

Sunday

20 Cents

26 Pages Plus 3 Supplements

73rd Year, No. 96

The Hereford Brand



The Hereford Brand, Hereford, Texas, Sunday December 1, 1974

Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says the trouble with being punctual is that, nine times out of ten, there's nobody around to appreciate it.

THE BRAND extends a big "welcome" to visiting Kiwanians who are in hustlin' Hereford today to attend a leadership rally. Hereford has two Kiwanis Clubs and citizens are well aware of these men's involvement in community projects—including their work with young men through the high school Key Club. Best wishes for a successful rally!

THE MANY motorists who use the Park Avenue-385 intersection several times a day are happy to see the new signal lights installed and the land stripes marked. The traffic flow at the busy intersection should be greatly improved, and motorists may feel a little safer on making turns.

THERE'S no substitute for brains and ability... but silence works pretty good.

WE HAD a lot of things to give thanks for on Thanksgiving Day, not the least of which is that we live in Hereford. Many things have been said about the spirit and "hustle" that makes Hereford a viable community on the move, and they're all true. The economic troubles that have been in headlines cross the nation have not touched our community as it has many others. We've been in a unique position here with a healthy economic position.

Incidentally, if the recurring headlines about the rise in prices has you all psyched up about how high everything is, you're in good company.

BUT IT may be that distortion is the rule rather than the exception.

How much more does it take this year to buy what last year's dollar bought?

THAT'S the question Opinion Research Corp asked recently and got answers ranging from \$1.12 to \$2.00 with the average estimate pegged at \$1.81 and a full one-third of the respondents picking the figure \$2.

How much more does it take this year than last?

TWELVE CENTS—according to the consumer price index. It takes \$1.12 to do what a \$1.00 did last year!

DID you guess right?

MOST PEOPLE are familiar with Murphy's Law, an old engineering axiom, which says simply: "If anything can go wrong, it will."

There is a new list of collaries to Murphy's Law that are listed, understandably, under the heading: Murphy's Law. Some of these are:

ANY wire or tube cut to length will be too short.

Components that must not and cannot be assembled improperly will be.

ANY ERROR that can creep in, will. It will be in the direction that will do the most damage.

All constants are variable. The most logical way to assemble components will be the wrong way.

THE PROBABILITY of a dimension being omitted from a set of instructions is directly proportional to its importance.

It is impossible to make anything foolproof because fools are so ingenious... and there's an extra related rule that says: Any device that can be put together by a 5-year-old, should be.



Visions of Christmas

Visions of rocking horses and other toys must be going through the mind of Gary Morgan as he tests a flashy steed in a Hereford store. It's the busy season of the year for local residents and

business firms, as Christmas shoppers flock to the stores to find gifts for friends and loved ones. Gary is the 17-month-old son of Mr. and Mrs. Jimmy Morgan of 406 Ave. C.

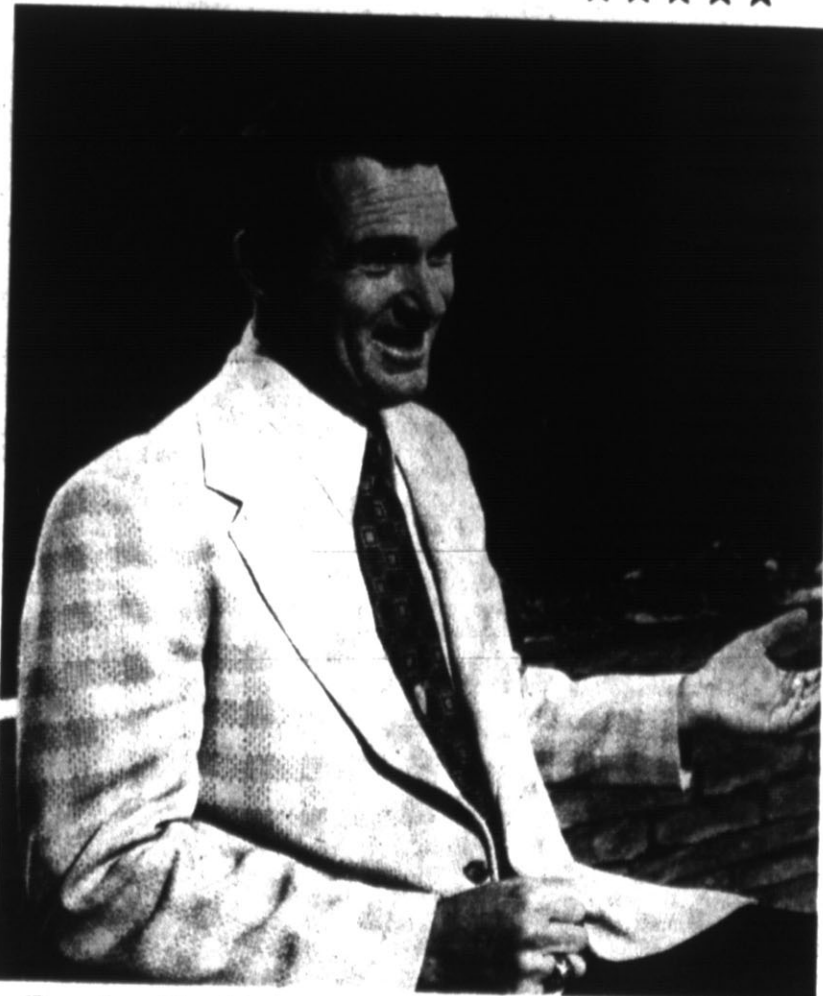
Author-Farmer Sows Sacred Seeds

Inspired by a deep spiritual awakening, Frank Ford has written *New Harvest*, one of two Ford books which will be promoted at an autograph party 9:30 a. m.-12 noon tomorrow at Christian Book Store.

