament?
2. Name the winner of the recent Daytona 500.
3. Dave DeBusschere plays for what basketball team?
4. When is this year's Masters Golf Tournament scheduled?
5. Name last year's winner.

Answers To Sports Quiz

1. Dave Stockton.
2. Richard Petty.
3. New York Knicks.
4. April 11th-14th.
5. Tommy Aaron.

Pentagon to abolish 7 Army headquarters.

Skylab is elevated as aid to future visits.

Golf Team Fares Well In Andrews

The Hereford High golf team fared well over the weekend during the two-day wind-blown tournament in Andrews.

Herd golfer Curtis Stoerner, a sophomore, won fifth place

among the 110 medalists entered and aided the Herd to a 10th place finish among the 22 AAAA teams entered.

Stoerner shot the low score during the second round of the tourney and finished with 156. Other Herd golfers competing in the tournament and their scores were: O.H. Seamands 158; Shayne Lockhart 164; Joe Priddy 174; Tom Coneway 176.

The golfers get a weekend rest this week with no official matches, but return to the course next weekend when they travel to Snyder for the district tournament.

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We can give you many ideas on what to do with your own diamonds to turn old into new.

COWAN JEWELERS DOWNTOWN

Wayland Hosting Chinese

For the second time in three years, the Hutcherson Flying Queens of Wayland College will be playing host to the Taiwan basketball team from the Republic of China Tuesday, Mar. 5 at 7:30 p.m. in Hutcherson Center, Plainview.

Two years ago at Hutcherson, Taiwan edged the Queens, 66-62 in a tough, physical game before 1,700 fans. But before the only sellout crowd of 3,000 in the history of the center, the Queens

emerged with a 54-47 victory. Half a dozen of the players who were on the Ya Tung team on its 1972 tour that produced 16 victories in 23 games are still playing for Taiwan, which is playing five other teams on the U.S. tour.

While the Chinese girls aren't as tall as their American counterparts, they make up for their general lack of size by a full court press, fast-break offense and hard, aggressive

play. The same regulations used for Olympic play will help make for an exciting brand of basketball. In earlier international competition this year, the Queens beat Mexico's National Team, 60-34 and 51-47.

The customary exchange of gifts and national anthems of both countries precede the game, adding to the color surrounding international competition.

ANTHONY'S



Special Sale ... Choose from over 300 New Spring Polyester Knit PANT SUITS

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Dozens of styles to select from in easy care 100% polyester double knits. Styles you may wear as separates or go together. Missy sizes 10 to 18. Half sizes 14 1/2 to 22 1/2. Don't miss seeing this exciting collection. Compare at \$25 or more.

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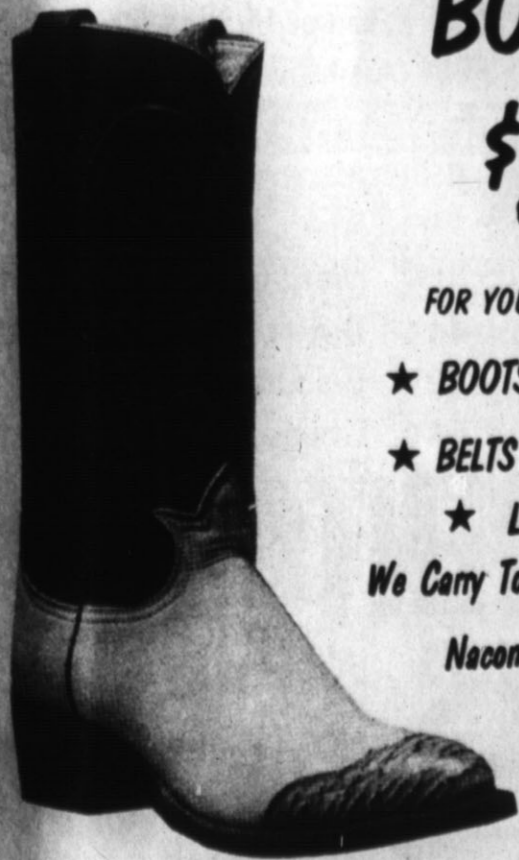
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- ★ LEATHER CARE PRODUCTS

We Carry Tony Lama, Sanders, Justin,

Nacona, Cowntown and Acme Boots

For the Whole Family



Little Dribblers Schedule

PEE WEE

March 4 - Whitefaces vs. Hornets, 6 p.m.; Wolves vs. Bobcats, 7 p.m.; Buffs vs. Eagles 8 p.m.
 March 5 - Wolves vs. Mustangs 6 p.m.; Longhorns vs. Bears 7 p.m.
 March 11 - Hornets vs. Wolves 6 p.m.; Whitefaces vs. Mustangs 7 p.m.; Longhorns vs. Rattlers 8 p.m.
 March 19 - Hornets vs. Bobcats 6 p.m.; Eagles vs. Rattlers 7 p.m.
 March 25 - Whitefaces vs. Wolves 6 p.m.; Bobcats vs. Mustangs 7 p.m.; Eagles vs. Bears 8 p.m.
 March 26 - Buffs vs. Longhorns 6 p.m.; Bears vs. Rattlers 7 p.m.

MINOR LEAGUE

March 5 - Frogs vs. Owls 8 p.m.
 March 8 - Raiders vs. Rockets 6 p.m.; Aggies vs. Coyotes 7 p.m.; Badgers vs. Wildcats 8 p.m.; Frogs vs. Wranglers 9 p.m.
 March 12 - Rockets vs. Coyotes 8 p.m.
 March 15 - Rockets vs. Aggies 6 p.m.; Raiders vs. Rebels 7 p.m.; Wildcats vs. Frogs 8 p.m.; Badgers vs. Owls 9 p.m.
 March 26 - Wildcats vs. Wranglers 8 p.m.
 March 29 - Wranglers vs. Owls 6 p.m.; Badgers vs. Frogs 7 p.m.; Coyotes vs. Aggies 9 p.m.

MAJOR LEAGUE

March 4 - Hawks vs. Celtics 6 p.m.; Bucks vs. Knicks 7 p.m.; Lakers vs. Warriors 8 p.m.
 March 5 - Pistons vs. Suns 6 p.m.; Hawks vs. Bullets 7 p.m.; Celtics vs. Bucks 8 p.m.
 March 8 - Lakers vs. Royals 6 p.m.; Warriors vs. Pistons 7 p.m.; Hawks vs. Knicks 8 p.m.; Celtics vs. Bullets 9 p.m.
 March 11 - Lakers vs. Suns 6 p.m.; Warriors vs. Royals 7 p.m.; Hawks vs. Bucks 8 p.m.
 March 12 - Knicks vs. Bullets 6 p.m.; Lakers vs. Pistons 7 p.m.; Suns vs. Royals 8 p.m.
 March 15 - Celtics vs. Knicks 6 p.m.; Bucks vs. Bullets 7 p.m.; Warriors vs. Suns 8 p.m.; Pistons vs. Royals 9 p.m.
 March 18 - Bucks vs. Knicks 6 p.m.; Lakers vs. Warriors 7 p.m.; Hawks vs. Celtics 8 p.m.
 March 19 - Hawks vs. Bullets 6 p.m.; Celtics vs. Bucks 7 p.m.; Pistons vs. Suns 8 p.m.
 March 22 - Hawks vs. Knicks 6 p.m.; Celtics vs. Bullets 7 p.m.; Warriors vs. Pistons 8 p.m.; Lakers vs. Royals 9 p.m.
 March 25 - Warriors vs. Royals 6 p.m.; Hawks vs. Bucks 7 p.m.; Lakers vs. Suns 8 p.m.
 March 26 - Lakers vs. Pistons 6 p.m.; Suns vs. Royals 7 p.m.; Knicks vs. Bullets 8 p.m.
 March 29 - Pistons vs. Royals 6 p.m.; Warriors vs. Suns 7 p.m.; Bucks vs. Bullets 8 p.m.; Celtics vs. Knicks 9 p.m.

ON ENERGY RESEARCH
 President Nixon has asked Congress to spend \$1.8 billion for energy research and development in 1975. He also proposed to trim the oil companies' tax break, label "energy efficient" products and relax auto emission standards for two more years.



