

Scrooge Won't Have His Way

Holiday Business Prospers As Inflation Persists

By **BOBBY TEMPLETON**
Brand News Editor

When bad times hit around the holiday season, it's a usual property of the American character to forget about the bad and try and enjoy the good things associated with Christmas and New Years.

Last year it was the "Energy Crisis" that came during the December holidays, but still we made it to grandmother's for the annual holiday gatherings even if it was on just half a tank of gas. This year, however, it seems that inflation has caught up with us.

But, again "Old Scrooge" isn't going to force us into a dull and dreary holiday. Such seems to be the general situation this Christmas in Hereford, although a few indicators denote a bit of sourness this year.

A sampling of some area business managers spells out a general situation of prosperity associated with those products

purchased mainly during the Christmas Season. However, the overall economic picture is still gloomy as prices remain high and consumer's purchasing power low.

Tom Pender, manager of the relatively new T.G. & Y. store in the Park Plaza says sales at his store are very close to what the expectations were. The store was not open last year at this time, but his forecast for December he considered high and the sales are meeting it.

"We sold out early on our Christmas decorations and our artificial trees and toys are going well," he said. "The biggest item we are selling and doing quite well on is stereos."

The real Christmas trees are almost a "thing of the past" he indicated as the artificial trees have become popular because of the danger presented by dry real trees. "Besides, they're making the artificial trees look better."

Similar conditions were expressed by Mark Andrew, manager of Taylor and

Sons Grocery Store on Park Avenue.

"Our Christmas tree (live) sales have gone fairly well, about as good as last year," he explained. "We got in about 400 trees and as you see there aren't many left."

Also the store's decoration sales have tripled over what they were last year. And even if the energy shortage was still upon us, it apparently wouldn't have deterred the increased sale of Christmas lights.

"We've sold three times as many lights as last year and the rest of our decoration items are going fast," Andrews said.

Of course with the good comes the bad as described by Don Howerton, manager of Perry's Downtown, and Cleto Corlis, manager of Perry's Department Store in the Sugarland Mall.

Howerton said Perry's is experiencing worse sales as compared with last year. The tighter money market and heavier

competition from new stores were cited as reasons for the off sales this year.

"We're getting busier and busier as it gets closer to Christmas, but we're still not doing so well," he said. "They're not buying the big items like last year."

Perry's toy sales are down, but Howerton said the decoration sales are up. But that was about the only item the store was doing better on.

Corlis candidly noted that Perry's sales were off overall by about six per cent. This he attributed to not only a bad national money situation but an equally bad local one.

"The low selling cattle market has almost destroyed the local economy," Corlis said. "This is compounded by less payrolls at the Holly Sugar plant."

The store has had a lower volume of customers which in turn caused less merchandise turnover. But if it weren't for the higher prices, the total dollar sales would really be down, he said.

The manager thinks that prices have

leveled off during the last two months and should continue at about the same level.

Pointing to the toy counters, Corlis said, "There is all the toy stock we have left. We had a great toy sales season."

He also expects to do better as it gets closer to Christmas because of the number of shopping days right before Christmas. Since the holiday falls on a Wednesday, there is one more shopping day right before Christmas. Last year, only one shopping day preceded Christmas.

"The day before Christmas ought to be a great day for sales," Corlis said.

Another Downtown merchant Tony Cortez of White's Auto Store said his business has been better than last year. His sales have been good on just about all items, but especially small appliances and toys, which he correlated to the holiday buying.

"We haven't had any big rush, but a

steady trend of buying over the holidays," he said.

Frank Olguin, assistant manager of Duckwall's, enthusiastically related the success of his Christmas sales. The store has filled its Christmas decorations counter five times over and now are displaying the last of such merchandise.

"Our toys are selling well and our customer accounts have doubled over the past two weeks," he said. "We're looking forward to even better sales as it gets closer to Christmas."

The holiday season is definitely good to merchants, but what little consumers are able to come up with for holiday treats adds an additional sparkle to their holiday cheer.

Last year the Christmas atmosphere was a bit dark with the lack of decorative lights, but the situation has brightened up this year both on the exterior of houses as well as in the hearts of holiday celebrators.

Sunday
20 Cents

The Hereford Brand



73rd Year, No. 100

Hereford, Texas, Deaf Smith County, Sunday, Dec. 15, 1974

44 Pages



By Speedy Niman

THAT FELLER on Tierra Blanca Creek says the reason the gap feels so big when you've had a tooth pulled is that it's the nature of the tongue to exaggerate.

"FOR CHRISTMAS," a woman remarked to her friend. "I got a visit from a jolly, bearded fellow with a great big bag over his shoulder. My son came home from college with his laundry."

THE HEREFORD Blood Bank got a big boost Friday when employees at the Holly Sugar plant donated 25 pints of blood. The mobile unit from Coffee Memorial Blood Bank was not here last month, and more volunteers are needed to build up Hereford's account. The unit will be at the Community Center Monday from 2 to 6 p.m.—your support is needed!

NOTICED in a paper the other day that Henry Ford has an idea for Gerald Ford. He wants to tell the President that the way to cure this nation's recession is to cut income tax 10 per cent. That's the kind of suggestion a lot of us had been hoping for!

The auto company head explained: "The important thing right now is not to balance the budget, but to give the economy enough boost to lift the nation out of recession, but not so strong or lasting in its effects that it will lead to a new spurt of inflation a year from now."

IT IS HARD to realize that Christmas is just 10 days away, even with all the holiday activities underway. Despite the recession talk and the local impact of the cattle feeding business, it appears to be another strong Christmas shopping season in Hereford. Brand News Editor Bobby Templeton made a spot check with some local merchants and has an interesting article in today's issue.

Maybe the only thing we need now to get into the Christmas spirit is a little snow. All the forecasters have been predicting a long, cold winter, so maybe we'll have a white Christmas!

NOTHING IS EASIER than fault-finding—no talent, no self-denial, no brains, no character are required to set up in the grumbling business.—Robert Wise

The deadline for entering the Miss Hereford 1975 Pageant is Friday, Dec. 20, the day public schools dismiss for the Christmas holidays.

Any girl who has not yet signed up for the pageant may do so by calling Mrs. Glenn Watts, entry chairwoman, or Mrs. J.W. Robinson, general chairwoman.

Mrs. Watts is director of the Community Center and may be reached there in the daytime. She and other members of the committee are available to discuss entry requirements with eligible girls and their parents at any time. College girl entries will be taken during the Christmas vacation.

Age limits are 18 to 28 for the Miss Hereford contest, while girls of 16 may compete for Miss Teenage Hereford title. Other requirements are that the girls are of good character and have never been married.



Season Beginnings

Before the sun has had a chance to peek above the horizon, a group of hunters from Denver City forms a line to comb the maize field in hopes of flushing out pheasant. Chilly weather greeted the hunters as the opening day of pheasant season dawned, but this group took home some birds.

Pheasant Season Lures Hunters

By **DAN WELTY**
Brand Staff Writer

Ten thousand hunters, it is estimated, took to the grain fields and lake bottoms in a three county area around Hereford Saturday morning to try their hand at one of the most challenging of game birds, pheasant.

Deaf Smith, Parmer and Castro Counties were the focal point of hunters from as far away as Georgia and Tennessee for the opening day of the pheasant season. Chuck Cosper, game warden for Deaf Smith County, was out host Saturday morning to drive through the area near Hereford where hunters were bagging the many-colored birds.

COSPER SPEAKS with reverence when he talks about the pheasant. "They're tough old birds, Dan," said he as we set out before daylight. "If you don't kill him with the first shot, he's liable to hit the ground and run and hide from you before you get there."

Cosper thinks the birds are among the hardest to shoot. "Some people think that quail fly up faster than pheasant, but I don't think so. If you don't get a bead on a pheasant cock before he gets leveled off in flight, you might as well put your gun down. Driving along the road I've had them fly next to me at over 50 miles per hour. I'll bet they can fly up to 60 miles per hour if they have to."

As if to prove what Cosper had just said a brilliant-plumaged cock rose from between yellowing stalks of grain and

kept pace with the speeding car, flying a few feet above the ground.

Cosper is just one of 10 game wardens that were patrolling in the three county area early Saturday morning. The job of the game warden is to catch violators who might hunt without a license, to kill hens instead of cocks, and to keep hunters in private fields off of public roads.

THE PHEASANT is an import to the Panhandle of Texas. In fact to America. King-necked pheasant originated in China and the common pheasant in Europe. Hereford area landowners and some townspeople brought the first pheasant to this area. The first birds were released in 1946 or 47. Cosper couldn't pinpoint the date. Eighteen years later sportsmen could hunt the exotic birds in the maize and corn fields near here.

The pheasant cock differs from the hen with his bright coat. Pheasant hens are a common brown and don't have the long tailfeathers that flow behind the cock. "And the hen is usually quiet when she flies up," Cosper added. "The old cock will usually cackle whenever you flush him out."

The most common hunting method sports men use is a line of about 10 to 12 men walking through maize or corn fields. The pheasant feed on the grain

knocked to the ground at harvest and thrive in the knee-high stalks. The line of men flushes the birds out and as they take to the wing, the hunter fires.

But Cosper says most of the birds are smarter than the hunter thinks. "The birds will run up and down the rows right next to you and never fly up. Some guys will drive up and down the fields in pickups trying to scare the birds up. But those pheasant will sit right there and you can drive within two or three rows and they'll never fly up."

Cosper was very critical of hunters who used chains drag between cars to flush out the birds and of hunters who shot hens. "Some hunters will put a chain between two vehicles and drag it through the field, forcing the birds to fly up. But the hunters who just get out and walk through the field will get more birds than any of them that drive through the fields."

THE GAME WARDEN carries a powerful set of binoculars and a high-power telescope to spot illegal activities. "Some hunters will shoot anything that flies up, hen or cock. If it's a hen they might let it lay where it fell, or some will carry it to the car and try to hide

(See PHEASANT, Page 2A)

Area Harvest Production Plummet

As the harvesting season draws to a late conclusion in this county, local officials report that total farm production plummeted from average yield in past years.

Wheat farmers were plagued by a spring drought which virtually destroyed all dryland grain in the western portion of the county. Of 236,276 acres planted to wheat, 118,926 (more than half) were barren due to adverse weather. According to Don Tatum of the Agricultural Soil Conservation Service (ASCS), Deaf Smith County produced only 25-30 per cent of the average wheat yield.

WEATHER WAS also the villain in the drooping production of grain sorghum. Some 16,145 acres of sorghum were fruitless due to the wet, cold conditions which prevailed during August, a critical time for sorghum pollination. Deaf Smith farmers sowed 103,765 acres of grain sorghum and harvest of this crop has been completed.

Other prominent grains cultivated in this region include corn and barley. Corn, which is produced here for food and silage, has been harvested from 52,600 acres with only a few isolated crops still in the field. Barley was expected from 3,300 acres in this county but 1,206 acres of this grain were lost.

More than 10,000 acres in Deaf Smith County were devoted to sugar beet production. Harvest of this crop should be completed by next weekend, according to Bob Ginn, local manager, Holly Sugar Corporation. As of Friday, about 13,000 tons of beets were still in the ground. Ginn said this figure would be added to

the 350,000 tons already harvested for a total yield in excess of 363,000 tons of sugar beets.

No official figures could be obtained depicting the produced amount of vegetables in this county. One processor estimated that vegetable crops, mainly potatoes and onions, were off 20 per cent from previous years. He attributed this lag to the economic situation and high competition from other commodities.

ANOTHER LOCAL producer countered this statement and said that the vegetable production in Deaf Smith County was average. Other produce items that are suited to this area include carrots and lettuce.

Cotton harvest has just passed the halfway mark, slightly later than last year's schedule. One thousand acres of

this fiber were lost as a result of unfavorable weather. Deaf Smith County is expected to obtain yields from 3,798 acres. This figure will probably be shy of last year's crop, which was blessed by perfect autumn weather.

Grain elevators in Hereford would not release grain storage figures, but admitted that the 1974 harvest level was "way down" from last year.

At Community Grain Elevators in Easter, which services farmers in Castro County, 65-70 million pounds of grain were stored. This amount included 25 million pounds of corn, 45-46 million pounds of milo and less than 500,000 pounds of soybeans.

Twenty-nine million pounds of corn were reported by Bruegel Bros. Gin & Elevator in Frio, also in Castro County. The company processed 200,000 pounds of milo and 1,800-2,000 bales of cotton.

Hot Checks, Shoplifting Hamper Hereford Stores

Associated with the better sales during the holiday season are the problems of shoplifting and hot check writing. Most store managers in a spot survey Friday agreed they had experienced some of both.

Don Howerton, manager of Perry's in downtown Hereford, said he caught a prominent resident redhanded in the act of obtaining a piece of merchandise on the "Five-finger discount plan." Earlier in the week he said he caught another four persons grabbing merchandise

without the usual exchange of money with the cashier.

"I TRY TO keep a sharp eye for shoplifters, but it still continues," Howerton said. "I've even increased my sales staff to try and control it."

He thought that a little more shoplifting is occurring than usual because of the prevailing high prices.

(See HOT CHECK, Page 2A)



Deck the Halls...

A few of the ornamental balls have fallen off this Christmas tree in the Deaf Smith County Courthouse, but that is no indication of any less holiday spirit. The tree adds a bit of cheer for those who must perform the chores of county government as their work loads increase with the closing of the year.

Se Unen Las Iglesias Mexicanas En Orenda Navidena

Por este tiempo de navidad se hace alg'un esfuerzo de compartir con los hermanos menos afortunados de nuestra sociedad. Algunos de la comunidad Cristiana Mexicana de Hereford bajo la direcci'on de sus l'ideres espirituales, han unido sus esfuerzos para conseguir comida, ropa, juguetes, y dinero para compartir estos bienes con los oprimidos o los que no tienen tanto como ellos.

Se inici'o este proyecto el d'ia de acci'on de gracias (Thanks-giving) y se terminar'a el 22 de Diciembre. las cosas recogidas ser'an distribuidas por la oficina de la county welfare dirigida por la Sra. Jewel Smith.

Estamos De acuerdo de que es noble y de gran m'erito el compartir con los dem'as.

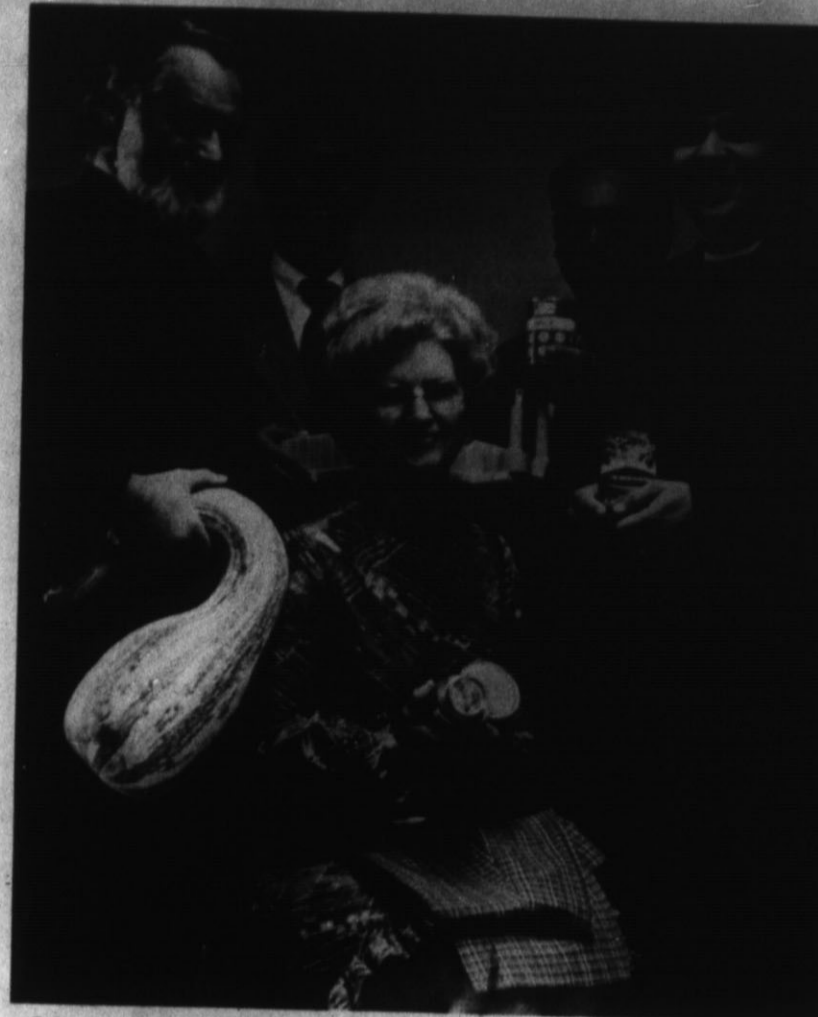
La obra m'as importante del Christianismo es de liberar, como Cristo nos ensen'o y demostr'o por su vida, muerte, y resurrecci'on. Los l'ideres de 4 Iglesias Hispanoparlantes:

Thompson Memorial Baptist Church, San Pablo Metodista, La Iglesia Pentecostal, y San Jos'e. Junto con sus feligreses han tratado de unir sus esfuerzos tanto para dar expresi'on al mensaje Christian.

Las Iglesias Christianas tienen la tarea y deben de ser instrumentos en edificar la unidad entre los hombres de cualquier lugar o pais.



"We have united our efforts as an expression of the Christian message to share with the less fortunate of our society."



Christmas Gifts Wanted

Mrs. Jewel Smith, of the Deaf Smith County Welfare Department, displays a pair of pants and canned food, some of the items to be distributed at Christmas to area residents who need them. Such items will be raised through a drive conducted by (L-R) Padre Jose Gilligan, Rev. Tomas Baldevas, Rev. Eliseo Gomez, and Rev. Pablo Garcia.

Christmas Season Brings Area Churches Together

With the Christmas Season, a general spirit of togetherness is exhibited and such is the case of the four area Spanish churches who have joined to operate a drive to raise food, toys and clothing for those less fortunate in this area.

The churches are Thompson Memorial Baptist Church, the San Pablo Methodist Church, the Pentecostal Church and the San Jose Catholic Church. The clergymen of these churches are the organizers of the drive, which began early this week.

THEY ARE acting as collecting agencies for the donation of any items that might be considered a necessity of daily life. "We'll accept just about anything, even a bar of soap," said Father Jose Gilligan.

As the Spanish article indicates, the churches are operating the drive in the spirit of Christmas for the less fortunate, many of whom comprise their congregations.

"We have united our efforts as an expression of the Christian message to share with the less fortunate of our society," Father Gilligan explained in reference to the drive purpose.

The drive is certainly not limited to the Spanish Churches. Other Hereford churches have been contacted and some are expected to take up collections within their own congregations.

THE DEADLINE for making donations is Dec. 22. The collected goods will be distributed through the Deaf Smith County Welfare department under supervision of Mrs. Jewel Smith, county welfare director.

She said she needs the donations at least by Dec. 23 to distribute them before Christmas. Although names of families are known who could benefit from the drive, other possible beneficiaries are welcomed by the welfare office.

All the clergymen have asked that the whole community unite in the common cause of helping fellow human beings. Although the drive is directed mainly during the Christmas Season, it is hoped that it can continue year round.

"With the whole community united it can come about," Father Gilligan related. "We are all of the same belief, just different disciplines. But this is no reason why we can't unite together for the common good."

Whiteface Girlstown Given 'Lion's Share' Donation

The Hereford Lions Club held its annual Christmas party Thursday night at the Bull Barn, with Girlstown and the Lions' ladies reaping the "lion's share" of attention.

Girlstown was presented a check for \$3,112.37, and all of the girls went home with gifts presented by Lions Club members. The Hereford High School Leo Club, sponsored by the Lions, also presented the Whiteface Girlstown home with a stereo set and many tapes and records.

WAYNE LADY, club president, presented the big contribution to Marshall Cooper, Girlstown executive director, who termed the local club as a "fantastic supporter" of the girls. The Easter Lions Club also added a donation of \$225, with Lady presenting the check on behalf of club president Earl Harkins and the Easter Lions.

Each of the girls attending the party from Whiteface and Berger were sponsored by a Lion. The girls received a Christmas gift from their sponsor as well as two gifts from the club—one donated by Tandy Leather Co. The party is a traditional "Ladies' Night," and each of the Lions' wives was presented a Christmas gift.

Providing special musical entertainment for the 460 persons attending the event were the Hereford Community Singers, under the direction of Bill Devers. They sang a variety of Christmas songs with Jane Gulley and Bobby Boyd as soloists.

SANTA CLAUS, with a noticeable Spanish accent, also was on hand at the

Tierra Blanca Scouts Schedule Meeting Mon.

Annual Meeting and Banquet of Tierra Blanca District, Boy Scouts of America will be held at 7 p.m. Monday in the Hereford High School Cafeteria.

A covered dish supper is planned and families are asked to bring enough for themselves and two additional people.

Families are asked to bring foods according to which group the first letter of each family name falls in, as follows: A-E, dessert; F-K, salad; L-S, meat and T-Z, vegetable. All utensils, condiments, drinks and rolls will be provided.

A program is planned with Jim Conkright as guest speaker. Installation of District Officers will be conducted by Bill Quackenbush, President of Llano Estacado Council.

Also in attendance will be Council Officials Gerald Strain, Scout Executive and Jess Adams, Field Director. Stray Leaf will provide entertainment.

Joyce Lyons, Banquet Chairman said that all scout units, leaders and families are welcome to attend. Those attending are asked to call 364-3333.

Project Christmas Card Deadline Nears

Project Christmas Card contributions deadline is noon Wednesday for residents who wish to send holiday greetings to area friends via the Project, and at the same time aid the purchase of equipment for the Deaf Smith General Hospital and the Medical Auxiliary's scholarship fund.

Contributions made after the deadline will not enable the giver's name to be placed on the full page greeting in The Hereford Brand Christmas edition. Later donors will be listed on a New Year's greeting ad.

AREA RESIDENTS are familiar with Project Christmas Card, which is in its 18th year. It is sponsored by the Hereford Medical Auxiliary. For the benefit of newcomers, auxiliary members explain that residents are invited to contribute the amount they would spend on holiday greeting cards and postage for friends who live here.

Instead of those separate cards, the

greetings are conveyed on a decorated page in The Brand each year.

The money goes to buy special equipment which is needed at the hospital but not provided by the regular budget. In addition, a part goes for scholarship to a student in some field of medicine.

Mrs. A.T. Mims is chairwoman of the campaign this year. Decorated canisters to receive contributions have been placed by auxiliary members in a number of business houses, and accounts are open at both Hereford banks.

THIS YEAR'S FUND will go to purchase a cryostat, which will enable a pathologist to make frozen sections of tissue and examine them immediately at the time surgery is performed.

At present a portable cryostat is used by a pathologist who comes to the hospital here from Amarillo, but a permanent machine would be a great convenience.

Over the years, approximately \$40,000 have been collected in the project and used for needs as varied as a dishwasher-garbage disposal and cardiac monitor equipment.

Hot Check--

from Page 1

"They're not just taking small items, but expensive ones as well," he explained.

The Penny's store in the Sugarland Mall also has had trouble with shoplifting and hot check writing. Store manager Clete Corlis said he saved his store \$50 recently by stopping a hot check before it got to the payment stage.

"We've got plainclothed security guards on the outlook for such lawbreakers, and I only put clerks who know their merchandise on the cash registers," he said. This prevents price tag switches and clothes changeouts.

WHEN ASKED about the same problems, Tom Pender of T.G. & Y. said, "Sure, we've had our share of shoplifters."

And he expects more shoplifting and hot check writing as the season progresses toward Christmas when the volume of transactions is heavier.

Tony Cortez, manager of White's Auto, explained that his store has been fairly lucky.

"A few shoplifters have visited us, but it isn't as bad as other years," he noted.

Most of the merchants post check cashing procedures as furnished by the Criminal District Attorney's office at the Deaf Smith County Courthouse.

"THESE POSTERS, I guess, have helped because they make the hot check writer think twice before doing it," Cortez said.

The exact count won't be known on the shoplifters and hot check writers until a few months from now, but in the meantime you can bet all precautions are being taken to prevent it.

So to you, the potential shoplifter or check forger—"Walk softly and carry a big pen."



Lions Play Santa Claus

Hereford Lions Club hosted girls from Girlstown, U.S.A., at the annual Christmas party Thursday night in the Bull Barn, and Lion Tommy Bowling poses happily with his "daughter" for the night. Each sponsoring Lion had a gift for "their girl", and the club also presented gifts to each girl. The big gift, however, was a \$3,112 check to Girlstown from the local club. It represented proceeds for the Girlstown Auction held here recently.

Churches Plan Music Programs To Observe Birth of Christ

Celebrating the reason for Christmas, churches of Hereford plan special music, worship and children's programs in observance of the birth of Christ. They will continue through this week and next, culminating in traditional midnight services Dec. 24 in Catholic and Episcopal Churches.

Choirs will sing Christmas anthems and congregations will join in familiar hymns of the season at worship hours today and next Sunday. Parties for all age groups are scheduled this week, with emphasis on sharing gifts with the less fortunate and bringing happiness to children and the elderly.

ANNUAL OBSERVANCES of the holiday will repeat worship patterns in several churches. One such service is the Evening of Carols and Candles at First United Methodist Church, to begin at 7 p.m. today.

All seven of the church choirs, comprising children from pre-school age upward as well as adult choirs and handbell choirs, will be heard under direction of Robert McFarland. Instrumental accompaniment will be a feature in some groups.

Song Of Christmas, a musical presentation by the choir of First Presbyterian Church, is scheduled in a candlelight service at 7:30 p.m. Wednesday. Narration will be by the Rev. Roger Knapp, minister. Mrs. Wesley Gulley is choir director and Mrs. Charles Jones organist.

Lesley Euler will be soloist for special music in this morning's worship service. A Christmas tree, decorated with symbols or monograms of Christ, was trimmed at a recent family night gathering and stands in the choir area.

THE ANNUAL ALL-CHURCH party with a program by children will be held Wednesday evening at First Christian Church, and on Christmas Eve there will be a worship service with carols and story at 7 p.m.

Pioneer members of the church and residents of Kings Manor retirement home will be guests at a Christmas party Friday in Friendship Court. Women of the church will meet at 9:30 a.m. Wednesday for a coffee and book review.

Pheasant--

from Page 1

it. They sure are embarrassed when I pull that hen out from under the front seat." Cosper will check the hunters out from a distance with the glasses before pulling up. "Most hunters, though, don't shoot hens. If I watch them a while and some hens fly up and they don't shoot, I'm pretty sure they won't be shooting hens."

The game warden and I pulled up to a group of hunters walking to the end of a field and Cosper waved at friends in the hunting party. Soon after a cock flew up and it was several seconds, longer than normal, before shots sounded. After the bird had been picked up, the hunter explained that he wanted to be certain of the bird's sex before he fired, especially with the game warden watching.

The pheasant are chased by more than just Texas sportsmen. Cosper had to obtain non-residential (out-of-state)

licenses late Friday night from the Amador Parks and Wildlife Department to take care of the overflow. Many Hereford citizens were hosts of hunting parties, and one Hereford man was called to find the length of the city airport's runway. One of his guests flew into town in a private jet.

The season began with a breakfast put on by the Hereford and Dumas fire department auxiliaries. Serving began at 4:30 a.m. and lasted till 7:30 in the high school cafeteria.

In the season this busy until the final day, December 29? "No," Cosper said. "In fact, many of the hunters will get all the walking they want today and not even hunt tomorrow. The opening day is the busiest and then nobody bothers the birds till next year."

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Reg. \$6 to \$28. Choose from turtlebacks, twin sets, vests, cables, bright yarns, soft looks, longer lengths, bulkies, cardigans, and fisherman knits. All in your favorite easy-care fabric and fabric blends, and great winter colors. Sale does not include sweaters from our



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Sale \$8⁸⁰ to \$15²⁰

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C78-13	10.25	41.00	30.75	2.00	G78-15	13.00	52.00	39.00	2.74
C78-14	10.75	43.00	32.25	2.17	H78-15	13.50	54.00	40.50	2.87
E78-14	11.50	46.00	34.50	2.33	J78-15	14.25	57.00	42.75	3.13
F78-14	12.00	48.00	36.00	2.50	L78-15	15.25	61.00	45.75	3.19
G78-14	12.50	50.00	37.50	2.67					

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Clinic Adds Doctor Toys, games aid in child's growth

Hereford Medical and Surgical Clinic has announced the association of Dr. Harold E. Dittmore as a family practitioner here before Christmas.

Dr. Dittmore, 1953 graduate of the University of Kansas Medical School, has been active in general practice, surgery and emergency medical treatment.

His wife, Dee, is a registered nurse, receiving her degree from St. Anthony's School of Nursing in Amarillo in 1963.

The Dittmores enjoy golf, fishing, "rock hounding" and raising pets.



Dr. & Mrs. Harold E. Dittmore ... to practice medicine here

Children like to imitate "grown-ups," and games give them the chance to mirror adult activities through play.

There is more to games, though, than fun, and parents should select toys for their children which are not only enjoyable, but serve to aid the child's over-all development as well.

The ideal toy makes use of the child's imagination, develops his creativity and provides substantive play hours.

Development of the child's motor skills and instructions on how to plan and react to different situations are possible with new games and toys which simulate real-life, adult activities.

One adult activity children like to imitate is driving. Car seats with steering wheels and toy cars have been popular for many years.

For the not-so-young driver-to-be, there are action games like U-Drive-It. By guiding an automobile around and through a series of obstacles and tricky curves with realistic steering wheel and foot accelerator controls, this type of toy teaches the youngster real driving skills while developing eye-hand and other motor coordination.

Other action toys can simulate real life experiences and develop a child's motor skills while teaching him to think and plan. The U-Fly-It Aircraft Carrier gives the child control of the takeoff and landing of a scale model airplane by allowing him to adjust the speed and altitude of the plane.

Another, the Sky Crane, is a model of a Sikorsky-type helicopter. The child controls up-down and forward-reverse to manage "rescues" and transport payloads.

This kind of toy relies on the child to determine the direction and structure of the game. The flexibility of these real life action toys allows the child to plan his "mission" confined only by his imagination.

While real life action toys help develop motor skills and introduce the child to "adult" activities, the child creates a personal game and determines his own rules.

Board games also introduce the child to "adult" activities, but not through action. Rather, these games simulate interaction, teaching the child how to compete and still work with other people.

New board games, like Air Traffic Controller, mirror today's modern professions, teaching the child their functions and importance. And by re-creating the actual conditions of the job, this type of game also teaches the child the importance of decision-making.

Where winning traditional board games depends largely on luck, winning one of these new board games relies more on skill and good judgment, as does success in the professions they mirror.

In the driving and flying games, the child learns to master the basic skills of a task, to think and plan, while developing a true, yet fun, mirror of adult activity.



Stereo for Girlstown

Cindy Ruther, right, president of the Hereford High Leo Club, is shown with two Girlstown students after the local club presented a console stereo set, along with many tapes and records, to the Whiteface Girlstown campus. The Leo Club, sponsored by the Hereford Lions, made the presentation during the annual Lions Christmas party here Thursday night.

SSI Law To Help Disabled

The more than 1300 officers of the Social Security Administration across the United States have been taking applications for disability benefits under the new Supplemental Security

Income (SSI) law for over a year. Many persons inquiring about these benefits are told they do not qualify as disabled people because they either have a disability which is not severe enough or which will end in a fairly short period of time.

When the program for aid to the disabled, formerly administered by state departments of public welfare, became part of the Social Security Act, the requirements for SSI disability were set up to be the same as those for regular social security disability benefits according to Travis C. Briggs, social security district manager in Amarillo.

Simply stated, these requirements are that the disability must be severe enough that it will end in death, or it has lasted for at least a year, or it can be expected to last for at least a year. In addition to this requirement, the disabled person must be unable to work at a livable wage for the same length of time.

If individuals believe they are disabled and will not be able to work for at least a year, they should get in touch with the Amarillo Social Security Office at 317 East Third Street or call 376-2241.

Sugar Soars As Demand Stock

AUSTIN—Short supplies and strong demand have strained existing world sugar stocks, shattering international prices and raising a five-pound bag in the United States from 80 cents last year to \$2.50-\$3.

According to Agriculture Commissioner John C. White, the huge jump in price is based partially on a slowdown in world production in the face of inconsistent earning records and a faster growing demand for other crops.

Attracted by high grain

prices, many sugar producers have converted existing acreage to other crops.

In the U. S., production is expected to decline from 1973's 5.9 million tons, despite production increases in some parts of the country. White reported that an anticipated 346,000 ton increase in Texas' sugar cane crop will offset a 20,000 ton decrease in the state's sugarcane yield.

Nationally, sugar cane production is projected at 25.3 million tons, a two percent decrease from 1973.

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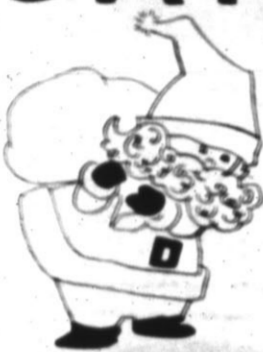
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NEWS VIEWS

Dean Rusk, former Secretary of State, on possible oil embargo:
"Our problem is to find a way to challenge our leadership to challenge us to do the things that are required."

SAFE WATER ACTION
Congress finished action on a \$156 million bill designed to safeguard citizens' drinking water, which would establish for the first time national minimum water standards.

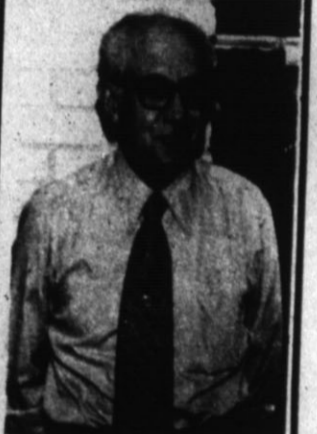
Dirigible returns from near obscurity.

Army releases My Lai massacre report.

Gasoline stations again experiencing competition.

British newspaper finds new way to save space.

Big wheat agreement with Egypt is signed.



"DOC" COWAN
GIFTS OF THE MAGI
Although there is some base for the criticism of the commercialization of Christmas, the tradition of giving gifts is well founded. Three Persian kings saw the star in the East when Christ was born. They came to the manger bearing gifts of gold, frankincense and myrrh. Thus began a custom that is with us to this day.

The three kings came bearing precious gifts. Their offerings were worthy of the occasion. Gold is one of the timeless presents. It remains noble, suitable for the occasion. We are fortunate to be able to make our feelings known with gifts of gold and precious stones. There are times when trinkets will do, when trifles are sufficient. But Christmas is not one of those occasions.

All manner of gemstones and fine jewelry brings a royal touch to your gift giving. Colored stone jewelry guarantees an original gift. Rings set with emeralds, sapphires and rubies will inspire joy. Brooches and pins of diamonds combined with jade, coral and lapis lazuli are certain to be cherished forever. Karat gold plus - gem-set or not - with matching earrings will make this a Christmas to remember.

Opals, always appropriate, make good fashion sense this season. Their flash and dance of colors will heighten the joyous occasion. Pearls are perennial. As a solitary pendant on a karat gold chain, the pearl is a traditional gift for the young lady. Is there a collector of gold charms on your list? Now is the time...

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Merry Christmas to all - "Doc"

COWAN JEWELERS DOWNTOWN

Police Beat

Two High Speed Chases Land Hereford Man in Jail

Two high speed chases and a kidnapping incident highlight cases that involved the Hereford Police Department in the late part of the week. Firemen were busy, but had no major fires.

Hereford police officers chased a car twice in the early morning hours Thursday, but failed to catch the vehicle either time. The man was later arrested at his residence and is now in the Deaf Smith County jail.

OFFICERS WERE dispatched to a domestic disturbance on the city's north side at 5:23 a.m. While talking with complainants, a black Chevy coupe pulled to a stop sign and then accelerated away at a high rate of speed. Officers gave pursuit as the car headed north on Highway 385, but gave up the chase after five miles of high speeds.

At about 6:15 a.m. a man came by the police station asking about the woman involved in the disturbance. When he left, officers noticed it was the same black coupe. An officer followed the car and stopped it in the northeast section of the city. When the officer got out of his car, the black coupe accelerated away again, heading west on Park Avenue.

ACCORDING TO the police report, the car ran a stop sign and three stop lights as it headed west of the city on the Harrison Highway. Another patrol car joined the pursuit, and although speeds reached in excess of 115 miles per hour, the black coupe was lost.

Officers later identified the man as Robert Guzman and arrested him at his residence in the 400 block of Brevard Friday morning. In city court the 22-year-old man was charged with eight traffic violations and fined \$102.50 for each violation for a total of \$820. He was then transported to the Sheriff's office and charged with fleeing from an officer. He is now in the Deaf Smith County jail in lieu of \$1300 bond.

A case still pending at the police department involved a 17-year-old Hereford boy. The youth was stopped by a car about 4:30 Saturday morning near Park Avenue and Avenue C. A man described as about 5'2" with dark wavy hair over his ears walked to the youth's car and forced him at gunpoint into his own car.

According to the police report, the man then drove out the Harrison Highway and tried to convince the youth to commit unnatural sex acts. The youth was able to escape about an hour later and ran to a nearby house to call police. Investigation in the case is still underway.

Two cases of Christmas tree theft were reported in the late part of the week. Nine trees were reported stolen from the Hereford Meat Market. The trees, one blue spruce and eight Austrian pines, were valued at \$160. Police reports indicate the trees were dragged to the alley east of the store and then loaded in a vehicle sometime Thursday night. A tree valued at \$10.50 was reported stolen by the manager of Ideal Supermarket. The manager said he saw two youth take the tree and put it in their car and drive off about 5:10 p.m. Friday.