expresses his appreciation of the outdoors in both publications, particularly *Pack To Nature*. The local author, who has farmed in Deaf Smith County for many years, organized Arrowhead Mills, now one of the largest distributors of whole food in the nation, in 1960.

★★★★★

★★★★★



Books To Premier Here

Frank Ford, local farmer and founder of Arrowhead Mills, has authored two books which will be premiered Monday morning at Christian Book Store. Here, he appears on the nationally-syndicated radio-television series "Man and Ideas."

Lighting Contest Set

Xmas Season Arrives Here

It's no secret that Christmas shopping started before Thanksgiving, but with the traditional holiday behind—except for leftover turkey—the spirit of Christmas began to fill the air around Hereford this week.

Ready or not, Christmas isn't really far away—just 24 more days and only 20 shopping days! Just a casual look around town reflects the fact that citizens are putting on a sparkling holiday face for the Yuletide season.

AND, CHRISTMAS '74 should be well lighted—a contrast to last season's fuel-conscious lack of home and city decorations. The Women's Division of Deaf Smith County Chamber of Commerce is sponsoring a Christmas Decorating Contest this year, with cash prizes offered in three categories and recognition going to the most attractively-lighted block.

Judges will award cash prizes for the best overall home decorations, \$50; the best window decoration, \$25; and the best door, \$15. Any resident of the city

may enter the contest, and also those residing within a five-mile radius of the city. Entry blanks have been published in The Brand. Mrs. W.C. Russell is chairman of the project.

ONE OF the first residents to have home decorations up will be L.J. Clark, 316 Ave. J, who is resuming his traditional display after skipping last year. He reported his decorations will be lit up starting this evening, and at least from 6 to 8 p.m. each evening until Christmas.

Businessmen and customers alike are finding themselves getting into the hustle and bustle of the season this week. Local merchants are well prepared with gift suggestions for everyone—from the youngster waiting for Santa's visit to that hard-to-please, have-everything person. Shoppers have only to turn through the pages of The Brand each issue to see that Hereford firms are eager to take care of their gifts list, just as the friendly clerks do all year long!

Mercury Falls As Front Moves Over Panhandle

A passing cold front Friday catapulted temperatures into the teens yesterday with the mercury covering under the 30 degree mark.

A trace of snow laced local lawns and shrubs Friday morning as rain, fog and ice plagued many parts of the state. About an inch of flakes blanketed Wichita Falls while a half inch collected at Dalhart.

TEMPERATURES Tuesday and Wednesday were in the mid 50's here ahead of the Thanksgiving storm. The mercury skidded to 28 degrees Thursday and has not surpassed the freezing mark since.

Snow covered much of Oklahoma, eastern Kansas, Nebraska, the eastern Dakotas, Iowa, Missouri and central Illinois, although amounts were generally light.

Sleet iced highways in Oklahoma and north central Texas but the precipitation turned to rain as the front moved over the southern portion of the country.

CLEAR SKIES are expected to prevail during the remainder of this weekend as temperatures struggle into the 40's today.

KPAN Radio recorded local temperatures as: Tuesday 27-55 degrees, Wednesday 21-56, Thursday 28-37, Friday 29-17 and Saturday 13-29.

Mrs. Huckert's Funeral Is Scheduled For Monday

Mrs. Joseph Huckert Sr., 93, a native of France who had lived in Hereford since 1922, died Friday evening in Deaf Smith General Hospital after a long illness. Funeral services are scheduled at 10 a. m. Monday in St. Anthony's Catholic Church with the Rev. Aedan Davis officiating.

A Rosary service will be conducted at 8 p. m. today. Burial will be in St. Anthony's Cemetery, directed by Gilliland-Watson Funeral Home. Pallbearers will be grandsons and grandsons-in-law of Mrs. Huckert.

Born April 2, 1881 in the Alsace-Lorraine region of France, Mrs. Huckert was the former Odelia Stadler. She married Joseph Huckert in 1905 at Brendelburk and came to America as a bride.

The Huckerts came to Texas in 1909 from Akron, Iowa. Mr. Huckert's death occurred in 1931. Mrs. Huckert lived at 117 Sunset before she went to Westgate Unit of Kings Manor retirement home here last May.

Mrs. Huckert became a United States citizen shortly after coming from France. She returned to her native country in 1952 for a four-month visit with relatives still living there. She was a member of St. Anthony's Church during all her years in Hereford.

Survivors are a daughter, Marie Sears of Hereford; two sons, Joe of Hereford and Frank of Sumnerfield; a brother, Joseph Stadler of Alsace-Lorraine; 10 grandchildren and 10 great-grandchildren.