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| TOMATO SAUCE Town House Fine Quality! 15-oz. Can 20¢ "Super Saver" | LIQUID DETERGENT White Magic Laundry! 32-oz. Botl. 59¢ "Super Saver" | GREEN BEANS Town House Fine Quality! 16-oz. Can 23¢ "Low Price" | FABRIC SOFTENER White Magic Quality! 33-oz. Botl. 41¢ "Super Saver" | FRUIT DRINKS Cragmont Delicious Flavors! 46-oz. Can 29¢ "Super Saver" | PRUNE JUICE Town House Fine Quality! 40-oz. Botl. 65¢ "Super Saver" |
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Prices Effective Thru Mar. 2 In Hereford

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| WHOLE FRYERS Fresh Whole Fryers! (Cut-ups lb. 43¢) lb. 37¢ SUPER SAVER | SLICED BACON Safeway Brand (2-lb. pkg \$1.77) 1-lb. Pkg 89¢ SUPER SAVER |
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| Flounder Fillet Captain Choice 1-lb. \$1.19 | Sliced Bacon Wilson Corn King 1-lb. 98¢ |
| Fantail Shrimp Tradewinds 10-oz. 99¢ | Boneless Ham Safeway Whole or Half lb. \$1.79 |
| Fantail Shrimp Tradewinds 15-oz. \$1.59 | Cooked Ham Wilson Certified Pkg. or 8 S.O. 8-oz. \$1.09 |
| Fish Fillet Van De Kamp French Fried 1 1/2-lb. \$1.98 | Variety Pack Wilson Corn King 12-oz. \$1.23 |
| Shrimp Tempura Tradewinds Alaskan 14-oz. Pkg. 99¢ | Hot Links Wilson Certified 1-lb. \$1.19 |
| Salad Shrimp Trophy Brand 8-oz. Pkg. 99¢ | |

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| Gelatin Mix Jell Well 3-oz. Box 10¢ | Tomatoes Town House Whole 16-oz. Can 25¢ |
| Cocktail Town House Fruit 17-oz. Can 31¢ | Tomatoes Town House Stewed 16-oz. Can 26¢ |

SAFEWAY FROZEN FOOD BUYS!

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|---|--|--|
| Blueberries Bel Air Quality 20-oz. Pkg. \$1.09 | Cream Pie Bel Air Super Saver 14-oz. Pkg. 31¢ | Corn On Cob Bel Air Quality 9-ct. Pkg. 69¢ |
| Orange Juice Bel Air 5-oz. \$1.00 | Cherry Pie Bel Air Quality 24-oz. Pkg. 65¢ | Hash Browns Bel Air Quality 2-lb. Pkg. 49¢ |
| Orange Juice Bel Air 16-oz. 52¢ | Broccoli Bel Air Spears 10-oz. Pkg. 33¢ | Baby Okra Bel Air Whole 10-oz. 37¢ |
| Orange Juice Scotch Treat 6-oz. \$1.00 | Rhubarb Bel Air Quality 20-oz. Pkg. 45¢ | Drumsticks Everyday Low Price 6-ct. Pkg. 69¢ |
| Asparagus Bel Air Cut Spears 12-oz. Pkg. 79¢ | French Fries Bel Air Regular or Crinkle Cut 2-lb. Bag 59¢ | Ice Cream Lucerne Blueberry 1-gal. Ctn. 89¢ |
| Sliced Beans Bel Air Fr. Style 9-oz. Pkg. 29¢ | Cut Corn Bel Air Quality 2-lb. Bag 69¢ | Ice Cream Snow Star All Flavors 1-gal. Ctn. 79¢ |

SHOP AND COMPARE

| |
|---|
| Shortening Royal 2-lb. \$1.38 |
| Instant Tea Canterbury 3-oz. \$1.09 |
| Sweet Pickles Zippy Whole 22-oz. 65¢ |
| Salad Dressing Island 22-oz. 69¢ |

SAFEWAY BRANDS

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| Pinto Beans Town House 2-lb. Bag 85¢ |
| Chili with Beans Town House 15-oz. Can 45¢ |
| Detergent White Magic Dishwasher 50-oz. Box 79¢ |

SAFEWAY REFRIGERATED FOODS!

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|---|---|
| Cottage Cheese Lucerne 16-oz. Ctn. 63¢ | Med. Eggs Breakfast Grade A 12-oz. 67¢ |
| Buttermilk Lucerne Quality 1-gal. Ctn. 78¢ | Margarine Coldbrook Solid 1-lb. Pkg. 32¢ |
| Margarine Empress Soft Tub 2-8-oz. Ctns. 56¢ | Margarine Sunbank Corn Oil 1-lb. Pkg. 55¢ |
| Margarine Sunbank 1-lb. Ctn. 41¢ | Butter Lucerne Quarters 1-lb. 89¢ |
| Margarine Coldbrook Quarters 1-lb. Ctn. 33¢ | Biscuits Mrs. Wrights Brand 10-ct. Can. 12¢ |
| Margarine Soft Coldbrook 1-lb. Tub 54¢ | Cheese Safeway Half Moon Longhorn 8-oz. \$1.17 |

MEAT PIES

MANOR HOUSE

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8-oz. Pies

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Super Saver

Mrs. Wrights Crescent Rolls—Extra Big Savings!

8-oz. Can **29¢**

CELEBRATION SAFEWAY

Letter Praises Smith

Ralph Smith, son of Mrs. Ralph Smith of 614 Douglas St., Hereford, was praised in a recent letter to the editor of the Castro County News.

Smith was commended for his direction of the "outstanding Dimmitt High School Band" in a message from Charles Traylor, Director of Bands at Abilene Christian College.

Smith's career is a continuation of his father's, the late Mr. Ralph Smith, who was responsible for the first Hereford High School band.

Traylor noted Smith's recent election as president of the Texas chapter of Phi Beta Mu, the national band director's honor fraternity. The letter also credited him with former presidency of the Texas Bandmasters Association and membership of Texas Music Educators Association.

Speaking of the Dimmitt Band, Traylor stated: "I believe Mr. Smith's band is one of the best in Texas. The great thing is that the Dimmitt band members learn more than musicianship through their band participation. I have two ex-Bobcats in my college band... and can honestly say they are among the finest young people I have ever known. I am sure that at least part of their fine upbringing can be attributed to what they were taught by Mr. Ralph Smith."

"Again, I just wanted the people in Dimmitt to know how much the band directors of Texas respect Mr. Smith."

Smith was born in Slayton, N.M. in 1923 and came to Hereford with his family two years later. He graduated from HIS and West Texas State University and played in the Air Transport Command Band, a branch of the Air Force.

He has directed high school bands for over 21 years.

Smith and his wife, who is also a teacher, have one son, Steve.

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68¢
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 Safeway Brand Fully Cooked!
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 3-lb. Can

TURBOT FILLET
 Greenland From Cold Northern Waters!
88¢
 lb.

HEN TURKEYS
 Manor House Grade 'A' Turkeys!
58¢
 lb.

GROUND BEEF
 100% Pure Beef!
 REGULAR Safeway (Premium lb. 1¹⁹)
89¢
 lb.

- | | | | |
|---|--|---|---|
| Fish Sticks Captain's Choice 8-oz. Jar 48¢ | Sliced Bologna Oscar Mayer Thick or 12-oz. Pkg. 99¢ | Boneless Ham Rath Black Ham \$1⁸⁹ | Sausage Safeway (2 lb. 2 ¹) \$1⁰⁹ |
| Bologna Safeway Brand 8-oz. Jar 48¢ | Franks Oscar Mayer Meat or Beef \$1¹⁹ | Sausage Rath Black Ham 69¢ | |
| Pickle&Pimento Safeway Brand 8-oz. Jar 48¢ | Comed Beef Safeway Brand \$1⁵⁹ | | |
| Braunswieger Safeway Brand 88¢ | | | |

SAFEWAY BRANDS!!!