ACCIDENTS REPORTED to the police included a one-car crash and a two-vehicle crash at an intersection. Kay Packard Ward of 201 Ranger told police she was traveling south in the 100 block of Ranger Wednesday afternoon shortly before three. She turned to scold her son in the back seat, the police report said, and hit the accelerator, losing control of the car. The vehicle bounced over a curb and collided with a parked vehicle at one residence, then traveled across the yard and struck the front porch of the house next door. Neither Mrs. Ward or her son were injured.

Two vehicles collided Friday morning at the intersection of Miles and Second Avenue. James Leon Arney of 101 Douglas was northbound on Miles Avenue in a 68 Volkswagen. Miguel Segovia Lopez of 109 Hopkins was southbound on the same street in a 68 Oldsmobile and the two cars collided at the Second Avenue intersection. No one was injured.

The Hereford Volunteer Fire Department answered six alarms from Wednesday through Saturday, though none were major fires.

A dumpster was extinguished at 106 Mimosa Wednesday afternoon at 5:04, and then fire fighters were called to a car fire at the Taylor and Sons parking lot at 7:38 p.m.

FIRE FIGHTERS were called to the Easter gin twice. Four units of the HFD and Dimmitt Fire Department units were called to the gin at 3:37 p.m. Thursday. Firemen were on hand four hours putting out fire in a cotton burr pile. They were called to that scene at the same time the next day to extinguish a similar blaze.

A bale of cotton had to be soaked with water at 10:53 p.m. Thursday at the Hereford gin, and two units responded to that blaze. A wrecked car caught fire Friday afternoon while a worker was using a cutting torch and firemen were called to that fire at 10:23 South Main.

Choir Winner

Leslie Euler came out as one of the best singers in the Panhandle when she climbed higher than any other Hereford High School choir member by being chosen first alternate to the All-Area Auditions to be held in Odessa in January. She achieved the honor by beating out other competitors in the recent regional tryouts in Amarillo.

The Hereford Brand

Established 1901

Entered as second class matter at the Post Office in Hereford, Texas under the act of March 3, 1907. Second class postage paid at Hereford, Deaf Smith County, Texas.

Published every Thursday and Sunday at 130 W. 4th St., Hereford, Texas, 79045, by The Hereford Brand Inc. Subscription rates: Deaf Smith County and trade area, \$8 per year; other points \$11.95 (tax included) per year. Home delivery by carrier, \$1.25 per month (tax included).

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this newspaper, will be gladly corrected upon due notice of same being given to the editor personally at the office.

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Lynn Brundage Adm. Manager
Bobby Tompkins News Editor

The Hereford Brand Earns Blue Ribbon Designation

WASHINGTON, D.C. — The Hereford Brand has been designated a "National Blue Ribbon Newspaper" for 1975 by the National Editorial Foundation, Washington, D.C.

In announcing the designation, Foundation president Paul D. Coffman, publisher from Melrose Park, Ill., noted that The Hereford Brand was one of 306 newspapers to achieve this designation in a nationwide program. Twenty-five criteria, measuring the newspaper's service to the community against a national standard, were employed in the evaluation.

Publishers whose newspapers are recognized for their over-all excellence, or who had previously been accorded the Foundation's Blue Ribbon designation, participated in the judging.

A total of 400 newspapers were


submitted for evaluation in the program. Overall, larger circulation newspapers fared better than smaller ones, and dailies were more successful than weeklies. Of the weeklies and semi-weeklies of comparable size to The Brand, 71 per cent of those submitted received the Blue Ribbon award.

Papers were judged on various areas of local news coverage, photographs, advertising, locally-written columns and editorials, over-all appearance, and other evidences of service to the community.

Although many former Blue Ribbon newspapers achieved the designation again, some former standard bearers did not measure up this year. Coffman, NEF president, attributed this to the overall improved quality of participating newspapers, and said the judges may be getting more critical.

Gold coins attracting British investors.


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Herd Bows Twice in Amarillo Tourney

The Hereford Whitefaces were to play the Palo Duro Dons for seventh place in the annual Amarillo Basketball Tourney Saturday evening, after losing first and second-round games to Amarillo High and El Paso

Bowie. Hereford lost its opener Friday night in a close 50-49 game with the Sandies, then the Whitefaces were defeated by a quick Bowie team, 59-49, just before noon Saturday in a

consolation bracket contest. In another second-round game Saturday morning, Plainview went into the consolation finals with a 66-44 win over Palo Duro. Odessa Permian was matched against El Paso and Lubbock Coronado was to play Amarillo in the championship semi-finals.

Hereford raced to a 16-6 lead in the first period against Bowie Saturday morning, but the fast El Paso squad retaliated by outscoring the Herd, 23-6 in the second stanza. Hereford pulled back to within two points, 41-39, after three quarters but couldn't overtake the winners.

Lynn Tarr was the only Herd cager to score in double figures,

netting 16 points on five field goals and six free shots. Craig Nieman was next with 8 points, and Mike Munnerlyn had 7. After a cold night at the charity line Friday night, Hereford hit on 13 of 18 free shots against Bowie.

Jose DeSantiago led Bowie with 19 points, and Melvin Patridge added 12. Bowie lost two players via the personal foul route, while Dave Charest fouled out for Hereford in the final quarter.

Hereford and Amarillo closed out action in the first-round games Friday night. In other openers, Permian edged Plainview by 63-58, Lubbock Coronado clipped El Paso Bowie by 66-44, and EP Andress ran by Palo Duro, 77-54.

The Whitefaces held the lead over the Sandies until there was just 3:35 left in the first-round clash. But the Herd started losing the ball before setting up a shot and missed some crucial free shots as Amarillo came from behind and claimed the triumph.

Hereford had a good first half of play and held nine-point leads along the way. The Whitefaces led by 18-14 after the first period, and took a 29-22 advantage at halftime. They were still up by seven points, 38-31, going into the final stanza.

Turnovers killed the Herd in the final quarter, however, and Hereford went more than four minutes without scoring a basket. Coach Barry Arwine saw a 42-36 lead go out the window as Amarillo surged ahead by 44-42. Hereford tied the game at 42 and again at 44 and 46, but Amarillo took a 48-46 lead with 2:25 left and held on for the win.

Mike Hull hit a free shot to cut the margin to one, 48-47, but two trips down the court resulted in turnovers and no shots. The Sandies cashed two free shots for a 50-47 lead, then Munnerlyn hit a short jumper from the side to cut the gap to one point with 50 seconds left.

Hereford drew a foul with 12 seconds left, but the Sandie missed and Hull grabbed the rebound. Munnerlyn tried to drive for the basket with the seconds ticking off, but was called for traveling and Amarillo got the ball with three seconds left.

Tarr hit 21 points to lead the Whitefaces in the first game, while James Arney had 10 points. The Whitefaces hit only 13 of 25 charity shots, while Amarillo hit 10 of 13.

H-18 11 9 11-49
A-14 8 9 19-50

HERD — Tur 9-3-21, Arney 3-4-10, Hull 2-4-8, Munnerlyn 2-0-4, Morales 2-0-4, Dave Charest 0-1-1, Doug Charest 0-1-1. Totals 18-13-49.



Back-Door Shot

Hereford's James Arney (15) got around an Amarillo Sandie and put up a shot in this action photo from Friday night's game in the Amarillo Tournament. Four Whiteface cagers can be seen

in the dark uniforms. Left to right: Mike Hull, Lynn Tarr, Arney, and Doug Charest. Hereford lost a close 50-49 decision to the Amarillo team. (Brand Photo)

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Jayvees Sparkle at Pampa Tourney

The Hereford Jayvees sparkled Thursday night as they downed the Pampa sophomores 71-46 to set up their third meeting with Berger's Jayvees. The Herd sophomores, however, were lackluster as they fell to a first quarter press and the Pampa Jayvees 83-36.

The action was the first round of the Pampa Junior Varsity Tournament, held Thursday and Saturday. Games played Saturday included a 1:30 p.m. meeting between the Herd Jayvees and the Berger junior varsity and a 10:30 a.m. matchup of the Hereford sophomores and the Berger sophomores. Game results were not available at presstime.

Archie Crim led the Jayvees with eight field goals for 16 points Thursday evening. James Mays scored five field goals and three free throws for 13 points. Barry Muller was the only other player in double figures with four field goals and two from the charity stripe for 10. Brent Sigle scored 9, Roy Martinez 7, Lance Martin 6, Steve Cornelius and Davis Ford 4, and Jim Lawson 2.

Mike O'Rand led the sophomores with 14 points from six field goals and two free throws. He was the only Hereford player in double figures. Rowan Alexander scored 6; Dale Tarr, Mike Oglesby, and Bill Fraser scored 4. Dennis Artho and Kenneth Mercer scored 2 each.

Junior Hi Results

The Stanton eighth and ninth grade teams moved into the finals of the Muleshoe Tournament with two victories Friday. Both teams will play against Morton teams for the tourney championships. LaPlata's ninth graders enjoyed an open date.

In the game just prior to the eighth grade championship against Morton. Results of the games were not available at press time.

The Dogie ninth graders moved into the finals by virtue of their second win of the tourney over Muleshoe, 87-69. Kelly Kitchens paced the Dogies with 35 points. Albert Del Toro scored 11 points while James McDowell had 10. Stanton led throughout the contest. They were ahead 18-13 at the end of the first quarter and led 39-30 at the half. The third period ended 67-47. Stanton had previously won over Farwell.

The eighth graders advanced into the finals with the defeat of Farwell's eighth graders 38-19 Friday. Jackie Mercer led scoring with 14 points. Buzzy Abalos had eight points. Stanton led 10-14 at the end of the first quarter and 16-7 at the half. A third period advantage of 22-11 stretched to the 38-19 win.

In Thursday games at the Muleshoe Tournament, Stanton won both eighth and ninth grade contests. The Dogie freshmen downed the Farwell freshmen 75-40. Kelly Kitchens was high point man with 20, while Albert Del Toro dropped in 12.

The eighth graders went into an overtime period against the Littlefield eighth graders and finally came out on top 37-34. Jackie Mercer scored 15 for Stanton and Buzzy Abalos scored 13.

Hereford's Authorized LONGINES-WRITNAUER DEALER

COWAN JEWELERS
DOWNTOWN

A hard first quarter press that put the Herd sophomores behind 30-4 propelled the Pampa Jayvees to an 83-36 win. The sophs played heads-up ball for the second and third quarters, but were outscored 22-6 in the fourth.

Tuesday evening the Herd varsity and Jayvees will travel to Amarillo to meet the 'Horns of Caprock. Junior varsity game will begin at 6 p.m. with the varsity to follow at 8 p.m. The sophomors will meet Canyon's B team in Canyon at 3:45 p.m.

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Hobby Becomes Job For Man Here

A young Hereford man, Charlie Keese, will soon turn his favorite pastime into a means of living as he completes a motorcycle mechanic degree.

Keese, a local racer, has collected 43 trophies this season alone on his 250cc Honda. Keese will complete an

and then travel to Daytona Beach for six weeks of dynamometer training. Upon completion of the course he will be a motorcycle mechanic recognized and certified by the American Motorcycle Association and the Motorcycle Industry Council. Keese will be trained for complete work on six major brands of motorcycles.

Among many honors Keese has won with his 250cc motocross bike this year include the season points championship at the Wellington Motocross in two classes, 250cc and open class. He also won first place for the 250cc class at Clovis, and is currently second in the standings for 250cc and open classes at the Hereford Motocross.

Keese' bike, nicknamed "Bonze" (a derivation of Banzai) uses a 250cc Honda engine as power in a custom frame. Fiberglass fenders and gas tank as well as the elimination of all unnecessary equipment to save weight. Keese claims that since he started doing his own "mechanicing," he places higher in the races he enters.

Keese will be the service manager and will ride for Pro Sports Center, which will open Jan. 1 in the West Park Plaza.

JUDGE FAILS TEST
OMAHA, NEB.—After presiding over traffic court, Judge William Ryan took a driver's test to renew his license and failed the test. He said he would take the test again after studying the driver's manual thoroughly.

intensive study course with the American Motorcycle Institute in Daytona Beach, Fla. soon and return to Hereford as service manager of a soon-to-open dealership.

Keese became interested in motorcycles at about the same age most boys do, 16-years-old, but it wasn't until after a stint in the Army that he started racing seriously. That has now brought Keese several championships and a chance to turn to professional racing in the coming season.

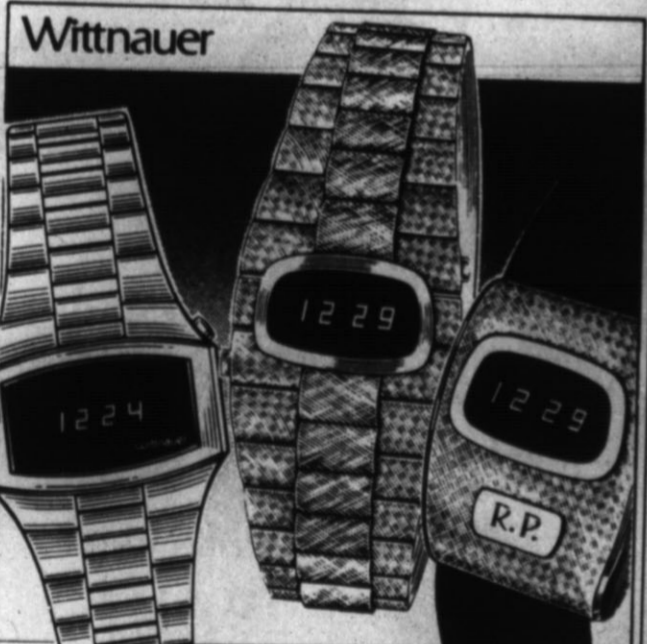
The training course with the Florida school has been part correspondence and part residential. Keese will conclude over two months of home study



CHARLIE KEESE

Students Get Birds

Two Hereford High School students had a pheasant rooster each before the sun was fully up on the opening day of season on the birds. Toby Turpen and Bobby Fields display the birds and guns that got 'em.



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The Wittnauer Polara is the most advanced way to tell time. Super accurate. But, unlike other solid state timepieces, Polara offers a wide range of handsome styles. Not just a round case to accommodate the movement. But superb and imaginative designs in a series of eye-catching cases and bracelets. Sure to please the most discerning individual. Polara, the 100% Solid State Watch, has no moving parts. Micro-miniature circuits transmit impulses to the light-emitting diode digits which light up when the time display button is pressed.

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COWAN JEWELERS



AMERICAN GEM SOCIETY



Battle of The Boards

Rebounding plays a vital role in the success of a basketball team, and Hereford's Mike Hull is shown battling for a loose ball in Friday night's action in the Amarillo Tournament. An Amarillo Sandie claimed this rebound, and the Sandies came from behind to capture a 50-49 win in the contest.

Sports Luncheon Lightly Attended

Only 12 persons attended the Friday meeting of the Sports Committee of the Chamber of Commerce, but policies for the upcoming year were discussed by the few in attendance.

Jake Webb, officiating over his last committee meeting as chairman for this year, outlined projects the committee has supported in the past and what progress had been made on them. He then turned to future projects and polled the feelings of the group.

Those in attendance decided that in the coming year the sports committee should push for a YMCA facility, a tennis court complex, a parks and recreation director for the city, and to continue several athletic events held the past year.

A YMCA-type facility would provide the citizens of Hereford and Deaf Smith County with a gymnasium, weight room and game rooms, members of the committee pointed out. The facility would be open to the public.

The need for a tennis court complex was voiced by several members, not only for staging tournaments in the city, but to provide the school teams with

courts and to develop a tennis program among the youngsters in the city.

The committee made plans to ask the City Commissioners to employ a full-time parks and recreation director if only for the summer months to oversee and direct programs in the city. The committee also pledged further support for parks in the city.

Harold Wheeler, coach and sponsor of the Hereford Boxing Club, told the committee that he has four or five boys in his club that he expects will be contenders this season.

"I feel we have the best team in West Texas," Wheeler said. "Some of our boys are so good it's hard to get any of the other teams to fight them. We have to match our kids with older and more experienced boxers to get them bouts."

Wheeler said he felt his boys will be ready for the AAU District Junior Olympic boxing tournament that will be held in Amarillo Jan. 30 through Feb. 1. The boxing coach said Eddie De Leon, a boxer in the 146-pound division, could travel all the way to the AAU Nationals this summer.

The End Zone

THE WHITEFACE BOOSTER CLUB will hold a meeting Monday night in the high school library at 7:30, announces club president Tom Simons.

On the agenda is a basketball film to be shown and Coach Barry Arwine to comment on the season so far and other serious basketball matters. The library will hold quite a crowd and all Herd boosters are invited to attend.

AND THEN THERE WAS BAYLOR. Amazing Baylor. Here are a few facts compiled in the Dave Campbell newsletter:

The Bears made history several times over in '74. They became the first team in SWC annals to lose all their conference games one season and win the championship the next. They became only the second team in 60 years of SWC football to go from undisputed last place to undisputed first place in a mere 12 turns of the calendar (Rice was the first, in 1933-34).

And they improved their record over 1973 by six full games, which is the best any team in the nation has managed since 1967, when Indiana went from 1-9-1 to 9-1-0. Only eight major college teams in modern history (going back to 1937) have improved more than six games. But even more to the point as far as Baylor fans were concerned, the Bears broke that 50 year drought. Or, as SWC publicist Bill Morgan quipped, they became the first team in conference history to space their championships 50 years and three days apart.

But turning a 2-9 season around to 8-3 probably raised more than a few eyebrows at that holy of holies . . . NCAA. Don't be surprised when they announce the investigation of the entire Baylor athletic program. They always do when a team starts winning.

Bob Galt of the Dallas Times Herald (quoted in the Dave Campbell Newsletter) thinks maybe some good old nostalgia may have done a lot for the Bears:

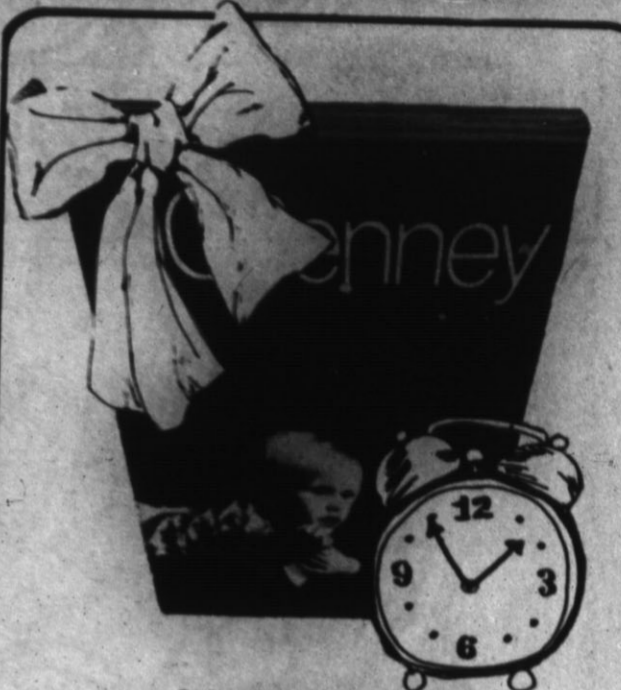
"Grant Teaff pushed the Bears to the top using methods that are identified with days past in collegiate football. Breakfast at 7 a.m. was compulsory for all players. Miss breakfast and you run a bunch of laps. And bedcheck each night at 11 o'clock—bedcheck by a coach. Teaff was the Friday night man since fall practice started in late August.

facility for the past 10 years, has sold the track to a corporation out of Guyman, Okla. owned by J.R. Adams.

area for the benefit of the horsemen.

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JCPenney



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Food Stamp Information Released

EDITOR'S NOTE: The Hereford Food Stamp Program has drawn a lot of attention recently because possible abuses have been alleged in connection with the program. The Deaf Smith County Commissioners Court passed a resolution asking for more public information about the program as well as an investigation about the program as well as an investigation into the possible leniency of eligibility requirements. In an attempt to better inform the public, The Brand is printing the following information provided by the Amarillo regional office of the Food Stamp

Program. We hope it will be beneficial to those who might qualify for food stamps as well as those who are concerned how it is being operated.]

Four hundred seventy-one of the 790 families living below the poverty level in Deaf Smith County are now making use of the food stamp program. These families purchased foods, prepared for human consumption only, at 18 authorized stores in Deaf Smith County.

Only citizens and aliens legally admitted for permanent residence are eligible. Although students are eligible to

participate if they qualify, foreign students normally cannot qualify because they are not admitted for permanent residence. Aliens in the country illegally are reported to the Immigration and Naturalization Service when the caseworker becomes aware of their presence.

The food stamp program is formulated to provide low income families with a nutritious diet. All families of identical size receive the same dollar value of food stamps. However, the price paid for the food stamps varies with the net income of the family. The net income is derived from deducting various expenses from the gross income of the family. Some of these expenses are federal withholding, Social Security, mandatory school expense (including tuition), certain medical costs in excess of \$10 per month, child care expense when necessary for the mother to accept employment and shelter expense in excess of 30 per cent of the income.

The food stamp program has proved to be an effective way for low income households to increase their food purchasing power. The United States Department of Agriculture studied the impact of food stamps on three rural counties in 1970.

These were the findings: (1) On the average, low income households more than doubled their food purchasing power if they received food stamps. The 3,200 participating households paid \$1,085,500 for food stamps and received \$2,254,500 worth of bonus stamps. (2) Economic returns to farmers increased from \$1.04 to \$1.17. (3) Food retailers, food wholesalers and wholesale suppliers had to increase their output as bonus stamps provided more buying power. (4) Purchase with food stamps represented from 5 to 10 per cent of the total sales of those stores authorized to accept food stamps. (5) New economy was generated from the community, from \$250,000 to \$1.5 million. (6) The increased economic activity made a total of 130 new jobs potentially available in the three counties.

food stamps. The program which these counties were operating was retained but with several changes.

Administrative costs for the state-wide program are paid by the State of Texas. Previously, the counties were responsible for these costs. The state-wide program is administered by the State Department of Public Welfare. The United States Department of Agriculture pays for and redeems the food stamps.

Certified households receive an Authorization to Purchase (ATP) card each month in the mail. The ATP cards specify an amount of the stamps and how much money, if any, they must pay for them. The ATP card and the necessary cash is then redeemed for food stamps at the local Post Office.

A variable purchase plan is included in the state-wide program. This allows households to purchase less than their full food stamp allotment.

Households receiving monthly ATP cards will have four purchase options — all, three-quarters, one-half and one-quarter. Stability of the household's income and preference determine whether they receive the ATP card on a monthly or semi-monthly basis.

An ATP card may be used one time, regardless of what option within the variable purchase plan the household chooses. This card is valid only for the month indicated on the card. The state-wide food stamp program promises to put more Texas-produced food on more Texas tables.

WHO IS ELIGIBLE?

Any person receiving a Welfare check, who doesn't make much money or who is disabled may be eligible to participate in the state-wide food stamp program.

Other persons possibly eligible for food stamps include those who work parttime, are employed or those who get small Social Security payments

or some kind of pension check.

An individual is anyone who does not live in a boarding house or an institution. A household is a group of people, not necessarily related, living in one economic unit sharing common cooking facilities or for whom food is customarily purchased in common. A single individual can also comprise a household.

WHAT FOOD STAMPS BUY?

Retail grocery stores certified by USDA may accept food stamps for the purchase of most food and food products. Items which cannot be purchased with food stamps include alcoholic beverages and tobacco.

Grocers redeem food stamps through banks or authorized food wholesalers. Local banks, in turn, send coupons to the Federal Reserve Banks.

CERTIFICATION PROCESS

All persons interested in applying for food stamps should take the following information to the nearest food stamp office: (The food stamp office is located at 108 Avenue E, Hereford)

1. Identification (Social Security card, driver's license, etc.).
2. Proof of the household's total income (latest paystubs, pay envelopes, pension award letter).
3. Rent receipts or house payment book and utility bills.
4. Bank books or other papers to show any savings.
5. Medical bills
6. E-16 Claim identification card for those receiving unemployment insurance.

During the application process, all able-bodied household members between the ages of 18 and 65 must register to work. The only exceptions are those responsible for dependent children under 18 or for incapacitated adults; students enrolled at least half-time in any school or training program recognized by a federal state or local government agency; and

those working at least 30 hours a week.

The work registration forms are completed at the food stamp office and then forwarded to the local Texas Employment Commission office.

All jobs offered by the employment office must meet

certain requirements, such as paying a minimum wage, providing safe working conditions, and being reasonably close to home. If an applicant should refuse work that meets these requirements, he would no longer be eligible for food stamps.

Persons out of work due to a strike or lock-out are also required to register for work but are not required to work at plants subject to a strike or lock-out. They are, however, required to accept employment in positions not subject to strike or lock-out.

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STATE-WIDE FOOD STAMP PROGRAM
Before the state-wide food stamp program was approved in 1972, 28 Texas counties had

Prices For Ideal To Freeze 60 Days

LIBERAL — Ideal Food Stores will freeze prices on more than 1000 grocery products for the next 60 days, it was announced this week by Steve Phillips, vice president and general manager of the 34-store Ideal Food Store chain.

Prices will be frozen from December 12 through February 12 on a wide variety of Ideal's own private label brand products from frozen foods to household products plus many nationally advertised items as well.

The prize freeze will also be in effect at the K Mart Food Store in Amarillo, and at the Alco Food Store in Hays, Kan., both of which are operated by Ideal.

Ideal froze similar prices in February, 1973, with widespread consumer enthusiasm. Said Phillips, "There's not much we can do about commodity or wholesaler's price increases. At Ideal, we've always tried to offer the best possible food quality at the best possible prices and we'll continue to do so."

In the Ideal Stores, special shelf tags will indicate which items have been included in the price freeze. There is also a published list of all items on the temporary price freeze at each store.

Phillips said that if at all possible, the freeze would be extended beyond Feb. 12. He also said that if any prices were reduced to Ideal, the reductions would be passed along to consumers.

Adults may need as much calcium as children. According to Dr. Herta Spencer of the Veterans Administration Hospital, Hines, Illinois, when the body receives too little calcium the element will be removed from its storage depots in the bones to meet calcium needs throughout the body. Years of calcium depletion can lead to osteoporosis.

They call her checkers because she jumps every time you make a wrong move. —Gospert, Pensacola.

The Perfect Gift!

Looking for that perfect gift... one that shows how thoughtful you are? Then, give Meat, Poultry and Dairy Products this year! It's so convenient and easy... just go to your favorite grocery store and buy gift certificates (redeemable in those products) for those special ones on your remembrance list.

Or, if you prefer to give by check or money order, come by the county Farm Bureau office and pick up a free supply of colorful gift envelopes and message cards.

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Deaf Smith County Farm Bureau
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WATER APPLICATION GUIDE

ELECTROGRAPH

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Identification (Social Security card, driver's license, etc.).
Proof of the household's total income (latest paystubs, pay envelopes, pension award letter).
Rent receipts or house payment book and utility bills.
Bank books or other papers to show any savings.
Medical bills
E-16 Claim identification card for those receiving unemployment insurance.

During the application process, all able-bodied household members between the ages of 18 and 65 must register to work. The only exceptions are those responsible for dependent children under 18 or for incapacitated adults; students enrolled at least half-time in any school or training program recognized by a federal state or local government agency; and

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1-3/16" pistons give you 41% more bounce-control than most originals for smoother riding, surer braking. Reg. 10.49 installed. Now 6.97 each in prs.

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Charges 6-volt or 12-volt batteries. Tapers to 3 amps. 17.88 REG. 22.98

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H³ / HUSTLE HUSTLE HUSTLE

By Bill Albright, Executive Vice President
Deaf Smith County Chamber of Commerce

Here's a couple of ideas for your Christmas Shopping list: a pair of attractive souvenir tickets to the Annual Chamber of Commerce Banquet on Jan. 9. The red on silver tickets are a real bargain for a memorable evening of dinner, super entertainment and special guests and special awards. Price — only \$12 for two.

Another great Christmas special is the Bicentennial Commemorative Medals, starting at \$2.50 each and going up to \$100 for a collectors set of four. Both these bargains can be purchased at the Chamber Office. (8-5 p.m., Monday-Friday)

CHRISTMAS Decorations — oh, how we tend to take things for granted. And what a real effort it takes to get the decorations up and lighted. I know, cause I helped a bit myself this year.

But, I think we really need to thank The Hereford Jaycees for their part in this huge task. They were really great. And the new decorations do look so attractive.

The Chamber Christmas Decorations Committee also

Gaps on your Christmas list? Fill them with the gift that appreciates — Series E Savings Bonds.

Give your children something they can't lose or break this Christmas — U.S. Savings Bonds, the ongoing gift with a great future.

Budget tight this Christmas? Just \$18.75 will buy a gift worth \$25.20 in 5 years — a \$25 U.S. Savings Bond, the present for the future.

Want to earn 6 percent interest on your savings? Start buying U.S. Savings Bonds this Christmas. Only \$18.75 will purchase a \$25 E Bond that matures in 5 years. It's a great gift for yourself — and everyone on your list.

thanks Southwestern Public Service — Bill Bankston was in charge. The City of Hereford and Deaf Smith County, and don't forget to say a word of appreciation to all those firms who contributed this year to The Decorations Fund. It takes a lot of help to make a project like this go smoothly.

AND HERE'S another Christmas note — tomorrow, Monday, Dec. 16, is the deadline for your entry in The Christmas Lighting Contest, sponsored by The Women's Division. Be sure you get your entry completed and into the Chamber Office by 5 p.m.

Judging is scheduled for Tuesday the 17th. Prizes will be awarded but the most enjoyment comes in prepping up our town. Let's help the gals make this first annual contest a real success.

"DID YOU SHOP Hereford first?" is the message on a new sign on Highway 60, enroute east. Of course it's designed to make you think before you spend your dollars out of town. Trading at home does so much for the community.

But then you all know that anyway. Our shopping areas are all modern and a wide variety of excellent merchandise is available at competitive prices. So be sure to SHOP HEREFORD FIRST.

AND FINALLY I want to pass along the compliments of this writer to the one person whom we can thank for "The Messiah" — I know a lot of people combined efforts to make it the success it was but the catalyst that made it happen was Robert McFarland. For the community — Thanks Bob — you've impressed me with your ability and an extra measure of HUSTLE — HUSTLE — HUSTLE!



New Airman

Airman Michael D. Sweet, son of Mrs. Alvin L. Sears of 510 S. Broadway, Dismitt, has been assigned to Chanute AFB, Ill., after completing Air Force basic training. The airman has been assigned to the Technical Training Center at Chanute for specialized training in the aircraft maintenance field. Airman Sweet attended Dismitt High School.

Making plans for the future is wise, but never get so far into the future that you overlook the present.

Final Meeting Held By C of C Publicity Group

The publicity committee of Deaf Smith County Chamber of Commerce, with Pauline Howard as chairman, held its last meeting of the year Friday at noon at the Cason Steak House.

The group reviewed color slides, selecting the best photos for possible use in a new C of C brochure. Goals for next year were also discussed during the session.

Roy Fausion, chamber president, and Bill Albright, executive vice president, were guests at the luncheon meeting. Mrs. Howard expressed appreciation to members of the committee for their work and cooperation during 1974.

It may be rare but it's refreshing to see an automobile driver exhibiting courtesy and good manners while behind the wheel.

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5 PIECE DINNETTE Brown Table Floral Chairs \$50	Admiral Pocket RADIO \$2.50	Electroponic Cassette Recorder with AM/FM RADIO 40% OFF
Beautiful Red LOVE SEAT Reg. \$268.88 NOW \$190	SAVE 40% PICTURES	2 Piece LIVING ROOM SUITE Green Plaid Reg. \$377.88 NOW \$250
Morse Sewing Machine DOES IT ALL! Complete with Beautiful Walnut Cabinet Reg. \$360.88 NOW \$250	2 Piece LIVING ROOM SUITE Toast Chesire \$175	WE OFFER FREE DELIVERY
		5 Piece DINNETTE Acrylic Finish Brown Marbella \$180

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Men's & Boy's

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By The Garden Gate With Glad

CHRISTMAS — Bethlehem star has not lost its art of warming the world by melting the heart.

Christmas is still a time of joyous magic. Happy greetings. Sparkling eyes of children. Pleasures, memories, what hallowed customs it holds.

There is the boundless feeling of brotherhood that turns a smiling face in a jostling crowd, a polite "Pardon me", instead of a curt, "watch your step."

From the good earth comes many of the greens which make the Christmas time more enjoyable. Spruce and pine, holly and mistletoe, glowing poinsettias, the decorated Christmas trees, and the halls decked with swags of greens. Happiness is created when we create beautiful things with Christmas greens and accessories.

Yes, Christmas is the most intimate of holidays and should be the most blessed. Is indeed a family time for the sharing of cherished traditions.

What do you think of when you are following out some of the traditions? For instance when you put up the mistletoe? This plant was sacred to the ancient Druids, who cut it with a golden sickle in late December, the time of the winter solstice.

It was blessed and hung in doorways of homes. Enemies embraced under it to assure an end to carrying their grudges. Vows were renewed as companions stood under the mistletoe and kissed. New love was stirred as young lovers picked a berry and stole a kiss.

Holly — The pagans used it first. The old Romans used it as a decoration believing it warded off evil. The Druids used it to heal the sick.

There's a legend that its berries were originally white but were dyed red by Christ's blood when the crown of holly thorns were placed on his brow at the crucifixion. It was called the Christ's — thorn, and the holy-tree.

It is one of today's special Christmas greens and is effective with most of the others. It is especially beautiful in a wine-bibber, covered with clear sparkling water. In working with it, cut with a sharp knife on a slant and place new cut ends and part of stem in deep water for several hours, then arrange.

solstice. The Druids set candles in the boughs of trees to commemorate their sun god Balhur. Martin Luther is credited with placing lighted candles in the branches. This would make a delightful Christmas story to tell on Christmas night.

A decorated tree can become a thing of beauty when trimmed by the family with living hands and happy anticipation. This is an excellent time to have family to-gatherings.

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A decorated tree can become a thing of beauty when trimmed by the family with living hands and happy anticipation. This is an excellent time to have family to-gatherings.

If you do not want the children decorating the main tree, get a small one for them to trim and enjoy. You will be surprised at their creativeness. In trimming the tree, do not let it become too commercialized, let the beauty of nature be seen and enjoyed. The fragrance of pine is indeed a Christmas aroma.

that has drawn and needle-pointed practically every decoration that is used on their tree.

They are beautiful on a deep green fir and pine. For instance a pretty red drum design with blue background or a lighted candle on a back ground of white.

Use your talents to create memories of the Christmas tree. I will never forget stringing cranberries, popping corn and stringing it. Times when we didn't have a tree, Mother and Father would make one of wood and we would decorate it. Was effective too; love makes many things of beauty.

CANDLES and their use is a very old tradition. Candles were placed in a window to light the Christ Child into the world. Even when we put electric lights in a window we follow that venerable custom. Candles are one of my very favorite Christmas decorations.

They can be used in so many places throughout the home. My daughter-in-law Rosemarie, collected candles from the various countries and military posts where they have lived. I never cease to be glad when she asks me to decorate for Christmas, and turns me loose

with the treasured candles and other lovely decorations they have collected. Keeping things, using them together, creates memories that cannot ever be erased.

NATIVITY scene should have a special place in the Christmas decor. A creche or crib is believed to have been begun by St. Francis of Assisi in the early part of the 13th century to stress the poverty and simplicity of the Christ Child's birth.

Put on your thinking cap, and make the house glow with beautiful, creative Christmas decorations. There are many

more Christmas customs that you'll have to read about to understand and appreciate. It will truly be worthwhile.

Much of the information I have given was taken from Reader Digest of Christmas. A most interesting study is that of all countries. Another favorite book of mine is An American Annual of Christmas Literature and Art on Christmas, edited by Randolph E. Haugan, volume 38, and Christmas in Williamsburg, by Taylor Biggs Lewis Jr. and Joanne B. Young.

Decorating for Christmas is an outward expression of inner joy for all that Christmas means. **GLAD**

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TRIM THE TREE — The Romans hung trees with candles and trinkets during the winter

Love Thy Neighbor

Best office morale. Tell the boss when someone is doing an especially good job.

Help a shut-in. Ask a neighbor who is temporarily "grounded" if you can pick up any groceries for her.

In one recent year, there were a total of 310,000 Americans with tuberculosis, according to the National Tuberculosis Association, 1740 Broadway, New York, N.Y. 10019. New active cases numbered 38,658. Support the work of the association.

There's a lot of "togetherness" in a crowded theater. If you've had your favorite garlic shrimp scampi for dinner, check your breath at the door — with a mint.

Instruments may tell cause of plane crash.

American life-span increases seven months.

World supply of food seen dangerously low.

In India copper earrings are worn to ward off the demons of scabies.

There's Nothing Like a Bike

So you're going to buy someone a bike for Christmas. So are more than a million other Americans, according to the Bicycle Institute of America.

You're concerned about the bike you are going to buy. What kind, what size, how much? The models available from American manufacturers approach infinity. How to make a decision?

The first consideration should be what the bike is to be used for. And then, which member of the family is going to use it.

A young child can't use and shouldn't have the same bike as his father. There are many reasons for this. In the first place, the greatest cause of accidents among youngsters on a bike is improper fit of the bicycle.

Some parents buy bikes for the child to "grow into." They couldn't be more wrong. Feet slip off pedals. Dismounting is difficult. The child is not truly in

command of his vehicle. Accidents.

Well, what is the proper size? The Bicycle Institute relies on information supplied by knowledgeable experts in both the fields of safety and proper bicycle usage. These authorities recommend that when the operator is straddling the bike with both stockings feet flat on the floor, there should be at least an inch of clearance between the crotch and the top tube of the bicycle.

This doesn't mean a new bike every year for youngsters. The seat and handlebars can be raised as the body grows. But it's important to start off right. This rule for frame size applies to every age group, starting with youngsters and up through senior members of the family.