District Session Set Here

Kiwanis Rally Slated Today



TOM DUNCAN

Kiwanians of the Texas-Oklahoma District will convene here today for a Leadership Rally with Gov. Tom Duncan of Dallas opening the meeting at 9 a. m. in the Hereford High School library.

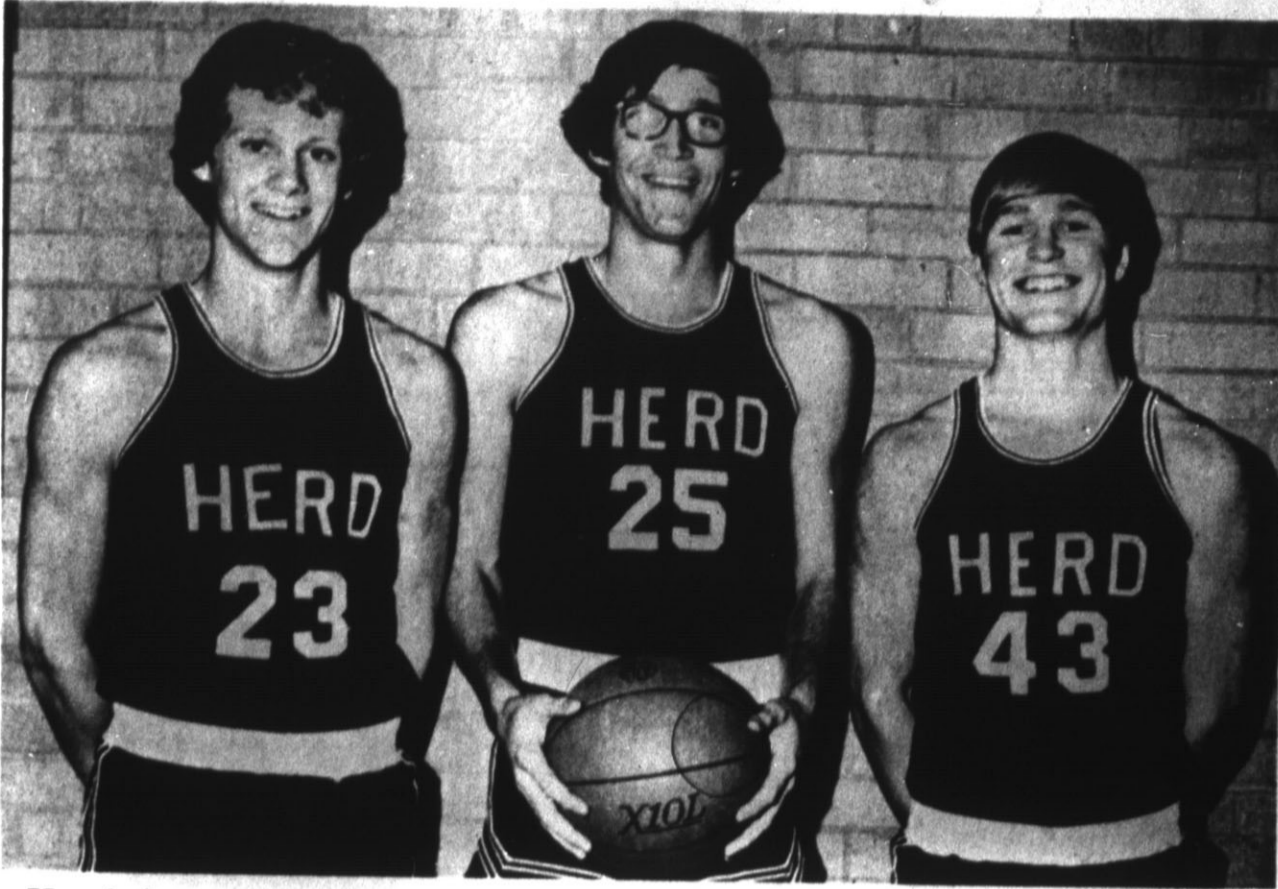
Rev. Leon Hill of Amarillo will be guest speaker for the noon luncheon in the high school cafeteria, with a morning devotional service and a training session preceding the meal. Another training session is scheduled after lunch, with the rally set to adjourn about 3 p. m.

MORE THAN 100 Kiwanians are expected for the meeting, and some 15 coordinators will be informing represent-

atives from Texas and Oklahoma clubs about the essentials of leadership. The T-O district is the second largest in Kiwanis International.

The two local clubs and Division 33 will host the rally. R.C. Hoelscher and Danny Vermillion are the presidents of the two Hereford clubs. The Rev. Gene Brink of Hereford will lead the devotional service this morning, and Sherry White will provide special music.

JAMES McCOWN of Amarillo, lieutenant governor for Division 33, will make special introductions at the rally. Many of the visiting Kiwanians arrived in Hereford Saturday night.



Herd Cager Captains

Captains of the Hereford basketball team for the 1974-75 season are Craig Nieman (23), a senior forward; Lynn Tarr (25), a senior forward; and Mike Munnerlyn (43), a senior guard. The captains were elected by team members and will serve through the season.