- SAVINGS EVERYDAY**
- Coffeetone Lucerne Quality 16-oz. Jar **73¢**
 - Dry Milk Lucerne Quality 8-oz. Pkg. **\$1⁹⁵**
 - Biscuit Mix Mrs. Wrights 80-oz. Box **\$1¹⁹**
 - Cake Mixes Mrs. Wrights Layer 18-oz. Pkg. **39¢**
 - Tomato Soup Campbell's 10 1/2-oz. Can **13¢**

- LOW, LOW PRICES**
- Crackers Melrose Salines 1-lb. Box **37¢**
 - Soda Pop Craymont Plus Deposit 2-lb. Bott. **33¢**
 - Catsup Town House Tomato Catsup 32-oz. Bott. **54¢**
 - Olives Empress Stuffed 8-oz. Jar **79¢**
 - Dressing NuMade Savory French 8-oz. Bott. **33¢**
 - Grapefruit Town House Juice 48-oz. Can **45¢**

- COMPARE PRICES**
- Rye Bread Skyline Bread 26-oz. Loaf **37¢**
 - Bread Mrs. Wrights Special Formula LI. or DI. 16-oz. Loaf **38¢**
 - Dog Food Pouch Low Price 15 1/2-oz. Can **13¢**
 - Foil Kitchen Craft Aluminum 12" x 25" **25¢**
 - Grape Jelly Empress Concord 18-oz. Jar **49¢**
 - Clover Honey Empress Honey 24-oz. Bott. **\$1²⁹**
 - Detergent White Magic 48-oz. Box **75¢**

- COMPARE QUALITY**
- Liquid Bleach White Magic 1-gal. Bott. **29¢**
 - Golden Corn Town House 17-oz. Can **22¢**
 - Potatoes Town House White 16-oz. Can **25¢**
 - Fabric Finish White Magic 20-oz. Bott. **45¢**
 - Spray Starch White Magic 22-oz. Can **48¢**
 - Bar Soap Truly Fine Deodorant 3.5-oz. Bar **10¢**
 - Detergent White Magic Liquid 22-oz. Bott. **42¢**
 - Can Liners Kitchen Craft Trash Liners 40 ct. 30 gal. **\$1⁹⁸**

- SAVE EVERYDAY**
- Asparagus Town House Cut Spears 14 1/2-oz. Can **49¢**
 - Pear Halves Town House 16-oz. Can **32¢**
 - Pineapple Leland Brand 15 1/2-oz. Can **32¢**
 - Tomato Juice Town House 48-oz. Can **42¢**
 - Apple Juice Town House 32-oz. Bott. **59¢**
 - Canned Milk Lucerne Evaporated 13-oz. Can **23¢**
 - Safeway Coffee All Grinds 1-lb. 8oz. **87¢**
 - Edwards Coffee All Grinds 1-lb. 8oz. **93¢**
 - Pudding Town House Snack 4 8-oz. Cans **57¢**

SWEET PEAS
 Town House Fine Quality!
 17-oz. Can **24¢**
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SLICED PEACHES
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 29-oz. Can **39¢**
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NU MADE SALAD OIL
 NuMade All Purpose Salad Oil!
 24-oz. Bott. **69¢**
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PEANUT BUTTER
 Real Roast Fine Quality!
 3-lb. Jar **\$1³⁹**
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CAKE MIX
 Mrs. Wrights Angel Food
 16-oz. Pkg. **39¢**
 "Super Saver"

CHUNK TUNA
 Sea Trader Light Chunk
 6 1/2-oz. Can **53¢**
 "Low Price"

HEALTH & BEAUTY AIDS!

CREME RINSE
 Truly Fine Everyday Low Price!
78¢
 16-oz. Botl.

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| Efferdent Denture Cleanser 40 ct. Pkg. 99¢ | Hand Cream Vaseline Intensive Care 3 1/2-oz. Size 79¢ |
| Effergrip Denture Adhesive 1 1/2-oz. Size 89¢ | Cold Cream Ponds Cream Size \$1²⁹ |
| Hair Creme Bivacrom for Hair 4 1/2-oz. Size \$1²⁹ | Skin Cream Ponds Dry Skin 3 1/2-oz. Size \$1⁰⁹ |
| Macleans Toothpaste Low Price 5-oz. Size 75¢ | Right Guard Deodorant Spray 3-oz. Can 63¢ |
| Hair Spray Bivacrom With Protein 7-oz. Size 87¢ | Cough Drops Ludens Drops 15¢ |
| Shampoo Truly Fine Wash Protein 16-oz. Size 78¢ | Aspirin Safeway Tablets 100 ct. Bott. 29¢ |
| Hand Lotion Truly Fine 16-oz. Size 78¢ | Sine-Aid For Sinus Headaches 24-ct. Size 89¢ |
| Vaseline Intensive Care Lotion 10-oz. Size \$1⁰⁸ | Vitamin C Safeway 100 mg 100-ct. Size 72¢ |

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 Texasweet Carrots-Extra Savings
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BANANAS
 Fancy Sweet Ripe Bananas!
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|-------------------------------------|---|---|
| Oranges 5 \$1⁰⁰ | Tangelos Sunburst Fruit 3 \$1⁰⁰ | Apples Wash State Red Delicious 4 \$1⁰⁰ |
| Rhubarb Hot House Grown 45¢ | Turnips Purple Top 2 29¢ | Grapefruit Texas Ruby Red 8oz 59¢ |
| White Onions Mild Flavor 19¢ | Leaf Lettuce Red Leaf 25¢ | D-Anjou Pears Wash State 4 \$1⁰⁰ |

Con-Con Behind Schedule

At the conclusion of an active week in Austin, Rep. Bill Clayton (D-Springlake), reported that the Constitutional Convention had passed the half-way point in its original 90 day schedule and that an inquiry date has been set for investigation into the fertilizer and chemical shortage.

Discussing the convention, Delegate Clayton noted that although more than half of the convention's original time limit had passed, very few items of importance or controversy had been acted on by the entire convention. Because of this fact, Clayton predicted that the delegates would either have to constantly meet into the late evening in order to finish on time or would have to extend the convention past its original 90 days to cover such issues as right-to-work, branch banking, county home rule and other areas of controversy.

Rep. Clayton also reported that he had established an inquiry board, consisting of himself, the office of the Governor, the Lt. Governor, the Attorney General, and the Secretary of Agriculture to investigate and take testimony on the current shortage in agricultural fertilizers and chemicals. The inquiry board was created after Rep. Clayton found evidence of black market dealings on these products in the West Texas area. All persons interested or having information to give the board are urged to attend. The board will meet Friday, March 1, at 2 p.m. in the Texas Supreme Court Bldg. in Austin.



Coffee Honors Miss Frye

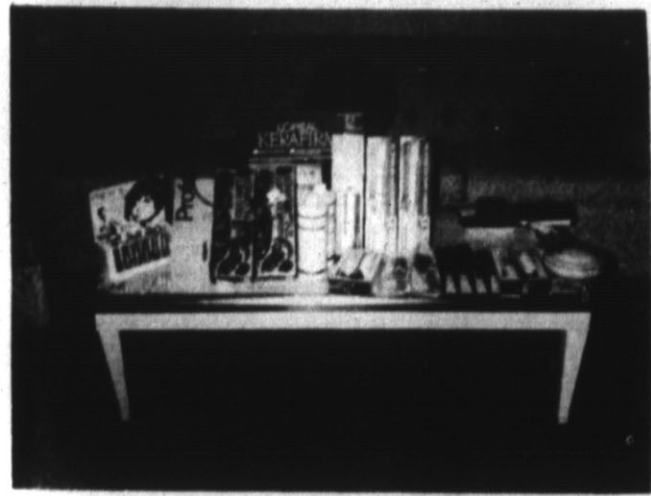
Miss Janet Frye was honored Saturday morning at a coffee shower in the home of Mrs. Benny Womble. She is the bride-elect of Dan Welty of Amarillo. Receiving guests were Miss Frye, her mother, Mrs. Ray Frye, her sister, Mrs. Ronnie Reiter, her fiance's mother,

Mrs. Charles Welty and Mrs. Womble. Guests were registered by another sister, Miss Shawn Frye. Special attendants were Welty's grandmother, Mrs. Mary Taylor and his sisters, Miss Melody Welty and Mrs. Eddy Helms.

Those serving coffee, fruit and pastries were Misses Janice Maxwell, Betty Hodges and Vicki Kendall. The serving table was dominated by a flower centerpiece of white shasta daisies, baby blue baby's breath and royal blue miniature cornflowers. They were offset by an ornate silver tea service and royal blue candles held in silver candleholders. The table was covered with an embroidered organdy lace cloth over a baby blue background.

Hostesses were Meses James Durham, Joel Hodges, Rex Lee, Frank Zinser, Kenneth Jeter, John Seiver, Wilbur Gibson, Freelin Suttle, Glenn Wilson, Ed Line, Dub Hair, Edgar Vinson and Bill Davis.

Also, Meses Harlan Vanderzee, Juston McBride, Gerald Wilson, Jim Bob Allison, Gwynne Owen, Paul Harvey, Art Manjeot, Dwain Pittenger, J.E. McCathern, Womble and Miss Kerrie Womble.



GIVEN TO GIRLSTOWN — Members of Kappa Iota chapter of Beta Sigma Phi delivered approximately \$200 worth of beauty supplies Saturday to Mrs. Viola Williams. The items, which were purchased with the proceeds of a Benefit Bridge project, will be forwarded to Girlstown.

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The Lord from Heaven,
Born of a village girl, car-
penter's son.
Wonderful, Prince of Peace,
the mighty God.
—Alfred Tennyson.

At Christmas play, and make
good cheer,
For Christmas comes but
once a year.
—Thomas Tusser.