To measure a girl for proper fit, have her wear slacks or shorts and measure her on a boy's bike. When you have determined the

right size, simply get her that bicycle in a girl's model.

Probably the most frequently asked question by prospective purchasers has to do with price. One wonders how much he has to spend to get a "good bike." A good bike can be defined as one that performs efficiently and meets high standards of structural integrity. In other words, it does well whatever you want it to do.

Prices vary widely from one category of bike to another and also within categories. Stripped-down models of some bikes can be bought as inexpensively as \$35.00. Custom-made, highly sophisticated derailleur models can cost several hundreds of dollars.

Here are some "starting prices" of good quality merchandise in various model lines:

LIGHTWEIGHTS	
Standard	from \$55.00
3-speed	from \$60.00
10-speed	from \$80.00
HIGH RISERS	
Standard	from \$50.00
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5-speed	from \$70.00

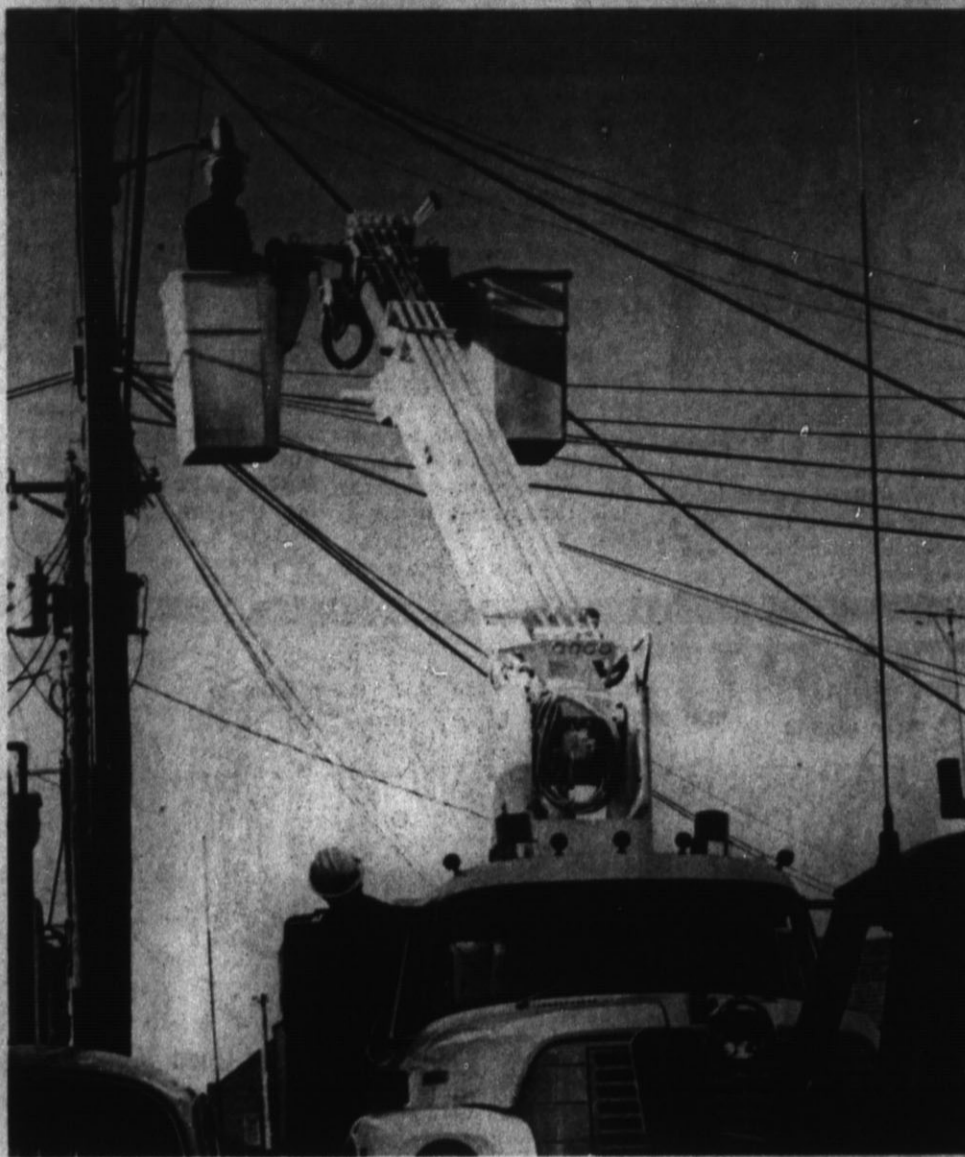
There are bikes costing upwards of \$800. But only a highly sophisticated competitive cyclist or tourist who rides thousands of miles a year can really notice the tiny differences built into a bike with each step up in price.

It's best to start relatively low. If the cyclist really gets into the sport and uses his bike with great frequency, he'll know when it's time to move up in class. And he'll have a fairly good idea of exactly what he wants. Remember, parents! You started out on the old-fashioned "truck" bike with balloon tires, no gear shifts and heavy metal construction. You loved your first bike. And so will your children.

Grown-ups, who don't require that supreme ecstasy of finding something unexpected under the tree, should look at the bicycles themselves. If possible, they should test ride them.

While ten-speeds are the biggest sellers today, many cyclists would prefer the simpler three-speeds. They are simpler to operate and, if the bike is to be used only sparingly, they are simpler to maintain. Let the giftee decide what he wants.

The seal of certification assures that models of the bicycles bearing the seal have conformed to the standard's rigid specifications for brakes, tires, strength and durability of fork, frame, steering assembly and other critical components. While the assurance of safety rests almost entirely on the way the bicycle driver operates his vehicle, mechanical defects can contribute to accidents.



Up, Up And Away

An aerial bucket is used by Southwestern Public Service Employees to install a guard light on a telephone pole in the alley next to the Hereford Brand Office. Melvin Lomenick watches as Bill Davis inspects the light.



NEWS REPORT FROM WASHINGTON

Ford's Conferences - The British View - The Cabinet - Problem Schlesinger

WASHINGTON, D.C.--The President's widely-attended economic conferences, held before television cameras, have been hailed as a democratic innovation. Many say, however, they will mean little if the President doesn't act now--that he can't wait until next year to move forcefully on the economic front.

This fear that the President isn't acting quickly and forcefully enough is the major criticism of the Ford Administration to date. At first the President talked of the old-time religion of economics, budget cutting and tight money.

But many modern economists, including, probably, a majority of leading English economists, feel higher unemployment likely to result from the old-time conservative economics is not acceptable today. They say the human factor rules that approach out.

Actually figures on U.S. employment were only slightly up in August; and new-car sales, for example, were booming. So there are mixed trends currently in the U.S. economy and employment is not soaring upward at a sharp rate.

Nevertheless, the President is faced with an economic situation complicated by the fact that happens here directly affects the rest

of the world. And there are signs of distress in more than one European country currently, with many foreign governments viewing Washington anxiously.

The suspicion grows that heavy spending reductions and a long continuation of tight money might produce a problem worse than inflation--assuming the rate can be brought down to a reasonable level in 1975 by presidential and congressional action.

On Capitol Hill Democrats are ready to stay in session all year to attack the economic problem though Republicans haven't reached such a consensus. The Ford Conferences go on, but what many want is positive action, now, at the White House.

Defense Secretary Schlesinger continues to antagonize members of the Senate and House unnecessarily, though he has apparently managed to scramble--to a degree--back into the good graces of President Ford. Yet recent attempts to build Schlesinger into a hero who stood closely by his post in the final Nixon days, fearing a military coup, were shameful nonsense, which again clouds the Defense Secretary's future.



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CALORIE COUNTDOWN

BY SUSAN DUFF MASTRO

NEW YEAR'S EVE DIETING

Most of us pound-watchers will include at least one dieting promise in our list of New Year's resolutions so let's not spoil them by bingeing on food and drink New Year's Eve.

Drinking needn't be a calorie counter's disaster. Let's start fancy, with champagne. A four-ounce stem-glassed portion of the bubbly (white or pink) has but 100 calories. If you can afford it financially, you can certainly afford a few glasses calorically. Other wines are also rather dietetically wise: a white wine such as Liebfraumilch has 84 calories per four-ounce glass; Chablis or Reising has 90; Rhone and Rhine wines have 96. If you like it pink, rose has 90 calories per four ounces. And red wines such as Beaujolais, chert and burgundy have 96 calories in one four-ounce wine glass. Hearty chianti has 100 calories. Wine mixed with equal proportions of seltzer makes a nice long drink over ice. They last longer that way and don't cost you any more calories.

Wines to avoid are port at 200 calories per four ounces, Dubonnet and Madeira at 160, Muscatel at 196, dry sherry at 165, and cream sherry at 200. As a single aperitif, one of these might be fine, but for party sipping they simply tally up too quickly. Egg nog, too, is a no-no for party drinking: without spirits, four ounces has 280 calories; laced with rum or brandy, it has 335.

Now, for the nitty-gritty -- the harder stuff. Distilled spirits get more fattening as the proof goes up. One hundred proof bonded bourbon, for example, has 83 calories per ounce. Eighty-proof scotch, bourbon, gin, vodka, rye or whatever, has 67 calories per ounce. A lower proof liquor mixed with water or seltzer and served over ice won't run into astronomical calories so several would hardly interfere with your diet. It's the mixed drinks that get tricky, and, to help you calculate, here's a run-down on those, from the more exotic to the common:

Brandy sour is a festive drink that totals about 155 calories; a fancy three-ounce Creme de Menthe frappe has only 120 calories; three ounces of Daiquiri has 180; 10 ounces of rum and coke (Cuba Libre) has 205 calories; a 10-ounce glass of Planters Punch has 365; a three-ounce Grasshopper has 235; a Pink Lady has 165 calories. Gin drinks tend to be generally lower in calories possibly because they're not usually combined with sweet mixers: a Gin Rickey has 140 calories. Martinis tend to be kind of high, though, hovering around the 200-calorie mark -- the drier they are, the more fattening because vermouth has more calories than gin. A three-ounce Orange Blossom has 165 calories; a Manhattan has 260 (scotch Manhattans are slightly lower because scotch is a bit lower in proof generally -- they're 235). Three ounces of Whiskey Sour has 200 calories; a Whiskey Fizz has 160; Stingers have 185 each; a 10-ounce southern Mint Julep tastes divine but costs you 355 calories; Rob Roys have 230 calories per each three-ounce cocktail; a Sidecar has 150 calories. And, if you like the taller highballs, try a Rum Fizz at just 125 calories per eight-ounce glass. Ten ounces of a Sloe Gin Rickey has just 150 calories; a Singapore Sling has 175 per eight ounces and the same amount of Sloe Gin Fizz has 155.

If possible, stick to seltzer and water with your spirits when partying, but if you like mixed drinks pick from among the lowest in calories. Start the New Year off with careful calorie counting -- it will make the next 365 dieting days easier.

U.S. Airline Schedules Require Reform To Offer Public Service

By Edward H. Sims

The international airlines, especially American lines, probably deserve federal mail subsidies -- if for no other reason than that it is in the national interest that they be maintained. If that means federal operation, that also can be considered. Subsidies, if necessary, should be temporary, with public ownership to follow if a short-term bailout cannot do the job.

Domestic lines, of which there are too many, of course, are doing well in many cases despite fuel cost hikes. They have received rate increases and cut back on service, the public paying the bill, in effect, in both cases.

The Civil Aeronautics Board, meanwhile, allows both international and domestic lines to give the public short shifts in the matter of schedules--which should be arranged to accommodate the public, not the airlines. Two examples prove the point.

For the American going to New York, to catch an international flight, it is difficult to land at Kennedy Airport--where all the international flights depart. National Airlines, which flies into Kennedy, has been on strike this summer and much of the public can't find a flight from cities as large as Washington, D.C., to Kennedy International!

So millions of American must fly to another field ride an hour in a taxi or bus to Kennedy, at extra cost to reach their departure. Inefficient, wasteful and scandalously bad service by a measurement! The arrangement is equally absurd if Americans returning from abroad, to Kennedy, which handles more such travelers than any other U.S. airport.

Practically all the international flights arrive late in the afternoon. Schedule to depart for other U.S. cities--in other words to allow American travelers to go home that night--are notoriously lacking. If one gets at four, five or six p.m. (a most do) they're forced spend the night in New York because the airlines haven't scheduled flights to the various U.S. cities to enable them to get home.

That means taking one luggage by expensive cab a motel or hotel, wasting night while itching to go home, and more taxi cost next day, plus motel cost

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Sheriff Advises Advance Planning for Holiday Trip

"If you're planning a holiday vacation, do a little advance planning to protect your property while you're away."

This warning came from Travis McPherson, Sheriff of the Deaf Smith County Sheriff Department.

He outlined some of the precautions individuals should take if they expect to be gone two days or two weeks.

*Ask neighbors to keep an eye out for anything suspicious or unusual inside or outside your home.

*If they see anything, such as a flashlight beam at night or an open window, tell them to report it to the police for investigation.

*Leave a key with a neighbor for emergency access to the house.

*Stop deliveries for the time you intend to be away, and ask someone to pick up mail and newspapers. Never leave notes to delivery people.

*Leave lights, radio or television on to give the appearance of occupancy.

(Either set them on an automatic timer or have someone turn off the lights during the day and turn them on again at night, illuminating a different area of the home each night.) Turn down the volume on telephones. Leave blinds and drapes partially open.

*If you're out for the evening, don't turn out all the house lights leaving only the Christmas tree lit. This advertises that no one is home and that new items are there for the taking.

*Avoid telling strangers that no one is home at a neighboring house, and ask your neighbors to do the same for you.

"These basic precautions are set out to protect your property. They simply emphasize that crime is more prevalent during the Christmas season, and that the job of crime control is a combined effort of law enforcement officers and citizen participation. The objective of the crime prevention program of the Deaf Smith County Sheriff Department is to eliminate the opportunity for crime.

"Each individual can derive personal security from the effort he makes and from knowing that officers are as near as a telephone," McPherson said.

TV COMMENTARY

By John Smiley

CBS has decided to remove "Apple's Way" from its programming barrel. Sitting under the apple tree waiting for blossoming time February 16th is Cher. This will be one week after Cher does a CBS special. The network figures this is as good a season as any for her to bloom as a weekly headliner. Sonny is not likely to come marching home.

AS A MATTER OF FACT, he has been bombed out of ABC. Cher's show will be seen on Sunday nights at almost the same hour in which Sonny's comedy hour went sour. Maybe she'll change his fame to her's this time.

AN OLD FAVORITE, Jack Palance, will play the top potato of the Hatfield clan in "The Hatfields and the McCoy's," an upcoming ABC movie about the protracted shoot-out between these two feuding families. Steve Forrest will head the McCoy's.

DURING 1975-76, NBC will make a contribution to the bicentennial celebration by producing three 90-minute specials: "Life," "Liberty," and "The Pursuit of Happiness." These will be narrated by David Brinkley.

EVEN IF there were no Santa Claus, viewers would know it's Christmas time by attending to the tube, what with the holiday cartoon reruns, Andy Williams and his annual Christmas special, Bing Crosby's yearly yule get-together, and football play-offs and bowl games. Tradition, it's grand!

JACKIE GLEASON will host CBS's "Entertainer of the Year Awards" on January 18th.

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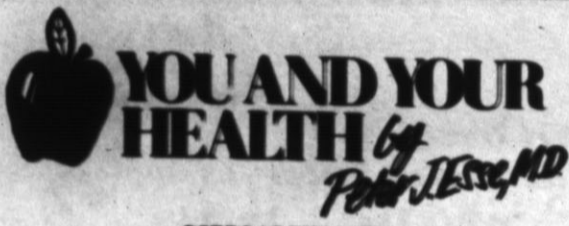
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Season's Greetings

Denoting a blistering cold winter scene, this Christmas tree provides the focal point for a display in the Hereford First National Bank. The tree was put together with tumble weeds by bank employees. After frosting and decorating it, a surprisingly beautiful creation results.



YOU AND YOUR HEALTH
By PAUL JESS, M.D.

OSTEOARTHRITIS

Dear Dr. Ed: My grandfather has osteoarthritis of the spine and knees. So has my mother who is only 52, I am 17. Is there any way for me to prevent it? — Miss V.

REPLY: Live long enough and sooner or later most people have some osteoarthritis. But this does not mean, Miss V., that you surely are in for a lot of pain and discomfort when you get older. Although this type of arthritis is the most common form, its intensity varies from person to person.

For example, I have seen many patients whose X rays showed extensive arthritic changes. You'd expect them to be almost crippled. Yet, they had no symptoms whatever — except, maybe, a little stiffness when getting up in the morning.

But others with minimal X-ray findings were in constant pain. Usually, osteoarthritis is a mild disease. It rarely cripples. Patients can get around. It's not as inflammatory as rheumatoid arthritis. It's more of a wear and tear disease rather than an infection involving the entire body.

As in your mother's and grandfather's problems, Miss V., the most common joints involved are the weight-bearing ones. For example: the spine, hips and knees.

We don't know the actual cause of osteoarthritis, therefore I can't give you any tips on how to surely prevent it later on. Some people get it earlier than others. Some never suffer from it at all.

Highways Challenge Designers

A catalog of problems facing the highway program in Texas was laid out by members of the Texas Highway Commission speaking at College Station recently.

Commission chairman Reagan Houston, speaking at the opening of the 48th Annual Short Course sponsored by the Texas Transportation Institute and the Highway Department, said it almost seems as if things never have been so bad.

"It is certain that your expertise will be tested more than ever in the months and years to come," he said.

Commission member Charles E. Simons catalogued some of the major items ranging from such unmet needs as the federal government's withholding from the state, funds from the federal highway trust fund, to increased bureaucratic red tape.

On the latter subject, he said that additional requirements imposed on highway development may extend the present 8-year lead time from the conception of a project to completion to 10 to 15 years.

"You may think that figure was picked out of thin air," he said, "but the lead time in California now is 13 years and seven months."

Simons noted that in January 1975, the Highway Department will be required to seek a permit for reconstruction or construction of highway facilities that are expected to have an average daily traffic of 20,000 vehicles per day by 1990.

"So now we face the prospect of hundreds of additional federal employees using thousands and thousands of yards of red tape, in which we will be enmeshed, to cause further project delays," he said.

These proposed jobs have been described by government officials as non-productive. Such employment would cost an estimated \$1 billion per 100,000 jobs. He said many financial and government experts say such a program will increase the present inflation.

"A program of highway construction, using a similar sum of money under a program for which funding is already provided would have a more positive effect. Each \$1 billion of highway construction generates 35,000 direct jobs and 35,000 indirect jobs — all yielding a product of lasting value."

Simons said the bulk of the direct jobs would employ unskilled and semiskilled workers including many belonging to ethnic minorities — the hardest hit groups in times of economic pressures.

"It seems to me," he said, "that more can be done to get us out of our present difficulties by fine tuning the programs and

mechanisms we have now than by running off in all directions look in for exotic, untried and nonproductive solutions."

Simons also referred to the recently enacted mass transit bill which would provide \$11.8 million for transit, including operating subsidies, over the next six years.

Texas cities will get about \$38 million. But 60 per cent of the total will go to nine other large cities, mostly in the east.

He told the highway builders, "Perhaps we have been remiss in pointing out that the movement of the goods and products of our industries and our farms and ranchers are of equal importance with the movement of people to and from the central business districts of our cities."

"We have — particularly those who are opposed to highway transportation in all its aspects — become enamored with the rush hour movement of people and excluded from our consideration the movement of goods and products, although

the latter is equally important."

Simons said that 1980 could mark the start of a new era if inflation continues and additional funds are not provided. "In that year," he said, "it will require every available state highway dollar to maintain our system. There would be nothing left for construction of new facilities or re-construction of thousands of miles of roads that have been obsolete for years."

Simons said that would deal a devastating blow to the Texas economy. He said the highways must not be allowed to fall into decay.

The Highway Commission member said all the current highway problems are highlighted against a background of economic disorder. He said some old remedies that have been on the shelf since the 1930s are being re-examined in the light of current conditions.

"One of these," Simons said, "is the creation of so-called public service jobs."

GET YOUR \$ WORTH

BY SALLY AND JIM ADAMS

YOUR CAR - KEEP OR TRADE IN? - I

Sooner or later we auto owners have to make the big decision — should we hang on to the old car or should we trade it in? Can we get another year or two out of Old Faithful or should we dump it before we get hit with a whopping repair bill?

You know what a new car means — carefree driving for a while, but a sharply higher cost and higher interest rates. So maybe you lean toward keeping the old car, which means you're back to the worry of a major repair bill. No one can guarantee how long a car will last before it becomes economically foolish to try to keep it in good running condition, but there's a way to predict its life expectancy with reasonable accuracy. Here's how.

A report put out by the Federal Highway Administration figures the average life expectancy of a car at 10 years and 100,000 miles. As the years go by, the report says, it becomes increasingly more difficult and costly to keep it in good condition — until the seventh year, when the cost of repairs goes down, mostly because it's now driven less. But — and it's a big but — the life of the car largely depends on your personal driving habits and how you maintain it. If you tend to drive at high speeds, corner sharply and brake abruptly, your car takes a worse-than-average beating. And do you faithfully follow the regular maintenance procedures as recommended in the manual? If not, your risk of heavy repair bills is increased.

But let's say you've treated Old Faithful with respect — how can you minimize the risk of being stuck with major repairs? Start by making your own inspection. Does it use a lot of oil? Does it leave a trail of blue smoke? Does it run or shift roughly? Are the brakes soft? Does the front end dip when you hit the brakes? Is the underbody rusted? All these mean repair bills.

Next, take Old Faithful to a mechanic. He'll check things that you can't, tell you what should be replaced or repaired to keep the car in good running condition. Ask him for an estimate of the cost of repairs and hang on to it — you'll need it to apply the formula that will tell you whether to keep your car or trade it in. You'll get the formula in next week's column.



The ancient Mexicans believed that eclipses were caused when the sun and moon quarreled.

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THE FAMILY LAWYER

"Follow That Car!"

Suppose a policeman jumps into the back seat of your automobile and shouts:

"Follow that car!"

Are you obliged to obey? Generally speaking, you are indeed. Under the ancient "hue and cry" doctrines of the common law, an officer may commandeer any vehicle that he needs to catch a fleeing felon.



As Judge Benjamin Cardozo once put it:

"The horse has yielded to the motorcar as an instrument of pursuit and flight. Still, as in the days of Edward I, the citizenry may be called upon to enforce justice, not faintly and with lagging steps but honestly and bravely and with whatever implements and facilities are at hand."

You may even be obliged to help in making the actual arrest (at least, say some states, if you are an "able-bodied male over 18 years of age"). To refuse, without good reason, could make you guilty of a misdemeanor.

On the other hand, in the event that you do lend a hand, the community owes you certain legal benefits in return.

For example:

A man was called upon by the sheriff to help in arresting an armed fugitive. In the ensuing gunplay, he suffered a bullet wound in the shoulder.

He was therefore entitled, a court ruled afterward, to collect workmen's compensation—just like any county employee injured in the line of duty.

In another case, a clerk in a store helped a policeman make an arrest that turned out to be an error. In short order, the clerk found himself facing a damage suit for "false arrest."

But the court held him not liable. The court said making him pay damages for an innocent mistake, in no way his fault, would be shabby thanks from society to a good citizen.

Best Of Press

A Word of Caution
A modern country is one which bans fireworks and produces nuclear bombs.
-Tribune, Des Moines.

So They Say
A long time ago, "the good old days" were called "these trying times."
-Record, Columbia, S.C.

Timely Advice
The best thing that parents can spend on their children is time—not money.
-Times, Marshalltown, Ia.

No Argument
There isn't anything that can be sliced so thin that it has only one side.
-Independent, Waverly, Ia.

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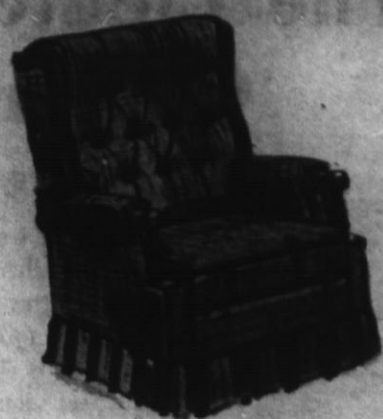


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How To Be Thankful At Christmas In One Lesson

By Edward H. Sims

WASHINGTON, D.C.—I've spent Christmas many places in half a century rattling round the globe. But only once looking back at it, makes each new one a better time of thanksgiving, and of love for one's fellow man.

The boys who went off to Korea and Vietnam have stories just as good, maybe even more heart-rending, for these were not wars which united the American people. The Christmas I always remember best (or worst) was in 1944.

I was a fighter pilot stationed near Ipswich, England, flying the fastest fighter America could build—the P-51 Mustang. My squadron and the other two at Wattisham base, formerly a R.A.F. station, were assigned escort duty—carrying the heavy bombers into Germany, and back those that came back.

Bomber losses had been worse than now; fifteen months earlier they had peaked and losses were down. But the missions were longer, and in winter more fliers were being lost to weather and crashing in the North Sea than to the Luftwaffe, though German fighters, flak and new rocket weapons were still taking a toll.

To fly on these long missions deep into the heart of Germany bomber crews had to arise at two or three in the morning; they took off long before daylight, flew slowly through horrible weather over the North Sea and Holland and into Germany, dropped their bombs, and then turned for home. A mission often required over twelve hours!

Fighter pilots did it better, but they were alone in their aircraft (the bombers carried ten men each). We

arose at four, five or six, went to the flight line at dawn, or thereabouts, and took off—often in ice or snow—to catch up with the slower bombers and escort them in and out.

The batman awoke each pilot with the never-to-be-forgotten, ominous words: "Sir, briefing is at 5:30." The lists of pilots who would fly next day's mission were posted the night before. Then, and at dawn when awakened, the heart beat and the stomach heaved with dread.

I used to lie in bed a few minutes after the batman had left, thinking about the people back in the States. They were warm. No one was shooting at them. They didn't have to fly the North Sea twice each mission and find the base at the end, usually in foul weather. They didn't have to sweat whether they had enough gas to get back, whether the flak would hit them and watch constantly for an aircraft with black crosses swinging in from behind, or diving down from above.

If this war is ever over, I often thought, and I have a soft bed, a nice breakfast, peace to live in, I'll be happy the rest of my life. It ended, finally, one day the following May when the flowers in St. James park were beautiful and fresh. And I said to myself that warm, blue-sky spring day in London just after V-E Day I would always remember. And I do—though not every time I should. It makes every Christmas a little better. Einstein, I'm sure, would agree; mine is also a good theory of relativity. Because we flew on Christmas Day in 1944.



Girlstown Guests

Whiteface Girlstown residents (L-R) Carol Floyd, Anita Taylor and Kathy Kitterman display bracelets they received from the Hereford High School Distributive Education students at their annual banquet Friday night. The girls were treated to a steak dinner, a coke party and bit of Hustlin Hereford hospitality.

Dear Consumer

First Aid For Mail-Order Woes

By Virginia Knauer
Special Assistant to the President and Director
Office of Consumer Affairs
Department of Health, Education and Welfare.

Mail-order shopping can be pleasant and thrifty. But it may also lead to problems. You receive the wrong color or wrong size or wrong item. Your merchandise arrives two months late. Or it never arrives. Consumers finally have a way of solving many of these problems quickly—through a new service offered by the U.S. Postal Service (USPS).

Under this new consumer protection program, Postal Inspection Service divides complaints into two categories—problems caused by inefficient business practices, and situations that may add up to cases of alleged fraud. In cases of inefficiency, the consumer's complaint is usually resolved more quickly than in cases of alleged fraud. Here's how:

If you have not received merchandise you ordered or a refund you were promised, put your complaint in writing and send it to your local postmaster.

Include this information: company's name and address; brief explanation of your basic complaint; description and cost of merchandise ordered; date order was mailed; full details on method of payment (credit card, money order or check—date and number of check and date cashed); if and when you have already complained to company.

If there is an investigation pending against the company, your letter will be added to that file and you will be notified.

If no investigation is pending, Postal Inspection Service will notify the mail-order company about your

complaint and will give the company a chance to make good immediately. USPS will also notify you of the action it has taken.

If the mail-order company does not cooperate, Postal Inspection Service will start a thorough investigation. This may lead to civil or criminal prosecution against the company.

Postal Inspection Service has been conducting this type of investigation for more than 100 years. (In fact, postal inspections were the first Federal effort to protect consumers from swindlers.)

What is new about the "new" protection program is that now Postal Inspection Service will informally contact mail-order merchants, without formal investigations. In a pilot project, this approach quickly resolved about 80 percent of the consumer complaints.

In dealing with mail-order problems, as with most consumer problems, wait a reasonable length of time before lodging a complaint; the company may be swamped with orders. It is also sensible to contact the company on your own before you complain to USPS.



GARDEN BRIEFS

To get large attractive flower pots cheap, buy plastic waste baskets or mop buckets, punch a few holes in the bottom, and plant away! You can get nice choices of color, size and shape—plus these "pots" are lightweight and easy to keep clean.

Remember, the less sunlight your plants get, the less water and fertilizer they require. If you don't abide by this rule, plants get leggy, sending out long awkward stems with few leaves.

When you're moving potted plants indoors after a summer of fresh air, best to do it when you can still keep nearby windows opened so the shock won't be too much for them. Another shock absorber for newly moved begonias, geraniums, and the like, is to put them in transparent plastic bags about as tall as they are. Leave the open mouth of the bag open at the top of the plant. Helps to keep moisture around the plant. Water more sparingly for a while and don't lose hope if leaves droop and drop. Your plants will recover and readapt—and so will you.

Rotate indoor plants about once a week so that all sides get exposure to sunlight. Otherwise, they'll lean too far in one direction and possibly even break.

If you dearly love your Sanseveria (snake plant), but feel it's getting too big for its britches (pot), restrain yourself from transplanting

The Lieutenant Governor's Report

By Bill Hobby

The federal government is working on a plan—Project Independence—to develop enough energy for the United States to be self-sufficient.

To realize this goal, the United States must increase its domestic production as much as possible. We must expand our production and still maintain our environmental quality.

I believe that in the years to come, self-sufficiency will be necessary in many areas. Our research and money are now should be directed toward this goal.

It seems that manpower and capital are our two most constraining factors at present. Our forces should then be directed toward specific industries and projects to help us reach our goal.

Some recent studies have concluded that much more manpower and funds are needed than most people have realized. Between 1973 and 1980, an investment of \$20 billion a year will be needed nationally to try to improve our energy picture.

In Texas, Louisiana, Oklahoma, and Arkansas alone, the average annual investment for those seven years must reach \$5.2 billion. These are vast sums of money.

One can see why such huge amounts are needed. Almost two-thirds of the

nation's new petrochemical production facilities will be located in these four states.

This large portion of new energy construction will be located in this four-state region because of the accumulation of existing facilities of this type in our area.

It is cheaper to add capacity to the existing plants rather than build new plants from the ground up in other parts of the nation.

This specific region also is encouraged as related products and supplies are made in plants close by.

The region's pipeline facilities are the best developed, allowing the most-efficient distribution of these materials.

The lure of the existing facilities with the

incumbent economies that they provide outweigh the negative factors.

This construction will require many specially trained people. Until 1980, 8,000 engineers will be needed annually along with 18,000 pipefitters and welders and 100,000 other skilled laborers.

The nation desperately needs this new development to protect its interests from outside interference.

The nation is relying on Texas to provide this production. It will entail both opportunities and burdens for the people of Texas. I think that Texans are willing to pitch in on this national effort for the good of the country.

It's a big job, but I believe Texas is equal to

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WRONG AIRPORT
SALT LAKE CITY—A Frontier Airlines 727 carrying 97 passengers and a crew of five landed at the wrong airport which was four miles short of its destination.

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NEXT WEEK'S HOROSCOPE

By Clay R. Pollan
Note planetary ruler of your birth symbol

FOR WEEK BEGINNING MONDAY, DEC. 16, 1974

♈ Aries Mar. 21 - Apr. 19 | **♅ Venus ♀**
If your birthday occurs this week... you strive to make a good impression, and are usually successful in doing so. You need and like people and handle others in an adroit, amiable manner. Strongly attracted to the opposite sex, you tend toward impulsive love affairs. Sometimes you are too easily influenced by others.

♉ Taurus Apr. 20 - May 20 | **♅ Venus ♀**
Someone new in your life may prove to be a little more than you can take. A temperamental person may try to pressure you. Don't allow it. Put this person in his/her proper place. It's a time when unexpected visitors will throw home routine out of gear. Forget disturbing gossip you've heard recently.

♊ Gemini May 21 - June 20 | **♃ Mercury ♀**
You could take some action now that would bring an end to a romance or even marriage. Selfishness must be submerged or you will come out the loser. A psychic impression may be amazingly accurate. Good news may reach you. Act on it at once. Don't tamper with defective machinery or appliances.

♋ Cancer June 21 - July 22 | **♁ Moon ☾**
Keep all work neat and accurate, check everything closely before releasing it. Your special hope is favored. You may find loyalty where you least expect it. Do not press a business matter or try to solve a domestic tiff. Harsh words could lead to swift actions, so be careful what you say.

♌ Leo July 23 - Aug. 22 | **♁ Sun ☼**
This is a time for silence and caution in handling anything remotely dangerous. It's not a good idea to air complaints or even question other individuals. Stay near to your usual base and follow routine strictly. Avoid making a promise that could be difficult to carry out. Patience pays off.

♍ Virgo Aug. 23 - Sept. 22 | **♃ Mercury ♀**
Look ahead with pleasure to a trip you may take soon. Visit people you love and whose company you enjoy. Travel is under fortunate influences, especially if accompanied by a youngster. If you depart, make sure you are taking the inexpensive route. Danger lurks in dark places. Travel in the daytime.

♎ Libra Sept. 23 - Oct. 22 | **♃ Venus ♀**
Taking time off during the week for solitude, minor tasks, reading, writing personal letters and grooming musts, is a good idea. Romantic serenity and emotional security are starved favorably. Your responsibilities may seem too heavy. Take things one at a time. Use spare time to finish a prolonged project.

♏ Scorpio Oct. 23 - Nov. 21 | **♂ Mars ♂**
This is a time to put your skills to practical use. All work related to writing and communication will be benefited. Love relations as well as business partnerships are accentuated. A quarrel can be bitter and bring a loss of prestige. Accidents are possible. Make sure transportation facilities are safe.

♐ Sagittarius Nov. 22 - Dec. 21 | **♃ Jupiter ♃**
A new relationship could start around this time and will be very important to your future. Romance needs a shot in the heart and this is the time to do it. Cultivate the company of people from distant places. A mystery concerning an associate will be cleared up. Ask no advice. Be brief with all.

♑ Capricorn Dec. 22 - Jan. 19 | **♄ Saturn ♄**
Generally good aspects. Shop, find bargains in small items, indulge a whim or two about clothes. A talk with a business associate may produce a new opportunity. Keep a check on what youngsters are up to. Try a new system for budgeting your money - you'll save more. New contracts will prove fruitful.

♈ Aquarius Jan. 20 - Feb. 18 | **♃ Uranus ♃**
This is a time when friends may well set a bad example, lead you into extravagance because of their irresponsible attitude. Older people may not approve of your behavior. A plan you've worked on may meet with temporary disapproval. Don't pay unless you have checked either goods or work.

♊ Pisces Feb. 19 - Mar. 20 | **♆ Neptune ♆**
Do not rush anything, even though you feel some need to do so. At your place of work, don't complain and be cooperative. If things lag, crack the whip. Avoid "mad cap" schemes which are put to you suddenly. Mishaps are likely if you hurry. Be careful in handling sharp-edged things.

NEWS REPORT FROM WASHINGTON

Kansas City Walkout Averted - The Compromise - 1976

WASHINGTON, D.C. - Democrats at Kansas City, some 1900 strong in a mini-convention, avoided the split many had feared and the party came off reasonably well, as a result.

There's more unity in the party than there might have been but it was a close-run thing and party boss Robert Strauss and moderates won many crucial votes 900 plus to 800 plus.

The key compromise which avoided a walkout of blacks came on the quota, delegate selection and delegate seating issue. The party's leadership recommended an end to quotas and an end to a policy of accepting numerical inequality among state delegations (based on population) as discrimination.

But the militants wouldn't buy that, were ready to walk out - not being able to carry the vote. In the final hours of the convention a compromise was worked out that eased the rules more for 1976 than for the years thereafter.

Delegations will not be forced to be selected according to quotas but it will be very easy, after 1976 and possibly then, to challenge seating of any delegation which doesn't appear to have been chosen with a conscious effort to have all ethnic segments of the population fairly represented.

That crucial compromise sent Democrats home with a better chance to win the presidential election than at any time since the convention of 1964, a decade ago.

What the regulars, moderates and present leadership

FOOD COSTS RISES
Government statistics show that Americans are spending a greater percentage of their income on food than they did in recent years. The average now is 16.9 per cent.

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High Blood Pressure? Beware of Certain Drugs

High blood pressure, or hypertension, is a dangerous condition which can be aggravated by taking certain seemingly harmless non-prescription medicines. This applies not only to hypertension, but also to other diseases such as diabetes, thyroid conditions and heart trouble.

The American Pharmaceutical Association, the national professional society of pharmacists, advises that if you suffer from any of these four diseases, stay away from common cold preparations containing decongestants and from sodium-containing compounds such as effervescent aspirin products. Both are available on the shelves of your community pharmacy and normally you may not think to ask your pharmacist before you select them. In your case, however, you may help avoid aggravating your condition if you consult your pharmacist before selecting an over-the-counter product.

Your pharmacist, whose over-the-counter intelligence and professional education qualifies him or her to advise you on drug use problems, can tell you if a drug conflict exists and advise you of alternative preparations to relieve the same symptoms.