STATE CAPITAL Highlights AND Sidelights By Lyndell Williams

AUSTIN, Tex.—Texas delegates will be heading for Kansas City, Mo., this week for a new kind of Democratic national convention.

Most of them are just as glad there has never been one like it before and hope that there will never be another.

The "mini-convention" or 1974 Conference on Democratic Policy and Organization was mandated by the 1972 Democratic National Convention.

Its job is to produce the first national charter or constitution in history for a major American political party.

It will also serve as a forum for discussion of national issues. Four panels will meet December 6 to discuss four general areas, in identifying the issues of greatest concern to the Democratic party.

The party charter will be adopted after debate by 2,038 delegates December 7, and issue panel moderators will make their reports and addresses December 8.

Gov. Dolph Briscoe is chairman of the Texas delegation, which includes as ex-officio members all members of the Democratic congressional delegation.

Texas liberals, unhappy with selection of Briscoe in a telephone poll, named Ma. Billie Carr of Houston, a national Democratic committee member, their chairwoman.

Prospective candidates for the Democratic presidential nomination in 1976—including U.S. Sen. Lloyd Bentsen, of Texas—are expected to make strong bids for attention at the Kansas City sessions.

VOTES CANVASSED—Canvass of the statewide general election vote reconfirmed Atty. Gen. John Hill as the top vote-getting incumbent. He polled 1,704,253 votes to win over Republican Tom Cole, with 373,108 and the Socialist Workers Party nominee, with 36,677.

Land Commissioner Bob Armstrong came in second in the canvass with 1,136,321, and Agriculture Commissioner John C. White third, with 1,125,577.

All the incumbents scored more than a million votes.

High Republican vote-getter in the canvass was treasurer candidate Robert C. Holt, with 559,002.

Votes for governor and lieutenant governor will not be canvassed until the legislative session in January. The House of Representatives takes care of that. The Board of Chicanos canvasses the other vote, including legislative, congressional and judicial.

COURTS BUSY—During January-June, 1,716,697 cases were filed in or appealed to county, justice of the peace and municipal courts of the state, according to Texas Civil Judicial Council.

Fifty-three per cent of the county court criminal cases and 38 per cent of the civil cases were dismissed or settled before trial.

Justice of the peace and municipal courts received \$26.4 million in revenue during the six-month reporting period.

The council reported 186 of the 254 constitutional county courts have justices who are not attorneys. Only six per cent of 984 justices

of the peace are attorneys, and about 65 per cent of the 216 municipal courts (in cities over 5,000) are licensed lawyers.

DATE HIKES OPPOSED—A group backing utility regulation asked Attorney General Hill to investigate allegations of irregularities in rate practices by Southwestern Bell Telephone Company.

At the same time, the chairman of the Texas Coalition for Utility Regulation said no city council should grant phone rate increases while questions raised in a suit at San Antonio against Southwestern Bell are pending.

The \$26.5 million damage suit by a fired Bell executive and the family of a deceased executive alleges the company kept a separate set of books for use in getting rate increases and indirectly channeled money into political campaigns.

State Rep. Roy Blake of Nacogdoches also advised city councils to refrain from rate increases until the charges have been proved or disproved.

NEW INDUSTRIES MULTIPLY—Twenty-six new industries which may have a \$121 million annual impact on the economy located in Texas during October.

About 2,300 jobs will be generated, and another 2,230 indirectly created. The industries will produce \$7.8 million in federal taxes a year, \$46,734 in state taxes and \$55,287 in local taxes, according to Texas Industrial Commission projections.

Plants are planned in Palestine, Bryan, Columbus, Morton, Sumnerfield, Ringer, Longview, Prosser, Marshall, Donna, Waco, New London, Tomaha, Brackenridge, Clear Lake City, Houston, Corpus Christi, Austin and Fort Worth.

VETS' DAY CHANGE BACKED—Veterans Day would be returned to November 11, under legislation backed by Governor Briscoe and sponsored by Rep. Linden Williams of Houston. Forty-two other states al-

Funeral Rites Conducted For 77-Year-Old Woman

Funeral services for Mrs. Fred F. Collett, 77, of 118 Aspen, were conducted Saturday afternoon in Rose Chapel of Gilliland-Watson Funeral Home by Dr. Jordan Grooms, pastor of First United Methodist Church of which she was a member. Burial was in West Park Cemetery.

Mrs. Collett died early Friday in Deaf Smith General Hospital after a long illness. As Anna Ruth Mann, she was

born Jan. 30, 1897, in Cook County. She married Fred Collett, a pioneer cowboy and ranchman of this area, March 30, 1930, in Oklahoma. She came from Gainesville to make her home in Deaf Smith County.

She is survived by her husband; two sisters, Mrs. Gene Block of Dumas and Mrs. Dean Loerwald of Plainview; and a brother, Euel Mann of Valley View.

OSHA Head Urges Strict Standards

Developing health standards to protect workers from on-the-job hazards is the greatest single challenge facing the U.S. Labor Department's Occupational Safety and Health Administration (OSHA), a high Labor Department official said.

Assistant Secretary of Labor John H. Stender, head of OSHA, said, however, that "Standards are only words printed on paper and the lack of the power to save a single life unless they are backed by an effective enforcement program and an equally effective program of voluntary compliance."