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Day Of Prayer Unites Women

Church Women United will assemble at 2 p.m. Friday, March 1 in St. Anthony's Catholic Church in a non-denominational observance of the World Day of Prayer.

A local minister will deliver the message, "Make Us Builders of Peace."

Following the service, refreshments will be served in the parochial school library. Babysitting services will be available in the school kindergarten.



WELCOME SHOWER GUESTS — Mrs. Benny Womble, left, and Miss Janet Frye received guests Saturday at a morning bridal shower honoring Miss Frye in the Womble home. The young woman will wed Dan Welty in an evening ceremony March 16 at First Baptist Church of Hereford.



Mr. and Mrs. Bud Young
... to celebrate 50th Wedding Anniversary

Young's To Celebrate Anniversary

Friends and relatives of Mr. and Mrs. Bud Young of 204 NW Fifth in Dimmitt are invited to

attend a reception to honor their 50th wedding anniversary

Sunday from 2 to 5 p.m. in the Fellowship Hall of the First Assembly of God Church in Dimmitt.

Married March 5, 1924 in Pawhuska, Osage County, Okla., the couple moved to Lamb County in 1929. In December of 1952, they moved to a farm near Dimmitt and have been engaged in farming in Castro County since that time.

Hosts for the reception will be the Young's seven children. They include Marshall Young of Dimmitt, and Meses. Edwin and

Loyd Bridges of Hereford, J.R. Mitchell and Gerald Hall of Pecos, Virgal Pierson of Petersburg and Calvin Brice of Pueblo, Colo.

Easter Invites

"42" Players

Easter will host a "42 Party" 8 p.m. Friday at Easter Community Building.

Those attending are asked to bring dominoes, card tables and refreshments. Everyone in the vicinity is invited to attend.

THDA Bears Full Agenda

APPROXIMATELY 120 Home Demonstration club members witnessed Mrs. Marvin Welty receive a silver tray as "Woman of the Year" at an appreciation luncheon Monday in the Bull Barn.

Mrs. Welty, who represents Young Homemakers Extension Club, was awarded the honor by O.G. Nieman. The Hereford Brand has sponsored the award for 22 years.

HOME DEMONSTRATION Council convened after the luncheon and was called to order by Mrs. H.L. Hershey. Ford H.D. Club presented an opening exercise previous to Mrs. J.G. Gandy's roll call. Nine clubs technically had 100 per cent attendance while two clubs recorded partial representation.

Demonstration agent Argen Draper explained that THDA contributions were forwarded to the organization's operations and scholarship funds. It was decided that the local chapters

would make up the difference, if any, on the Deaf Smith County THDA scholarship. Reports were heard from Mrs. Welty concerning 4-H and from Mrs. Gandy about THDA.

Dawn H.D. Club announced its plans to sponsor a style show at 2:30 p.m. April 19 in the Flame Room of Pioneer Natural Gas Company. All modeled clothes should be home-made and club members are urged to participate. Entries should be made to Mrs. Draper.

FOLLOWING council adjournment, THDA delegate elections were conducted for the April 18 District Meeting in Borger. Representatives will be Meses. Arnold Fangman, Dan Gorman and Don Daugherty. Alternate delegates will be Mrs. Frank Duncan, first, Mrs. Kenneth Homfeld, second, and Mrs. Gandy, third. All members are eligible to attend the assembly and are reminded to order tickets before April 6.

Program Presented China Painting Is

China painting techniques and its history was the program given by Mrs. O. Werthenberger to members of the Hereford Art Guild Tuesday in the Community Center.

She also displayed some of her work in china painting.

During the short business meeting, members were reminded of the Art Show

scheduled March 15 and 16 in Sugarland Mall.

Mrs. W.D. Askew and Mrs. W.O. McCutchen were hostesses and decorated the refreshment table with a poppy centerpiece. They served cookies and tea to 23 members and two guests, Mrs. W.L. Albright and Mrs. John Stevenson.

Mental Health Defined To Lone Star Members

"Mental health and mental illness are very different subjects," stressed Mrs. Martha Bookout Hall when she addressed Lone Star Study Club Tuesday afternoon in Reddy Room at Southwestern Public Service Company.

Speaking on the topic of "Keeping Mentally Healthy" Mrs. Hall focused on how an average individual should deal with daily stress. She outlined the roles of hospitals, community centers and the Mental Health Association in mental illness.

Co-hostesses for approximately 30 attendants were Mrs. Benson and Mrs. Jim Higgins.

Welcomed guests were Meses. Walter London, Raymond Higginbotham and Claude McDougall.

Those members unable to attend were Meses. W.S. Fluit, John Jacobson, S.A. McCathern, Ed Warren, Robert Thompson and Ray Suit.

Help Asked In Charity Sale

**Demonstration Is
Given To Club**

Joyce Shipp, county home demonstration agent, gave a program on Method Demonstrations to members of the Dandi Doers 4-H Club Tuesday afternoon.

Two new members were welcomed into the club and one visitor was recognized. Also, during the short business meeting, the club made plans to take a field trip to Amarillo.

Hereford citizens are requested to donate money or items to a Newcomers Club Garage Sale slated March 7 and 8. Proceeds will be credited to the purchase of a microwave oven for the Mental Health Mental Retardation Center. Any contribution, whether money or garage sale merchandise, may be taken to Mrs. Homer Yocum at Circle K Grocery. The garage sale will take place 9 a.m. - 6 p.m. next Thursday and Friday at Community Center.

When the quality of your grass goes down,
UP YOUR PROTEIN
with our special

T-E Liquid Feed Supplement 32

The nutritional value of grass varies from time to time and from place to place. That's why T-E has developed a complete line of liquid feed supplements to meet all the conditions faced by cattlemen.

T-E Liquid Feed Supplement 32 is the one to use when the grass is dry or poor. It delivers protein, phosphorus, vitamins, trace minerals. And it delivers the energy to make them get out and rustle for what grass there is.

T-E LIQUID FEED SUPPLEMENT

**TAYLOR-EVANS
FARM STORE**

Sugar Beet Road

Get with the program... the
T-E Liquid Feed Supplement Program.



Grady is a professional entertainer by occupation, a minister by ordination, writer by avocation, and finder-enjoyer-proclaimer of all things funny by inclination. He plays a dozen different instruments, juggles, sings, lectures, tells funny stories from his own experiences, and share a great zest for life with zest!

Since 1967, he has appeared as a guest on the Mike Douglas Show. The demand for Grady's unique brand of humor, wit and wisdom takes him all over the United States, to banquets, conventions, college concerts, conferences, church groups, and anywhere people want to look humor

in the face — Right square in the twinkling eye!!

FIRST BAPTIST CHURCH

March 3 - Sunday - 7:00 P.M.

GRADY NUTT



HUMORIST!

**LEON RICHARDS
SUGGESTS**



Consolidate ...and get your bills under full control

Gather up those nagging bills, those dragging charge accounts, your lagging expenses... bring them to financial house! Let us show you how to add them all together (consolidate!), pay them off in one convenient loan. Your payment may be less than your total monthly payments!

Come in... call us. Consolidate to a larger loan... \$1000... \$1500... \$2000 or more. Act today!

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**the Right Price,
Right Here, Right Now!**



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Hereford, Texas
Prices effective thru
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"NIGHT BLOSSOM" PATTERN IMPORTED FINE TRANSLUCENT CHINA

ITEM OF THE WEEK:

Salad/Luncheon Plate

33¢

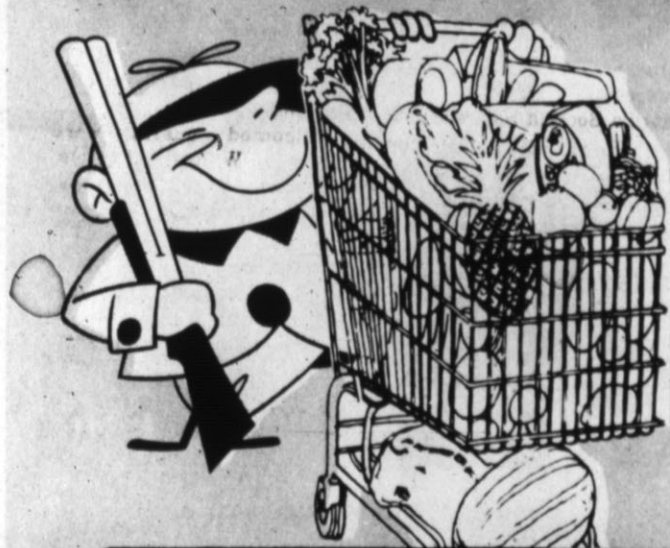
EACH ONLY

WITH EVERY \$3.00 PURCHASE

2 FOR 66¢ WITH A \$6.00 PURCHASE AND SO ON.

SEE OUR FULL SELECTION OF MATCHING COMPLETER PIECES

AT LOW, LOW SUPERMARKET PRICES!