He'll advise you on common cold preparations free of decongestants which won't raise blood pressure levels and interfere with any antihypertensive drugs you may be taking.

He'll also advise you about anti-acid or aspirin products which won't upset the sodium-free diet your physician may have prescribed.

The Federal Food and Drug Administration requires that all over-the-counter preparations which may aggravate high blood pressure or other conditions must carry a label warning you suffer from hypertension or other diseases, be sure to heed such warnings. Ask your pharmacist about alternatives, APHA advises.



In Morocco, a knife is placed under the pillow of a sick man to keep the demons from getting him.

Reading The Label Isn't Enough

Read the label? Of course! But over-the-counter medicine labels seldom tell you all you need to know, says the American Pharmaceutical Association.

The reason is that labels just can't be made big enough to carry all the information you should have. A medicine label should contain this information:

- All active ingredients listed quantitatively by percentage or amount.
- All active ingredients.
- Dosage instructions.
- Any interactions with other drugs or undesirable effects on certain illnesses or chronic conditions.
- An expiration date.

Many, if not most, medicine labels fail to present all this information, says APHA. That's why it's best to consult your pharmacist before you obtain any drug. Your pharmacist can answer these important questions:

- Is there anything in this medicine which might react with another drug I'm taking?
- Is there anything in this medicine which might complicate another illness or aggravate an allergy?
- Does this medicine contain what's best for me or can you recommend something more effective?
- When will this medicine become too old to be effective?
- What's the correct dosage?

Because every human body reacts somewhat differently to medicines, even the most detailed label couldn't contain all the facts relating to your particular situation. Only a discussion with your pharmacist will bring out the information needed to protect your health most effectively.

ON TRADE BILL
President Ford has urged that Congress pass the administration's long-pending trade bill this year or risk triggering a global economic crisis.

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COWAN JEWELERS
Downtown

Holiday Favorites From England, Updated

Many foods which we enjoy during the holiday season have been passed down from our European ancestors. American homemakers enjoy making and serving these perennial favorites, but often need recipes that fit into their modern lifestyles.

If you're looking for a fruitcake recipe with Old-World flavor, try this one, adapted for today's homemakers in The Kraft Kitchens. Yuletide Fruitcake is a satisfying, but not too sweet cake, which can be classified between the dark, brandy-soaked version and the delicate white fruitcake.

The use of vegetable oil in the recipe facilitates easy mixing - it's done completely by hand. Apple jelly lends a simple and different glaze to this fruitcake. You'll find Yuletide Fruitcake stays moist, even after cutting, and that's especially important during the holidays

when guests drop in throughout the week.

The English serve their fruitcake, or Christmas Cake as it's called, at tea. But whether it's on your menu for an afternoon or evening get-together, serve it with Syllabub, a frothy drink, also of English origin.

Originally, Syllabub was really a "bub" (the Elizabethan slang for bubbling drink), and had to be served immediately after mixing because of the use of champagne and stiffly beaten egg whites. Today's syllabub depends upon marshmallow cream instead of egg whites, and white wine rather than champagne, making it a delightful holiday beverage that can be made a few hours before guests arrive and refrigerated.

Yuletide Fruitcake
2 cups ready-to-use
1 1/2 cups mixed diced candied

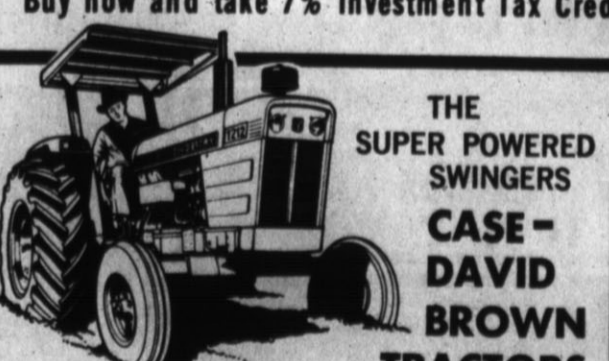
- mincemeat fruit
- 1 1/2 cups chopped pecans
- 3/4 cup chopped dates
- 3 cups flour
- 1 cup sugar
- 1 1/2 teaspoons soda
- 1 teaspoon salt
- 3 eggs, beaten
- 3/4 cup Kraft Oil
- 2 teaspoons vanilla

Heat oven to 300°. Combine mincemeat, candied fruit, nuts and dates. Add combined dry ingredients; mix well. Combine eggs, oil and vanilla; stir into fruit mixture. Spoon into greased and floured 10-inch tube pan. Bake at 300°, 1 hour and 45 minutes. Cool 10 minutes; remove from pan. Heat jelly until melted; glaze cake. Decorate with candied cherry halves and pecan halves, if desired.



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Size	BLACKWALL	WHITEWALL	F.E.T.
878-13	24.20	26.20	28.20
878-14	26.20	28.20	30.20
878-15	28.20	30.20	32.20
878-16	30.20	32.20	34.20
878-17	32.20	34.20	36.20
878-18	34.20	36.20	38.20
878-19	36.20	38.20	40.20
878-20	38.20	40.20	42.20

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Wide, aggressive 7-rib tread for excellent traction, handling and stability.
"Cross-cut" tread pattern similar to our radial tires.
Concave-molded tread gives full tread-to-road contact for long mileage.

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Whitewalls proportionately low priced.

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ONLY \$1.29
Limit one Additional \$3.99 each!
Vol. 2
Featuring great artists like:
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Not So Unlucky

Thirteen may have been an unlucky number Friday the Thirteenth, but these 13 hunters were not having such bad luck as they stopped the hunt to pose for this picture Saturday the Fourteenth. Woodrow Duffton, family and friends show pheasant shot the opening day of hunting season on the bright birds.

Form Required For Veteran Pension

Persons in Texas who receive VA Regional Office Director, past on preparing January checks for pensioners waiting to mid-January or later in returning questionnaires. Income questionnaires were included with pension checks for November.

Under the law VA mails questionnaires to veterans on nonservice-connected pension rolls, widows of veterans receiving pension based on the nonservice-connected death of a husband, and certain parents who receive monthly checks because of the service-connected death of a veteran or serviceman.

Coker noted that most pensioners must file questionnaires each year. There are some exceptions, he noted. Those 72 years old or over who have been on pension rolls during the last two consecutive years are exempt from routine reporting; however, they must report income changes when they occur.

Coker also pointed out that some beneficiaries who normally are exempt will receive questionnaires this year because of cost of living increases in their annuities.

23rd ANNIVERSARY AT COWAN JEWELERS Downtown

Free Estimates-We Install E.B. BLACK CO. Downtown Hereford



CARPET and LINOLEUM Nationally Advertised Brands See samples in your own home

Farm-facts Compiled From Sources Of The Texas Department Of Agriculture John C. White, Commissioner

Cut Your High Cost of Giving and Living... Meat Imports Questioned Again... Milk Marketing Commission

TAP GIFT CERTIFICATES-A meeting to be held in Austin Dec. will officially kick off a statewide promotion program relating to giving meat, poultry, and dairy products to your friends this Holiday Season.

The State Capitol grounds will be the scene for the activities. Farm groups, including the Texas Department of Agriculture, will help begin the drive for giving something practical for the Holidays.

There are some good buys now in dairy products, meat, and poultry. And now that everyone has to get the most for every dollar spent, now is the time to consider giving a practical gift, too.

You can cut your high cost of Holiday giving and at the same time cut the high cost of living for your friends with a gift of poultry, dairy products, or meat this season.

Gift certificates will be available. In this way, you can give a gift of meat, dairy products, or poultry. The recipient will be able then to buy his or her own food items with the certificate. Many stores already have their own gift certificates. Colorful certificates you as an individual can use are also available.

MEAT IMPORTS continue to cause a lot of talk and controversy. How much of a factor are they really in determining the prices of cattle for the livestock producer in this state and nation? How much of the market do they account for?

According to the Texas Livestock Market News, as well as reports from official U.S. Department of Agriculture figures, here is the story on beef imports:

In 1974, net beef and veal imports, on a carcass weight basis, will represent 7.6 per cent of U.S. production of beef and veal. In 1973, the proportion was 8.9 per cent; in 1972, the program was 8.4 per cent.

Statistics on U.S. meat imports are collected by the Department of Commerce on a product weight basis. As a box of boneless beef is imported, the weight of the entire box is recorded. The Department then offers another set of figures: it converts the product weight imports of each into a carcass weight equivalent. Still another set of figures show the quantity of meat imported that is covered under the meat import law.

A MILK marketing commission for Texas? It's something to think about. Other states have such commissions which are set up to insure orderly marketing of milk for consumers, producers, and processors.

Dairymen continue to find higher and higher production costs which have and are continuing to drive many out of business. A milk marketing commission could, dairymen say, insure that there will continue a dairy industry in Texas.

Plans for such a commission are now being discussed throughout the state by various dairy groups. Among the ideas presented are those which would establish a milk commission made up of consumer representatives, agrusiness interests, dairy producers, dairy processors and so forth.

Aim of the plan is to make sure there would be ample dairy production to meet demands of the state's consumers. The idea was brought up recently at a statewide meeting of dairy producers. It's something you'll be hearing more about in 1975.

Home Butchering Revived

Folks yearning for the return of the "good ole days" may be seeing their wishes come true. Home butchering of livestock, once popular in many areas, is making a comeback.

"We've had numerous requests to demonstrate the proper slaughtering of cattle for home consumption," points out Woodrow Bailey, livestock and meat specialist for the Texas Agricultural Extension Service.

"These requests have come from county Extension agents whose clientele are interested in home slaughtering and processing."

In the demonstrations Bailey shows the entire operation, from slaughtering to wrapping the meat for the home freezer.

"Crowds at several demonstrations have reached past the 100 mark. Due to the current cattle market situation, interest in selling and butchering beef for the home freezer has really mushroomed," notes Bailey.

"Slaughtering plants are booked for several months ahead, and people are concerned about waiting that long to process their animals."

According to the Texas A&M University System specialist, a family can slaughter and process an animal on-the-farm in four to six hours. Home slaughtering and processing can save 30 to 50 per cent on the price of retail beef. Also, butcher plant charges for slaughtering and processing a 600-pound calf normally run about \$20.

What about the legality of home slaughtering as far as meat inspection laws are concerned?

"As long as the individual is butchering the animal for his own use, he is free to do so," explains Bailey. "However, it is illegal to custom slaughter or cut beef for other people unless the operation is properly inspected and meets all legal requirements."

According to Bailey, the last butchering demonstrations conducted by the Extension Service date back to 1930. Maybe the "good ole days" are really returning!

Billy Bartles Completes Basic Marine Training

Marine PFC Billy L. Bartles, son of Mr. and Mrs. Leonard Bartles of 700 Ave. F, graduated from recruit training at the Marine Corps Recruit Depot, San Diego.

Bartles is a 1974 graduate of Hereford High School.

Physical conditioning, discipline and teamwork are emphasized during Marine recruit training.

Classes include instruction in close order drill, Marine Corps history, first aid, uniform regulations and military customs and courtesies.



PUBLIC AUCTION

Mon., Dec. 16, 1964 - 10:00 A.M. Texas

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1-1965 886 Diesel, Cab, Radio, Fully Weighed; Good Condition
2-JD 720, LP, Excellent, Good Power Steering
1-9-H Ford, LP
1-JD 720, Single Front, Max Front End Loader, Good Power Steering
1-JJ Malibu
1-1969 JD 95, Gasoline, 4-Speck Mercedes Mercedes, Cab, Radio, Max Power Shift, 500 Hours; Like New
1-1969 JD 95, Diesel, 20' Header, Air, Excellent Condition
1-2470 Case Tractor Diesel, 4-Cyl, Air, 8 Valve Hydraulic, Cab, Air, Power Shift, 500 Hours; Like New
1-Hoover Ferguson 180, Diesel, Low Hours, Excellent Shift
1-1972-7700-J.D. Turbo Hydrostat D.P. 24' Header, Cab Air Heat 500 Ex. real good.
1-4010 J.D.-LP new overall
1-JD 3-button Beating Plan, Full Type
1-JD 2-button Beating Plan, Full Type
1-4-gang Rotary Hoe
1-2 Point Blade
2-4-point 12' and Hydraulic Scrap-ers; In Traction
1-4-point Swather, Universal Back; Ideal For Hay Or Grass
1-9-Row 4 1/2's Trencher With 2 1/2' Back Bar; Heavy Mink & 24' Wheel
1-4-Row 4 1/2's Trencher With 2 1/2' Back Bar; Heavy Mink & 24' Wheel
1-4-Row Trencher
1-4-Row Disc Lister With 2 1/2' Back; Disc and Beating In Top Stage
1-INC 610 Offset; 24' Disc, Wash-off Front Gears
1-Turkey Beating Blade
1-Mohawk Shearblades, 3 Ft. 5'
1-Kwik Pop-up Box Loader
1-New Holland 600, Super Hayliner 78, Engine Drive
1-4-Row Red Baller, Scaled Bearings & Hoppers
2-Taylor 6-Row Liquid Fertilizer, On Shaft
1-Liquid Storage Tank, 2000 Gallon
1-Granular Sifter
1-3 Point Shearblade
1-4-Row 6 1/2' Wheelbarrow
2-5-Row 2 1/2' Galvan
1-14' Heavy, Random Disc
1-4' Heavy, Random Disc
1-JD 7-Row Lister, Double Bar
1-3-Row Knife
1-3 Point Blade
1-4-Gang Rotary Hoe
1-4-point HIC Heavy, New
1-4-point JD 95, 3 Point
1-4-point Heavy
2-4-Row Beating Plan 3-button Hoe
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Todo El Publico Esta Invitado

El Centro de Salud Mental le invita a usted y a su familia a visitarles en su local de la calle 625 East 1st St. el domingo 15 de Diciembre, de: 2 p.m. a 5 p.m.

This invitation in Spanish repeats the invitation which is made to all area residents, to attend the open house in the Mental Health-Mental Retardation Center this afternoon.

Keith Shroyer, director, the staff and the workers hope Hereford people will visit the center and become acquainted with its services to the community. Acting as hostesses will be women of the Hereford Newcomers Club.

Wise Monkey A wise monkey is a monkey who doesn't monkey with another monkey's monkey. -Coast Guard Magazine.

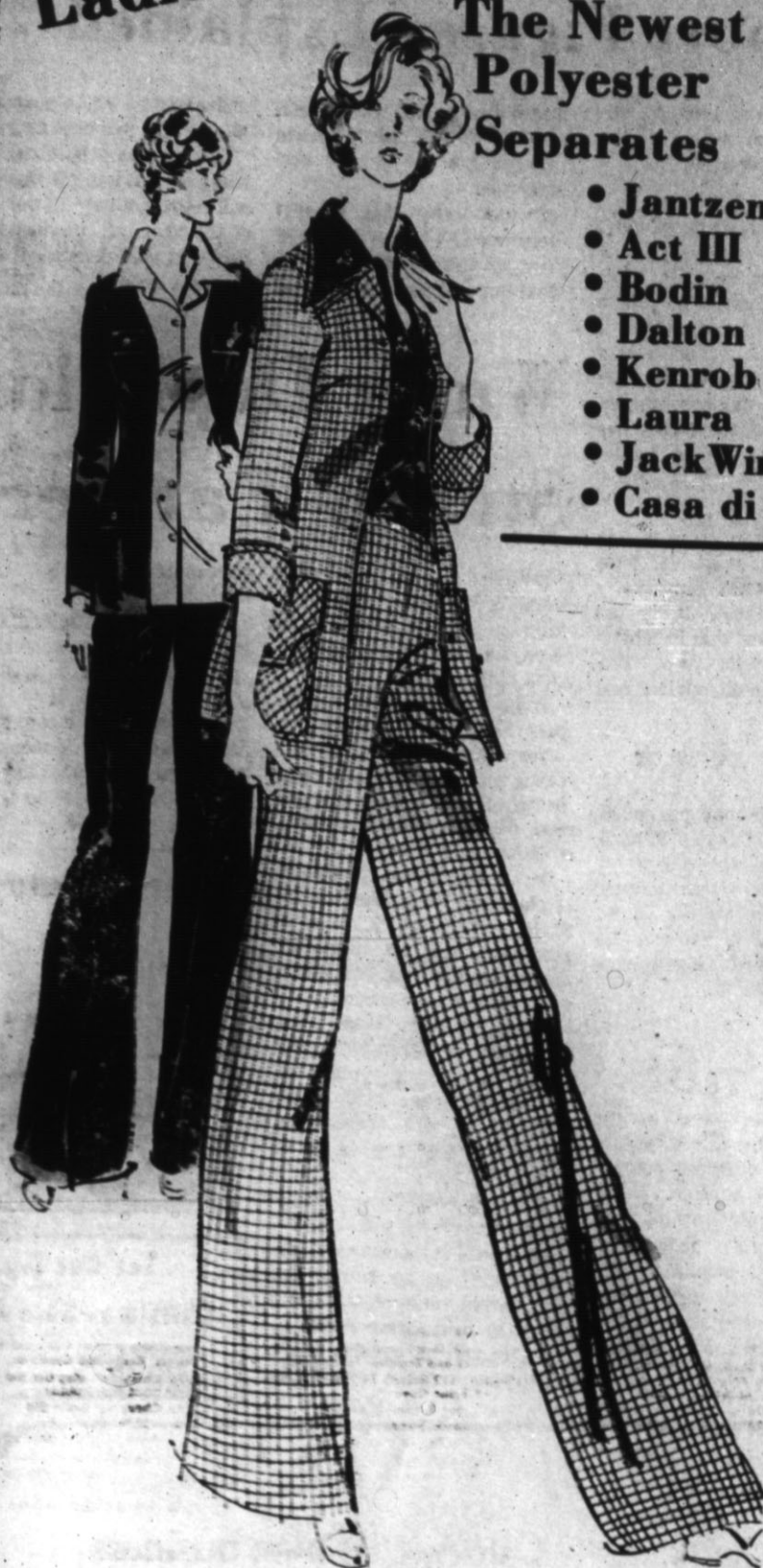
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The Newest In Polyester Separates

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LARGE TRIVET - \$6
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PAPER HOLDER WITH PEN - \$6

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DAMON GREAT-LOOKING TURTLENECK

You'll be particularly proud of this perennially smart, all-season-weight pullover. 100% acrylic knit in a soft, luxurious feel. Machine washable, tumble dry.

White, Navy, Natural, Copper, Coffee & Rust, S-M-L-XL

\$16

Also See DAMONS Great-Looking Sweaters & Suede Trimmed Jackets

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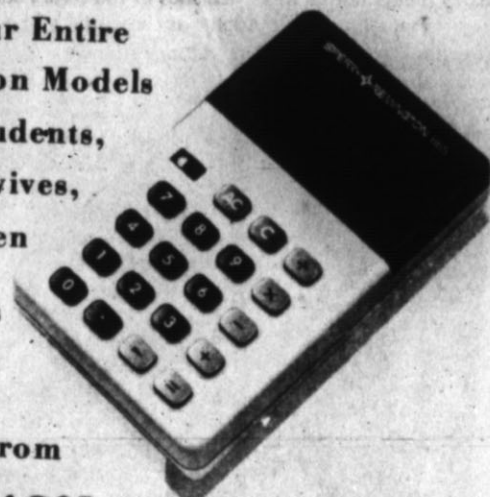
In Deerskin by ROYAL CREST

Leather Lined & Leather Soles
Black or Natural
6-13 N & M

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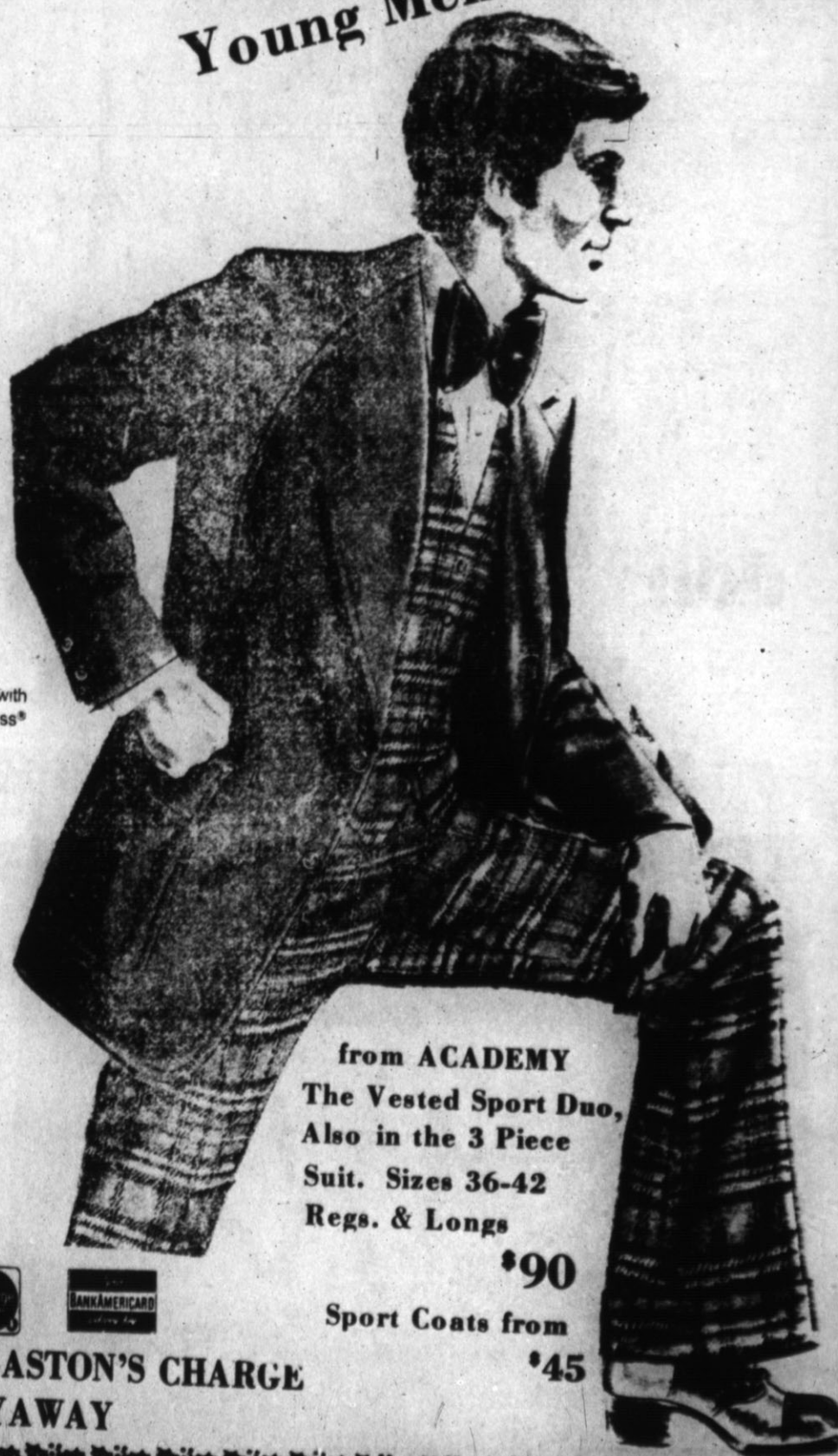
See Our Entire Selection Models For Students, Housewives, Businessmen & Engineers



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from ACADEMY The Vested Sport Duo, Also in the 3 Piece Suit. Sizes 36-42 Regs. & Longs

\$90

Sport Coats from \$45

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Separates by:

Garland Pandora St. Cloud

Shown is Garlands New New Twin Sweater Sets in Orange, Green and Blue

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Lean young body shirts by KAYNEE® with the famous Nexpander® in Endura-Press® 65% polyester/35% cotton. Pastel colors. 6.50.

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Nightly Now 'Til Christmas

Santa's New Hours:
Monday - Friday 6-8
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OR A GASTON'S CHARGE OR LAYAWAY

Our Complete Group Of Fall Coats. In Assorted Fall Colors.

Tech to Conduct Water Study Survey

Getting the most use of the available water in the Texas High Plains is imperative. Just how this is to be accomplished is the question High Plains farmers now are being asked.

Dr. Frank L. Baird of the Department of Political Science at Texas Tech University is conducting a survey of farmers in six counties to determine their attitudes toward conservation and water management.

"Irrigated farming is practiced on some 4.8 million acres in the High Plains," Baird said. "The principal source of water for the region is the Ogallala aquifer. It is a limited water source."

"Currently, the only practical method for dealing with the problem, is to stretch the water

which is available as far as possible," he said.

"Public support will be crucial to the success of any efforts toward conservation and groundwater regulation," Baird said. And very little presently is known about the way irrigation farmers feel about different possible institutions for groundwater management and planning."

Baird's survey will attempt to determine those feelings. Questionnaires will be mailed to

The U.S. Department of Agriculture has reaffirmed its earlier recommended decision not to raise minimum "floor" prices for computing fluid milk

1,500 farmers in Carson, Dallam Gray, Hale, Moore and Lubbock counties in early December. Farmers to be surveyed were chosen at random from Agricultural Stabilization and Conservation Service (ASCS) roles.

Three of the survey counties are in active underground water conservation districts; three are in inactive districts.

"Possible methods for regulation and management of groundwater include self-regu-

lation: locally operated underground water conservation districts; state regulation and management; or some type of federal regulation," Baird said.

The survey will determine the opinions of farmers who favor specific types of water regulation and the attitudes toward possible control methods.

Results of the survey will be compiled with similar surveys

conducted among city dwellers in the region and among college students from irrigated farms. Findings will be published as a monograph or series of scholarly articles, Baird said.

The survey is supported through grants from the Water

Resources Center at Texas Tech and the Water Resources Institute at Texas A&M University.

Russell E. Smith, graduate student in Political Science, is research assistant to Baird for the project.

DEAF SMITH COUNTY



U. S. Meat Import Figures Explained

U.S. meat import figures are sometimes confusing because they are reported as three different sets of statistics, says Dr. Ed Uvacek, livestock marketing specialist with the Texas Agricultural Extension Service.

He believes the figures for meat imports, which are collected and reported by the Department of Commerce, are highly accurate due to the many checks and balances that are used to gather the information, such as import duties, ship weights and meat inspection.

"Imports of meat into the U.S. are recorded on a product weight basis," explains Uvacek. "For example, when a

box of boneless beef is imported, the net weight of the entire box is recorded.

"Domestically produced beef, however, is reported on a carcass weight basis. In other words, the weight of the whole carcass is recorded. For a comparison, the product weight of the imported meat must be converted to carcass weight. Automatically, therefore, we have two import series for the same meat."

Still a third series of import figures is also available, notes the Texas A&M University System specialist. It is the quantity of meat that is subject to the Meat Import Law. "This includes all fresh, chilled and

frozen beef, veal, mutton and goat meat and all products rejected but not canned and preserved."

Uvacek notes that in 1973 there were 1.4 billion pounds of meat imported subject to the Meat Import Law, as compared

with about 1.1 billion pounds for

1974 — a 21 per cent decrease. On a carcass weight basis, net beef and veal imports this year will represent only 7.5 per cent of the total U.S. production of beef and veal compared to 8.9 per cent in 1973.

USDA Decides Not To Raise Milk Prices

(Class I) prices paid to farmers under all 61 federal milk marketing orders.

USDA officials said the decision was reached after careful considerations of exceptions made to the recommended decision, including oral exceptions received at the U.S. Department of Agriculture in Washington, D.C., Nov. 26.

USDA officials indicated that milk supplies continue to be running ahead of demand, and Commodity Credit Corporation (CCC) purchases of nonfat dry milk and cheese under the price support program continue to increase.

USDA reiterated that there is no ceiling on prices received by farmers through the federal milk marketing order program, and dairy farmers may freely negotiate for prices above the minimum prices set by the orders. Officials pointed out that since issuance of the recommended decision on Nov. 13, these negotiated prices have increased in many areas of the country.

The recommended decision was issued after a public hearing held in Rosemont, Ill., Oct. 8-10.

The recommended decision was issued after a public hearing held in Rosemont, Ill., Oct. 8-10.

Water Depletion Strains Farmers

Inflation has hit the farmer from another angle, which may send the price consumers have to pay for food at the retail level even higher.

Irrigation farmers have in the past been able to charge off water depletion on their income taxes, a sum totaling nationally in the millions, but now farmers must pay this amount instead of deducting it.

Dr. Jimmy Green, professor of plant science at West Texas State University, said production will not decrease, but the farmer must make this extra cost of production up.

"The water used for irrigation by farmers in the area is a non-replacable resource," Green said. "This water is not recharged naturally, but can be done artificially."

Not only will this increase production cost, it will also slow operational progress because this money can not be recycled into the enterprise from which it must be paid, Green noted.

"This will put another strain on trying to make farming an

economical process," Green said.

Money will be tighter when the farmer tries to expand his operation in order to feed the people of the world. But to keep his net income at a maximum and to cover all production costs the farmer will probably not reduce his production, the professor concluded.

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TO THE AMARILLO HILTON INN
FISHER IS ELVIS
 GET YOUR TICKETS NOW FOR THE
SPECIAL
NEW YEAR'S EVE
SHOW
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RAINBOW ROOM
 PHONE 373-3071
 SPECIAL OVERNIGHT RATES

*** Cotton Harvest Reaches Mid-Point ***

The High Plains cotton harvest passed the half way point during the first week in December, according to Paul R. Dickson in charge of the USDA's Cotton Clasing Office in Lubbock.

"Curiously enough," he added, "the half way mark was the first week in December last year."

The USDA's Agricultural Marketing Service reported Lubbock, Brownfield, Lamesa, and Levelland classed 206,000 samples during the week ending Friday, December 6. This brought the season's total to

342,000. On this same date last year the total was 1,181,000.

At Lubbock predominant grades this week were 41 and 51. Grade 41 accounted for 28 per cent while grade 51 was assigned to 27 per cent of the cotton samples. Twenty-four per cent of these samples were reduced one grade because of bark, the same as the precious week.

The predominant staples were 31 and 32. Staple 31 amounted to 29 per cent and staple 32 was 28 per cent of the samples this week.

Micronaire readings in the premium range of 3.5 to 4.9 accounted for 27 per cent of the samples. This compares to 36 per cent the week before. Micronaire readings below 3.5 accounted for the other 73 per cent this week.

Pressley Strength tests averaged 82,000 pounds per square inch.

Prices quoted by the Lubbock Cotton Exchange for the most predominant qualities in the 3.5 to 4.9 micronaire range were: Grade 41, Staple 31 - 32.05,

Staple 32 - 35.15 cents per pound. For Grade 51, Staple 31-32.05, Staple 32-32.60 cents per pound.

Mixed lots of cotton brought 29.00 to 35.50 cents per pound. Prices paid to farmers for their cottonseed ranged from \$120 to \$140 per ton.

Beef Ideal For Gifts

Looking for a good buy on a practical Christmas gift?

Then consider beef as a top choice, says a meats specialist for the Texas Agricultural Extension Service.

"Excellent buys are abundant in the 'light' beef section of today's markets," points out Dr. Frank Orts. "This beef might be merchandised as calf, light beef, budget beef or baby beef, just to mention a few of the more common names in use today."

Orts suggests buying beef

Plenty Of Occasions
 Smith—"I'm not thin-skinned. I'm the first to laugh at my own foolishness."

Smart—What a merry life you must lead.

Howler
 Teacher—What is a flood?
 Pupil—It's a river that's too big for its bridges.

Swell Trick
 A drunk was watching a man enter a revolving door. As the door swung around a pretty girl stepped out.

"Swell trick," he muttered. "Don't shee how that guy changed his clothes so fast."

either by the piece in the market or by the side or quarter from many different sources such as meat markets, locker plants or any plant selling beef. "Many grocers and supermarkets are promoting the giving of Texas agricultural products for Christmas gifts, and beef offers an excellent choice," believes Orts.



See Our Big Christmas Sale Ad

don't hang up stockings until you speak with santa claus at THE COMMUNITY CREDIT UNION FOR CHRISTMAS LOANS

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Our Agents plan business insurance as if they owned your business. Presumptuous? Professional.

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HOLIDAY GIFT PREVIEW

POWER TOOLS FOR DAD FOR CHRISTMAS

Black & Decker
 1/2" ELECTRIC DRILL
\$4.99

No. 7301 7 1/4"
SAW
 Best value general purpose Saw you can buy! **\$22.95**

SPANISH STYLE
 25" DIAMETER
 5 GLOBE
 N. 3120
 REG. \$34.78

FARM DISCOUNT LUMBER & SUPPLY
 (Just outside city limits)

SAVE PHONE 364-6882 SAVE HIGHWAY 385 SOUTH

Manure Use Can Conserve Energy

Not only is it cheaper to fertilize your land with feedlot manure, it is also a good way to save energy, believes Dr. John Sweeten, agricultural engineer with the Texas Agricultural Extension Service.

"Use of manure as a fertilizer can save energy used in the manufacture and distribution of commercial fertilizer," says the Texas A&M University System specialist.

"It takes 5.6 million BTUs (British Thermal Units) of energy per acre to manufacture, distribute and apply commercial fertilizer at the rate of 100-0-0, while the energy

needed to collect, haul and apply feedlot manure is 10 times less per acre in only 1.2 million BTUs," says Sweeten. "This is an energy savings of 4.4 million BTUs per acre or 44 million BTUs per ton of manure."

Another way of conserving energy from feedlot manure is to refeed it in beef cattle rations, says Sweeten. "The energy saved by refeeding one ton of feedlot manure would equal the amount of energy needed to produce one ton of alfalfa in the Texas High Plains, 4.2 million BTUs."

Energy can also be saved in producing anhydrous ammonia

by using a process to convert manure, air and water into hydrogen and nitrogen. "This process would require little or no additional fuel to produce ammonia," says Sweeten, "and would save more energy than any other process using feedlot manure. Some 30 million BTUs of energy are now required to produce a ton of anhydrous ammonia."

Livestock Feeders Still Pressured

"Feed supplies and prices will remain the critical concerns of the livestock industry in the coming months," says Dr. Ed Uvacek, livestock marketing specialist for the Texas Agricultural Extension Service.

Reduced grain and soybean production has resulted in rising feed prices and cutbacks in livestock feeding, points out the Texas A&M University System economist.

"Hog producers this fall are planning to farrow the fewest number of sows since 1965, number of cattle on feed are the lowest in six years, and poultry production is being cut a tenth from last year," notes Uvacek.

Hog prices are expected to go down this fall with the increased seasonal slaughter, but smaller supplies and higher prices can be expected next year.

"There has been a decrease in the slaughter of grain-fed cattle this fall, while the slaughter of non-fed cattle and calves has increased substantially," points out the specialist. "Feed prices should increase during the first half of 1975 as the market for cows and non-fed steers and heifers declines." Although feeder cattle supplies will continue large into next year, prices should improve over this fall, believes Uvacek. Feeder prices are expected to show some strength as the spring season approaches.

"Slaughter lamb prices may average above those of last year due to a drop in slaughter, but rising feed cost will keep the price of feeder lambs down," says the specialist. "Lamb prices early next year will continue under pressure."

Poland China Assn. Slates Winter Test

The Poland China Record Assn. has made available to its members facilities to test fall farrowed boars and gilts for average daily gain, days to 200 lbs., backfat and loineye estimate.

Since there are 10 individuals to a test pen, there will only be pen feed efficiency records available from average of each pen.

There are 153 entries, with 77 boars and 76 gilts on test. They are at two locations, Columbus, Ohio and Lovington, Ill. The top indexing boars and gilts will become eligible for the tested classes at the 1975 Spotlight Show and Sale, Cedar Rapids, Iowa on March 6th, when they will be shown and sold.

Other shows which will feature tested individuals are the Southeastern Type Conference, Greenville, N.C. and Louisville Barrow Show.

There are 46 Poland China breeders from 12 states that have entries in this National Winter Test.

At Lovington, Ill.: Denis Huseman of Nazareth has three boars and three gilts on test.

For more information about the National Winter Test, contact The Poland China Record Association, P.O. Drawer 71, Galesburg, Illinois 62401.

Deaf Smith Farm Bureau Promotes Produce Gifts

Deaf Smith County Farm Bureau has joined an all-out, statewide effort to increase consumption of meat, poultry and dairy products during the holiday season, according to Pat Robbins of Hereford, president.

The organization will promote the giving of certificates for these products as holiday gifts, he said. "We think this is a positive approach in assisting those commodities which are in serious trouble," he explained.

The local FB leader said there are two ways this can be done conveniently:

(1) Through buying gift certificates (redeemable in those commodities) at grocery stores. "We are providing gift

certificates to stores which do not have their own, along with colorful gift envelopes," he said.

(2) Through giving a check or money order. Farm Bureau will provide an attractive message card (explaining the gift idea) along with a nice gift envelope. The county Farm Bureau office at 1306 W. Park in Hereford has a supply of both items, free of charge. You may also contact any member of the area CowBelles for information about their gift center.

Committees of the county organization are calling on grocery stores to encourage their participation, he added. Farm Bureau is also providing the necessary supplies (certificates, window posters, etc.), and will publicize the promotion through advertising and publicity releases. Committees are already busy on these projects, he said.

The Texas Farm Bureau is helping to coordinate the effort on a statewide basis along with many other agricultural groups. The Texas Department of Agriculture has committed its TAP (Texas Agricultural Products) program to the promotion. The Texas Retail Grocers Association and large food chains are also participating.

State Farm Bureaus in several other states are carrying on similar promotions, Robbins said. "This can truly be an effective campaign if we all work at it," he declared.

AgriCulture? HOW'S YOUR BUTTER SHORTAGE IN FRANCE IN 1970 LED TO THE DEVELOPMENT OF MARGARINE!

DURING THE FRANCO-PRUSSIAN WAR, NAPOLEON III OFFERED A PRIZE TO ANYONE WHO COULD PRODUCE AN ACCEPTABLE BUTTER SUBSTITUTE...