"Let me assure you," he told the audience at the 17th National Cellular Plastics Conference in Washington, D.C., "that both have top priority at OSHA."

OSHA will expand standards covering some 400 health hazards within the next three years. Up to seven new health standards may be published by the end of the year.

"Developing health standards is the greatest single challenge facing OSHA at this time. The process is underway and it is receiving great emphasis," he added.

Germans hail French plan on Market ties.

County Cited For Gain In Farm Bureau

Deaf Smith County Farm Bureau will be recognized in Dallas Tuesday night for registering a gain in members for five years.

The Texas Farm Bureau's annual recognition and awards program, featuring a performance by famed entertainer Anita Bryant, will be held at the Dallas Convention Center Theatre in conjunction with the TFB's 41st annual convention.

Awards will be given for achievements in the fields of membership acquisition, information and public relations, safety promotion and servicing of prepaid hospital care program.

Most coveted award—the John Gorman award—will go to Harris County Farm Bureau for having the highest membership of all county FBs in Texas, 2,716 member families.

Harris County FB also will receive the TFB President's Award for having the largest number of new members. The county unit enrolled 548 new members during the year.

The third perpetual award—Plains Cooperative Loving Cup—will be presented to Lampasas for having the longest continuous membership gain during 27 years.

Burial In Kansas City Planned For Mrs. Smith

After funeral services here Saturday morning, graveside rites for Mrs. Roy V. Smith will be conducted at 10 a.m. Monday in Forrest Hill Cemetery at Kansas City, Mo., where burial will be directed by D. W. Newcomer and Sons.

The Saturday service in St. Thomas Episcopal Church, of which Mrs. Smith was a member, were conducted by the Rev. William Lang, vicar. Gilliland-Watson Funeral Home was in charge of local arrangements.

Mrs. Smith died Thursday morning in an Amarillo hospital. She was the former Esther Bradley Crider, born Feb. 9, 1902, in Kansas City.

Her marriage to Roy V. Smith took place May 27, 1952 in Merriam, Kan. and she came to Texas that year. The Smiths moved to Hereford in March, 1953, from Friona.

She is survived by her husband, who requests that memorial gifts be made to St. Thomas Episcopal Church.

Lions Hear Thanksgiving Message From CofC Chief

Calling for a "renewal of values" at Thanksgiving time, Roy Faubion, president of Deaf Smith County Chamber of Commerce, was guest speaker for the regular weekly luncheon meeting of the Hereford Lions Club Wednesday at Civic Club Center.

Recalling his childhood, Faubion outlined the differences in lifestyles and listed the many things he was "thankful for on Thanksgiving, 1974."

"the start of more dreams that will lead to an even better community through the ideas and involvement of many of our citizens." The chamber launched the GoPro committee for the purpose of developing projects and priorities for the betterment of Hereford in the fourth quarter of the 20th century.

FAUBION was introduced by Lynn Brisendine, Lion program chairman for the month. A number of guests were introduced at the weekly meeting, and Cindy Rutherford gave the Leo Club report from high school.

Club president Wayne Lady announced that directors had voted to present a "privileged membership" to Earnest Langley, a former president.

Manor Names Administrator

Joyce Lyons, acting administrator of Kings Manor retirement home here since last May, became administrator today after completing internship and training required for license as director of such a facility.

She was given the position by unanimous vote of the Board of Trustees' executive committee recently. In naming her administrator the committee commended Mrs. Lyons for effective work since she became acting administrator and for a previous year as administrative assistant.

Her duties at the Methodist retirement home began about four years ago as secretary to the administrator. Mrs. Lyons grew up in Deaf Smith County and graduated from Hereford High School. She spent several years as a homemaker and mother, and in secretarial employment before beginning work at Kings Manor.

The 'Nitty-Gritty' of U.S. Unemployment

The Nation's unemployment rate reached six per cent in October, the highest level in nearly 3 years, it was reported by the Bureau of Labor Statistics of the U.S. Department of Labor.

This represented an increase of 14 percentage points since last October's 3 1/2 per cent low.

Total employment (as measured by the monthly sample survey of households) was unchanged in October at 85.5 million. Employment has risen 850,000 over the past year, about a quarter of the gain posted during the preceding year.

Nonfarm payroll employment (as measured by the monthly survey of business establishments), at 77.4 million in October was little changed from the revised September level.

However, nonfarm payroll employment was up by 340,000 since June. The number of payroll jobs has risen by 1.1 million since last October, a much slower pace than in the prior year.

The number of persons unemployed rose by 200,000 in October to a total of 5.5 million (seasonally adjusted). About half of this increase occurred among persons who had lost their last job. Over the past year, the jobless total has risen by 1.3 million persons, almost three-fifths of whom were job losers.

With the increase in joblessness, the Nation's unemployment rate rose from 5.8 per cent in September to 6.9 per cent. After declining to 4.6 per cent last October, the jobless rate has moved upward in spurts, first to the 5.2 per cent level that held from the energy-crisis period last winter through mid-summer and then more rapidly over the last 2 months, when it jumped from 5.4 per cent to the present level.

Much of the October increase took place among prime-aged males (those 25-54 years of age), as the unemployment rate for all adult men (20 and over) rose from 3.9 to 4.3 per cent.