ATTENTION STAMP SAVERS...

Redeem your mailer coupon No. 6 this week for 100 Bonus Gunn Bros. Stamps and receive sticker no. 6 for your master coupon.

There's much much more in exciting food savings this week at Ideal...Please turn the page for more great values!



COME GET ACQUAINTED WITH TOM BUTLER, OUR GRADUATE

Registered Pharmacist

Let Tom show you how our "Family Record Service" helps you keep track of your entire family's prescription needs and provides a handy record of medicine expenses for income tax purposes.

Tom is on duty from 9 A.M. 'til 6 P.M. Mon. thru Sat. and is on call at other hours for emergency.

We accept Armour P.S.C. Prescriptions and can fill all prescriptions while you shop for food. If there's a special hurry, have your Doctor phone 364-6861 We'll have your order ready when you arrive!

MIX OR MATCH SALE!

SHAMPOOS

CHOICE OF CAMELOT BALSAM, HERBAL, LEMON, GREEN OR NO-TEARS SHAMPOO FOR BABY..16-OZ. BOTTLES.

ANTACID

CAMELOT LIQUID ANTACID..FULLY GUARANTEED, AND PRICED SO LOW! 12-OZ. BOTTLE

DEODORANTS

CAMELOT 7-OZ. FAMILY DEODORANT, 8-OZ. ANTI PERSPIRANT OR 9-OZ. SOFT POWDER DEODORANT.

BABY POWDER

CAMELOT 14-OZ. BABY POWDER OR 16-OZ. BABY OIL..EQUAL QUALITY. LOW PRICED THAT THE NATIONAL BRAND.

SHAVE CREAM

YOUR CHOICE OF CAMELOT MENTHOL, LIME OR REGULAR..STOCK UP NOW! 11-OZ. CANS.

COTTON SWABS

COMPARE THESE CAMELOT SWABS WITH ANY BRAND..CHECK THE SAVINGS! BOX OF 180



Your Choice:

MIX-OR-MATCH

WE GUARANTEE OUR CAMELOT PRODUCTS 100%

You must be satisfied or your money will be cheerfully refunded.

**\$1
2 FOR**

CHOOSE CAMELOT...FOR QUALITY AND SAVINGS!





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with Sensational
Food Savings
at Ideal!**

the Right Price, Right Now on

"Camelot" is RIGHT for your table with quality equal to or surpassing the national brand plus low prices that save you extra pennies on every can, bottle or package! If you like quality PLUS savings, you'll want to switch to "Camelot"...exclusively at Ideal!



**OUR DARING
CAMELOT
GUARANTEE**
If for any reason you are not satisfied with any Camelot product, return the unused portion, and we'll give you the same size national brand of your choice FREE!
*Or if you prefer, we'll give you your money back.

**THE RIGHT PRICE...
RIGHT NOW!**

MEADOWDALE CREAM OR WHOLE KERNEL
Golden Corn..... 5 ^{\$1}
16-OZ. CANS

CAMELOT POWDERED
Instant Milk..... \$1.89
10-QT. PKG.

MACARONI AND CHEESE
Camelot Dinner..... 19¢
7½-OZ. PKG.

PURE TOMATO
Camelot Catsup..... 53¢
32-OZ. JUG

CAMELOT
Enriched Flour..... 74¢
5-LB. BAG
LIMIT ONE WITH \$5.00 PURCHASE

MEADOWDALE
Shortening..... 99¢
3-LB. CAN
LIMIT ONE WITH \$5.00 PURCHASE

CAMELOT
Salad Dressing..... 58¢
32-OZ. JAR

ALL GRINDS
Camelot Coffee..... \$1.68
2-LB. CAN

CAMELOT CONDENSED
Tomato Soup..... 6 ^{56¢}
10½ OZ. CANS

CAMELOT THIN, CRISP
Saltine Crackers..... 2 66¢
1-LB. BOXES

MEADOWDALE PEELED
Whole Tomatoes..... 3 66¢
16-OZ. CANS

CAMELOT CUT
Green Beans..... 3 66¢
16-OZ. CANS

CAMELOT
Pineapple Juice..... 36¢
46-OZ. CANS

MEADOWDALE, ALL FLAVORS
Fruit Drinks..... 28¢
46-OZ. CAN

SQUIRE LAUNDRY
Blue Detergent..... 64¢
48-OZ. BOX

CAMELOT
Fruit Cocktail..... 3 83¢
16-OZ. CANS

CAMELOT CHUNKS, CRUSHED OR
Sliced Pineapple..... 36¢
20-OZ. CAN

CAMELOT LAYER
Cake Mixes..... 2 66¢
19-OZ. PKGS.

CAMELOT, ALL FLAVORS
Frosting Mixes..... 2 66¢
13-OZ. PKGS.

FRESH-FROZEN CONCENTRATE FROM FLORIDA

Meadowdale Orange Juice
5 ^{\$1.00}
6-OZ. CANS

MEADOWDALE POTATOES
French Fries..... \$1.09
5-LB. BAG

MEADOWDALE CHOPPED OR
Leaf Spinach..... \$1.00
10-OZ. PKGS.

MEADOWDALE WHOLE KERNEL
Golden Corn..... 48¢
24-OZ. BAG

CAMELOT WHOLE
Strawberries..... 89¢
20-OZ. BAG



INDIVIDUALLY WRAPPED
Camelot American Slices
88¢
12-OZ. PKG.

IDEAL LARGE OR SMALL CURD
Cottage Cheese..... 75¢
24-OZ. CTN.

IN QUARTERS
Camelot Margarine..... 36¢
1-LB. CTN.

IDEAL
Half and Half..... 37¢
PINT CTN.



FRESH FROM OUR OWN Ovens!
Danish Rolls..... 6 89¢
FOR

WHITE
Bread..... 45¢
1-LB. LOAF

OVEN FRESH
Dinner Rolls..... 45¢
DOZ.

"OUR BRANDS"



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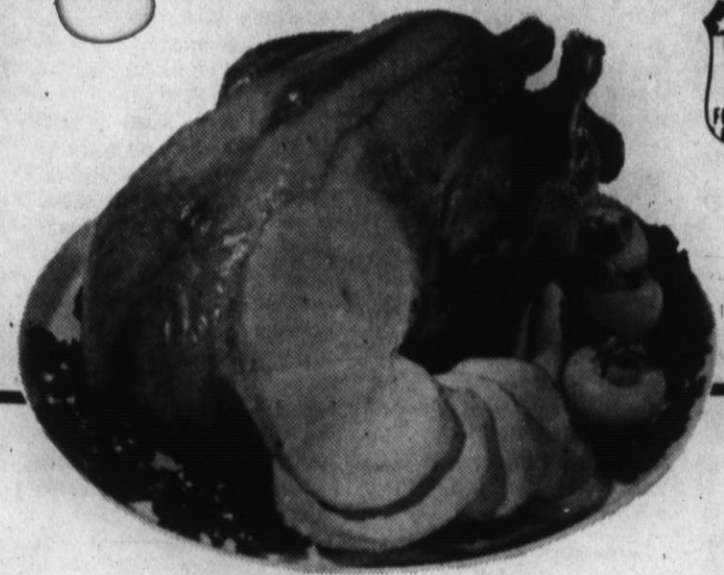


MEADOWDALE FULLY COOKED

Boneless Hams

\$1.29

WHOLE 7 to 9-LB.
AVERAGE LB.



EMPIRE BRAND...SMALL, PLUMP

Beltsville Turkeys

69¢

LB.

BREADED, PRE-COOKED

Turkey Patties or Drumsticks

BULK PACK 2 TO 3-LB. AVERAGE

69¢

LB.

U.S.D.A. CHOICE BEEF ROUND

Round Steak

\$1.29

LB.

U.S.D.A. CHOICE BEEF LOIN

Sirloin Steaks

\$1.29

LB.