A FRENCH CHEMIST MADE THE FIRST MARGARINE BY CHURNING A MIXTURE OF BEEF OLEO OIL, MILK, WATER, AND VEGETABLE DYE...

TODAY, MARGARINE—MADE CHIEFLY FROM SOYBEAN, CORN, & COTTONSEED OILS—IS CONSUMED IN THE U.S. AT THE ANNUAL RATE OF 11 POUNDS PER PERSON!

Texas Farm Labor Drops 17,000

AUSTIN—The Texas farm labor force numbered 273,000 in late October, down 17,000 from a year ago, Agriculture Commis-

sioner John C. White announced recently.

Family workers totaled 177,000, while hired workers numbered 96,000.

Nationally farm labor was down three percent, totaling 4,651,000 workers.

White said Texas farm workers, including farm operators, family members working 15 hours or more a week without receiving cash wages, all family members and hired help, averaged 35.1 hours a week.

Of these, farm operators worked the longest hours, averaging 40.7 hours.

WASHINGTON—President Ford gave a good-by breakfast recently for members of Congress who were defeated in last month's elections.

Al Ullman, Congressman (D-Ore):

"We're going to get a tax reform bill next year and it will be a good one."

THE BEST SIGHT AND SOUND AROUND...

ZENITH

The QUADRUPLE Model F736W
Features four Allegro 1000 speakers. "Quadri-graph" listening position display grid/slide controls. 40 watts peak power output. Solid-State 4-channel amplifier with electronic matrix decoder. Precision II record changer. Micro-Touch® 2G Tone Arm. Discrete 2/4 Channel 8-Track cartridge tape player. Solid-State AM/FM Stereo tuner. Digitally dial scale selector.

This system plays:
• 4-Channel Matrix Records
• Discrete 4-Channel 8-Track Cartridge Tapes
• 4-Channel Matrix FM Stereo Broadcasts
And brings exciting realism to conventional 2-channel stereo sources.

The IDYLLWILD Model F462W, Y
AM/FM digital clock radio with Target Tuning. Sleep Switch. Touch 'n Snooze control. 3½" speaker. Walnut color with White or Black with Silver.

11 BANDS

The TRANSOCEANIC - RD7000Y
AM / FM / SW1 / SW2 / LW / 31M / 25M / 19M / 16M / 13M / VHF-Weather. Receives international shortwave, amateur broadcasts, marine, navigation, weather advisories. Black cabinet.

The quality goes in before the name goes on.®

Hereford's Oldest Appliance Dealer.

The Home of the Best Dollar Value

ROBERT'S APPLIANCE

136 W. 3rd 364-1588

Shopper Specials

Goose Down Filled JACKETS \$69.95
¾ Length, Fur Collar, Reg. \$89.00

Goose Down Filled JACKETS \$39.95
Waist Length, Reg. \$52.00

BOOTS!

One Group LADIES 50% OFF

Tony Lama SHARKSKIN \$59.95
R-Toe Reg. '89"

Tony Lama CALF \$39.95
U-Toe, 14" Top, Pull Hoop, Reg. '79"

Justin SEATURTLE \$125.00
Honey, Reg. '160"

Justin OSTRICH \$199.00
Smoke, Fall Quill Foot, Smooth Ostrich Tops, Reg. '275"

Moons ROPER \$39.95
Reg. '49"

One Group Men's Tony Lama, Sanders, Moons BOOTS \$39.95
Values to '110.00

Men's WESTERN SHIRTS \$11.95
Reg. '14"

Reg. '12" \$9.95

Reg SPURS and Trammel BITS 30% OFF

Children's Western SHIRTS \$6.95
Reg. '8"

BOOTS* WEST

FREE GIFT WRAPPING!

Open Each NIGHT TIL 8 From Now Until Christmas

E. Hwy 60 364-5961



PRICES EFFECTIVE THRU 12-18-74

WE REDEEM USDA FOOD STAMPS

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

PUT MEAT ON YOUR MENU

NUTS CALIF. WALNUT MEDIUM SIZE LB. 49¢	TURKEYS BUTTERBALL & HONEYSUCKLE HENS, 16-UNDER LBS. LB. 65¢	HAMS CANNED FOOD CLUB 3-LB. CAN \$4.79	TOMS 16-UP LBS. 59¢
APPLES WASHINGTON GOLDEN, RED DELICIOUS OR RED ROMES LB. 28¢	SAUSAGE FARM PAC EXTRA LEAN 1-LB. \$1.06	ROUND STEAK FURR'S PROTEN LB. \$1.09	5-LB. CAN \$7.39
POTATOES ALL PURPOSE RUSSETS LB. BAG 10.79¢	SIRLOIN STEAK FURR'S PROTEN LB. \$1.09	HAM SHANK PORTION \$1.09	
TOMATOES CALIF. RED RIPE LB. 39¢	CHUCK STEAK FURR'S PROTEN LB. 89¢		
ORANGES CALIF. NAVELS 4 LBS. 88¢			
CRANBERRIES 3 PKG. \$1			
GRAPES RED EMPEROR LB. 39¢			
WELCHADE OR WELCH DRINKS REG. or LOW-CAL 46-OZ. CAN 59¢			
CHERRIES FOOD CLUB MARASCHINO 8-OZ. 39¢			
SPINACH FOOD CLUB NO. 303 CAN 4.10			
VANILLA WAFERS KEEDLER 12-OZ. PACKAGE 59¢			
GREEN BEANS FOOD CLUB CUT NO. 303 CAN 3 FOR 89¢			
SWEET PEAS CAYLORD NO. 303 CAN 29¢			

MUMS
FULL BLOOM ASSORTED COLORS EACH \$2.49

FURR'S DOUBLE YOUR MONEY BACK GUARANTEE!
Should you not be satisfied with any purchase of beef in Furr's meat department, you will receive double your money back and no questions asked.

Shop Our Delicatessen

1-LB. POLISH SAUSAGE	SERVES FOUR
1-LB. POTATO SALAD	FOR ONLY
1-PT. COLE SLAW	\$2.99
1 PT. GREEN BEANS	
PEA SALAD	69¢ PT.
HOT MACARONI AND CHEESE	69¢ PT.

YOU ALWAYS PAY THE LOWER PRICE AT FURR'S

Cans and Packages that show more than one price, YOU PAY THE LOWER PRICE. As price increases occur, all pre-marked product on our shelves will be sold at the marked price until that supply is exhausted. During the year many prices are lowered due to supply. When prices are lowered, you receive the savings immediately. Product bearing the old higher price. You can see the savings. YOU PAY THE LOWER PRICE. Note: The only exceptions to our pricing policy is when price change timing is controlled by law.

ONCE PRICED... ALWAYS PRICED

SAVE 65¢ MARYLAND CLUB COFFEE

3-LB. CAN WITH COUPON \$3.00
WITHOUT COUPON \$3.75

EXPIRES 12-18-74
LIMIT ONE COUPON PER FAMILY

SAVE 7¢ FLEISHMANN'S MARGARINE

1-LB. PKG. WITH COUPON 86¢
WITHOUT COUPON 93¢

EXPIRES 12-18-74
LIMIT ONE COUPON PER FAMILY

SAVE 25¢ MARYLAND CLUB COFFEE

1-LB. CAN WITH COUPON \$1.00
WITHOUT COUPON \$1.25

EXPIRES 12-18-74
LIMIT ONE COUPON PER FAMILY

DOUBLE GOLD BOND STAMPS

TUESDAYS AND WEDNESDAYS WITH \$2.00 purchase or more

SUPER DISCOUNT SPECIALS

COFFEE FOOD CLUB 1-LB. CAN 69¢ EXPIRES 12-18-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	CHILI RANCH STYLE 15-OZ. CAN 19¢ EXPIRES 12-18-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	CRACKERS FOOD CLUB 1-LB. BOX 5¢ EXPIRES 12-18-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	KETCHUP HEINZ 26-OZ. BOTTLE 19¢ EXPIRES 12-18-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET
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Frozen Food Favorites

PIE SHELLS PET RITZ 2 PC. PKG. 49¢	WAFFLES TOP FROST 10-OZ. 35¢
CORN TOP FROST - ON THE COB 4 EAR PACKAGE 69¢	PIZZAS TOP FROST HAMBURGER, PEPPERONI CHEESE, SAUSAGE 83¢

WINTER BLANKETS

STARDUST THERMAL
100% Acrylic 5-lb. Nylon Binding, 2-lb. weight, Polyester, 24" x 50", each \$6.49

WEST NEEDLEPOVE
2000 series, 50% Polyester, 50% Nylon 4-lb. Nylon Binding 2-lb. weight, 22" x 50" each \$5.99

ROYAL GARDEN PRINT
50% Polyester, 50% Nylon, 22" x 50" each \$6.99

CHECKMATE GINGHAM PLAID
100% Acrylic, 5-lb. Nylon Binding, 22" x 50" each \$6.99

ENAMEL ROASTERS
A size for every need

B11R SMALL OVAL 11x7 \$1.39

HAIR SPRAY
NORMAL HOLD 13-OZ. CAN 69¢

LISTERINE MOUTHWASH
20-OZ. \$1.27

TYLENOL
for the millions who should not take aspirin... 100 CT. \$1.99

SHAMPOO
SELSUM BLUE 4-OZ. \$1.73

OLD SPICE GIFT SETS
6-OZ. AFTER SHAVE \$2.95

SCHICK BLADES
9-COUNT \$1.66

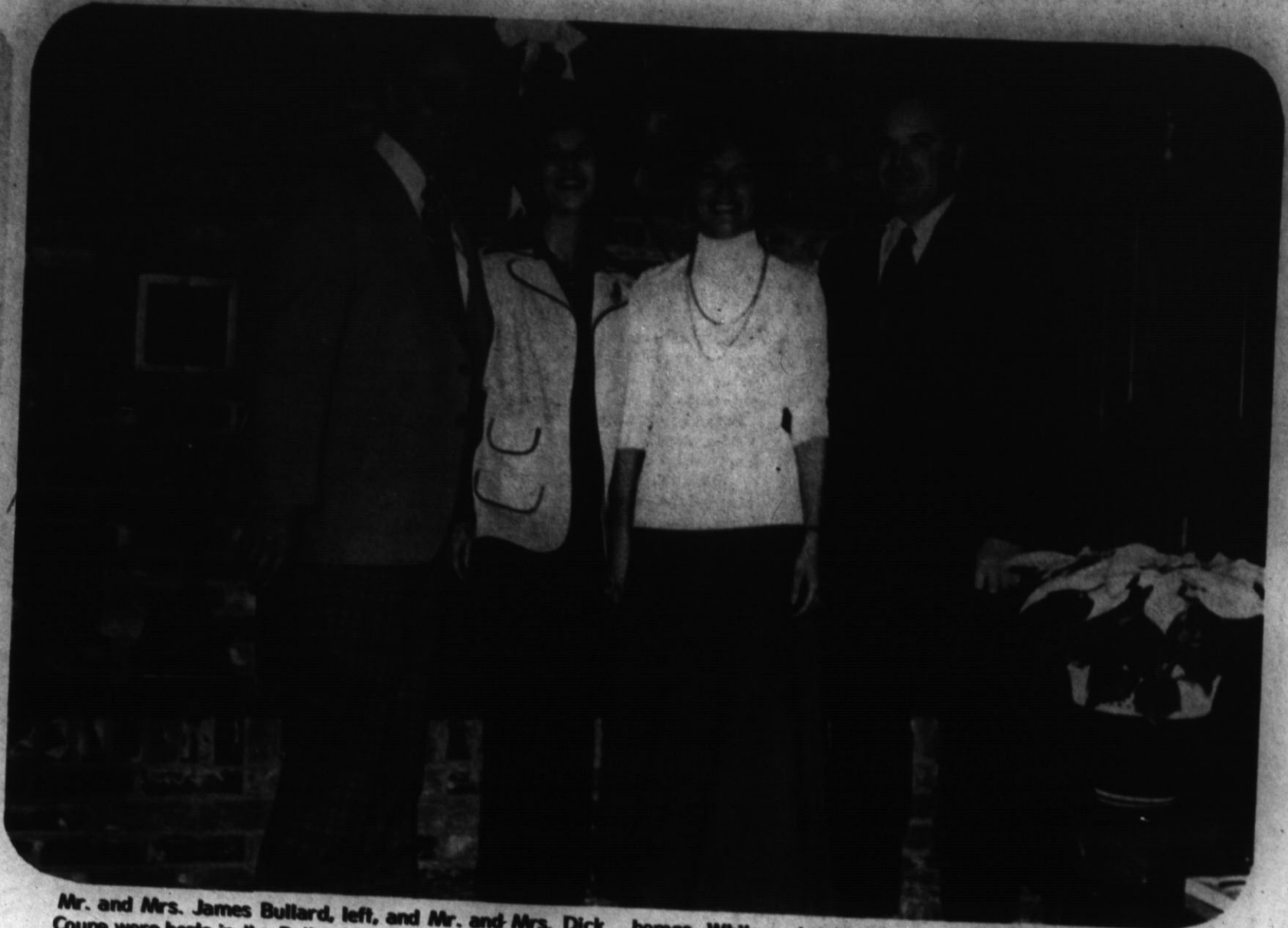
VITAMIN C
SQUIBB 100 MG 79¢

LIQUID DOUCHE
SUMMER EVE TWIN PACK 8-OZ. 83¢

SHOP Furr's MIRACLE PRICES



Mrs. R. L. Wilson (left), member of Pioneer Study Club, shows illustrations of Christmas in Mexico as program topic during a holiday luncheon Tuesday at the Country Club. A guest, Mrs. J.D. Niell (right), stands with Mrs. Wilson behind packages heaped for gift exchange.



Mr. and Mrs. James Bullard, left, and Mr. and Mrs. Dick Coupe were hosts in the Bullard home Thursday evening at one of the numerous holiday parties this weekend in Hereford homes. White and gold were emphasized decor like a gold sprayed wreath on the mantel and the white poinsettia on the table.

Local Homes Glitter With Gala Decoration



The Hereford Brand

Hereford, Texas, Sunday, December 15, 1974

Page 1C

(See stories on inside pages)

Children of the Keith Jordes helped their parents welcome guests to a First Day of Christmas party Friday night in their home on Harrison Highway. With Mr. and Mrs. Jorde (standing at right on back row) are daughters Ellen, Andrea and Maria, sons John and Paul.



Members of Velela Study Club were treated Tuesday evening to this selection of refreshments in the home of Mrs. Billy Wayne Sisson, who stands at left. Mrs. Frank Zinser directed the program.



Hosts at a party for stockholders of Easter Grain, Inc. and their wives Friday evening were Mr. and Mrs. Lloyd Schultz, Mr. and Mrs.

Harlan Barber. The Barber residence, 110 Rio Vista, was the scene.



Hostesses for Young Mothers Study Club yuletide luncheon chat in front of the stocking-hung fireplace in the Travis McPherson home. Welcoming guests at the event Tuesday evening are, from left, Mrs. Bud Thomas, Mrs. McPherson and Mrs. Eldon Howell.

Stories And Songs Make Club Program

Readings and music made up the Christmas program of Dawn Music Club when it met this week in the home of Mrs. Carl Wimberley with Mrs. Walter Lemons as co-hostess. The program began with reading of the Christmas story by Mrs. Edgar Sowell.

A parody on the well-known verses of Night Before Christmas, The Commercial Santa Clause was read by Mrs. Edgar Sowell. Piano Solos were "It's Beginning To Look Like Christmas," by Mrs. R.E. Curtsinger, and "Hark The Herald Angels Sing," by Mrs. Wimberley.

Mrs. R.T. Stewart sang the Christmas hymn, "O Holy Night," with Mrs. Wimberley as accompanist. Mrs. Alfred Smith

gave a Christmas Prayer and the entire group sang carols and the hymn of the month, "Angels From The Realms Of Glory." With resignation of Mrs. Gerald Parker as president, Mrs. R.E. Curtsinger was advanced from the vice presidency and Mrs. Stewart was named vice president for the remainder of this term.

Mrs. Lemons was appointed choral director. Plans were made to play hosts in February to the birthday party for residents of Westgate unit at Kings Manor, and Mrs. Stewart will be program chairman. Gifts were exchanged and refreshments served in the social period.

Miss DeGraff Given Shower

A bridal shower honored Brenda Brock DeGraff, Dec. 27 bride-elect of John Thomas Lindsey Jr., recently in the REA Medallion Room.

The honoree greeted guests wearing a lime green gown and a corsage of red carnations trimmed in green.

Guests were served cake and punch from a table decorated with Christmas greenery and red ribbons.

Hostesses were Meses Jerry Valdez, Arnulfo La Fuente, C. Burke and C.F. Homfield. Approximately 30 guests attended the event.



Club Party Hostesses

Lone Star Study Club had its Christmas party this week in the home of Mrs. G.W. Newsom, right, and part of the program was an exchange of gifts from a sparkling tree. Hostesses were members of the social committee: Mrs. Gaston Baer, seated right, chairman; Mrs. C.B. Wombie and Mrs. Hardy Benson.

Small Talk

By SUE COLEMAN

THIS THE season, I understand, for pheasant hunting, for being jolly, and for deadlines. That last phrase seems a bit jolting, but from announcements that have been reaching us in quantity this weekend it's apparently a fact.

Firstly, tomorrow is the deadline for entering the Holiday Lighting Contest the C of C Women's Division is sponsoring.

There will be prizes for neighborhood or block displays as well as home lighting, and for those not the athletic type who can climb roofs and trees to place lights, more prizes for best decorated doorways and windows.

Wednesday noon is the deadline for getting your name on the community Christmas greeting that will fill a page of The Brand's Christmas edition next Sunday. You can do so by making a donation to Hereford Medical Auxiliary's fund for buying special hospital equipment and giving a scholarship.

Next deadline is Friday, for girls who are to take part in the Miss Hereford Pageant Feb. 15. High school girls, that is; college coeds are permitted to enter during Christmas holidays.

Girls who are sort of thinking it might be nice to be in the pageant, but are not sure just what it entails, are urged to talk it over with Bunny Watts or Wynelle Robinson right away.

AS FOR the other seasons, the hunters will no doubt make the most of theirs, and the jollification is in full swing with more holiday parties than we've heard about in Hereford. You don't even have to belong to a club, although clubs are doing their share of entertaining.

It's not easy for us to keep up with all the parties but it's fun getting to those we can and taking pictures for The Brand. Like those at the James Bullard home Thursday night, at the Keith Jordan and the Harlan Barbers Friday, the Hugh Clearmans Saturday, and still more ahead.

WHO'S Who Among Students in American Colleges And Universities (a fine organization but I do wish they'd get a shorter name) has as a newly elected member Diana Zinser, junior from Hereford at West Texas State, and daughter of Mr. and Mrs. Frank Zinser Jr. who lives west of the city.

ANOTHER Hereford student, Steve Loerwald, has joined Tau Kappa Epsilon fraternity at Southwest Texas State U. He is the E.H. Loerwald's son, a freshman journalism major at the San Marcos school. In Hereford High he was known as

a member of football and baseball teams and lieutenant governor of the Key Clubs. His family lives at 715 Blevins.

SOME weight-conscious people facing the eating season with apprehension may take courage from the record just chalked up by the TOPS Club here, which has weight loss as its members' main purpose. When 16 members weighed-in at the meeting this week after Thanksgiving meals, nobody had gained and there was a net loss of 25 1/2 pounds.

Mrs. Aubry Vandever was the best loser in November, dropping 7 1/2 pounds (maybe no whipped cream on her pumpkin pie) and Mrs. Arthur Blackburn was congratulated by fellow members as she reached her weight goal.

Buck Wards Honored At Reception

Mr. and Mrs. Buck Ward, east of Hereford, celebrated their Silver Wedding anniversary with friends and relatives Saturday afternoon in Pioneer Natural Gas Flame Room.

Mrs. Ward, Helen Rhodes before her marriage Dec. 31, 1949 in Clovis, N.M., is the daughter of Mr. and Mrs. A.A. Rhodes and Ward's parents are Mr. and Mrs. Jack Ward Sr.

Ward is employed by E.C. Reinauer Farms.

Children and grandchildren of the couple were hosts at the reception. They included Mr. and Mrs. Allen Dale Ward, Mr. and Mrs. Ricki Ward and Arick Shane, Mr. and Mrs. Ramon Rodriguez and Timmy and Ray, Mr. and Mrs. Micki Ward and Mr. and Mrs. Pat Green and Jan and Lori of McAlister, Okla. Approximately 50 guests were present.

Wyche Club Has Guests At Luncheon


Holiday entertainment for Wyche Extension Club was a luncheon and gift exchange Wednesday afternoon in Mrs. L.B. Worthan's home. Mrs. E.C. Hewitt Jr. read the Christmas story from St. Luke's Gospel; Mrs. J.H. Holden told another story and gave the prayer.

Mrs. Carroll Newsom directed games in a Christmas theme. Packages for the exchange were placed under a gaily decorated tree.

Guests for the party were Floy Hart, Nona Duncan of Dimmitt, Mrs. Roy Shipp, Mrs. Tom Draper and Mrs. Cecil Hart.

Members present included Meses Paul Jones, Charles Packard, Bob Thuett, Lee Hellman, Norman Hodges, Wayne Jones, Frank Duncan and H.L. Ward.

Another Christmas idea is to have a wreath made of wrapped candies near your back door for little neighbors who play with you children.



Daniel Green
LEISURE

For Christmas Giving

Choose from Daniel Green's collection of footwear fashions, in a rainbow of kicky, new colors. Pick a pair for someone you love.

CARPETBAGGER

• White Multicolor \$10⁰⁰

Gattis Shoe Store
In Sugarland Mall

Open Late Every Night Until Christmas

Turkeys First In Economy

Turkeys are in abundant supply this year and can be the mainstay of holiday meals. Marilyn Haggard, foods and nutrition specialist with the Texas Agricultural Extension Service, The Texas A&M University System, reported this week.

"Most turkeys are marketed as frozen whole birds, but chilled turkeys are sometimes available too. Also halves, quarters, parts and steaks are on the market.

"Boneless turkey roasts and boneless turkey rolls are popular conveniences. They're sold in all white meat, all dark meat, or a combination of both," she said. Poultry should be kept frozen until time to thaw or cook. Turkeys can be thawed in the refrigerator in the original wrapping, or lightly covered with waxed paper if unwrapped.

Time required to defrost a turkey in the refrigerator follows: 4-12 lbs: 1-2 days, 12-20 lbs: 2-3 days, 20-24 lbs: 3-4 days.

Roasting is one of the most popular methods of preparing turkeys. At 325 degrees F. cooking times are: 8-12 lbs: 3 1/4-4 1/2 hrs., 12-16 lbs: 4 1/2-5 1/2 hrs., 16-20 lbs: 5 1/2-6 1/2 hrs., 20-24 lbs: 6 1/2-7 hrs.

AS FOR the other seasons, the hunters will no doubt make the most of theirs, and the jollification is in full swing with more holiday parties than we've heard about in Hereford. You don't even have to belong to a club, although clubs are doing their share of entertaining.

UNDECIDED? GIVE AN ANTHONY'S GIFT CERTIFICATE



Give her...

HOLIDAY RED
By RUSSELL-NEWMAN

These Holiday Red gift ensembles are made of 100% Dupont Nylon Tricot. So pretty to look at, so easy to wear... she will love 'em.

- A. Pajama in S, M, L and XL. **\$9.**
- B. Luxurious long gown with lace trim, button front and tie bow. S, M, and L. **\$8.**
- C. Matching short waltz length gown also available but not shown. S, M and L. **\$7.**
- D. Long robe with lace trim. S, M, and L. **\$11.**
- E. Matching short robe. S, M, and L. **\$9.**
- F. 3 pc. pajama set. Soft fleece study coat with quilted nylon tricot trim over over casual button front nylon tricot pajama. S, M, L and XL. **\$21.**
- G. Lace trimmed long pajama robe and gown set. S, M, and L. **\$20.**
- H. V-neck shortie with bikini pantie. SX, S and M. **\$7.**
- I. Bikini Pantie. S, M, L and XL. **\$1.50.**
- J. Reg. pantie S, M, L and XL. **\$1.65.**
- K. Quilted stuff S, M, and L. **\$4.**



"DEARFOAM" SLIPPERS

L. Soft cuddly warm too will be hers this winter in these Orton acrylic slippers by Dearfoam. White, Navy, Coral, Turquoise or Red. S, M, L and XL. **\$3.50 to \$4.**

M. 3 great styles in 6 great colors and all for a real low price. It's your choice in sizes S, M, L and XL. **2 PAIR FOR \$5**

DOWNTOWN & SUGARLAND MALL

NEW YEARS PARTY
Ramada Inn
Camelot Amarillo

Price Of Admission
Includes Champagne, Party Favors,
Hors-d'oeuvres, and limited number of
mixed drinks

Continuous Entertainment

\$17⁵⁰ Per Person
\$34⁵⁰ Per Couple
\$49⁵⁰ Includes Room For Night

373-8333

For Reservations

Two Daughters Earn Recent Recognition

Recent recognition of achievements of both their daughters has been learned by Mr. and Mrs. Grant Hanna of Route 4. Cynthia and Joette Hanna are graduates of Hereford schools and grew up in this community.

Cynthia, who has been County Home Economics Agent in Upshur County since September, is a selection for the 1974 Personalities of the South award and will have a biographical sketch included in the reference volume of that name, published by the American Biographical Institute.

While she was in high school she won numerous 4-H Club honors including choice as County Gold Star girl. She is now a member of various professional associations, is president of the Extension Chapter, TWU Alumnae and district vice president of Texas Home Economics Association.

Joette Hanna was a member of the first graduating class in medical records at TWU, receiving her BS degree in August, 1973. Like her sister, she was an outstanding 4-H Club member when she was in school here, and a college honor student.



Joette and Cynthia Hanna sisters win honors

Chapter Supper Is Holiday Event

A supper with the social committee as hostess entertained Alpha Iota Mu Chapter of Beta Sigma Phi Thursday evening in the home of Mrs. J.P. Jones, where Christmas greens and symbols added a holiday air to the living room.

Mrs. Phil Sciombato is chairman of the hostess committee, with Carla George, Linda Wilhite, Mmes. Johnnie Burkhalter, Ron Davies, Kenneth Glenn and Floyd Neill as other members.

Each member brought a dish for the supper. Afterward the group sang carols and Santa Claus appeared to preside for the exchange of gifts by secret sisters in the chapter.

Alpha Iota Mu will end the year with a special Christmas program at 7:30 p.m. Thursday at Community Center. Members will exchange homemade candy and cookies.

Present for the party were pledges, Mrs. Darwin Muen and Dixie Ford, and other members, Mmes. Clyde Whitaker, Fred Ruland, Jerry LaFrance, Cov Mason, Gerajd Sledge, Chick Holbert, Bill Drake and Jimmy Bell; also Phyllis Gerdsen and Betty Barrett.

CALENDAR OF EVENTS

- MONDAY**
- El Llano Study Club progressive Christmas dinner starts at home of Mrs. Jim Bookout, 7:30 p.m.
 - Kappa Iota Chapter of BSP Sorority, Christmas party with husbands, home of Mrs. George Muse, 7:30 p.m.
 - Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
 - Odd Fellows Lodge, IOOF Hall, 8 p.m.
 - GED tests in board room of school administration building, 8:30 a.m.
- TUESDAY**
- Xi Epsilon Chapter of BSP Sorority, home of Mrs. C.D. Fitzgerald Jr. at Dimmitt, 7:30 p.m.
 - AAUW, Community Center, 7:30 p.m.
 - Avenue Baptist Radiant Servants Class Christmas salad supper, home of Mrs. Dick Mason, 7 p.m.
 - Rebekah Lodge, IOOF Hall, 8 p.m.
 - Hereford TOPS Club, Community Center, 9 a.m.
 - BPOE Lodge, Elks Hall, 8:30 p.m.
 - Weight Watchers Club, First Baptist Church, 6:30 p.m.
 - GED tests in board room of school administration building, 8:30 a.m.
- WEDNESDAY**
- Noon Lions Club, Civic Club Center, noon.
 - Deaf Smith County Museum, open to the public free of charge, 2 to 5 p.m.
 - Story hour for preschool children, Deaf Smith County Library, 3 to 3:30 p.m.
 - Knights of Columbus, KC Hall, 8 p.m.
- THURSDAY**
- L'Allegre Study Club coffee and gift exchange, Home of Mrs. Terry Caviness, 9:30 a.m.
- FRIDAY**
- Merry Mixers Square Dance Club, Community Center, 8 p.m.
 - Duplicate Bridge Club, 309 Western, 7:30 p.m.
 - Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
- SATURDAY**
- Story hour for children, grades 1 through 4, Deaf Smith County Library, 10 until 11 a.m.

Bob Clark's To Observe Anniversary

The Silver Wedding anniversary of Mr. and Mrs. Bob Clark of Friona, who were Hereford residents until 1970, will be observed as their children are hosts for a reception from 2 to 4 p.m. Dec. 29 in Hereford State Bank Friendship Room.

Friends of the couple are invited by Steve Clark of Hereford, Deborah Clark and Mr. and Mrs. Alan D. Clark of Enid, Okla., David, Bob and James Clark of Friona who will act as hosts. The honored couple also has two grandchildren.

Hereford was the scene of the marriage of Bobbie Lou Evans and Bob Ray Clark Dec. 29, 1949. Clark is now branch manager of Big T Pump Co. at Friona.

Bags Make Nice Gifts

It's smart fashion appeal that makes the leather handbag a special holiday gift, one clothing specialist suggested this week.

She's Merlene Odie, with the Texas Agricultural Extension Service, The Texas A&M University System.

"The leather handbag has always conveyed taste, consideration and affection, and this season's choices are bigger than ever—in smooth, sueded, grained, waxy, embossed and real patent leathers."

"Genuine American Leather" tags signify quality and durability, but beware of imitation leathers at genuine leather prices, she cautioned.

"Look for shoulder bags that double as purse with adjustable straps for more versatility."

"Also, richly colored leathers featuring pockets, weaving and exclusive decorations contribute to the wide collections in handbags, satchels, and 'shopping bag' totes."

"For evening wear there are underarm clutch, envelope, and petite box bags featuring jewelry, decorative frames and gold and silver closings."

Economic protests in Israel are continuing.

HEREFORD HARDWARE'S

"Selling-Out" SALE

CONTINUES!

8 More Days With Even Greater Savings.

50% OFF! ALL FRANCISCAN EARTHENWARE (Sets and open stock)

Also All Franciscan Madeira Crystal Stemware

50% OFF

- All Club Aluminum Cookware
- All Westbend Teflon
- Cosco Utility Tables
- Hobby Supplies and Jones-Blair Paints
- Table of Misc. Items
- Blue Lustre Shampoo and Bags
- Tarps (12x14) (8x10) (10x16) (6x8) (12x18)

30% OFF

- Pyrex
- Corolle
- Corning Ware
- Stainless Steak Knives
- Chop Boards
- Electric Appliances (Gridle, Electric Frypan, Perculators, Waffle Irons, Blenders, Mixers, Fondue Pots, Popcorn Poppers, West Bend Quick Drip Coffee Maker, Electric Knives, Clothes Steamers, Hair Dryers, Clocks, Deep Fryers, Crock Pots, Bean Pots, Pizza Warmer, Irons, Toaster Ovens)
- All Kitchen Gadgets

40% OFF

- All West Virginia and Libby Glassware
- Brass Items
- Chrome Items
- Viking Glass
- Wooden Ware
- Wine Fountain
- Fondue Sets (Chrome and Colored)
- Bar Ware
- All China & Crystal
- Wrought Iron Items
- Rubber Maid
- Coffee Mugs
- All Cookie Jars and Canister Sets
- Coffee Server
- Wilton Armentak (Imitation Powder)
- Betty Crocker Cookbooks

30% OFF

- Tool Boxes
- Knives
- Light Bulbs
- Cleaning Brushes
- Mail Boxes
- Electrical Supplies
- Step Ladders
- Water Jugs
- Igloo Water Cans
- Hand Tools
- Hasps, Hinges
- Come Alongs
- Lunch Boxes
- Garden Hose
- Heat Tape

40% OFF

- Gloves
- Plumbing Supplies
- Cleaning Supplies
- Calking, Bull Dog Tape
- Locks
- Elmers Glue
- Ice Cream Freezers
- Dust and Wet Mops
- Turf Magic Fertilizer
- Fireplace Screen, Andirons
- Baby Swings
- Valves, Faucets
- High Carbon, Steel Bolts
- Machine Bolts Carriage Parts

Put a little serendipity into her life...

These exquisite diamond rings, all set in 14K gold, are part of a special collection, limited to 12 designs only. Each ring is a sparkling tribute to quality, inspired design, and outstanding value.

If there's someone special in your life, one of these rings can add something special to her life.

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20% OFF THIS SELECTION

KESTER'S JEWELRY

Across From The Post Office In Downtown Hereford

REGISTRO PARA LA DOCTRINA CRISTIANA SEMESTRE DEL INVIERNO

SAN JOSE-LA COLONIA SAN JOSE

DOMINGO 15 DIC. 1974

10:00 A.M. - 11:00 A.M.

EN LA ESCUELA VEA SRA. Ma GARCIA

15 DIC. '74

REGISTRATION FOR CHRISTIAN DOCTRINE CLASSES

LA MISION DE SAN JOSE-COLONIA JAN JOSE

S.W. of CITY

SUNDAY DECEMBER 15, 1974

10:00 A.M. - 11:00 A.M.

IN THE SCHOOL

SEE MRS. MARIA GARCIA

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It was announced that refreshments and a visiting hour will follow caroling.

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Also a Feast of Holy Innocents will be Dec. 28 with a folk mass at 8:30 a.m. and a continental breakfast and showing of a Right To Life film sponsored by the Catholic Youth Organization.

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During the business session, reports were given on the recent foil craft day in which 16 women participated, and on the Right To Life bake sale.

Joy To The World was the program presented by St. Anthony's Bluebird group under the direction of the leader Mrs. Allen Evers. The girls are

working on a service project to receive their starbird patch. Hostesses included Mmes. Larry Walterscheid, Melvin

and Arnold Fangman. The Rev. Bernard McGarry was recognized among the 22 members present.

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"The majority of teenagers will never shoplift—but about one in 20 teens will," Irene Carrington, with the Texas Agricultural Extension Service, The Texas A&M University System, said.

She pointed out that teens who do shoplift don't usually steal because of actual need.

"They steal for kicks, to win peer acceptance, get attention, or to support a drug habit. Others shoplift because of compulsion, psychological problems or for revenge against the establishment."

Figures show the majority of teenage shoplifters are females from middle and upper income families, she reported.

"Most teens don't consider shoplifting a serious offense. They don't realize they will probably be punished if they are caught. Young people 17 or older can be arrested, prose-

cut and can have permanent record for their theft. That kind of record could make it difficult to find a good job or get into college," she reminded.

Even if a young person does not shoplift himself, he may be tempted to accept or buy gifts from teens who do shoplift. But if caught with property he knows is stolen, a teenager may be prosecuted.

Youths under 17 caught shoplifting would be subject to the juvenile court processes, Miss Carrington said.

"Shoplifting is a problem in many Texas communities. Admitting that the community has a problem is the first step to changing the situation."

"Any young person may shoplift. Whether or not they do depends on their attitudes, the values they hold, what their peers are doing and how well they understand how serious the consequences of shoplifting can be for them," she said.

Rommel's son wins election as Stuttgart's mayor.



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A cheerful fire burned in the living room of the J.P. Jones home when Alpha Iota Phi Chapter of Delta Sigma Phi had its Christmas party there Thursday. Seated in front of the decorated mantel are social committee members who were hostesses: Mrs. Phil Schombert, chairman, seated left, and Carla George, Linda Wilkins, Mmes. Johnnie Burkhart, Kenneth Glenn and Ron Davies.

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Amidst the holiday decorations, Cubmaster Bobby Byers presented Incent badges to the following: Michael Mullins, Amos Gallardo, John Smith, Rosalie Terry, June Medina, Clarence High and Bobby Bradley. Bobby also received a recruiting badge and assistant denner cord with Amos earning a denner cord.

Wellie awards went to Sherman Wilson, Tim Riley and Greg Carter, engineer; David Ludwig, engineer and denner; Tim Carroll, engineer and assistant denner; Duilio Rodriguez and Ray Vera, engineer and assistant; Victor de la Cruz, Incent, artist, athletic and engineer.

TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown

BIBLE VERSE

"His name shall be called Wonderful, Counsellor, the Mighty God, The Everlasting Father, the Prince of Peace."

1. Who wrote the above words?
2. Of whom was he speaking?
3. How long before the birth of Christ were these words spoken?
4. Where may this verse be found?

Answers To Bible Verse

1. Isaiah the prophet.
2. Jesus Christ, the long promised Messiah.
3. More than four hundred years B.C.
4. Isaiah 9:6.

Joyce's Journal

Good Food Helps Make Merry Holidays

by Joyce Shipp

With the holiday season in full progress, we turn our thoughts to friends and relatives. We also think of preparing good food and just enjoying the holidays. We'd like to share some of our favorite recipes with you.

- SPICED TEA**
1 1/2 c. sugar
1 c. cinnamon stick
1/4 t. cloves
1 qt. water
Mix and bring to a boil. Boil 10 minutes. Add 1-6 oz. can frozen lemonade, 1-6 oz. can frozen orange juice, 1 qt. prepared tea. Serve hot.
- HOT CRANBERRY TEA**
2 1/2 c. pineapple juice
2 c. cranberry juice
1 T. whole cloves
1/4 t. whole allspice
2 sticks cinnamon, broken into pieces
1/2 c. brown sugar
1/4 t. salt
Four juices into coffee pot; fill up to 10-cup mark with water. Add cloves, allspice, cinnamon, sugar and salt to filter. Let run through perking cycle. Additional sugar may be added if desired. Serve hot.