In contrast, the rates for adult women (5.6 per cent) and teenagers (16.9 per cent), which had risen sharply in September, were both about unchanged.

Over the past year, each of these groups experienced substantial jobless increases. Adult men were hit particularly hard, as their rate moved from 3.6 to 4.3 per cent.

Black workers accounted for a large part of the October rise in unemployment, as their jobless rate rose from 9.8 to 10.9 per cent.

The unemployment rate for white workers, on the other hand, was about unchanged in October at 5.4 per cent.

Among the other major labor force groups, the unemployment rate for household heads rose from 3.4 to 2.7 per cent in October, and the jobless rate for married males edged up to 2.9 per cent.

The unemployment rate for full-time workers rose from 5.2 to 5.6 per cent. The jobless rate for workers covered by state unemployment insurance programs increased to 2.6 per cent in October after remaining around 3.6 per cent through most of the year.

All of these groups have posted large increases over the past year.

Among the major occupational and industry groups, sizeable upswings in unemployment were registered among blue-collar workers, particularly operatives, and manufacturing workers, especially those in durable goods industries. These developments reflect to some degree the weakness in the automobile and related industries. The rate for factory workers, at 6.2 per cent in October, was up from a 3 1/2-year low of 3.9 per cent registered a year earlier.

The unemployment rate for Vietnam-era veterans 20-34 years old, at 5.6 per cent in October, was about unchanged from the previous month, remaining below the jobless rate of their nonveteran counterparts (6.4 per cent).

However, the most recently discharged veterans (those 20 to 24 years old) continued to experience higher unemployment than their nonveteran counterparts. The jobless rate for young veterans was 11.7 per cent, compared with 6.2 per cent for young nonveterans.

jobless rates for most of the veteran and nonveteran groups were above their year-ago level.

The civilian labor force and total employment, at 85.9 and 86.5 million respectively, were both about unchanged in October following sizeable increases in September. Since October 1973, nonfarm labor force has risen by 2.1 million. Adult females made up 1.9 million of this increase, with adult males and teenagers accounting for 650,000 and 280,000 respectively.

Nonagricultural payroll employment remained essentially unchanged in October at an all-time high of 77.4 million, seasonally adjusted. This followed gains in the 2 previous months (based on seasonal adjustments) of 300,000.

The stability in the October total masked offsetting movements in the goods- and service-producing sectors, however, as a decline of 100,000 jobs in the goods industries was balanced by a continued increase in the service-producing industries.

The number of contract construction jobs was down by 30,000 in October; this industry has experienced employment cutbacks totaling 250,000 since February's peak level.

The average workweek for production or non-supervisory workers on private nonagricultural payroll edged down .01 hour in October to 41.0 hours. Factory overtime declined for the second straight month.

Average hourly earnings of production or nonsupervisory workers on private nonagricultural payrolls rose .3 per cent (seasonally adjusted) in October. Since October 1973, hourly earnings have advanced 6.8 per cent. Average weekly earnings advanced 0.7 per cent over the month and 7.6 per cent since October a year ago, with four-fifths of the increase occurring since April.

Before adjustment for seasonality, average hourly earnings rose .2 cents in October to \$13. Since October 1973, hourly earnings have advanced by 35 cents. Weekly earnings averaged \$284 in October, down 14 cents from September but up \$1.21 over October of last year.

The Hourly Earnings Index—earnings adjusted for overtime in manufacturing, seasonally, and the effects of changes in the proportion of workers in high-wage and low-wage industries—was 112.3 (1967=100) in October, 0.7 per cent higher than in September. The index was 9.2 per cent above October a year ago. During the 12-month period ending in September, the Hourly Earnings Index in Dollars of constant purchasing power declined 2.9 per cent.



The Hereford Brand
Established 1901

Entered as second class matter at the Post Office in Hereford, Texas under the act of March 3, 1897. 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.

Member: Texas Press Assn., Panhandle Press Assn., West Texas Press Assn., National Newspaper Assn.

O.G. Nieman
Lynn Brisendine
Sue Coleman
Charlene Brewster

Editor-Publisher
Adv. Manager
Women's Editor
Circulation

ONLY
20
SHOPPING DAYS
TIL
CHRISTMAS
OPEN EVERY NIGHT

JCPenney The Christmas Place

USE OUR CONVENIENT
LAY-AWAY
OR JUST SAY
CHARGE IT!

Great closeout
on men's
dress
shirts.

BIG, BIG
SAVINGS
ON
CELEBRATED
STYLES
CHARGE IT!

Now
\$4.99

Orig. \$6 to \$10 each. Now's the time to spruce up your wardrobe for the holidays and save on a great collection of long sleeve dress shirts. So many patterns, colors, checks and stripes to choose from. In polyester/cottons, polyester/triacetates and more. Assorted knits and wovens for sizes 14 1/2-17. Hurry over while the selection's at its best. Short Sleeve Also



CHARGE
IT!
Monday night
football.
It'll never
be the same.

Long sleepshirt in acetate nylon. Orange, blue, raspberry with white number, stripes. P-S-M-L. \$8.00

Pajamas with footed bottoms. Acetate/nylon. Orange, blue, raspberry. P-S-M-L. \$9.00



Pantsuit
Caravan.