- HICKORY SMOKED, SLAB CUT
Sliced Bacon BULK PACK LB. **99¢**
- BLUE RIBBON COOKED
Beef Patties BULK PACK LB. **89¢**
- BAR-S
Skinless Franks 12-OZ. PKG. **79¢**
- WINCHESTER IMITATION
Chunk Bologna LB. **49¢**
- WINCHESTER IMITATION
Sliced Bologna LB. **59¢**
- CAMELOT
Cheese Spread 8-OZ. CTN. **69¢**
- CAMELOT
Baked Beans 24-OZ. CTN. **79¢**

- GORTON'S
Perch Fillets 1-LB. PKG. **99¢**
- GORTON'S BREADED, PRE-COOKED
Fish Sticks 2-LB. PKG. **\$1.79**
- PORTION-PACK
Gorton's Perch 22-OZ. PKG. **\$1.79**
- GORTON'S BREADED, PRE-COOKED
Fish Fillets 2-LB. PKG. **\$1.79**
- CAMELOT FRESH
Cole Slaw 24-OZ. CTN. **79¢**
- CAMELOT MACARONI OR
Potato Salad 24-OZ. CTN. **79¢**
- CAMELOT ASSORTED
Whipped Desserts 22-OZ. CTN. **63¢**



FRESH, TENDER, JUICY FRYER PARTS
YOUR CHOICE OF

Legs, Thighs or Breasts

RIBS ATTACHED

79¢

LB.



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CALIFORNIA

NAVEL ORANGES

5 \$1.00

LBS.



WASHINGTON EXTRA FANCY RED
Delicious Apples 4 LBS. **\$1**

TEXAS
Ruby Red Grapefruit 5-LB. BAG **69¢**

RIPE AND READY!
Calif. Avocados 3 FOR **\$1**

FRESH, CRISP
Tender Celery STALK **29¢**

- FLORIDA CRISP, RED
Radishes 2 6-OZ. BAGS **29¢**
- CALIF. GOLDEN
Carrots 2-LB. BAG **35¢**
- FRESH FLORIDA
Orange Juice QT. **53¢**
- FRESH FLORIDA
Orange Juice 1/2 GAL. BTL. **89¢**
- NORTHERN
Peat Moss 40-LB. BAG **\$1.09**

Carlsbad - Mecca In Winter

The Carlsbad area offers a combination of delights found nowhere else in the southwest, all without the crowds of summer.

Long known as the home of spectacular Carlsbad Caverns National Park, the area in recent years gained two new attractions: Carlsbad Zoological-Botanical State Park of the Southwest and Guadalupe Mountains National Park, just south of the city across the Texas state line.

The state park, which opened in 1971, was built at a cost of \$2.5 million and now draws thousands of people each year to view over 1,000 varieties of cacti and perhaps the most complete collection of southwestern animals in the world.

Located on a hill overlooking Carlsbad and the Pecos River, the park is dominated by a large Spanish-style entry building at the crest of the hill, with nature trails and animal exhibits lying immediately below.

Well-marked trails take the visitor from the entry building on a leisurely stroll through the

aviary, where native birds are displayed in a unique fashion. From there, visitors walk on paved paths through thousands of cacti to the nocturnal exhibit building, where skunks, badger, raccoon, ringtail cats, coati mundi and fox may be seen in their cutaway burrows. The trail continues around Prairie Dog Town to the bears' den, the reptile exhibit, duck pond and succulent exhibit building. Immediately east, the hooved animals have their special area. Here the guest sees American Bison or buffalo; kudu, elk, javalina, pronghorn antelope and mule and whitetail deer. Large specially designed displays and shelters house the hooved animals.

Just around the corner is the other exhibit, where the fun-loving inhabitants may be viewed from above ground, underwater or from their burrow.

Trails wind their way back to the entry building through thousands of other cactus plants, including the giant saguaro, which is native only to southern Arizona and northern Sonora.

Inside the entry building are indoor cactus exhibits, a nationally recognized gem and mineral exhibit and park guides

to explain the park and its animal and vegetable inhabitants.

The park is open every day during the winter between 9 a.m. and 5 p.m.

The Pecos River Valley's second new attraction, Guadalupe Mountains National Park, is a 45-minute drive south of Carlsbad on the highway to El Paso.

Opened to the public in 1972, the park is a breath-taking combination of mountain, canyon and forest jammed into 77,500 acres of West Texas desert. Guadalupe Peak, the highest point in Texas at 8,751 feet, is located in the southern end of the park. From there, the terrain slopes north in a "V" shape panorama of conifer forests, pinon and juniper areas and deep-cut canyons such as McKitterick and South McKitterick which are covered with hardwoods and pines.

Visitors may park their cars and walk into McKitterick Canyon for several miles, following a gently-flowing stream.

The whole effect is one of contrast: the soaring Guadalupe reef escarpment, the coniferous forests and canyons jutting from the flat surrounding desert.

Between the new national

park and Carlsbad Caverns National Park, which is open every day of the year and offers visitors a safe and easy peek at one of the largest caverns in the world. Over 800,000 people from over the world visit the Caverns each year.

Fun in Carlsbad does not end here. The city is famous for its large, modern motels and hotels and restaurants. Most offer live entertainment in the evenings.

In the city itself, visitors are drawn to Lake Carlsbad Recreation Area, which contains the largest lake within any city in New Mexico. There are picnic facilities, elaborate children's playground equipment, a nine-hole, par three golf course, 18-hole municipal golf layout and numerous fishing piers. The lake is stocked with trout during the winter months.

The visitor still in need of something to do may visit Carlsbad Public Library Museum, with its large collections of Indian and pioneer artifacts, Bataan Recreation Area, which features fishing and sailboating and the nine-hole Riverside Country Club golf course, which was the scene of the New Mexico Open Tournament this year.



Water Garden at Carlsbad Caverns National Park

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Free City Maps Showing Blocks

TRANSPORTATION PLAN

President Nixon has proposed a \$19.3 billion revenue sharing program designed to improve the nation's public transportation system. He also asked Congress to approve a program to revitalize the nation's rail system through a massive program of government loan guarantees and through relaxed regulatory procedures.

Taxes Bite Local Salaries

TO WHAT extent has the rising cost of government in the past 10 years hit Deaf Smith County families where it hurts — in the pocketbook? How big a chunk was extracted from their pay en-

velopes in that period for Federal income and Social Security taxes?

For those people who have often thought about their tax load and wondered how much of their income gets shunted off each year without their ever seeing it, the Tax Foundation has done some figuring and come up with some answers. Currently, it finds, for the family with average earnings, the first 13 1/4 hours of a 40-hour workweek go to pay Federal, state and local taxes.

these two taxes rose more than 80 per cent per family since 1963, due principally to the fact that incomes in Deaf Smith County and elsewhere went up sharply.

All told, the average family in the local area had a gross income, prior to tax withholding of some \$73,700 in the past 10 years, the figures show. Out of this total, an estimated \$10,100 went for Federal income and Social Security taxes alone.

BUT THE public pays a lot more in Federal taxes than is



Some people believe that sprinkling wine on the table cloth brings good luck—these are not likely to be the people who have to wash the cloth.

taken out via withholding, the Tax Foundation notes. Indirectly, it pays a whole raft of excise taxes, covering everything from cigarettes to process butter and from gasoline to telephone service. The figures indicated that for every \$100 a worker pays in

Federal income and Social Security taxes, the Government collects an additional \$74 in such "hidden" taxes. For the Deaf Smith County population, the amount paid in the past 10 years in hidden taxes, on that basis, adds up to about \$7,400 per family.

Local Flower Firms Announce Combination

Clark's House of Flowers and HR's Flowers & Gifts announced Wednesday the combining of the two firms under the new business name of Flowers West.

H.R. Fulton is the owner, with Joe Frank Clark as manager, assisted by designers Billie McCauley and Sylvia Latham. The firm will operate from the shop located at 813 W. Park Ave.

Clark announced Wednesday that a new building is planned in

the Park Plaza Shopping Center, with a proposed opening date of July 1.

"Customers can expect a continuation of the same fine floral designs, plus an expanded service operation," according to an announcement from Fulton and Clark.

ON PROPANE GAS The Federal Energy Office has ordered propane gas suppliers to reduce prices "promptly and sharply" for the gas that heats many low-income rural homes.

HARVEY FLOYD ANNOUNCES CANDIDACY AS STATE REPRESENTATIVE

As Democratic candidate for State Representative of the 74th District seeking your support, you are probably asking yourself, "Who is Harvey Floyd and how can he serve me?"

I am a businessman, a family man, and a 14-year resident of your district who is faced with the same type of situations you face and who understands your needs and concerns.

As you hear my proposal, I ask that you think of it as a joint proposal — yours and mine — and to think of this election in a personal way which will allow us to better conditions.

Primary among our problems is inflation, which affects us all. There is an existing need in Texas for additional revenue to meet the demands of inflated prices. I believe our proposal can sufficiently increase state revenue and at the same time avoid a state income tax and increased state property taxes on property, etc.