Ceramic Art Club Gives Yule Party

Ceramics decorated in Christmas theme featured the holiday party dress in the home of Mrs. Lloyd Kirkby Wednesday, appropriately since the guests were Ceramic Art Club members.

Mrs. Earl Brookhart and Mrs. Quenton Martin were hostesses with Mrs. Kirkby for a luncheon and gift exchange. Secret club pals exchanged gifts, and names were drawn for other gifts.

Present were Mmes. Ben Greider, Leona Sovey, O.H. Culpepper, Curtis Wright, Bright Ham, W.S. Pruitt, J.W. Stengel, W.C. Hromas and Charles Springer.

Small boy scowling over report card to Dad: "Naturally I seem stupid to my teacher; she's a college graduate."

SUGARLESS GINGERBREAD
Mrs. Johnda Townsend
1 egg
1 c. syrup
1/2 c. boiling water
1/2 c. melted shortening
2 1/2 c. flour
2 t. cinnamon
2 t. ginger
1/4 t. salt
1 t. soda
Beat egg, stir in syrup then add boiling water. Sift spices, salt and soda with flour and add to liquid mixture, stirring well. Add melted shortening and beat until smooth. Bake 35 minutes in 9x12 inch pan in moderate oven.

CHICKEN A LA KING CASSEOLE
3 1/2 cups medium noodles
1 can cream of chicken soup
1/2 c evaporated milk
1 t. salt
1 1/2 c. shredded cheese
2 c. diced cooked chicken or turkey
1 c. celery slices
1/4 c. diced green pepper
1/4 c. diced pimento
Buttered bread crumbs
Cook noodles in boiling salted water till tender; drain. Form in nest in greased 2-quart casserole. Mix soup, milk, and salt; heat, stirring constantly. Add cheese; stir till melted. Add remaining ingredients except the bread crumbs; pour over noodles. Top with crumbs. Bake uncovered in hot oven (400 degrees) about 20 minutes. Makes 6 servings.

RECIPE FOR LIVING
Take 2 heaping cups of patience,
1 heart full of love,
2 hands full of generosity,
A dash of laughter, and
1 head full of understanding.
Sprinkle generously with kindness, add plenty of faith and mix well. Spread over a lifetime and serve everybody you meet.

Home is not just a place where we eat and sleep, but it is the endearing dwelling place where all of us seek domestic love, happy and cherished family life, rest, peace and shelter from the outside world. But home life is often neglected.

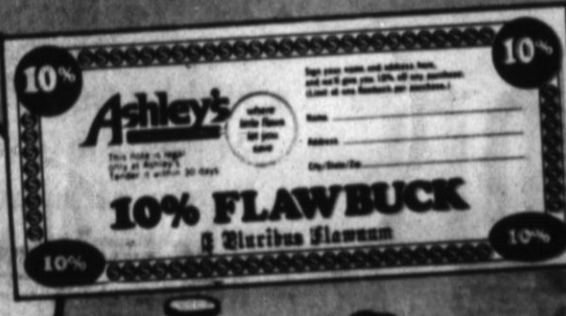
We hear at the County Extension Office, have enjoyed working with you throughout the year. You are our friends; you've supported us and have believed in us. We appreciate your confidence greatly. We're looking forward to working with you next year.

Over 500 Watches to select from
COWAN JEWELERS
Downtown

23rd ANNIVERSARY AT COWAN JEWELERS Downtown

Fill your stockings. Without emptying your pockets. Shop Ashley's

Buy a gift, get a gift \$10 worth of Christmas shopping at Ashley's gets you a Flawbuck. A nifty certificate that gets you 10% OFF your next purchase.



Get the best. For a whole lot less. Ladies' Fleece Robes Just \$8.97 Made to sell for \$15 to \$21

A beautiful way to wrap up for winter. Fleece or acrylic pile in solid colors. Choose from button fronts, zipper fronts or wrap styles. All machine washable.

A delightful gift Ladies' Fancy Nightgowns \$3.97 Made to sell for \$7 to \$9

Lush nylon tricot. Long or walk length. Solid colors and prints. Sizes 10-18.

For the great times ahead. Ladies' Polyester Separates \$4.97 to \$12.97

Made to sell for \$9 to \$25. Mix 'n match our greens—plaid, tweed and solid. Coordinated blazer, shirt-jac, cuffed or non-cuffed slacks and solid color rib knit top. Sizes 10-18.

Great buys. Ladies' Knit Slacks \$2.88 Made to sell for \$8 to \$10

Easy-to-fit pull-on style. In double knit polyester, acrylic, nylon. Assorted colors. Sizes 8-18.

Super savings. Up to 77% Boys' Sweaters 2 for \$5

Made to sell for up to \$10.99. Zippered cardigans. Buttoned cardigans. Turtle necks. Crew necks. All in machine washable acrylic knit. With the look of wool. Sizes 8-20.

Save up to 51% again. Girls' Long Quilted Robes \$3.88

Made to sell for up to \$7.99. Soft nylon tricot, with polyester fill. Washable! Smart solid colors. Sizes 7-14.



SUGARLAND MALL Open Every Night Till Christmas Open till 9

Little flaws affect price, not usability. That's why we guarantee satisfaction. Or your money back.

where little flaws let you save

Santa Says Shop Hereford



Compliments of The Hereford Brand

The Hereford Brand, Hereford, Texas, Sunday, December 15, 1974

Sunshine Club's Party Is Given

Games, carols and a buffet supper, all tuned to the Christmas theme, entertained Sunshine Club members in the home of Mrs. Ernest Flood Sr. this week. Sara was a visitor to distribute gifts which revealed identity of secret pals in the club.

Elmer Jones directed games and the group sang carols, then talked informally in the beautifully decorated rooms.

Good advice: Be careful with Christmas tree decorations in your home and you might avoid a serious disaster.

Mrs. Mike Koelzer and Mrs. ...

Officers for a new term were elected in Tanda-Wahnka Campfire group this week. Amy Griffin was named president. Michele Burfield vice president. Marilyn Osborn secretary. Vickie Cospser will serve as reporter for the term, Tina Watson song leader and Eva Johnson assistant song leader. Also present were Cynthia Lady, Michelle Osborn, Allyson Thomas, Jan Bruns, Cozette Moore, Misty Gordon, Shellee Richie, Kelly Kofford, Sherri Ellis, Sharon Mitts, Melanie Peeler and the leaders, Mmes. Charles Burfield and Bud Thomas. Eva Johnson served refreshments.

Christmas decorations were completed by members of If-Ta-Yo Campfire group at their meeting Monday afternoon in campfire lodge.

Leaders Mrs. A. T. Griffin and Mrs. Dwaine Walker directed the project.

Members present were Jennifer Griffin, Kerry Hacker, Tania Willson, Lynette Rhoten, Becca Gibson, Karla Driskill, Linda Walker, Laura Martin.

Also Lynn Garrett, Janelle Coupe, April Holly, Sherri Whitaker, Lesley Metz, Brenda Brown and Karen Drake.

Ma-We-He-Ya Horizon group were hosts to the Happy Face Bluebird group Wednesday afternoon at Community Center.

The Horizon girls are working on their Whoelo medallion and the third grade girls from Bluebonnet Elementary School are currently working on their service project.

At the meeting, members made Christmas decorations to be donated to the special education class at Shirley Elementary School and to Mental Health Mental Retardation Center for their open house today.

Christmas decorated cookies and punch were served to members present by the Horizon's leader, Jane Duggan.

Victory Class Has Christmas Party

A Christmas theme was used to decorate the home of Mrs. Bill Wall when Victory Sunday School Class of Avenue Baptist Church met Thursday night for their Christmas party.

Mrs. Johnie Townsend, class instructor, read the devotional entitled Look At Christmas, before members played games directed by Mrs. Wall.

A gift exchange followed and members presented Mrs. Townsend a special gift.

Members present were Mmes. Herman Hendrix, Jim Noyes, Carl Alford, Carlyle Sargent, C.E. Coleman and James Welch.

The Department of Transportation has established a new automobile safety belt reminder system to replace the interlock system banned by Congress. The new system consists of a visual "Fasten Seat Belt" signal.

Miss Faubion To Marry

Miss Sherry Gale Faubion, daughter of Mr. and Mrs. Roy D. Faubion of 107 Westhaven Drive, and Michael Neal Wilson, son of Mr. and Mrs. Vernon Wilson of Route 5, will marry in early January.

The bride-elect is a freshman student at West Texas State University and is a 1974 graduate of Hereford High School. The prospective bridegroom is employed by Western Pump & Equipment Co. He has served in the U.S. Armed Forces and is a 1969 HHS graduate.

Museum To Host Two Open Houses

Second of two Sunday afternoon open house periods at Deaf Smith County Museum, with all teachers and school administrators of Hereford, Walcott and St. Anthony's Schools invited, is scheduled from 2 to 5 p.m. today.

Officers and board members of the County Historical Society will be hosts for the special visiting hours.

Mrs. Henry Sears, president, has announced that the occasion is planned to inform school personnel of teaching resources available in the museum, which emphasizes the history of Deaf Smith County from days when only Indians inhabited the Texas Plains.

In addition, special exhibits show a typical general store of years ago, and as the latest display, a replica of a small church with items from most of Hereford's early churches.

Harman's SUGARLAND MALL AND DOWNTOWN

Donovan-Galvani



SOFT LOOK... SOFT COLOR. D-G's separates are 100% double knit polyester in a lovely big over-size plaid in pastel blue with pale pink... a new look for the holidays or winter resorting.

Jacshirt \$39⁰⁰ Pants \$21⁰⁰

Wrap up her Christmas with warm and wonderful gifts like these.



Dani's "BRIGHT LIGHTS"
Vibrant color iced with bands of white lace between rows of tucks. Lively in Antron® III anti-static nylon tricot. Coordinating Arnel® nylon fleece robe. Colors: Fire Red, Royal

Dani's "COZY MATES"
Cuddly and soft in brushed acetate/nylon, all with warm quilted yokes, framed with white lace and multi-color polyester braid. Coordinating Arnel®/nylon fleece robe with concealed zipper. Colors: Raspberry, Sky Blue

Dani's "ANGELICA"
Elegance in brushed acetate/nylon, crowned with newly shaped satin applique ecru lace yokes. Coordinating zipper front robe of Arnel® nylon fleece. Colors: Pink, Blue

Dani's "BUTTERFLY"
Full, flowing... applique with white satin butterflies, satin piped and sashed. In Antron® III anti-static nylon tricot. Colors: Flame, Hot Turquoise

Labels on dresses: Long Pant P.I. with Foot \$12⁵⁰, Grammy Gown \$8⁵⁰, Long Fleece Robe \$24⁰⁰, Dream Shift Gown \$7⁵⁰, Long Gown \$7⁵⁰, Long Fleece Robe \$9⁵⁰, Baby Doll with Bikinis \$9⁰⁰, Long Gown \$10⁵⁰, Granny Gown \$11⁵⁰, Long Fleece Robe \$26⁰⁰

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Products of Longines-Witnauer Watch Company



What a lovely way to wear time!
A timepiece and a conversation piece. Beautifully detailed with gold-tone case and matching rope-pattern chain. Fine Roman numerals. And the reliable 17-jewel Witnauer movement.

COWAN JEWELERS
Downtown

Member American Gem Society

Beautiful - Selection Lingerie AND GIFT ROBES



Both Stores

Free Gift Wrapping

Labels on dresses: Dream Shift Gown \$8⁵⁰, Long Gown \$10⁵⁰, Baby Doll with Bikinis \$9⁰⁰, Granny Gown \$11⁵⁰, Long Fleece Robe \$26⁰⁰

center stage
DIVISION OF SUE ANN, INC.

VARIOUS ON A THEME IN ENCRON. Choose your own special look from three by Center Stage. Each Trio of separates become totally different looks when Center Stage coordinates in double knits of 100% Enoron polyester, the fiber that lives. Left: Yellow/white solid shirt, yellow pant and yellow mock turtle shell. Center: Solid blue shirt, blue/natural plaid pant and blue shirt. Misses & to 18 sizes

\$25⁰⁰ Shirt Jac \$23⁰⁰ Shirt Jac
\$17⁰⁰ Pant \$17⁰⁰ Pant
\$11⁰⁰ Mock Shell \$16⁰⁰ Shirt

GIFT WRAPPED FREE

USE YOUR BANK AMERICARD OR MASTER CHARGE



GOLD SLIDES by Bertlyn \$80⁰⁰

HARMAN'S
DOWNTOWN & SUGARLAND MALL

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a denner cord. Wolf badges were presented to Max Scott, Terry Hodges and Toby Torres, also recipient of a silver arrow.

One year pins were awarded to Jerry Baker, Keith Birdwell, Brendon Wylly, Charlie Torres, Jeffrey Strain, Ronald Kirby, Ernesto Rodriguez and Craig Jones, who also earned a recruiting badge.

Webelo awards went to Shannon Wilburn, Tim Riley and Greg Carley, engineer; David Bridges, engineer and denner; Tim Carroll, engineer and assistant denner; Basilo Rodriguez and Roy Vera, engineer and aquanaut; Victor De La Cerda, bobcat, artist, athletic and engineer.

BIBLE VERSE

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- Who wrote the above words?
- Of whom was he speaking?
- How long before the birth of Christ were these words spoken?
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Little flaws affect price, not wearability. That's why we guarantee satisfaction. Or your money back.



where little flaws let you save

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Santa Says

Shop Hereford



Compliments of

The Hereford Brand

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by Joyce Shipley

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- 1 1/2 c. sugar
 - 1 cinnamon stick
 - 1/4 t. cloves
 - 1 qt. water
- Mix and bring to a boil. Boil 10 minutes. Add 1-6 oz. can frozen lemonade, 1-6 oz. can frozen orange juice, 1 qt. prepared tea. Serve hot.

BUTTERMILK PRALINES

- 2 c. sugar
 - 1 c. buttermilk
 - 1/4 t. soda
 - 1/4 c. oil
 - 1/8 t. salt
- Boil 2 minutes and add 2 c. shelled pecans. Boil to soft ball stage. Beat carefully and when it begins to sugar drop by tablespoonsful on waxed paper.

HOT CRANBERRY TEA

- 2 1/2 c. pineapple juice
- 2 c. cranberry juice
- 1 T. whole cloves
- 1/2 t. whole allspice
- 2 sticks cinnamon, broken into pieces
- 1/2 c. brown sugar
- 1/4 t. salt

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-News, Dallas.

PEANUT PATIES

- 2 c. sugar
 - 1/2 c. light corn syrup
 - 1/2 c. milk
 - 1/4 c. water
 - 2 1/2 c. raw peanuts (Shelled)
 - 3 drops red food color
- Put sugar, corn syrup, milk and water in pan. Bring to a boil. Add half the peanuts and gradually add rest of peanuts. Boil for a few minutes, until soft ball stage.

Remove from burner. Add food coloring and vanilla. Beat until it begins to lose its gloss or begins to get thick. Drop quickly by spoonful on foil.

SUGARLESS GINGERBREAD

- Mrs. Johnde Townsend
- 1 egg
- 1 c. syrup
- 1/2 c. boiling water
- 1/2 c. melted shortening
- 2 1/4 c. flour
- 2 t. cinnamon
- 2 t. ginger
- 1/4 t. salt
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Beat egg, stir in syrup then add boiling water. Sift spices, salt and soda with flour and add to liquid mixture, stirring well. Add melted shortening and beat until smooth. Bake 35 minutes in 9x12 inch pan in moderate oven.

CHICKEN A LA KING CASSEROLE

- 3 1/2 cups medium noodles
 - 1 can cream of chicken soup
 - 1/2 c. evaporated milk
 - 1 t. salt
 - 1 1/2 c. shredded cheese
 - 2 c. diced cooked chicken or turkey
 - 1 c. celery slices
 - 1/2 c. diced green pepper
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 - Buttered bread crumbs
- Cook noodles in boiling salted water till tender; drain. Form in nest in greased 2-quart casserole. Mix soup, milk, and salt; heat, stirring constantly. Add cheese; stir till melted. Add remaining ingredients except the bread crumbs; pour over noodles. Top with crumbs. Bake uncovered in hot oven (400 degrees) about 20 minutes. Makes 6 servings.

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Good advice: Be careful with Christmas tree decorations in your home and you might avoid a serious disaster.

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Vickie Cosper will serve as reporter for the term, Tina Watson song leader and Eva Johnson assistant song leader.

Also present were Cynthia Lady, Michelle Osborn, Allyson Thomas, Jan Bruns, Cozette Moore, Misty Gordon, Shellie Rickie, Kelly Kofford, Sherri Ellis, Sharon Mitts, Melanie Pecker and the leaders, Mmes. Charles Burfield and Bud Thomas. Eva Johnson served refreshments.

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Leaders Mrs. A.T. Griffin and Mrs. Dwayne Walker directed the project.

Members present were Jennifer Griffin, Kerry Hacker, Tania Willson, Lynette Rhoten, Becca Gibson, Karla Driskill, Linda Walker, Laura Martin.

Also Lynn Garrett, Janelle Coupe, April Holly, Sherri Whitaker, Lesley Metz, Brenda Brown and Karen Drake.

Ma-We-He-Ya Horizon group were hosts to the Happy Face Bluebird group Wednesday afternoon at Community Center.

The Horizon girls are working on their Wohelo medallion and the third grade girls from Bluebonnet Elementary School are currently working on their service project.

At the meeting, members made Christmas decorations to be donated to the special education class at Shirley Elementary School and to Mental Health Mental Retardation Center for their open house today.

Christmas decorated cookies and punch were served to members present by the Horizon's leader, Jane Duggan.

Victory Class Has Christmas Party

A Christmas theme was used to decorate the home of Mrs. Bill Wall when Victory Sunday School Class of Avenue Baptist Church met Thursday night for their Christmas party.

Mrs. Johnie Townsend, class instructor, read the devotional entitled Look At Christmas, before members played games directed by Mrs. Wall.

A gift exchange followed and members presented Mrs. Townsend a special gift.

Members present were Mmes. Herman Hendrix, Jim Noyes, Carl Alford, Carlyle Sargent, C.E. Coleman and James Welch.

The Department of Transportation has established a new automobile safety belt reminder system to replace the interlock system banned by Congress. The new system consists of a visual "Fasten Seat Belt" signal.

Miss Faubion To Marry

Miss Sherry Gale Faubion, daughter of Mr. and Mrs. Roy D. Faubion of 147 Westhaven Drive, and Michael Neal Wilson, son of Mr. and Mrs. Vernon Wilson of Route 5, will marry in early January.

The bride-elect is a freshman student at West Texas State University and is a 1974 graduate of Hereford High School.

The prospective bridegroom is employed by Western Pump & Equipment Co. He has served in the U.S. Armed Forces and is a 1969 HHS graduate.

Museum To Host Two Open Houses

Second of two Sunday afternoon open house periods at Deaf Smith County Museum, with all teachers and school administrators of Hereford, Walcott and St. Anthony's Schools invited, is scheduled from 2 to 5 p.m. today.

Officers and board members of the County Historical Society will be hosts for the special

visiting hours.

Mrs. Henry Sears, president, has announced that the occasion is planned to inform school personnel of teaching resources available in the museum, which emphasizes the history of Deaf Smith County from days when only Indians inhabited the Texas Plains.

With most of the exhibits

made up of articles actually used in this county, there are replicas of rooms from pioneer homes, ranches, businesses and railroad.

In addition, special exhibits show a typical general store of years ago, and as the latest display, a replica of a small church with items from most of Hereford's early churches.

Harman's SUGARLAND MALL AND DOWNTOWN

Donovan-Galvani

SOFT LOOK... SOFT COLOR. D-G's separates are 100% double knit polyester in a lovely big over-size plaid in pastel blue with pale pink... a new look for the holidays or winter wear.

Wrap up her Christmas with warm and wonderful gifts like these.

Dani's "BRIGHT LIGHTS"
Vibrant color iced with bands of white lace between rows of tucks. Lively in Antron® III anti-static nylon tricot. Coordinating Arnel® nylon fleece robe. Colors: Fire Red, Royal

Dani's "COZY MATES"
Cuddly and soft in brushed acetate/nylon, all with warm quilted yokes, framed with white lace and multi-color polyester braid. Coordinating Arnel®/nylon fleece robe with concealed zipper. Colors: Raspberry, Sky Blue

- Jacshirt \$39.00
- Pants \$21.00
- Sleeveless Rib Knit Shirt \$13.00
- Jac Shirt \$39.00
- Pants \$21.00
- Shirt \$13.00

Beautiful - Selection

Lingerie AND GIFT ROBES

Dani's "ANGELICA"
Elegance in brushed acetate/nylon, crowned with newly shaped satin applied ecru lace yokes. Coordinating zipper front robe of Arnel® nylon fleece. Colors: Pink, Blue

Dani's "BUTTERFLY"
Full, flowing... appliqued with white satin butterflies, satin piped and sashed. In Antron® III anti-static nylon tricot. Colors: Flame, Hot Turquoise

center stage
DIVISION OF SUE ANN, INC.

What a lovely way to wear time!
A timepiece and a conversation piece. Beautifully detailed with gold-tone case and matching rope-pattern chain. Fine Roman numerals. And the reliable 17-jewel Wittnauer movement.

COWAN JEWELERS
Downtown

Member American Gem Society

- \$25.00 Shirt Jac
- \$17.00 Pant
- \$11.00 Mock Shell
- \$23.00 Shirt Jac
- \$17.00 Pant
- \$16.00 Shirt

GIFT WRAPPED FREE

USE YOUR BANK AMERICARD OR MASTER CHARGE

GOLD SLIDES by Bertlyn \$8.00

HARMAN'S
DOWNTOWN & SUGARLAND MALL

wittnauer
Product of Longines-Wittnauer Watch Company

Club Has Luncheon

Mrs. A.V. Dettmann read the Christmas Story to members of Cultural Extension Club at their Christmas luncheon Friday in Pioneer Natural Gas Flame Room.

The group sang Christmas carols led by Mrs. John Hunter and entertainment was directed by Mary Ella Ricketts.

Members present at the gift exchange party were Novella

Stallings and Mmes. J.V. Love, Grady Parsons, Ira Scott, N.W. Sumner, M.H. Wiseman and Ralph Packard.

Be charitable, if you can, in your judgment of others; save severity for your own mistakes.

Don't give advice and you will be surprised how easy it is to mind your own business.

It's good, no doubt, to love mankind but it is better to help those around you who need assistance.

TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown

TOPS SALE

ALL OF OUR blouses • shirts • smocks • knit tops • sweaters • jackets

REDUCED

20%

THIS WEEK ONLY!

Sugarland Mall
Madine Jeter, Mgr.



To Marry Soon

Miss Aurora Salinas of 207 Jackson and Danny Chavez of Amarillo plan to be married Saturday. The bride-elect, sister of Mrs. Juan De La Cruz, is a teacher at Aikman Elementary School and is a Hereford High School graduate. The prospective bridegroom is serving in the U.S. Army.

Gifts Donated By Garden Club

Christmas gifts to be given to the state mental hospital were brought by members of Hereford Garden Club Friday afternoon in the home of Mrs. G.W. Newson with Mrs. Ben Childers as cohostess.

Mrs. R.L. Etheridge gave a report from the National Gardener Magazine entitled A Weed Speaks Out and Mrs. R.W. Mitchell selected a garden meditation for the prayer.

Mrs. D.N. Garner brought an interpretive arrangement called Christmas 1974 and an all white floral arrangement was the program given by Mrs. Edgar Lemons.

Mrs. O.G. Hill, club president, reported on the club's awards sent in. Members present were Mmes. W.S. Fluit, Bill Albright, Aaron Hutto, R.L. Wilson, W.C. Hromas, A.M. Stoy, Margaret Shown, Jeff Gilbreath, S.S. Williams and L.W. Norvell.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

Pioneer II challenges fierce rays of Jupiter.

ALONG THE FRIO

By MRS. OWEN ANDREWS
Brand Correspondent

By MRS. OWEN ANDREWS
Melinda Bills was honoree at a bridal shower recently at Frio Baptist Church Fellowship Room. Melinda is to be married in early January to Raymond Warrick, son of Mr. and Mrs. Bill Warrick of the Ford Community. She is the daughter of Mr. and Mrs. Edwin Bills of Vega.

Here for the shower were her mother, her grandmother, Mrs. Merle Tracy and Stephanie Brockman, all of Vega. Also present were Mrs. Bill Warrick and Mrs. Eugene Warrick of Canyon.

Hostesses for the shower included Mmes. Floyd Cole, Clark Andrews, Jack Rogers, T.L. Sparkman Jr., Don Adams, Frank Robbins, Fritz Smith, Weldon Stephan, J.E. Warrick, Lon Conner and Earl Harkins.

The bride's chosen colors of yellows, oranges and browns were used in the table decorations. The guest of honor presented the hostesses with miniature terrariums which she had made from a collection of unusually interesting bottles.

The wedding is to take place in the Vega Church of Christ on the evening of Jan. 3.

Frio Homemakers Club met Tuesday evening in the home of Mrs. Tommy Sparkman for its Christmas party. The vice president, Mrs. Tony Urbanczyk was in charge of a short business meeting.

Secret pals were revealed with gifts from the tree and new ones were drawn for the new year.

Others attending included Mrs. Sam Ogan of Amarillo, Mmes. Jack Andrews, Frank Robbins, Annie Springer, Herbert Bruns, Eugene Baldwin, T.L. Sparkman Jr., J.E. Warrick, Harlan Barber, Lloyd Shultz, Eldon Fortenberry, Weldon Stephan, Lon Conner, D.F. Yandell, Owen Andrews and Miss Alma Andrews.

Here to visit the first of the week with their mother, Mrs. H.M. Mobley and others of the family were Mr. and Mrs. Raymond Mobley of Farmington.

A Community missions circle of Frio WMU met Tuesday in the home of Mrs. James Bullard. Those attending included Mmes. Andy Aze, Harlan Barber, Bill Struve, Clark Andrews, Lon Conner, Frank Robbins and Floyd Cole.

Here to visit the E.F. Voglers and others of the family this week were Mr. and Mrs. Ben Drager and their daughter, Mrs. James Sturgile and Mr. Sturgile, all of Oklahoma City. They came to attend the funeral of J.T. Stehr Wednesday afternoon.

Mike White, who has lived with the Clark Andrews for the past year and one half, went home last week to spend the holidays with his parents, the Wallace Whites, and others of the family at Biloxi, Miss.

Young people of Frio Baptist Church are involved in a revival effort they call "Wake Up to Sunshine" this weekend. Lee Riley of Bushland, a leader in the WTSU Baptist Student Union, is scheduled to be guest speaker.

A guest choir is to be presented Saturday evening and the concluding service of the special young peoples event will be Sunday morning service.

W.H. Andrews and Mrs. Laura Littrell visited the last of the week with relatives in the Marlowe, Okla. area.

It's just as well not to call for help until you really need it.

Your time is of no value to anyone but yourself; why not use it wisely?

Buying Christmas Seals is a habit that every citizen should continue.

If you can have but one possession, character is still your best bet.

The scope of man's mind is accurately indicated by the type of honor that he cherishes.



Couple Will Marry

The marriage of Miss Angela Sullivan, daughter of Mr. and Mrs. Monroe Sullivan of Lookiba, Okla., and Frank Cerda, son of Mr. and Mrs. A.C. Cerda of 214 Avenue H, is to take place Saturday in Temple Baptist Church. The bride-to-be is a graduate of Lookiba High School and Cerda will complete studies in Hereford High at the close of the current semester.

Christmas Tea Includes Guests

A friendship tea in Mrs. Guy Walser's home had Summerfield Study Club members as hostesses Thursday afternoon. Guests were invited to share the annual club Christmas program.

Each member brought holiday sweets to be served for refreshments and to fill boxes which will be given at Christmas to elderly and shut-in residents of the community. Eight of these boxes were prepared. Also, food to fill a basket for a needy family's Christmas dinner was brought to the meeting.

Mrs. Earl Lance Sr. is in charge of the sweetmeat boxes, Mrs. J.R. Euler and Mrs. Earl Lance Jr. of the welfare basket project.

Review of the book, Make A Joyful Noise Unto The Lord, by Jesse Jackson, was presented by Mrs. Mack Noland as the program feature. This book is a

biography of the famous Negro singer, Mahalia Jackson, who was best known for gospel songs and hymns. A recording of her songs was played with various Christmas music.

Guests at the tea were Mmes. Arnold Powell, James Dobbs, Bill Broxton, Roger Sanders, Lupe Almanza, Bob Huckert, Grace Mason, McLaughlin, Tandy Legg, Leroy Wilson and Jerry Don Lance.

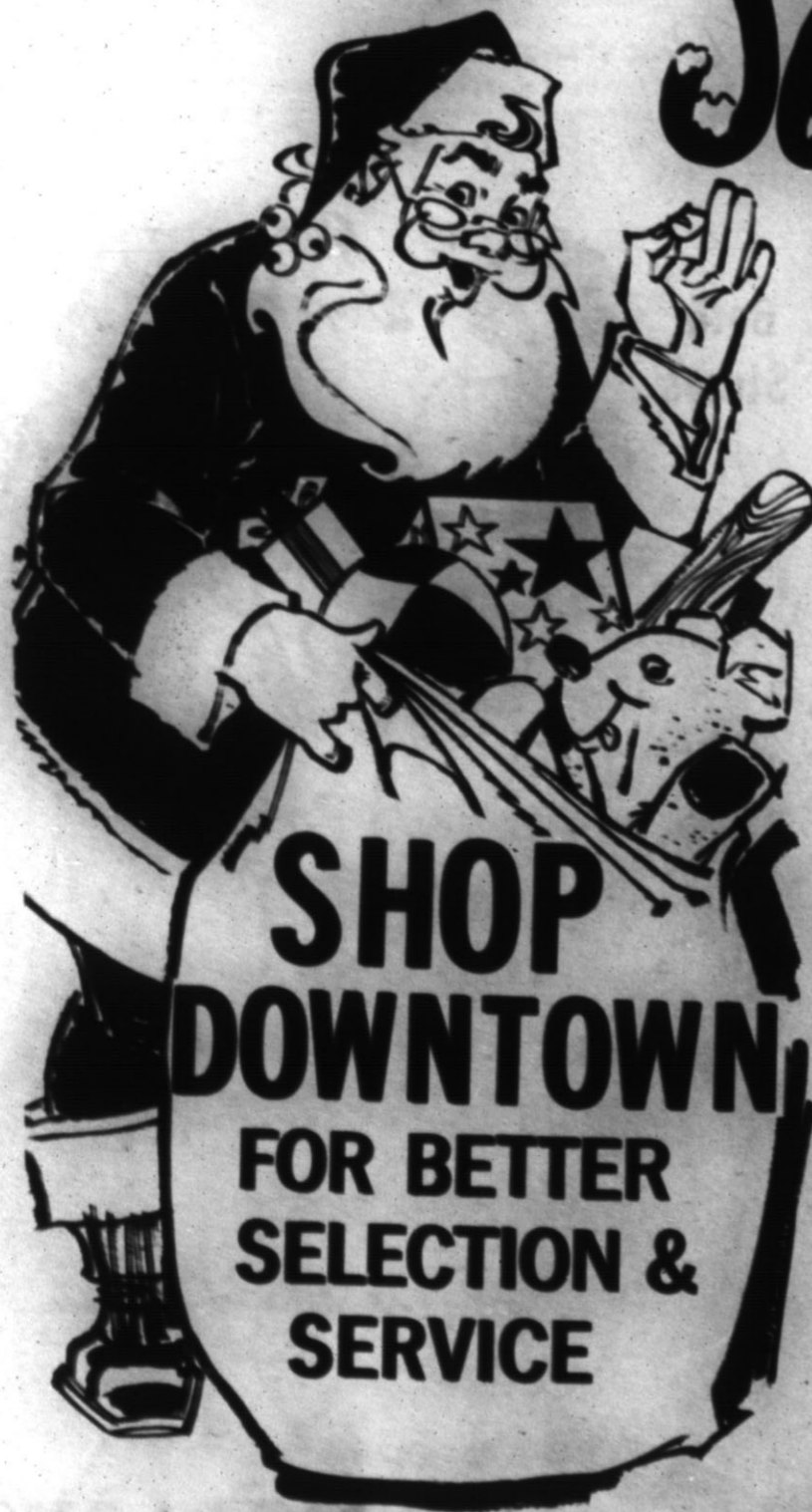
Members included Mmes. J.B. Noland, Lee Curry, Clayton Sanders, R.B. Baker, Ray Johnson and L.B. Lookingbill.

23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

Bring Your Kids To See

Santa

EACH SATURDAY AFTERNOON, FROM 1-5 UNTIL Christmas

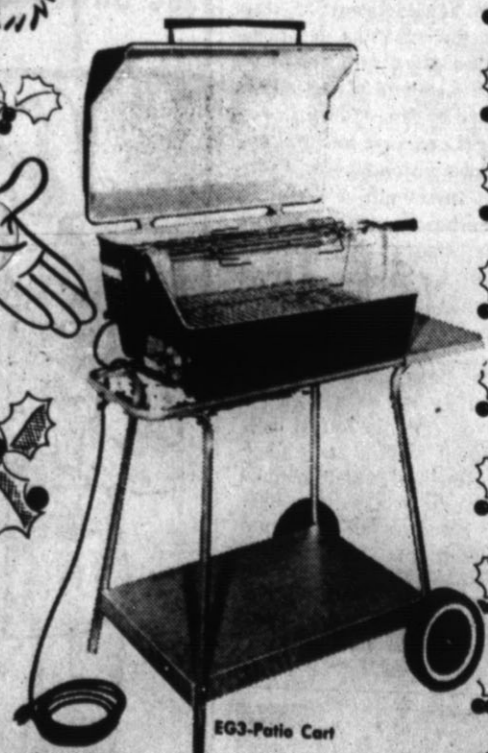


SHOP DOWNTOWN FOR BETTER SELECTION & SERVICE

Many Stores DOWNTOWN Will Be Open Late NIGHTS UNTIL CHRISTMAS



GIFTS THAT KEEP ON GIVING



Patio Cart or Patio Stand **\$112.50** Plus Tax

There are two Electro-Grills . . . and each is three cookers in one! Flame barbecue with hood up, roaster or smoker with hood closed. Whether you choose the patio stand model or the patio cart model, you get a large stainless steel cooking grill with bun warming section and storage shelf to keep cooked foods hot. And either model moves easily so there's no need to change your plans to cook out just because the weather changes.

See Electro-Grill at The Electric Company office . . . and put it on your electric bill!

ELECTRICITY IT DOES SO MUCH GOOD



FOR SO MANY PEOPLE

LAWN-GLO
Black or White

\$79.50

Plus Tax
Installed

A READY-LITE KNOWS DAY FROM NIGHT, AUTOMATICALLY

School Menus

JUNIOR HIGH HIGH SCHOOL

MONDAY—Burrito with chili or hot tamale, buttered corn, cabbage-apple salad, chocolate cake, hot rolls, milk.

TUESDAY—Chicken noodle casserole or Vienna sausage, blackeyed peas, buttered carrots, banana pudding, hot rolls, milk.

WEDNESDAY—Hamburger or Sloppy Joes, French fries, tossed salad, apple cobbler, buns, milk.

THURSDAY—Roast pork and gravy, mashed potatoes, English peas and carrots, peanut butter cookies, sliced bread, milk.

FRIDAY—Pimento Cheese or peanut-butter sandwich, tomato-vegetable soup, potato

chips, fruit, bread, milk.

ELEMENTARY SCHOOLS

MONDAY—Burrito, buttered corn, cabbage-apple salad, fruit, hot rolls, milk.

TUESDAY—Chicken noodle casserole, blackeyed peas, buttered carrots, banana pudding, hot rolls, milk.

WEDNESDAY—Hamburger, French fries, tossed salad, apple cobbler, bun, milk.

THURSDAY—Roast pork and gravy, mashed potatoes, English peas with carrots, peanut-butter cookies, hot rolls, milk.

FRIDAY—½ pimento cheese sandwich, ½ peanut-butter sandwich, tomato-vegetable soup, potato chips, fruit, bread, milk.

weiners, buttered potatoes, peas, chocolate cake, rolls, milk.

WEDNESDAY—Burritos, tossed salad, peas, Jello, milk.

THURSDAY—Ranchstyle beans, spinach, carrot sticks, cookies, cornbread, milk.

FRIDAY—Hamburgers, potato chips, applesauce, milk.

Golden Gleams

Silent night, holy night
All is calm, all is bright.
—Joseph Mohr.

Christ is God clothed with human nature.
—Benjamin Whichcote.

Jesus . . . was made a little lower than the angels.
—Hebrews 2:9.

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



Christmas Donation

Mrs. Robert Lemons, right, is shown presenting a check to Gwen London, Deaf Smith County Librarian. This is an annual custom of Mrs. Lemons, who each Christmas gives a check to the library to purchase books and records.

Simple things, and simple people are often the great among us. Don't complain about the cold days; that is what you longed for back in August.

Variety Of Ovens Available

If a toaster oven is on the shopping list this holiday, the choice may be difficult to make, according to one family resource management specialist.

"Most models are more than a toaster, less than a range, but able to do a variety of cooking jobs," Mrs. Doris Myers, with the Texas Agricultural Extension Service, The Texas A&M University System, said.

It may bake, broil, roast or toast, depending upon the manufacturer. But what makes this portable appliance most appealing to homemakers is that they don't have to heat and clean the range oven or broiler compartment, she added.

"Heat for baking and roasting comes from a heating element in the bottom of the toaster oven. A heating element in the top provides heat for broiling and top browning.

"Some models have heating elements in both top and bottom that are controlled by switches. Other models have only one heating element. The entire appliance is flipped over to get the heat in place for the cooking

in these models," she explained.