Outstanding selection for juniors, misses and half sizes.



For one week only take advantage of this great chance to replenish your pantsuit wardrobe in fresh, new styles and colors. Featured are just a few from our exciting new looks.

Half-size trio in turquoise, green or bronze. Sizes 14 1/2-24 1/2. \$28

Misses two-piece jacquard stripe suit in navy or brown. 8-16. \$42

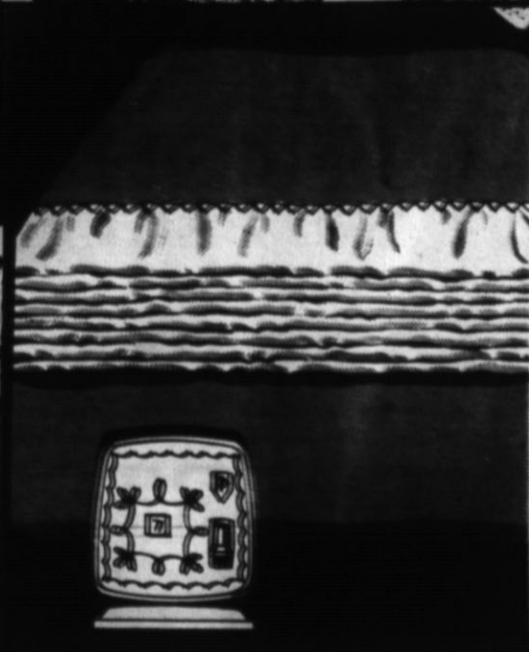
Juniors' three-piece ensemble in rainbow heather. Sizes 5-15. \$28

CHARGE IT!



Save on men's
sportcoats, slacks.
SPECIAL PURCHASE
\$29.88

100% Polyester Knit in Patterns and Plain Blazers
Men's 100% Polyester
DOUBLE KNIT
SLACKS
Reg. to \$16 NOW \$7.99



Electric blanket sale.
Sale \$21.60 Fall Size

Reg. \$27.00 Save on our great selection of toasty warm acrylic electric blankets. Choose from a wide range of styles and colors. Available with single or dual controls.
Twin Single Control Now \$19.20
Full Size Dual Control Reg. \$35 NOW \$28.00
Queen Size Reg. \$42 NOW \$33.00
King Size Reg. \$54 NOW \$43.20



Closeout
Nylon
knit
pant
sets.

Now 1.77

2, 3, 4 Orig. 2.89. Toddler pant sets in machine washable nylon knit. Colorful long sleeve tops and solid color, flare leg pants. Pull-on elastic waist.

Now 1.88

3-6x Orig. 2.99

Now 2.88

7-14 Orig. 3.99 Girls' long and short sleeve pant sets in breezy care nylon knit. Assorted stripe, crew neck tops. Coordinating flare leg pants.

WOMEN'S BETTER DRESSES
and PANTSUITS REDUCED

Better Dresses and Pantsuits reduced from regular stock and priced for immediate

CLEARANCE \$4.88

Some As Low As

1 Big Rack SHOES for the FAMILY Reduced Now \$5 to \$19.99	Men's Polyester/Cotton CASUAL SLACKS 3 Pair \$10.00	Misses Jewelry Earrings and Rings Reg. \$2 NOW 99¢	Misses Denim JEANS and SLACKS \$4.99	Misses Acrylic PATTERN SKIRTS Reg. \$10 NOW \$5.88	LITRONIX 1100 Calculator \$29.99	Accent Area THROW RUGS 34"x54" \$9.88	Girl's Reduced BETTER DRESSES NOW \$1.88 to \$5.88
Men's Double Knit LEISURE SUITS \$29.99	Men's 100% Cotton CORDUROY FLARE JEANS \$4.99	Sandal Foot Stretch PANTI-NOSE 2 Pr. 88¢	Misses Turtleneck Acrylic SWEATERS \$4.99	Men's and Boy's CASUAL BELTS Reg. to \$6.99 NOW 99¢-\$3.99	100% Polyester THERMAL BLANKETS \$4.88	Boy's Flare DENIM JEANS \$3.33	Reduced Girl's Better PANTSUITS Reg. \$13 NOW \$6.88
Men's Long Sleeve SPORT SHIRTS Tapered \$3.99	Women's Reduced BETTER PURSES 2.88-4.88	Misses Brushed KNIT COWNS \$3.88	Women's Acrylic NYLON CAPES \$3.88	Hard Hat Dome HAIR DRYER \$19.99	Reduced Group BETTER SPREADS \$11.88 to \$28	Boy's Cotton CREWSOCKS 3 Pr. \$1.22	Double Knit PIECE GOODS \$2.22 Yd. Blend Fabrics 99¢ Yd.
TONKA TRENCHER \$6.99	TONKA DUNE BUGGY \$4.99	TONKA CRANE \$14.99	MONDAY NIGHT FOOTBALL \$11.99	Baby Alive DOLL \$13.99	BARBI CAMP SET \$13.99	BARBIE SWEET 16 DOLL \$4.99	FISHER PRICE A FRAME \$8.44

Penneys
Sugarland Mall

IT'S DOLLAR DAYS AT PENNEYS IN HEREFORD

Herd Squelches Rebels

The Hereford Whiteface basketball team chalked up its first win of the season at a good time Saturday morning, capturing a 61-54 triumph over Amarillo Tascosa to grab a spot in the consolation finals of the Tall City Invitational in Midland.