Crude oil produced in the United States is priced at approximately \$4.50 a barrel. Texas taxes crude oil on a basis of about \$3.71 per barrel. State tax on oil is 4.6 per cent at the well plus a 3-16c per barrel pipeline tax giving a total of under 20c per barrel state revenue from oil.

Texas collected approximately \$210 million from this source in the fiscal year ended August 31. Revision of the state's taxation program of crude oil would greatly increase this revenue source.

An even more urgent need is revision of the state program taxing natural gas. Texas collected \$125 million in taxes in the latest fiscal year on \$1.8 billion paid for natural gas produced in Texas. Much of this gas goes to other states where it serves as cheap fuel.

Natural gas in Texas is taxed at 7.4 per cent of its wellhead value. Many contracts were made, and are still in force, which sell gas at price ceilings imposed by the Federal Power Commission with a base tax on Texas-produced gas at 16c per thousand cubic feet. Current market value is 75c per thousand or more. A consumer buying gas at 16c per thousand pays state tax of 1.2c while the buyer of 75c gas pays 5.6c tax.

This present percentage system of taxation is unfair to the buyer paying high prices and favors those who pay the least for gas at the well. With action from the state and cooperation from the Federal Power Commission in changing from a percentage tax to a flat-rate of taxing natural gas, the taxing system would be equalized and would create an untapped source of state revenue.

The above proposal is but one I have to suggest. If elected, I pledge to serve you on the district level as your needs from the local level are communicated to me from you. By working together, I believe I can represent you well. I solicit your support and influence in the upcoming election.



HARVEY FLOYD

Pd. Pol. Ad. in Hereford Brand by Harvey Floyd, Vega, Texas

Lewis McCuistian is Gifford-Hill in this area.

He's highly qualified to help you with any irrigation problems you may have and he's got the very best equipment available to do it with.

Gifford-Hill's 360 Vanguard PVC Plastic Pipe and Aluminum Pipe. Plus a long list of accessories.

If you haven't already met our irrigation expert, drop by soon and get acquainted.

And while you're there, let him show you the latest additions to Gifford-Hill's line of irrigation equipment.

Check with us before you buy.

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Test your diamond I.Q.

Q. IS A LARGE DIAMOND ALWAYS MORE VALUABLE?

A. Not always. A smaller stone of finer color and more precise cutting—to show the fire—can be considerably more valuable than a larger gem of less quality. Cutting, color, clarity and carat weight are all important factors. As a member of the American Gem Society, we'll help you strike the right balance. AGS affiliation is awarded only to those jewelers who qualify on the basis of gemological knowledge and high ethical standards. Come in soon and let us explain the "Four C's" of diamond value to you.

COWAN JEWELERS DOWNTOWN

Region Earns \$3 Billion



Farmcast

A Weekly Report Of Agri-Business News

Compiled From Sources
Of The Texas Department of Agriculture
John C. White, Commissioner

The High Plains of Texas produced agricultural products with a market value totaling more than \$3 billion in 1973. The output almost doubled the market value of 1974 production and more than quadrupled the output of five years ago (1968) according to tabulations compiled by Tommy Swann, Water Inc., Staff Economist. They have been published in a booklet entitled "Agricultural Production Data—Texas High Plains."

"The statistical report illustrates the great productive capacity of the agriculture sector of the area," Swann said. "But, the production record is only a portion of the Texas High Plains Story," he added. "The most important part of the story is how the productive capacity can be expanded with supplemental water for irrigation."

He noted that the area possesses fertile, irrigable land, almost ideal growing conditions and superior management ability. "All that is needed is the transportable item—water," Swann concluded.

Broken down into four major categories, the compilation lists detailed production statistics for cotton, grain sorghum, wheat and fed cattle. Copies of the booklet, printed in the interest of public education, are available without charge upon request from Water, Inc., P.O. Box 367, Lubbock, Texas 79408. Swann is currently gathering similar production data for the nine counties of Eastern New Mexico so that his final effort will show the total production of the area served by Water, Inc.

Travel Broadens Tourists' Views On Food Prices

American tourists who traveled abroad this summer came home with a new appreciation for U.S. food prices.

Compared to what they paid for food in foreign countries, they're quick to admit that American food is still a bargain.

One tourist just back from a visit to Sweden reports his tab for five hamburgers, some French fries, and a soft drink added up to a whopping \$27 in American money. Another businessman who went to London said a dish of strawberries and a cup of coffee cost him \$5.

Meanwhile, in Japan, beef costs range upward from \$12 a pound.

678 Is Average... Fertilizer Use Jumps Again... Texas Citrus Prospects Are Reduced.

What's your idea as to the average size of a Texas farm? It could range from a few acres to several hundred thousand. The Texas Crop and Livestock Reporting Service has made it official: the average size of a farm in Texas contains 678 acres.

That's almost twice the size of the average farm for the nation. As the average size gets larger, the number of total farms in the state and the nation continue to decline, with perhaps an exception for 1974.

Preliminary figures now show that there are 209,000 farms in Texas as of January 1. This is the same number as of January 1 in 1973 and 1972. Fifteen years ago—back in 1959—there were 252,000 farms in the state with an average size of slightly more than 600 acres.

Nationwide, the total number of farms has declined slightly as of January 1 from a year ago. It's estimated there are 2,821,000 farms in the nation now, compared to 2,844,000 in 1973.

Average size of a farm in the nation is 385 acres, an increase of almost 100 acres during the past 15 years.

In Texas, there are 141,800,000 acres in farms; for the nation there is slightly more than a billion acres in farmland.

FERTILIZER use in Texas during 1973 as of June 30 showed a slight increase from 1972. The June 30, 1973 total is 2,556,371 tons of fertilizer compared to 2,514,837 tons in 1972.

Fertilizer is broken down into three categories: mixed fertilizer, primary nutrient, and secondary and micronutrient.

Mixed fertilizer utilized in Texas in 1973 was up four per cent from the 1972 usage.

Primary nutrient fertilizer used in the state was one per cent below 1972.

Secondary and micronutrient fertilizer applied amounted virtually the same in 1973 and 1972.

Nitrogen fertilizer accounted for the biggest use in Texas in 1973.

BASED on February 1 prospects, the 1973-74 citrus crop for the state is forecast at 18,500,000 boxes, which is four per cent below the production of last season.

The February 1 forecast is one per cent less than the January 1 forecast reflecting freeze damage which is now apparent in the Balencia orange crop.

The grapefruit estimated at 11,500,000 boxes and the early and mid-season orange estimate of 4,600,000 boxes is unchanged from a month ago.

Grapefruit harvest was active in January. Harvest of early and mid-season oranges is virtually complete.

COMPLETE details of the experimental program to control predators in 44 Texas counties are now being implemented. The Texas Department of Agriculture is in charge of the program on a state level.

Through the cooperation of the Environmental Protection Agency and several state agencies, the use of the M-44 coyote spring ejection device will be available to eligible producers.

Local Testing Ground Gives Sugar Beet News

SOME GOOD NEWS is in the making for sugar beet growers. Heading the list of good news items are new varieties with improved tonnage and sugar soon to be available. Second, beet production without hand labor is a definite economic possibility just around the corner. And third, recommendations for proper nitrogen applications already are available. Excessive nitrogen has in the past teamed with leaf spot disease to reduce sugar content in beets.

All this comes from Dr. Steven Winters, assistant professor with the Texas Agricultural Experiment Station at Bushland. A close scrutiny of these hot items, however, reveals some cloudy points that are yet to be cleared up, he hastens to add. For one thing, the leaf spot control picture is a bit hazy yet, since all the information from research is not in. Recommendations are expected by late spring.

And, as for the varieties, Winters says, one of the better yielding lines has been extensively tested in the Panhandle area only for one year. This is not long enough to test the variety against those conditions most demanding on beet production.

The good news for sugar beet growers comes at a time when many are frustrated by the recurring trouble spots every year. Hand labor for weeding and thinning the beets has been

one of the more consuming problems, Winters says. Excessive nitrogen pulls the sugar content level down and, in the presence of leaf spot disease, virtually skims any profit off the top before the producer even gets to the market.

FOUR VARIETIES of sugar beets were tested at five locations in the Hereford area in 1973, Winters reports. They were HH10, HH23, HH26, and Mono Hy D2.

In all the locations Mono Hy D2 proved to be best. It gave a consistent increase in both tonnage and per cent sugar compared to HH10, the standard variety grown in the area since 1966.

Winters suggests that since the variety was tested only last year, producers may want to experiment with it themselves in 1974 before considering switching their entire crop to that variety.