Since no one type offers exactly the same cooking functions as another, taking time to read the user's manual for each one will be worthwhile. The unit will do only the specific jobs described in its manual, Mrs. Myers pointed out.

"Some features that add to the joy of use are removable glass doors, removable racks and continuous clean liners for easy care. Automatic cut off and a bell signal are added convenience features," she said.

But she reminded that before

buying any portable appliance, consumers should make sure adequate electrical current and a convenient outlet are available.

The Postal Service has ordered an end to the traditional display of photographs of Presidents and Postmasters General in the lobbies of the 40,000 post offices in the country.

FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown

CAMPBELL COIL CHAIN
Stocked at
Cottingham
Supply Co.
1107 W. HIGHWAY 60
HEREFORD TEXAS 364-5881

23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

ST. ANTHONY'S PAROCHIAL SCHOOL
MONDAY—Chicken pot pie, cabbage-apple salad, peaches, biscuits, milk.
TUESDAY—Sauerkraut and

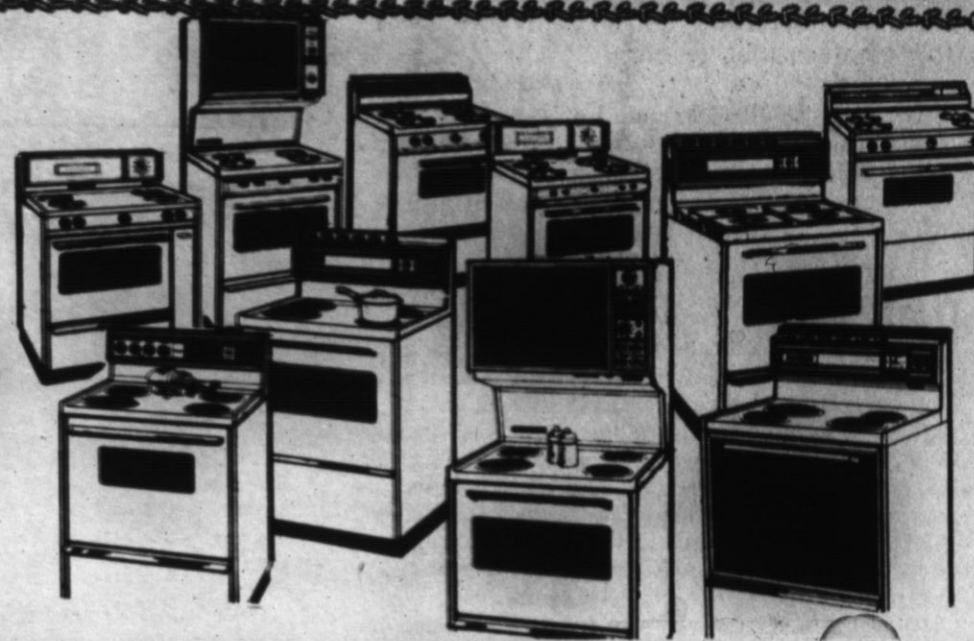
BARRICK'S

OLD RANGE ROUND-UP

Your Old Gas RANGE is worth \$50⁰⁰

TAPPAN GAS RANGES

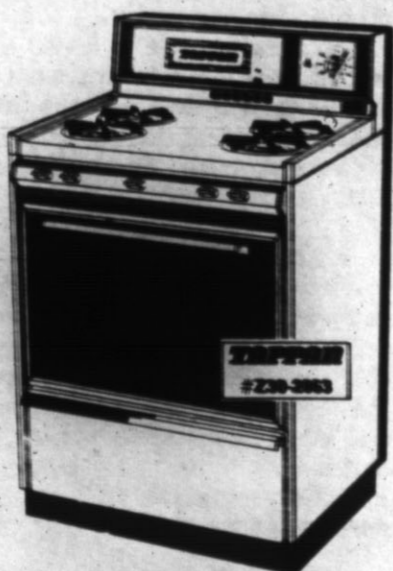
SALE ENDS DECEMBER 31st.



Trade-in on any TAPPAN GAS RANGE



30" Gas Range



Temp-S-Matic Oven Turns oven automatically to "Keep Warm" when cooking time is up.

- Dramatic black glass styling
- Continuous cleaning oven cleans while you bake
- Lift 'N Lock top for easy cleanup

\$329⁹⁵ WT.

REG. '379"
Less '50" Trade-In

30" Gas Range

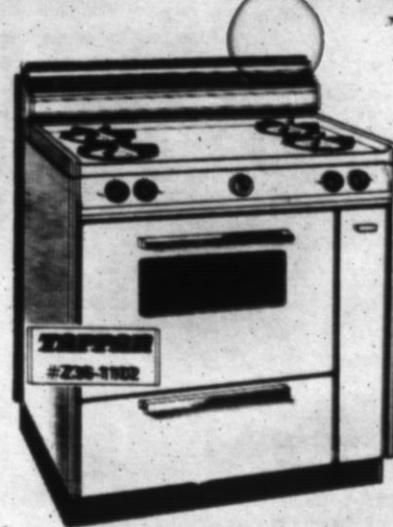


- Clock & 4 hour timer
- Automatic top burner settings
- Big 25" wide oven

\$243⁵⁰ WT.

REG. '293"
Less '50" Trade-In

36" Gas Range



- 36" wide—storage compartment on right side
- Visualite oven window
- Lift off oven door for easier cleaning

\$219⁰⁰ WT.

REG. '269"
Less '50" Trade-In



TAKE ADVANTAGE OF OUR \$50⁰⁰ TRADE-IN OFFER NOW....! IN STORE FINANCING

BARRICK FURNITURE & APPLIANCE

West Hwy 60

NEVER UNDERSOLD

364-3552

EDITORIAL

It's Debatable

There has been somewhat of a public outcry recently to establish a state regulatory authority to set rates for public utilities in Texas. We're not sure it would be a good thing.

The present system requires public utilities to go to the bargaining table with local governmental bodies (city commission or council) whenever rate changes are sought. If agreement is not reached at the local level, the disputes may be taken to courts. It may be a cumbersome system, but at least we have a voice in our own communities.

Turning all utility rate-making authority over to a state board might be a more efficient way of handling the problem, but experience and common sense tell us it ain't necessarily the best solution. Past experiences with state and federal regulatory agencies doesn't breed much confidence. How much would you want to bet that state board would improve your utility services or lower your rates?

The argument in favor of state regulation is that small-town mayors and commissioners lack the experience and the know-how to stand up to the smart lawyers for the big utility companies in the rate-making sessions.

Somehow I feel safer with Mayor Jim Sears, City Mgr. Dudley Bayne, the Hereford City Commission, and City Attorney Earnest Langley representing me than a board in Austin that could care less what happens in our city.



Can A Country Go Bankrupt?

BY ARCH BOOTH
U.S. Chamber of Commerce

Can a country go bankrupt? The answer to that question depends on what you mean by "bankrupt."

As members of the world economy, countries earn money by exporting their products and spend money to buy imports. The relationship between these two figures — outgo and income — is called the balance of trade.

Money also flows into and out of a country in the form of private investment, loans, and government aid, including military expenditures. When this flow of money is added to the balance of trade, the combined figure is called the balance of payments.

When a country finds that it must spend more for imports than it is able to earn from its exports (or aid or investments), then it does what you or I might do under similar circumstances: It borrows to cover the difference. The loans may come from private sources, but they are more likely to come from other governments.

If a country seems unable or unwilling to correct a chronic balance of payments deficit, eventually it will exhaust its international credit. At that point, the country would be considered bankrupt.

HOWEVER, UNLIKE a bankrupt business, a bankrupt country does not sell off its assets to pay its creditors. It devalues its currency. That is, its money becomes worth less in terms of the money of other countries.

After devaluation, a country's exports become cheaper for other countries to buy. Conversely, imports become more expensive for citizens of the devaluing country. The effect — obviously — is to boost exports and reduce imports, to get the country back into a position of living within its income.

What happens inside the bankrupt country? First, the citizens have to get along with fewer imports, because they now cost more to buy. Second, more of the country's

productive resources are channeled into making exports. The shift of resources to export markets is likely to create shortages on the domestic market which, in turn, will tend to raise domestic prices.

"Bankrupt" is much too strong a term to use for an economy as strong as that of the U.S. But we have devalued our currency, and we have experienced the two effects I've mentioned: Imports cost more now, and our exports are more attractive to foreigners, who buy more from us, which leaves less for us, which raises prices here. Food is an excellent example.

How are we doing now? Our balance of trade showed a slight surplus in October. However, it did not do so well for most of the rest of the year. For the first 10 months of 1974, we spent \$2.3 billion more for foreign goods than we earned on our exports. The larger figure — the balance of payments — has registered a deficit through September (latest figures available) although it is improving. That is, we are not going in the hole as fast as we were earlier in the year.

THE SOURCE of our problem is not hard to spot: Oil imports cost us \$20.1 billion in the first 10 months of this year, compared to \$7.8 billion for all of 1973. That's why President Ford wants us to cut down on our use of petroleum products. It's also why we must develop the fuel resources we have within the U.S.

Otherwise, we will face continuing devaluation of the dollar, with resulting higher prices for nearly everything.

Our balance of trade problems are small in comparison to those of countries with smaller economies and greater dependence on Arab oil, however. Italy, for example, is currently being carried by emergency loans from other Western nations. No one knows how long that can continue, and so one dares stop, since the collapse of one major Western economy could trigger a chain of related disasters.

A Typical Story

How quickly the world moves! The year 1949 lies a quarter of a century in the past. In that year, a new car could be purchased for around \$1,500. The phrase "sound as a dollar" was still valid.

The GI Bill was turning out its first crop of college graduates from among the millions of World War II veterans, and no one had heard of an energy shortage. There were the good old days, at least so they appear from the vantage point of 1974.

The year 1949 was also the last time that one of the major electric companies in the state of Kansas sought and received a general electric rate increase. In the 25 years since then, following an industry pattern, three general decreases in rates were put into effect. But greater efficiencies of operation can no longer offset the sharply increased cost of generating electricity.

And so, the Kansas utility, like nearly all the other electric companies throughout the U.S., has asked for a rate increase—in this case, amounting to around 13 per cent. With maintenance costs up 289 per cent, fuel 700 per cent, wages 245 per cent and taxes 680 per cent, a 13 per cent average rate increase seems pretty reasonable.

As the president of the company put it, "Inflation finally has caught up with us. We can no longer cover increased costs of construction, wages, operation and maintenance, fuel and taxes by improving our own operating efficiency."

"We must seek additional funds through rate increases in order to pay for expansion and improvement of electric production and delivery systems. Otherwise . . . electric

service to our customers can only deteriorate."

The story of this utility company is typical of what is happening across the entire country. In 1974, the average U.S. electric bill is only 2.2 per cent of the median household income. Considering the fact that without electric energy the modern household ceases to function, this does not seem too much to pay.



Who can ever forget the warm glow of a winter fire upon the hearth or the lonesome sigh of the wind on a crisp moonlit night? The official arrival of winter this December 22 will bring back many such familiar sights, from icicles and skiers to Christmas decorations and children clamoring for a steaming hot cup of cocoa and cookies. It will be a time to retreat indoors with books and television, a time to re-evaluate yet another passing year in terms of what we have accomplished — or have not, as the case may be.

Hopefully, we, the American people, will be able to face the new season with confidence and the knowledge that problems of energy scarcity, inflation, community improvement and the like can be solved if each of us will but dedicate himself to the task. "United we stand, divided we fall" has never been a more appropriate rallying cry.

Talk of Texas

By Jack Maguire

FOOTNOTE TO HISTORY — Elijah L. Shettles, for 30 years a Methodist minister in Texas, spent 20 years as a professional gambler before he was called to preach.

The Rev. Shettles, born in Mississippi to poor parents, became a gambler as a very young man. He was known in card rooms in New Orleans, Memphis, Hot Springs, St. Louis, Kansas City, San Antonio and Houston. In his biography, he admits that he enjoyed gambling but disliked the cheating that often went along with it. He decided to give up gaming and enter the ministry.

From 1891 until 1921, he held pastorates in Galveston, Houston, Austin, Hempstead, Eagle Lake, Bryan, Pittsburg and Cameron. He served as presiding elder of the Methodist Church in several others.

During his ministry, he became interested in collecting books. In 1921, he left the pulpit to devote the rest of his life to uncovering rare books for libraries around the state. When he died in 1940, J. Frank Doble described Shettles as one of the most knowledgeable authorities on rare books in the U.S.

In one West Texas county in the 1880's, a farmer who had been missing corn from his crib installed his own kind of burglar alarm. He put a shotgun in the rear of the crib and pointed the muzzle toward the door. A wire was attached from the door to the trigger so that the gun would fire if the entry was opened.

The next morning, a local citizen was found dead in front of the crib. A jury was impealed to determine the cause of death. Their verdict: "Involuntary suicide."

SUNDAY SHOW — When the Christ Episcopal Church in San Augustine was founded in 1848, the use of the prayer book as a part of the Protestant worship service was a novelty to most of the town's residents.

The history of the church (the oldest Episcopal parish in Texas) recounts how, on one Sunday morning, a townsman was heard to say to a group of his comrades: "Come on, and let's go up to the Episcopal Church and hear the parson read his prayers out of a book and his jaw back at him."

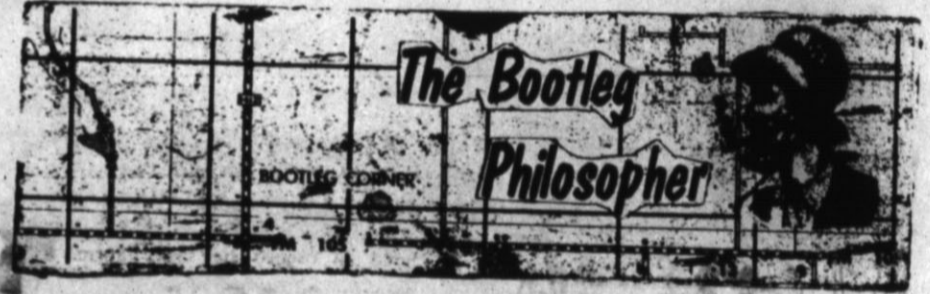
WHAT'S IN A NAME? — In 1887, when the Santa Fe Railway was building a line through Delta County, a large gap had to be cut through a pecan grove.

Later when a settlement grew up near the site, it was named Pecan Gap.

THE GOOD OLD DAYS? — Juries in Texas a century ago often handed down verdicts that were hard to justify under the law.

THE CHANGING TIMES — School days now include much more interesting things than the proverbial reading, 'riting and 'rith-metic.

Last summer, The University of Texas at Arlington added a new instructor to the faculty. She is Chastity Fox, a Dallas striptease dancer. Her assignment was to teach belly-dancing classes at the institution of higher learning.



...Editor's note: The Bootleg Philosopher on his nearby grass farm on Bootleg Corner gets rather far out this week, it appears.

Dear editor:

The question of whether there's intelligent life somewhere far out in space on some unknown planet circling around some unknown sun is a good one to get your mind off of problems here on earth.

Personally I've always contended there is life out there but the creatures, whatever they are, after hearing some of the radio music broadcast here on earth, are dodging us.

HOWEVER WHAT got me started on this was an article reporting that some American scientists have beamed a powerful radio message far out into space in the hope it'll be heard and answered by whoever's out there. The message is aimed at a cluster of 300,000 stars located on the remote fringe of the Milky Way, and

traveling at the speed of light — 186,000 miles per second — will take 24,000 years for their answer to get back to us.

IN OTHER WORDS, it'll take 48,000 years between the time you ask them a question and receive their answer. Forty-eight thousand years...and people complain because it takes three days to get a letter from Hereford to Amarillo.

And I was just wondering, if those people out there get into a squabble and threaten the peace of the entire universe, how many generations of Kissingers, all born aboard a space ship, will it take to get out there to settle the thing? Or, how will we react to a headline: "U.S. President Off On Trip To Milky Way; Will be Back In 48,000 Years?"

I guess it all depends on what President we've got. But at any rate it'll at least give Congress time enough to select a Vice President.

Yours faithfully,
J.A.

President Ford's Reassurance

President Ford's report on the economy no doubt disappointed those who say the sky is falling and all the panic buttons should be pushed at once, including wage and price controls, gasoline rationing and high-speed at the Fed's printing presses. But even while Mr. Ford announced no new policy, we sense he is finally on track of a workable economic strategy and will not be rushed into acts of desperation.

"I intend to keep my experts working over the holidays translating into specifics a number of new or alternative measures to augment and update the economic package I placed before the Congress two months ago" and "will have my new proposals on the desks of the new members of Congress when they convene in mid-January."

Good enough. The lame-duck Congress, which has shown no interest in the Ford economic program that is before it, would not even have time to clear its throat over an updated package. The Ford people can put the next month to good use in tailoring a program to "meet the changing priorities of present and future realities."

As to what that program might contain, there are a number of straws in the wind: Ford aides report that he is considering tax cuts as a means of combatting the recession.

rather than monetary ease or expanded government spending; West German Chancellor Helmut Schmidt, who spoke with Mr. Ford last week, says the President understands the need to spur economic investment and will make proposals toward that end in January; reports have come to us that the President's economic advisers have broadened their horizons and are thinking in terms of international monetary actions.

These and other signs indicate an awareness on the part of the Ford economic team that both the problem and the possible solutions demand a sharper focus than was provided at September's economic summit. In gatherings dominated almost entirely by domestic economists, for example, it was inevitable that the consensus would yield prescriptions inappropriate to economic problems that are both domestic and international.

If the nature of the problem is incorrectly perceived, no amount of good faith, intelligence and bipartisan consensus can produce the correct solution. While the decline of the economy inspires demands for panic action, we are reassured that the President is taking the time to make a thorough assessment of the problem and work out a coherent and comprehensive program.

—The Wall Street Journal

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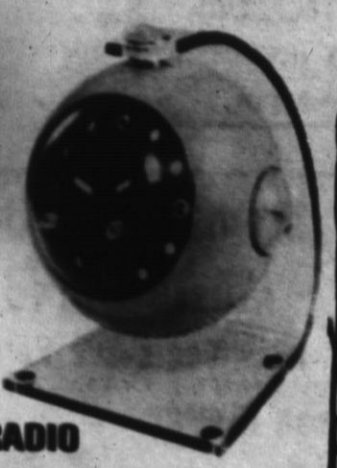
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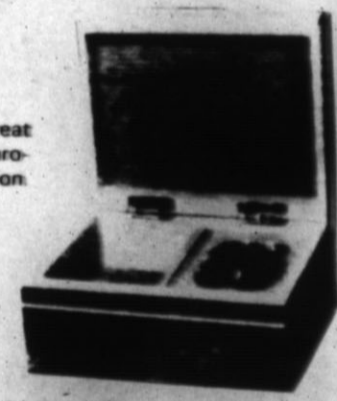
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Cuts trees up to 16 inches thick, trims and prunes, great for all kinds of home improvement and backyard projects. Double insulated for maximum user protection.
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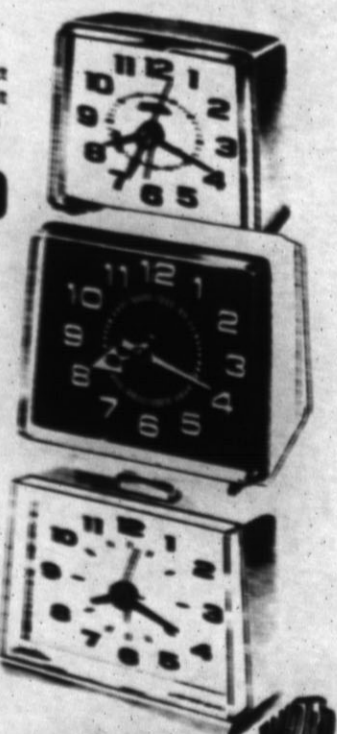
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Leaders Of Area Meet

The annual meeting of Adult +H Leaders of District I was held in Moore County Community Center at Dumas recently, with election of officers headed by Jigger Rowland of Hereford as chairman.

Nell Ingram of Castro County was named vice chairman and Alvie Peters of Moore County secretary. Mr. and Mrs. Rowland, Mr. and Mrs. Garland Stewart attended from Deaf Smith County.

A training session on recreation was conducted in the afternoon before the evening meeting, by Nelson Barkdale, recreation specialist with the Texas Agricultural Extension Service. He directed a series of active games and folk games after the business period.

Don Morrison of Pampa presided. Moore County Adult Leaders Association was host for the meeting.

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Contentment is really just a matter of reducing wants and desires.

Most of the people who are in a hurry have nothing else to do.

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Breakfast

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A Couple

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P.S.

Don't Forget Lunch Mon.-Fri. Entertainment Fri. & Sat. Night

If you are not a member maybe you should be. Call and ask us for details 364-1150



Tree With Meaning

A Christmas tree is set centrally in the sanctuary of First Presbyterian Church, with jeweled decorations made by women of the church in unusual patterns. The name means Christian monograms, and the ornaments are various symbols which have been associated with Christianity throughout history. The Rev. Roger Knapp, minister, and Cameron Gulley examine one of them, foreground, while Cameron's mother, Mrs. Wesley Guiley, Mrs. J.P. Jones, head of the women who made the ornaments, and Mrs. Austin Rose, church school coordinator, stand in the background.

ABOUT YOUR HOME

By April Rhodes

Bacon keeps best if stored in a tightly sealed container and stored in the coldest part of the refrigerator.

Comings And Goings At King's Manor

BY FAY GAUGGEL

Mrs. Walter J. Chittenden of Parson, Kan. visited Mrs. C.S. Pryor for several days.

Mr. Tooley had as visitors Wednesday, his sons and their wives, Wendell and Mary Tom of Floydada, LaNoy and Glenn of Dawn.

First United Methodist Church choir sang Christmas music for Manor residents. Minister of music, Bob McFarland, with Mrs. McFarland at the piano, directed the various groups.

Credit also is accorded to mother assistants, Mmes Jim Conkright, Ron Zimmerman, E.G. Brownlow, Bob Sims, David Brumley, Sunny Lemon, David Dziuk and Lynn Pittard. Mrs. Pittard is coordinator for the group of assistants.

McFarland introduced and thanked these individuals. He then gave the opening prayer. Cherubs or cherubim (they were not much more than babies) sang and each group became more mature. Their

selection were Snow song, In a Little Stable, What Child is This? Ding Dong Merrily on High (English accent partook of Merry Old England).

Nine members of the Ladies Hand bell Choir performed with voices in Christmas Bells are Chiming, then with their bells rang Jesu, Joy of Man's Desiring, Silent Night, Angels We have Heard on High.

We Manorites are deeply grateful to all who participated in this inspiring presentation.

Hereford Art Guild's choice study for the month exhibited at the Manor is a yucca plant, by Jeanne McGee. Outstanding effect is a feeling of depth from the yucca back to desert vegetation in the background.

There will be a birthday tea party for Miss Lillie Hosteller on the occasion of her 80th birthday, Sunday from 3 to 4 p.m., in the lobby at Westgate. First Christian Church will host this party to which friends are invited to attend.

Holiday Lighting Contest Winners Named Tuesday

Entries will close Monday in the Holiday Lighting Contest and judging will be done Tuesday to select winners who will be presented cash awards by the Women's Division of Deaf Smith County Chamber of Commerce, in four categories.

Award winning residences, doorways, windows and blocks during the meeting included a Santa Claus cake, sugar molded snowman, Christmas tree cake and decorated cookies.

open to anyone who wishes to go along without charge.

A bus or more than one if needed, supplied by the Hereford School System, will leave Kings Manor retirement home at 7 p.m. to begin the tour. A pickup will be made at the Chamber of Commerce office on Main Street for tourists who find it more convenient to meet there. Returns will be to the same places.

Churches of the city are cooperating with plans to transport older members and others who need rides to the pickup stations. Anyone who needs such transportation is invited to telephone his church or the Chamber office, 364-3333.

A change of plans is announced by Mrs. Jack McKinster, tour chairman, who says a stop for carol singing will not be made. The tour party members will sing as the bus rolls.

Residents who have decorated their homes with Christmas lights, or plan to do so by Tuesday, are urged to enter the contest. Entries may be made by neighbors or friends.

You can test your own intelligence by your reaction to a new idea.

Wise men believe nothing that contradicts their intelligence.

FOR GIFTS THAT ARE LASTING COWAN JEWELERS Downtown



Check Received

Viola Williams, member of board of directors of Girlstown U.S.A., is pictured at left receiving a check for \$300 from Mrs. Kirk Owsley, President of Kappa Iota Chapter of Beta Sigma Phi Sorority. Mrs. Owsley explained that money was obtained from proceeds of the chapter's benefit bridge held recently.

Consumer Market Report

Beef prices are fluctuating, and pork prices will see an increase in January—but sugar prices won't drop "in the near future," one observer predicts.

Mrs. Gwendolyn Ciyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System, said beef counters

currently offer more baby beef and grass fed beef.

"Good beef values include chuck roasts and steaks, round steaks, ground beef, boneless stew meat and liver.

"Turkey and ham earn the 'feature' spotlight for holiday dinners," the specialist said.

"Also, ham is a good choice for 'Christmas giving,' while other economical cuts are Boston butt roasts, shoulder steaks and quarter-loin sliced into chops.

"Sugar prices will not decrease in the near future, although industry sources estimate a substantial lowering of price sometime in 1975," Mrs. Ciyatt said.

Vegetable sections boast values on cabbage, carrots and potatoes—and hard shell squash, dry yellow onions, broccoli, sweet potatoes and cooking greens, she reported.

"Lettuce seems to have problems—prices are fairly high and quality is not the best. Heads generally are light and loosely packed," Mrs. Ciyatt explained.

Cranberries will be available through New Year's, and then supplies will decrease rapidly, she added.

"Texas grapefruit is in good supply—"by-the-bag" is the most economical way to buy it.

"Other good fruit choices this time of year are tangerines, tangelos, apples, bananas, avocados, grapes and pineapple."

Shrimp is another holiday treat, currently lower in price, the specialist added.

Consumer Watchwords: In selecting cabbage, look for three characteristics: 1)solid, firm heads, heavy for their size. 2)leaves of good color. 3)leaves that are fresh, crisp, free from insect injury or bruise.

Members Participate In Program

Members of Sweet 'N' Fancy Decorating Club participated in a show and tell program Friday morning at Community Center.

Some of the pastries shown during the meeting included a Santa Claus cake, sugar molded snowman, Christmas tree cake and decorated cookies.

Members present were Keith Battey, T.E. Brindley, Lee Donaway, David Dziuk, Dale Henson, Jimmy Holmes, Mark Koenig, Carl Kleushens, Joel Lytal, Lonnie Noyes, Lynn Pittard and Joe Schumaker.

Helpful advice: Don't overdo Christmas.

Modern wisdom: A fess in time saves nine.

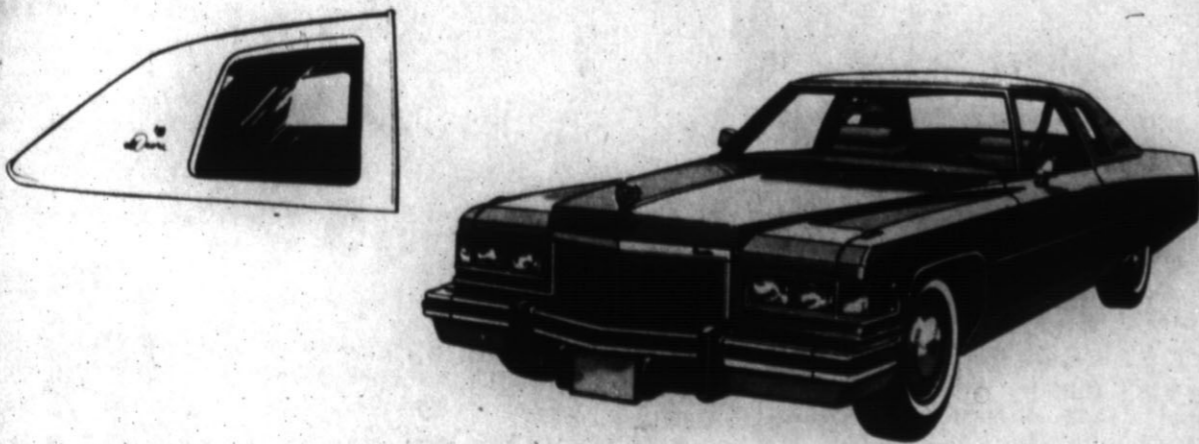
The age of man has little relation to his sense.

It's time for everyone to look out for new calendars.

People who are at a loss for words might try the dictionary.

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Visitors To See Work

Open house from 2 to 5 p.m. today will give area residents an opportunity to see work being done at the Area MH-MR Center, 625 East First, in sheltered workshop conditions which permit the handicapped to work at their own pace in jobs for businesses and industries here. Keith Shroyer, director of the center, top left photo, discusses with Margaret Griego, secretary, invitations aimed especially at managers of firms which might provide more jobs. Work being done now

includes assembling tags for George Warner Seed Co., which occupies Jimmy Dale Brownlow, upper right; tying ropes for Denison Hide Co., as Joe Brown is doing lower left, and assembling toys for Western Auto Co., like Sally Garcia and Roger Garcia, lower right. Hereford Newcomers Club will be hostess and serve refreshments this afternoon. The public is invited.

Parties Put Spotlight On Holidays

Holiday merriment was at a peak in Hereford this weekend, with parties galore for clubs and groups of guests invited to open house, dinners and dances.

One of the most elaborate was a First Day Of Christmas party Friday evening in the home of Mr. and Mrs. Keith Jorde on Harrison Highway, where a glow of lights from the yard signaled the festivity inside.

Invitations bid guests to a party for singing, dancing and a smorgasbord at the beginning of the Twelve Days Of Christmas. Out-of-city guests, including house guests of the Jordes, were among those entertained.

Catherine and Don Marett of Corsicana were special guests, as were Jimmi and Ben Konas of Amarillo, and Jorde's sister and her husband, Elizabeth and Howard Grog who are spending the winter here from their home in Minnesota.

Also from other cities were Kim and Jeff Jorde of Clovis, Tim Gikas of Lubbock and others from Amarillo and Clovis.

An orchestra on the balcony played for dancing in the family room; punch and supper were served in the adjoining dining room.

Holiday decorations were evident in all the rooms but most of all on the outside, where colored lights were draped across the front of the house and in trees, and the driveway was bordered with luminarias.

Swags of greenery hung in the entrance patio where a lighted Nativity group was placed on one side and Recorded Christmas music was heard.

As the host couple received guests, Jo Ellen Jorde was wearing a flowing gown of deep red chiffon with wide ruffles around the portrait neckline and at wrists.

Tiny clear lights sparkled in small trees on the lawn of the Harlan Barber residence, 110 Rio Vista, and their sparkle was repeated on the white Christmas tree that stood in wide front windows, greeting guests at a buffet supper for stockholders of Easter Grain Inc. and their wives.

Mr. and Mrs. Lloyd Shultz were hosts with Mr. and Mrs.

Barber Friday evening

Glittered white ornaments and white poinsettias were in the entry, white tree was hung with small mirrors and white dove figurines in the living room.

Seasonal colors made a cheerful setting in the den and dining room where guests gathered for supper and talk.

The stockholders who were honorees were Gene King, Shirley Garrison, Earl Harkins, Dany Martin, Ernest Flood, Don Tindell, Herman Paetzold, Melvin Barton, Lee Kent, Ivan Block, and Roy Boltin, in addition to Shultz and Barber.

At the James Bullard home, 547 West 15th, Mr. and Mrs. Dick Coupe, Mr. and Mrs. Bullard entertained a large group of friends at open house Thursday evening, assisted by daughters, Janelle Coupe and Janann Bullard.

Gold and white were emphasized in the decor with wreaths of leaves, seed pods and pinecones glittered with gold and tied with huge white

bows, blooms of white poinsettias and a feathery white arrangement with dove figurines over the dining table.

Red poinsettias in a row on a alcove shelf, and red amaryllis blooming among greenery in the sun porch added color accents. The hostesses were dressed casually in smart pantsuits.

Saturday parties included open house in the home of the Hugh Clearman, with the Arnes Landreth and Gail Brown's shingling host duties in what has become a pre-Christmas custom of the three couples.

A wedding anniversary was celebrated at another party; Nancy and Bob Jansen were marking a marriage of 20 years.

Other gala entertainments were parties given by two Beta Sigma Phi chapters, Alpha Alpha in the James Shearer home at Dimmitt and Kappa Iota at the Music Stand, both with members' husbands as special guests; also the

Methodist Jaycees and Jayceettes' Christmas party in the REC Medallion Room.

Help children develop the ability to come to grips with their problems—to consider the pros and cons of alternative solutions and make decisions within the limits of their ability—instead of making all decisions for them, advises Dr. Jessie Kinching, family life education specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

A happy spirit is the greatest possession that comes to man, regardless of his wealth or lack of it.

23rd ANNIVERSARY AT COWAN JEWELERS Downtown

Hospital Notes

PATIENTS IN HOSPITAL

Julian Tijerina, Route 2; Mrs. Delmar Sigle, 135 Star; Mrs. Hector Saucedo, 211 Blevins; Mrs. Maniela Alcantara, P.O. Box 1673; Frank Anpen, 434 Star.

L.L. Biddle, Vega; Mary Bourn, 711 E. 4th; Mrs. Antonio Castillo, 311 Knight; Mrs. Refugio Claudio, 325 Ave. C; Leslie Combs, 109 Kingswood; Mrs. Gerald Downing, Star Route.

Walter Easter, 228 Ave. D; Leroy Edwards, Summerfield; Mrs. Norman Edwards, Route 3; Mrs. James Hull, P.O. Box 1944; James Lipscomb, 108 Centre.

Mrs. David McDonald, 143 Northwest Drive; Tomas Maldonado, 223 Ave. C; Julia

Mercado, Tierra Blanca Motel;

Mrs. David Munoz, 214 Kibbe; Cecil Rockwell, P.O. Box 1024. Mrs. Grady Swindell, 119 Fir; Harold Tucker, 837 Blevins; Mrs. Durward Vandever, Star Route; Mrs. Jose Vasquez, 421 Ave. C; Mrs. Willa Williamson, Route 4.

Kim Blackwell, Route 3; Mrs. Jose Sanchez, 804 Union; Mrs. Raymond Castillo, 407 13th; Mrs. Tino Galicia, Frona.

PATIENTS DISMISSED

Valerie Bridges, Mrs. Jesus Barrios, Bill White, Mrs. Lloyd Hodges, Dec. 11.

Anselmo Gonzales, Mrs. Michael Sutton, Mrs. Larry Robinson, Cynthia Meives, Donald Meives, Jose Morales, Mrs. Connie Williamson, Mrs. David Garcia, Dec. 12.

Group From Church Will Go On Trip

Eight members of Temple Baptist Church will go to Parramos, Guatemala, during the holiday season for an eight-day series of evangelistic meetings sponsored by International Crusades, a group with headquarters in Lubbock.

The Rev. J.L. Bozeman, pastor, Mrs. Bozeman, Mr. and Mrs. Elmer White, Sue Painter, Gayle Thompson, Donna Grimsley and Joe Gonzalez comprised the Hereford party. They plan to leave Dec. 26 for the Central American city and be gone until Jan. 4.

The Mothers March on birth defects for the March of Dimes takes place throughout the country each January as a drive against the nation's major child health problem.

It's not necessary to change hem length every time fashion writers predict a change. An important rule to remember is that what looks best on the body is the proper length, says Marlene Odle, clothing specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

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BRUT LOTION Splash On 3-OZ. BTL. \$1.23

CAMELOT Bath Oil 64-OZ. BTL. 98¢

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KODACOLOR SPECIAL
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UP TO 12 EXPOSURES
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MEDICINE CHEST

by H. BOSWELL YORK, R. PH.

Ever since I started taking an ulcer drug, I've had difficulty urinating. Could this cause my problem? - D.L.
 Yes. Many drugs used for treating ulcers act by blocking the action of the vagus nerve. This nerve starts at the brain stem and branches out to most internal organs. Blocking this nerve produces good news and bad news. The good news is less acid in your stomach. The bad news is dryness in your mouth, blurred vision, and difficulty in urinating. Your doctor may want you to decrease the dosage or change you to another medication. Give him a call.
 How is the minimum daily requirement of vitamins and minerals determined, and who determines them? - Mrs. A.
 The MDR of a vitamin or mineral represents the amount needed to prevent symptoms of a vitamin mineral deficiency. The U.S. Food and Drug Administration actually sets the standards. A manufacturer may also have substances in a vitamin-mineral formula which does not state an MDR. In these cases, the need for human nutrition has not been established.

I've heard that acupuncture may not always be helpful, but is it never harmful? - N.P.
 No. Harm results when people seek help from acupuncture "quacks." Many people seek relief through acupuncture on the recommendations of friends, newspaper articles or other information sources. Not all acupuncture clinics are adequately staffed with medical personnel for physical evaluation of all patients before proper treatment. Clinics of this type have caused serious injury to people by improper insertion of needles, inappropriate therapy and ignoring the lack of improvement. If you think acupuncture may benefit you, let your personal physician refer you to a reputable clinic. Then and only then will you be safe.
 Do heavy drinkers stand a greater chance of getting cancer than nondrinkers? - D.L.
 Yes, according to Morris E. Chafetz, M.D., Director of the National Institute on Alcohol Abuse and Alcoholism. A heavy drinker who does not smoke has approximately the same increased risk of developing cancer of the mouth and throat as a heavy smoker who does not drink. When heavy drinking and heavy smoking are combined, the risk jumps enormously - up to 15 times more than people who neither drink nor smoke. Moderate drinking poses no risk. In fact, moderate drinkers live longer than abstainers or ex-drinkers.

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BROWND SHEET METAL
 364-3867
 We service all makes & Models and have a wide selection of parts
 Steve 364-6395
 Don 364-1920
 Gid 364-2384

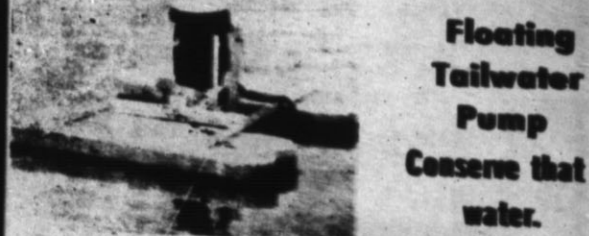
Nights & Holidays Call

OWENS ELECTRIC

WE SPECIALIZE IN:

Complete sales and service of electric motors (new and used), magnitos, starters and generator repairs.

LOAN MOTORS AVAILABLE
809 E. 2nd. 364-3572 HEREFORD, TX.



"Guaranteed Satisfactory Service"
Warren Owen...Harvey Milton

A little Kawasaki
 makes for a great big Christmas. Start the new year off with one of our good time small bikes.
 MT-1, MC-181 or MC-190.
 Cardinal House of Kawasaki
 704 W. 1st 364-2444

Over 500 Watches to select from
COWAN JEWELERS
 Downtown

EXPERT REPAIR
 On BUICK PONTIAC GMC TRUCKS JOHN ORSBORN
 Free Pickup Phone 364-0990
HOME OWNED

23rd ANNIVERSARY AT COWAN JEWELERS Downtown

Marn Tyler Real Estate
111 Ranger
364-0153

10 A with 3" Submergible pump
 1 Sec at Doherty-3-5" Wells gravel packed, tail water pit Good renter on place.
 Arkansas Ranch-4000A. mostly in improved grass \$250.00 per A.
 880 A. at Muleshoe 6 Wells-GOOD WATER 150' to 225' deep all in Wheat-2 sprinklers-Call to see.
 220 A. with small wells \$200.00 per A. 150 A. Wheat goes
 1/2 Sec Grass near Hereford
 Residential Lots-Northwest Drive & Baltimore St.

CARMICHAEL REAL ESTATE, INC.

W.T. (Troys) CARMICHAEL
 508 S. 25 MILE AVE. PHONE 364-1251

- 113 BRADLEY
2 B.R., extra clean. All furniture stays, storm cellar, extra large lot. Phone for details.
 - 220 RANGER
4 B.R., 3 bath, 2,628 sq. ft. Beauty pleat drapes, fireplace, beautiful built-ins, intercom, 3 car garage, 7 1/2 per cent loan. Call today.
 - 113 ASPEN
4 B.R. 2 bath, 1720 sq. ft. new carpet, large patio and nice yard.
- LOT ON 25 MILE AVE.
 125 ft. frontage, 2 houses included. Houses and frontage can be bought separately. Owner will carry at 6 per cent interest.
 We also have several good half sections priced to sell.

NORMAN HARDER

 364-1677

Campbell Realtors

Multiple Listing Service MLS
 REALTOR

218 West 3rd Street, 364-0780
 E.H.O.

Real Estate Is Our Specialty! We Sell It Exclusively-Nothing Else

Working As A Team, We Offer You:

- ★ Realtor Specialists
- ★ Desirable Properties
- ★ Realistic Appraisals
- ★ Uncomplicated Service
- ★ Professional Counseling
- ★ Expert Loan Assistance

- GRADY ROGERS**
Farms, Ranches
General Sales
 - NEIL COOPER**
Commercial, Industrial
General Sales
 - TED WALLING**
Land, Homes
General Sales
 - GENE CAMPBELL**
Loans, Appraisals
Counseling
- YOU CAN AFFORD this completely redecorated 3 bedroom home. New paneling and carpets, fresh paint. Has 1 1/2 baths and 2-Car garage. \$17,000.00.
 - EXECUTIVE'S HOME offered for sale by large corporation. Priced to sell, this home is located on Douglas Street and has everything you'd expect, including sprinkler system, fireplace, and plush game room. \$40,000.00.
 - LAND BARGAIN! Nearly 650 acres of irrigated farm land. 5 good wells, underground tile, good Pullman soil. Really a good farm for only \$150.00 per acre.
 - SMALL EQUITY, assume loan payments of less than \$100.00. 2 bedrooms, garage is being converted to 3rd bedroom. \$9,000.00.
 - VETERAN'S SPECIAL. Remodeled 2 story home with 4 bedrooms, 2 baths, carpet, paneling, and fenced yard. What more could you ask for \$15,000.00?
 - LARGE IRRIGATED FARM with 16 wells find together, 2 lake pumps, nice improvement. Equipment can be bought. Nearly 4 sections of good land, reasonable price and terms.
 - BEST OF LOCATIONS for an older home. Quiet surroundings, lots of trees, near schools & shopping. Owner needs a quick sale for this lovely, redecorated 3 bedroom home. Large existing loan, priced \$12,500.
 - SOMETHING DIFFERENT in a truly quality built, 3 bedroom, 2 bath home. Located on Western Street, it is very clean with nice carpets and builtins. Compare at \$24,500.00. Can be seen anytime.
 - INVESTMENT OPPORTUNITY Buy this excellent local retail business operating at a steady profit. Owner retiring. Call for details.
 - FOR THE LARGE FAMILY. Reasonably priced 4 bedroom, 2 bath home. Large bedrooms, fully carpeted. Only \$18,500.00.
 - COMPARE THIS ONE! \$33,900 buys completely redecorated 4 bedroom, 3 bath home, NW location, ref. air, fireplace, all new kitchen, carpet and over 2,000 square feet.

WE CAN SELL YOUR PROPERTY!

RALPH OWENS & ASSOCIATES, INC.

REALTORS 311 E. PARK AVE.
 PHONE 364-2222
 RESIDENTIAL

- MAKE ONE OF THESE YOUR NEW HOME TO START A NEW YEAR. IF WE DON'T HAVE WHAT YOU ARE LOOKING FOR, WE WILL TRY TO FIND IT FOR YOU.
- 120 NUECES
Over 2000 sq. ft. 3 BR - 2 bath, 2 fireplaces, many extras. Less than \$8,000.00 equity.
 - 517 AVENUE J
Want or need lg. rooms? This one has them in this well built home with over 1800 sq. ft. Priced at only \$24,000.00 Call today.
 - 510 STAR
Better than new. Completely redecorated. New carpet. Storage galore. Excellent neighborhood.
 - 365 AVENUE I
Extra nice 2 BR home. Close to schools. New carpet. Spacious rooms. Storage building and 1 bedroom or playhouse combined in back. Good terms.
 - 113 AVENUE I
Just beginning. Good house for a young couple. 2 BR, 1 bath. Lg. yard. Priced at only \$12,000.00
 - 481 WEST 3rd
Owner will finance at existing rates. 3 BR, corner lot, fenced. Older home in good condition.
 - 613 STANTON
3 BR, 1 1/2 bath. Expensive new carpet throughout. Excellent condition. Present payments \$111.00.
 - 221 ELM
Excellent financing terms. Owner will consider carrying part of the note. 3 BR, brick, 2 car garage. Ref. air. N.W. Hereford.
 - 132 HICKORY
Quality built home, N.W. location. 1900 sq. ft. Ref. air. Lots of storage. Lg BR's, new carpet in den.
 - 10 MILES NORTH HWY 385
Wasting in the country? 3 BR, 2 bath, over 1600 sq. ft. 2 Car garage. New roof, kitchen and den remodeled. Lg. bedrooms. Call today.
 - 405 IRVING
3 BR, 2 bath. Pancrtry heat. Utility room. Priced below \$10,000.00.
 - 435 BREVARD
Will sell on a new loan. Less than \$14,000.00. 2 BR, fenced, garage. Close to school. 8x12 storage.

- FARMS**
- \$25.00 PER ACRE
This good lying land is located near Hereford on the pavement. 320 acres with 4 six inch wells. 150 feet of water. Owner will sell for 25 per cent down and carry some second. Assume Federal Land Bank loan. F-3124
 - UNDEVELOPED LAND
with 250 ft. of water, now in grass, located near Hereford, fenced, no improvements. This is an excellent alfalfa farm. Take investment credit & depreciation to fully develop. F-4120
 - DAWN AREA
802 acres, 9 wells, pavement, 2 houses, barn, corrals, \$250.00 per acre. \$111,000.00 loan can be assumed. This farm should be a bargain at today's prices.
 - 240 ACRES
3 wells, 2 miles tile, natural gas, pavement, 29 per cent dn. Owner finance balance.
 - 640 ACRES
North of Black, 5 wells, good soil, 2 return pits, clean, house and large barn. See it if you like good land.

Tommy Bowling 364-5638
Virginia Holmes 364-6520
Sam Long 364-0381
Ralph Owens 364-2560

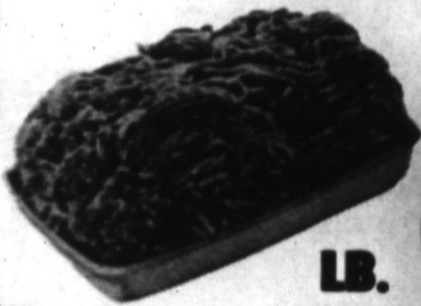
The Ideal way to Thrif-T Savings...

WHY GO ANYWHERE ELSE?

FRESH AND LEAN

Ground Beef

IN 3-LB. PKGS. OR MORE



LB. **64¢**



PURE VEGETABLE SHORTENING
MEADOWDALE PURE WHITE

LIMIT 1 WITH \$5 OR MORE PURCHASE

3-LB. CAN **\$139**

ALL GRINDS

Camelot Coffee.....**\$282**
LIMIT ONE WITH \$5.00 OR MORE PURCHASE
3-LB. CAN



CAMELOT, ALL FLAVORS

Ice Cream.....**89¢**
1/2 GAL. CTR.

Thrif-T Dairy Foods

KRAFT IMITATION CHEESE SPREAD
VELVEETA
LIMIT ONE WITH \$5.00 OR MORE PURCHASE
2-LB. LOAF **\$136**

Thrif-T Frozen Foods

MEADOWDALE
Orange Juice
12-OZ. CAN **39¢**

CAMELOT LONGHORN
Cheese.....**\$109**
16-OZ. PKG.

BANQUET
Whole Chicken.....**\$219**
2-LB. BOX

MEADOWDALE QUARTERED
Oleo.....**39¢**
1-LB. CTR.

BANQUET FROZEN
Dinner.....**43¢**
11-OZ. PKG.

CAMELOT INDIVIDUALLY WRAPPED
American Slices.....**74¢**
12-OZ. PKG.

MORTON 5-INCH
Pie Shells.....**48¢**
PKG. OF 2

MEADOWDALE BONELESS

HAMS.....**\$169**
HICKORY SMOKED WHOLE... 7 TO 9-LB. AVG. LB.

AGAR CANNED
HAMS.....**\$139**
FULLY COOKED IN 5 TO 8-LB. CANS LB.

EMPIRE YOUNG
TURKEYS.....**49¢**
16 TO 20 LB. AVG. LB.

EMPIRE HEN
TURKEYS.....**55¢**
10 TO 14 LB. AVG. LB.

BAR-S FULLY COOKED
Boneless Hams.....**\$199**
HALF OR WHOLE LB.

MEADOWDALE HICKORY SMOKED
Sliced Bacon.....**\$109**
1-LB. PKG.

WILSON'S FULLY COOKED
Boneless Hams.....**\$209**
HALF OR WHOLE LB.

WILSON'S HICKORY SMOKED
Sliced Bacon.....**\$139**
1-LB. PKG.

OSCAR MAYER FULLY COOKED
Boneless Hams.....**\$219**
HALF OR WHOLE LB.

VIRGINIA REEL PURE
Pork Sausage.....**\$129**
1-LB. PKG.

WILSON'S SMOKED
Pork Chops.....**\$149**
CENTER RIB CUTS LB.

VIRGINIA REEL PURE
Pork Sausage.....**\$257**
2-LB. PKG.

LIMIT 1 WITH \$5 PURCHASE OR MORE

PLUS DEPOSIT
Coca Cola.....**\$159**
32-OZ. 6-PAK

MEADOWDALE
Green Beans.....**4** 16-OZ. CANS **\$100**

STAR-KIST LIGHT
Chunk Tuna.....**48¢**
6-OZ. CAN

FAITHFUL WHOLE KERNEL
Golden Corn.....**3** 16-OZ. CANS **79¢**

CAMELOT REG. OR
Iodized Salt.....**10¢**
26-OZ. PKG.

CAMELOT
Peaches.....**3** 16-OZ. CANS **\$100**

CAMELOT DRY OR GRAVY
Dog Food.....**89¢**
5-LB. BAG

DEL CERRO
Pecan Halves.....**59¢**
4-OZ. PKG.

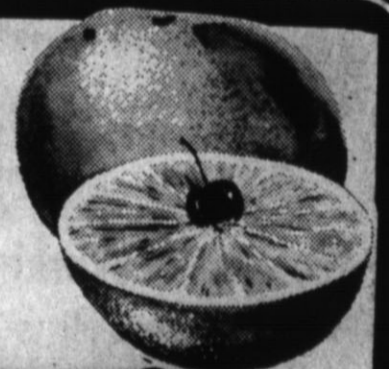
JIF CREAMY OR CRUNCHY
Peanut Butter.....**\$128**
28-OZ. JAR

BAKER'S FLAVORED
Chocolate Chips.....**59¢**
12-OZ. PKG.

JENO'S
Cheese Pizza.....**58¢**
14 3/4 OZ. PKG.

TOPPING MIX
Dream Whip.....**48¢**
3 1/2 OZ. PKG.

fresh produce



TEXAS RUBY RED
Grapefruit

LARGE SIZE **5** FOR **\$1**

COLORADO RUSSET
Potatoes.....**69¢**
10-LB. BAG

THRIF-T PRICED
ENGLISH WALNUTS.....**79¢**
EA.

THRIF-T PRICED
IMPORTED COCOANUTS.....**49¢**
LB.

**INSERTS FOR THE FOLLOWING NEWSPAPERS -
WEEK OF DECEMBER 15, 1974:**

CANYON NEWS
CANYON, TEXAS
MOORE COUNTY NEWS PRESS
DUMAS, TEXAS
HAPPY WEEKLY NEWS
HAPPY, TEXAS
HEREFORD BRAND
HEREFORD, TEXAS
WINKLER COUNTY NEWS
KERMIT, TEXAS
THE LOCKNEY BEACON &
FLOYD COUNTY HESPIRIAN
LOCKNEY, TEXAS
THE LOVINGTON DAILY LEADER
LOVINGTON, NEW MEXICO
ECOS ENTERPRISE
PECOS, TEXAS

PLAINVIEW DAILY HERA
PLAINVIEW, TEXAS
PORTALES NEWS TRIBUNE
PORTALES, NEW MEXI
ROBY STAR RECORD &
ROTAN ADVANCE
ROTAN, TEXAS
SHAMROCK TEXAN
SHAMROCK, TEXAS
THE HANSFORD PLAINS
SPEARMAN, TEXAS
TUCUMCARI NEWS
TUCUMCARI, NEW ME
WHEELER TIMES
WHEELER, TEXAS



TO OUR CUSTOMERS
AND FRIENDS
**Merry
Christmas**

WE THANK YOU FOR YOUR LOYAL
PATRONAGE AND SINCERELY
HOPE THAT WE MAY SERVE
YOU IN THE COMING
YEAR!

Prices Effective
Thursday-Tuesday,
December 19-24, 1974.

FOOD STAMP
CUSTOMERS ARE
ALWAYS WELCOME
AT THRIFTWAY FOOD STORES.

THRIFTWAY

**Shop Your Nearest
THRIFTWAY
FOOD STORE**

Abernathy, Texas SMITH'S THRIFTWAY S&H Green Stamps	Paducah, Texas MOORE'S THRIFTWAY S&H Green Stamps
Artesia, New Mexico FENN'S THRIFTWAY S&H Green Stamps	Pampa, Texas HOW'S THRIFTWAY Buccomer Stamps
Beale City, Oklahoma COLY'S THRIFTWAY Buccomer Stamps	Panhandle, Texas PANHANDLE THRIFTWAY Buccomer Stamps
Borger, Texas HOLT'S THRIFTWAY Buccomer Stamps	Pecos, Texas BOB'S THRIFTWAY HILL'S THRIFTWAY POPULAR THRIFTWAY Purple Stamps
Canadian, Texas MILLER THRIFTWAY Green Brothers' Stamps	Plainview, Texas PAGE'S THRIFTWAY NO. 1 & NO. 2 S&H Green Stamps
Canyon, Texas COOPER'S THRIFTWAY Gold Bond Stamps	Portales, New Mexico FOOD TOWN THRIFTWAY Gold Bond Coupon Stamps
Clevis, New Mexico STANGELL'S THRIFTWAY Buccomer Stamps	Ralls, Texas LETTWICH THRIFTWAY Gold Bond Stamps
Dallhart, Texas PORTER'S THRIFTWAY S&H Green Stamps	Rotan, Texas GLEN'S THRIFTWAY Gold Bond Stamps
Dumas, Texas THRIFTWAY SUPERMARKET Buccomer Stamps	Shamrock, Texas PRITCHARD'S THRIFTWAY S&H Green Stamps
Floydada, Texas DON'S THRIFTWAY Gold Bond Stamps	Snyder, Texas EVERYBODY'S THRIFTWAY S&H Green Stamps
Hereford, Texas THRIFTWAY SUPERMARKET Green Brothers' Stamps	Spearsman, Texas CUT RATE THRIFTWAY Buccomer Stamps
Kermit, Texas SERV-ALL THRIFTWAY Gold Bond Stamps	Tucumcari, New Mexico COOPER'S THRIFTWAY Green Brothers' Stamps
Lockney, Texas PAGE'S THRIFTWAY NO. 3 S&H Green Stamps	Tulia, Texas TULLA THRIFTWAY S&H Green Stamps
Lovington, New Mexico THRIFTWAY NO. 1 & NO. 2 Purple Stamps	Wallington, Texas OWENS & SCOTT THRIFTWAY Buccomer Stamps
Memphis, Texas DAVIS & SCOTT THRIFTWAY Buccomer Stamps	Wheeler, Texas PRITCHARD'S THRIFTWAY S&H Green Stamps
Merton, Texas DOSS THRIFTWAY Gold Bond Stamps	

MEMBER
AFFILIATED
FOOD
STORES



TURKEYS

**Shurfresh, Grade A Self Basting-
Broad Breasted With Pop-Up Timer**

This Christmas serve the finest ... serve a Shurfresh Turkey! You can count on your Shurfresh Turkey to be perfect in every way - a Pop-Up Timer to make cooking preparation easier, plus tender, juicy and just-right Flavor. We know it will because we sell only U.S.D.A. Grade "A" Turkeys - the very highest Government Grade.

EVERYTHING FOR YOUR CHRISTMAS FEAST See Inside

HOLIDAY



MOUNTAIN GROWN
FOLGER'S COFFEE 1 LB. CAN **99¢**



SHURFRESH-ASSTD. FLAVORS
ICE CREAM 1/2 GALLON CTN. **99¢**



Holiday Fixin's
 SHURFINE QUALITY
SALAD DRESSING
 32 OZ. JAR **89¢**

SHURFINE RED MARASCHINO
Cherries 4 OZ. JAR
 BOND QUALITY
Stuffing Mix 8 OZ. PKG.



BETTY CROCKER LAYER
CAKE MIXES 2 **99¢**
 ASSORTED FLAVORS
 18 OZ. PKGS.



CRISCO SHORTENING
3 \$1.89
 1st Can Only
 Thereafter Regular Price.

TENDER CRUST BROWN & SERVE
FRESH ROLLS 3 **99¢**
 12 CT. PKGS.

20¢ COUPON NO. 574678

GOLD MEDAL FLOUR 5 LB. BAG **79¢**
 WITH THIS COUPON
 VOID AFTER DEC. 24, 1974
 THRIFTWAY FOOD STORES

10¢ COUPON NO. 0471

HELLMAN'S MAYONNAISE QT. JAR **\$1.49**
 WITH THIS COUPON
 VOID AFTER DEC. 24, 1974
 THRIFTWAY FOOD STORES



HOLIDAY FOODS

Appetizers	Baking Needs	Holiday Dairy Values	Thrift Corner
 SHURFRESH POTATO CHIPS TWIN PACK 69¢	 NESTLES MORSELS CHOCOLATE CHIPS 6 OZ. PKG. 49¢	 PHILADELPHIA CREAM CHEESE 8 OZ. PKG. 39¢	 COMET CLEANSER 14 OZ. CAN 23¢

TRADITION TREATS

CRANBERRY SAUCE **33¢**
 SHURFINE WHOLE OR STRAINED 16 OZ. CAN

Cut Yams **45¢**
 BRUCE'S NO. 3 SQUAT CAN

Pears **89¢**
 HUNT'S HALVES 15 OZ. CANS

Peas **43¢**
 SHURFINE TINY SWEET 17 OZ. CAN

OLIVES **69¢**
 HOLSUM THROWN STUFFED MANZ. 5 OZ. JAR

Pickles **69¢**
 SHURFINE WHOLE SWEET 22 OZ. JAR

Mixed Nuts **\$1.09**
 FISHER 13 OZ. CAN

Olives **49¢**
 LINDSAY MED. PITTED RIPE 13 OZ. CAN

FROZEN FOODS

FROZEN MINCE PIES **99¢**
 JOHNSTON 32 OZ. PKG.

Shells **49¢**
 JOHNSTON PIE 2 SHELLS PER PKG.

Strawberries **45¢**
 SHURFINE HALVES 10 OZ. CTN.

Topping **59¢**
 BIRDSEYE COOL WHIP 9 OZ. CTN.

Livers **49¢**
 SWANSON CHICKEN 8 OZ. PKG.

COOKIES **79¢**
 PILLSBURY-BUTTERSCOTCH-PEANUT BUTTER-OATMEAL W/RAISIN-OATMEAL W/CHOCOLATE CHIPS AND PEANUT BUTTER W/CHOCOLATE CHIPS

CHEDDAR STICKS **99¢**
 KRAFT CRACKER BARREL-MILD-MELLOW-SHARP-EXTRA SHARP 10 OZ. SIZE

BIZ PRE-SOAK **\$1.19**
 LAUNDRY DETERGENT KING SIZE BOX

Crackers **69¢**
 NABISCO ASSTD. SNACK BOX

Crackers **69¢**
 SUNSHINE HI-HO 16 OZ. BOX

Mushrooms **39¢**
 GREEN GIANT WHOLE 2 1/2 OZ. JAR

Oysters **63¢**
 MYCO WHOLE NATURAL 8 OZ. CAN

Corn Meal **55¢**
 AUNT JEMIMA WHITE OR YELLOW 2 LB. PKG.

Stuffing Mix **49¢**
 STOVE TOP-CORNBREAD OR CHICKEN FLAVOR 7 OZ. BOX

Napkins **39¢**
 GALA DINNER ASSORTED 50 CT. BOX

HAIR DRYER **\$17.88**
 REMINGTON HAND HELD EACH NO. 850

POP-CORN POPPER **\$7.99**
 MIRRO-MATIC BUTTER-RITE TEFLON II COATED WITH POP 'N SERVE COVER EACH

Health & Beauty Aids

COLD TABLETS **59¢**
 BAYER'S CHILDRENS 30 CT. BOTTLE

COPE TABLETS **79¢**
 unique formula for relief of nervous tension headaches 30 CT. BOTTLE


MILK OF MAGNESIA **88¢**
 PHILLIPS-REGULAR OR MINT FLAVORED 12 OZ. BOTTLE

ALKA-SELTZER **59¢**
 GOLD (NO ASPIRIN) BOX OF 20 COUNT TABLETS

15¢ COUPON
 FRENCH'S COUNTRY STYLE MASHED POTATOES **69¢**
 16 OZ. BOX

WITH THIS COUPON VOID AFTER DEC. 24, 1974
 THRIFTWAY FOOD STORES

THRIFTWAY



Holiday Meats

Wilson's Corn King
MOISTURE ADDED-BONELESS

HAM



\$1.19

HALF OR
WHOLE

LB.

BONELESS
**HAM
SLICES** \$1.49
LB.



This Christmas Season why not set your table with our best wishes... Choose from an array of Festive Holiday Foods that is unequalled. Lean Smoked Hams, Plump Turkeys plus all of the other fine foods that will dazzle your taste buds and please your budget.

We have a full variety of Holiday Poultry...
**DUCKS-GEESE-CAPONS-TURKEY
BREASTS & ROASTS.**

FRESH FROZEN GRADE 'A' BAKING

HENS

5 to 7 LB.
AVERAGE

55¢

LB.



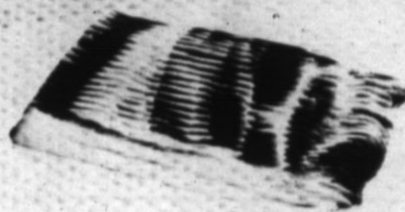
Your
QUALITY
brand for
SAVINGS

FULLY COOKED—BONELESS-CANNED

Shurfresh Hams

\$6.99

5
LB.
CAN

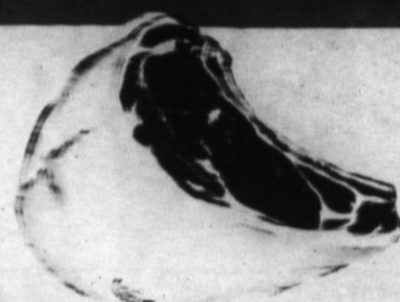


FRESH SLAB

Sliced Bacon

99¢

LB.



PRIME-GRAIN FED BEEF

Rib Roast

\$1.29

LB.

CUDAHY HALF OR WHOLE
HOLIDAY HAMS



\$1.79

LB.

SHURFRESH PREMIUM QUALITY
FRANKS



59¢

12 OZ.
PKG.

SHURFRESH PREMIUM QUALITY
BOLOGNA

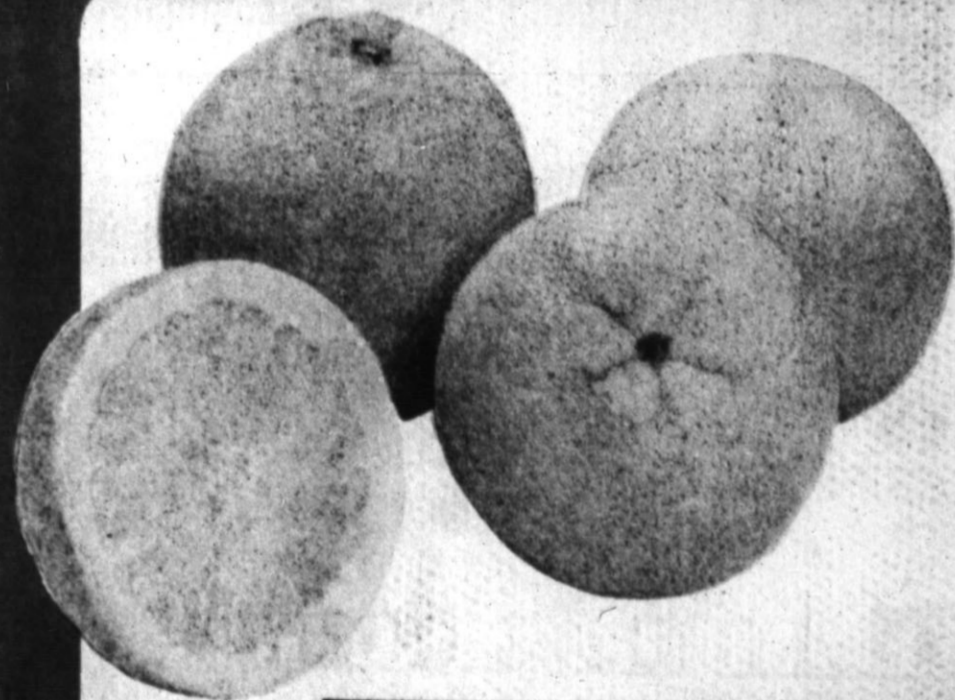


59¢

12 OZ.
PKG.

Holiday Fruits & Vegetables

This is the Season when only the finest and fanciest will do ... so come on to your nearby Thriftway and make your fresh fruits and vegetable selection from the "fanciest freshables" in the area.



Mix & Match
SUNKIST NAVAL
Oranges or

WASHINGTON GOLDEN DELICIOUS

Apples

4 89¢

LBS.

CALIFORNIA LARGE ZIPPER SKIN

TANGERINES

HONDURAS

COCOANUTS

CALIFORNIA GREEN

PASCAL CELERY

LB. **29¢**

EA. **59¢**

LB. **15¢**

YELLOW

SWEET ONIONS

PORTALES U.S. No. 1

SWEET YAMS

LONG GREEN SLICERS

CUCUMBERS

LB. **9¢**

LB. **19¢**

LB. **25¢**

GOLDEN RIPE

Bananas

10¢

LB.

LARGE SIZE ENGLISH

Walnuts

49¢

LB.

THRIFTWAY

get MORE FOR your money!



DISCOUNT CENTER

Advertised Prices Good Monday Dec. 16, through Saturday Dec. 21, 1974

IN HEREFORD

Daisy NO. 1105
BB RIFLE
 Reg. '19" **\$6.89**
 G.D.P.

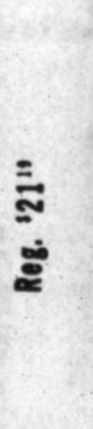
wrap up a Merry Christmas NOW!



Daisy Pneumatic Pump Up BB & .177 Cal. Pellet

RIFLE

Daisy NO. 1894



\$15.97
G.D.P.

\$22.49
G.D.P.

Daisy Western Style NO. 179 or
SIX GUN
 Daisy Targeteer BB PISTOL NO. 177
 Reg. '19" **\$7.37**
 G.D.P.

Daisy NO. 98
MONTE CARLO
 W/Wood Stock
 Reg. '19" **\$14.67**
 G.D.P.

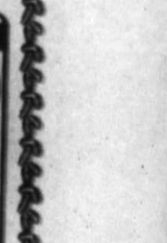
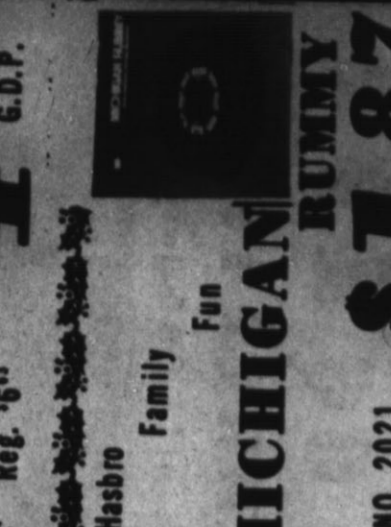
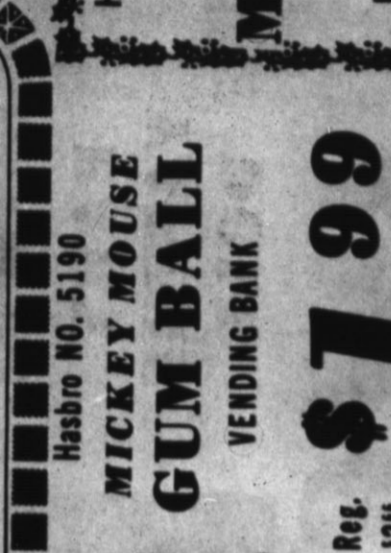
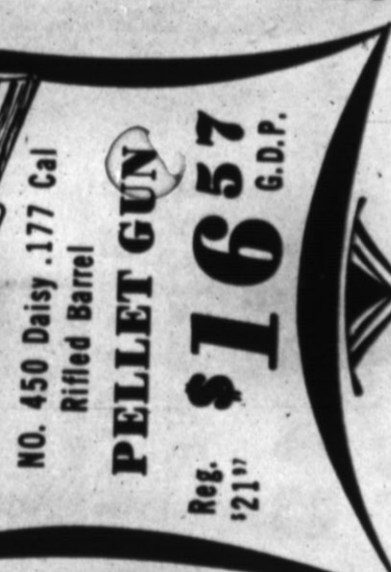
Daisy Standard NO. 25
PUMP GUN
 Reg. '18" **\$13.79**
 G.D.P.

Daisy Prospector NO. 1930
PLAY RIFLE
 G.D.P. **\$2.67**

Daisy Targeteer Cub NO. 846
SPORT TRAINING RIFLE
 Reg. '21" **\$1.79**
 G.D.P.

Daisy NO. 450
PELLET GUN
 Rifled Barrel
 Reg. '21" **\$16.57**
 G.D.P.

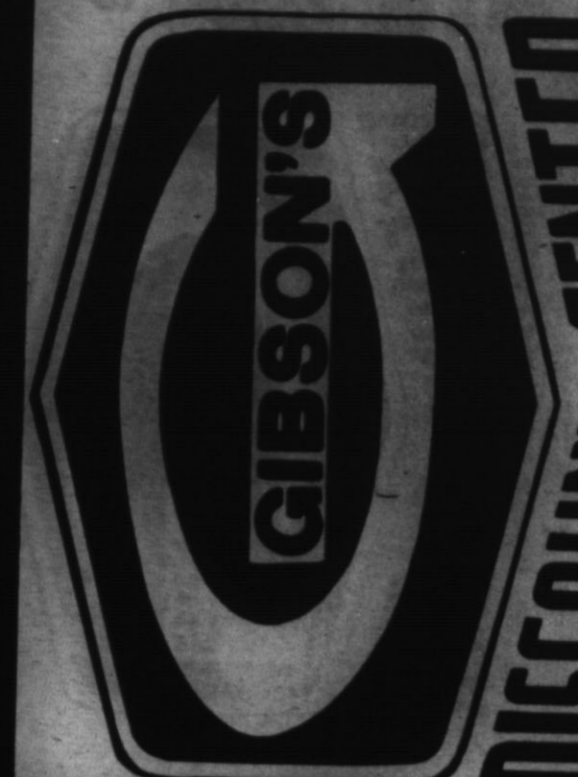
Daisy NO. 1974
POP-POP O-MATIC
 Reg. '21" **\$1.69**
 G.D.P.



TOYS SALE



Prices Good Monday Dec. 16, thru Saturday Dec. 21, 1974



DISCOUNT CENTER

Aurora NO. 5575 PENDULUM

IN HEREFORD
CURVE BOWLS \$9.59
 Reg. '12" G.D.P.
 Ages 6 and up



Milton Bradley
 A VISIT TO WALT DISNEY WORLD
MAGIC KINGDOM GAME
 NO. 4202
 Reg. '13" **\$2.79**
 G.D.P.

An Indoor Basketball Game

DUNKETT

Any Age **\$1.99**
 Reg. '12" G.D.P.

THE REAL MOTHER GOOSE

Story Book

Rand McNally
\$2.39
 G.D.P.



Ohio Art NO. 197
 SPRINGDALE
FARM SET
 46 Realistic Pieces
 Reg. '16" **\$4.97**
 G.D.P.

Hasbro Family Fun
MICKEY MOUSE GUM BALL VENDING BANK



Hasbro NO. 5190
\$1.99
 G.D.P.

Hasbro
MICHIGAN RUMMY



NO. 2021
 Reg. '12" **\$1.87**
 G.D.P.

Special Toy Sale



DISCOUNT CENTER
Advertised Prices Good Monday Dec. 16 through Saturday Dec. 21, 1974

HEREFORD IN

MTD ALL STEEL NO. 653-501-060 COASTER WAGON \$8 97
Reg. \$11.99 G.D.P.



SCHOOL BUS \$7 49
G.D.P.
Samsonite NO. 401 Reg. \$9.99

CRAFT MASTER CANDLES & HOLDER KIT \$3 59
G.D.P.
Reg. \$4.75 NO. 49301

CRAFT MASTER POTTERY & PLAQUE KIT \$4 19
G.D.P.
Reg. \$5.95 NO. 46200

CRAFT MASTER OIL PAINT BY NUMBER SET \$3 59
G.D.P.
Reg. \$4.99 Adapted from the Saturday Evening Post Cover by Norman Rockwell

KENNER PLAY-DOH NO. 2110 ANIMAL FARM \$1 99
G.D.P.
Reg. \$2.75

KENNER NO. 2960 BABY YAWNIE DOLL \$6 89
G.D.P.
Reg. \$9.95

DAISY NO. 1930 PROSPECTOR \$2 67
G.D.P.
Reg. \$3.95 Safe Toy Super Play Rifle

Santa's Bargain Specials



ENDANGERED SPECIES OF THE WORLD \$5 39
G.D.P.
Reg. \$7.99
Revel H-713
Victims of a Changing Ecology



DISCOUNT CENTER
Advertised Specials Good Monday Dec. 16, through Saturday Dec. 21, 1974

HEREFORD IN

MAIL SORTER \$5 97
G.D.P.
A Child Guidance Toy

THE ELEPHANT KNOWS \$3 17
G.D.P.
Reg. \$4.95
A Child Guidance Toy

BRIDGE AND FERRY SET \$1 26
G.D.P.
Ideal Think & Learn NO. 8237-0

MAIL SORTER \$5 97
G.D.P.
Ages 3 to 7 NO. 252 Reg. \$7.99

THE ELEPHANT KNOWS \$3 17
G.D.P.
Ages 2 to 5 NO. 255 Reg. \$4.95

BRIDGE & FERRY SET \$1 26
G.D.P.
Reg. \$1.65

CLEANING SET \$3 37
G.D.P.
Reg. \$4.99
Minor NO. 1-583 SUPER DELUXE

ROMPER ROOM NO. 383 DO BEE DOUGH MACHINE \$4 49
G.D.P.
Reg. \$5.95
Ages 3-6

ATF BUNK BEDS \$1 09
G.D.P.
Reg. \$1.45

ETCH-A-SKETCH \$3 49
G.D.P.
Reg. \$4.95
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