The nitrogen problem, he says, can largely be solved by avoiding excessive fertilization of crops which precede beets. This conclusion comes from research by Holly Sugar Corporation at Hereford. Two years of testing at the USDA Southwestern Great Plains Research Center indicate that Holly's recommendations are reliable, Winters says.

He added that Holly's procedure is to have soil tests made of all prospective sugar beet fields to determine residual nitrogen, and then to

base his recommendations on soil test results. Weed control has been a constant annual battle, with the producer the perennial loser. But, research on weed control shows that sugar beet production without hand labor is a definite possibility. This conclusion is drawn from studies conducted jointly by Winters and Dr. Allen Wiese, weed scientist with the TAES at Bushland.

Plots receiving various combinations of preplant, post-emergence, and layby herbicides yielded as well as handweeded check plots, which was about 26 tons per acre and with 16 per cent sucrose, Winters notes. This was 15 tons per acre more than plots that were cultivated for weed control.

Winters emphasizes that beets in this experimental area were planted to a stand on May 2, 1973, and were not thinned. The wet spring delayed planting for more than a month and resulted in a cloddy seedbed.

THERE ARE some drawbacks, though.

Weeds that emerge with or soon after beet emergence are the most detrimental to yields and are hard to control with available herbicides, Winters points out.

The experimental herbicide that was used, Norton, which proved exceptional in early season weed control, probably will not be labeled before 1976.

Wiese and Winters suggest that the best approach for economical weed control in 1974, based on their research, appears to be a preplant of Ronect followed by post-emergence herbicides.

If the field has kochia weeds after the beets emerge, a post-

emergence application of Betanal would be needed when the weeds are in the cotyledon stage (first pair or whorl of leaves).

If the field has pigweed, the researchers say that Betanal-475 or a half-and-half mixture of Betanal and Betanal-475 would be needed during the cotyledon stage. Treflan and Eptam are proven layby herbicides.

Many of the research plots in the Hereford area, Winters emphasizes, produced more than 25 tons of beets per acre, with a 17 per cent or more sugar content.

Based on these studies with new varieties, proper fertilizer use, and weed control techniques, the future of the sugar beet industry may be sweet indeed.

Lubbock Hosts Cotton Council

Highlights of current National Cotton Council activities will be featured during a meeting in Lubbock March 4, beginning at 10 a.m. in the Red Raider Inn Convention Center.

Don Anderson of Crosbyton, a producer director on the Council's Board, will preside. The meeting is one of a series being held across the Belt, and Anderson urges all people who have an interest in cotton to attend.

The program will include reports on cotton's competitive situation, the energy outlook, developments in production and marketing, export opportunities, improving public attitudes toward cotton, sales and merchandising effort being carried out by Cotton In-

corporated, and legislative activities.

Reports will be given by industry leaders and Council staff members. Adjournment will be at noon.

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News From Austin

Texas Home Insurance Rates To Go Up

AUSTIN, Tex. — Home insurance rates are going up for most Texans.

New rates to be effective June 1 or July 1 will take into consideration expected rising costs of replacing and repairing damaged buildings.

The rates were adjusted a year ago (Jan. 1, 1973), with reductions in most lines.

Indications are fire coverage for homes will go up this year, but commercial building protection will cost less.

Multi-purpose homeowners policies will increase in price for Seacoast and North-Northwest territories. Although the loss record of the last decade indicates a 5.5 per cent reduction for the Central Inland area, G. L. Jones, State Insurance Board chief property actuary, said inflation may negate the saving.

All three territories are due for an increase on extended coverage, including windstorm and vandalism coverage.

State Board statistics hold promise of a saving on commercial building coverage for the Central Inland territory.

Following past board practices of figuring inflation on price increases over the last six years, an industry representative said the statewide boost for all lines of building insurance would be more than 20 per cent.

However, Texas Insurance Advisory Association suggested a revised inflation factor projected to save \$43.7 million for Texas property owners.

ers this year below the board estimates.

CONVENTION PROGRESSES—Debate grew increasingly tedious as the first round of Constitutional Convention floor debate opened — on the education article of the proposed new state constitution.

Convention President Price Daniel Jr. maintained delegates were sticking with their 90-day completion schedule, however, as they neared completion of action on the article in three half-day working periods.

The education article as approved by the delegates tentatively insures "equal educational opportunities" for all, but permits special local district program enrichment. It also retains for The University of Texas and Texas A&M income from the \$680 million Permanent University Fund.

Permanent and Available school funds are left intact, and the legislature is charged with providing for "first-class" higher education.

LAW "DISCOVERED" — The Texas Board of Pardons and Paroles only last November discovered a law requiring it to recommend to the governor whether prisoners should have full citizenship rights restored on completion of sentence.

"Until our present board membership was made aware of this provision very recently, it has been ignored," said Charles G. Shandera, a member of the Board, in a letter to Sen. A. R. Schwartz of Galveston. Schwartz is chairman of the Constitutional Convention Rights and Suffrage Committee.

Shandera said he does not think the oversight has worked any great hardship on ex-convicts deprived of civil rights, because they can make requests for full pardon.

Rights include voting, running for public office, jury service, entry into licensed professions and eligibility for bonding.

ALLOWABLE AT 100 PER CENT AGAIN — The Railroad Commission set the state-

wide oil allowable at 100 per cent for March — the 24th straight month of such production.

Commissioner Ben Ramsey said crude oil stocks, estimated at 85.8 million barrels, are 3.4 million less than the 1973 level. He said crude stocks for the nation are 24 million barrels below preferred levels and gasoline 50 million barrels below.

Exceptions to the 100 per cent allowable are Kelly-Snyder and East Texas Fields (86 per cent) and a dozen others set at 80 per cent.

COURTS SPEAK — The Court of Criminal Appeals overturned a marijuana conviction by a Greenville jury following a search without warrant.

The Court also reversed another marijuana conviction in Dallas on similar grounds. It ordered a new trial for a Wichita County man on incest charges after finding his 13 year-old daughter "participated willingly."

A Rockwall County man won a second reversal on robbery-by-assault sentence of 40 years.

The Third Court of Civil Appeals ordered Hays County commissioners to pay \$22,800 as the county's share of adult probation costs in a district shared with Caldwell and Comal counties.

AG OPINIONS — A strong anti-discrimination provision in a new state constitution may prevent minority recruit-

HEALTH CARE — President Nixon said that his national health insurance proposal would strengthen the present health care system, not destroy it.

TO END G.I. SAVINGS — The Pentagon has decided to end a savings bank program that paid servicemen overseas a 10 per cent interest rate. The Uniformed Services Savings Deposits Program was set up in 1966 when United States troops started moving into Vietnam in great numbers.

ment and bilingual educational programs, Atty. Gen. John Hill held.

Hill also concluded in other recent opinions:

• Children may be placed for adoption by a natural parent, by a relative with other relatives, or by a licensed agency.

• Minors over 14, and under 17 can be prosecuted for driving while intoxicated, although the law is not constitutionally enforceable against those 17 to 18.

• The open records act and its exceptions have no bearing on scope of testimony of a witness taken in a civil proceeding pursuant to a notice and subpoena issued under rules of civil procedure.

• Whether or not the property of a fraternal lodge is exempt from taxation depends on a determination of whether the lodge is a purely public charity and its property is

used for purely public charitable purposes.

• If courts and not juries grant probation in felony cases, problem drinkers-drivers involved may be required to pay for the expense of treatment. Ability to pay expenses of treatment may not be a grounds for denying probation and failure to pay the expense of treatment because of financial inability may not be a ground for revocation of probation.

• A Texas Youth Council member is entitled to reimbursement for reasonable expenses incurred in meetings in city where he resides.

APPOINTMENTS — Governor Briscoe appointed Dr. Robert Gordon of Dallas and reappointed Dr. John I. Wheeler Jr. of Houston to the State Board of Examiners of Psychologists. Briscoe named to Red

River Authority Board Harlan E. Hood of Estelline, Tommy D. Carnahan of Hereford, Jim D. Hughes of Vernon and Jim W. Sowell of Quanah.

SHORT SNORTS — Alcoholic Beverage Commission announced it will enforce bans on lewd, immoral or offensive entertainment.

Agriculture Commissioner John White certified Texas Pork Producers Association to hold an election on a proposed program of research, education, promotion, and insect and disease control on pork under the state commodity checkoff law.

No statewide gasoline rationing plan is needed, Governor Briscoe announced after checks by the Department of Public Safety and conferences with gasoline dealers. He found "inconvenience"


but no crisis due to gasoline shortages.

The School Land Board approved new regulations for oil production to insure protection of the environment

and correct oil and gas royalty payments to the state.

Grants of \$3.6 million were awarded for improving the criminal justice system.

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