The Herd was to meet the winner of the Del Rio-El Paso

Coronado contest, which followed the Hereford game Saturday morning. The consolation championship game started at 6 p.m., which was after The Brand's press deadline.

Hereford had lost a 60-44 decision to the Midland Lee Rebels, one of the host teams, in its first tourney action Friday night. That loss gave the 'Faces an 0-3 record.

Lynn Tarr sparked the Herd to its first victory, scoring 27 points in the 61-54 decision over the Tascosa Rebels. James Arney and Mike Hull were in

double figures with 10 points each, while Mike Munnerlyn and Craig Nieman accounted for the remainder of the scoring with 8 and 6 points, respectively.

Tarr converted three 3-point plays enroute to his season-high total. Coach Barry Arnwine credited Tarr and Hull with great work on the offensive boards, and said Nieman did a good job on the defensive boards.

Arney was in double figures again from his guard position, and Munnerlyn came off the bench to help Hereford get its first win.

Hereford fell behind by 10 points early in the game against Tascosa, but rallied to trail by just three, 18-15, at the end of the first stanza. The 'Faces pulled to a narrow 32-30 advantage at halftime, then upped the lead to 50-42 after three quarters.

Hull led the Whiteface scoring in the losing cause against Midland Lee, netting 15 points. Nieman chipped in 9 points.

Tascosa had lost a 63-53 decision to El Paso Austin in

another of the opening games. Lubbock Monterey had advanced to the semi-finals of the championship bracket with a close 48-45 win over El Paso Coronado. Midland High shot down Del Rio, 74-59, to advance to the semi-finals.

Monterey and Midland met in one semi-final game, while Midland Lee and El Paso Austin met in the other battle for a championship berth.

H - 15 17 18 11-61
T - 18 12 12 12-54
HERD - Tarr 12-3-27, Nieman 3-0-16, Arney 3-4-16, Munnerlyn 3-2-8, Hull 2-4-10. Totals 23-15-61.

The End Zone

DAN WELTY

And how about Dallas' third string quarterback? Or is it second string now? Or, Roger the Dodger, is it first string?

Regardless of what his title is, Little Clint Longley will be dear to the hearts of Dallas fans for many years to come. Clint has been on the sidelines, suited up, and keeping a quarterback tally sheet for the entire season. Clint, who some have described as looking like the water boy with a cowboy uniform on, went in to save the game and the Cowboys playoff hopes.

Where did Clint come from? Well, he played in a couple of preseason games, but threw a few interceptions and that's obviously what has kept him from the regular season games. No interceptions Thursday, though, as Clint threw two unbelievable touchdown passes, set up another, and kept the game alive on crucial fourth down situations.

Clint was picked up from Cincinnati, who acquired him in a supplementary draft from Abilene Christian College. Now the Cowboys call him the "Mad Bomber". But if you saw that 50-yard pass that fell right into the hands of Drew Pearson to win the game, you might question the "Mad" part of that name. Might just call him "Bomber"!

Anyway, when the camera switched to Roger Staubach sitting on the sidelines with all of Texas Stadium in a frenzy over Clint Longley, you could see the gears working in his mind. (Which team is it that needs a good scrambling quarterback?)

Don't be surprised if you see a little bit more of the "Mad Bomber" and the Dallas Cowboys become a throwing ball club.

It's snowing in the mountains, and if we have anything to do with it, by the time you read this our skis will need to be rewaxed.

If you're a basketball fan and want to see some exciting court action, you might ought to see about getting a season ticket to WT basketball games. Ron Ekkor's ball club last year was great, but this year appears to be headed for even higher plateaus.

A come from behind 69-68 win lifted more cheers than the Amarillo Civic Center has heard in a long time. West Texas State basketball may be coming of its own in the Missouri Valley Conference. Get out and watch'em if you can.



1974-1975 Herd Cagers

The Hereford Whiteface basketball team for 1974-75 traveled to the Tall City Tournament in Midland this weekend. Team members are Dave Charest (31), Junior Morales (21), James Arney (15), Mike Munnerlyn (43), Mike Hull (33),

Tommy Loerwald (41), Lynn Tarr (25), Robert Scott (45), and Craig Nieman (23). Not pictured is Doug Charest. Assistant coach Joe Tubb and head Coach Barry Arnwine stand at the right.

(Brand Photo)

Aaron signs two-year contract with Brewers.

ONE MINUTE SPORTS QUIZ

1. Who was named the American League's Most Valuable player?
2. Who is the Atlanta Falcon's coach?
3. Wes Unseld plays basketball for what pro team?

Answers To Sports Quiz

1. Jeff Burroughs, Texas Rangers.
2. Marion Campbell.
3. Washington Bullets.

Dr. Milton C. Adams
OPTOMETRIST
333 MILES
Phone 364-2255
OFFICE HOURS
Mon.-Fri. 8:30 to 5:00

Local Boxers Host Tourney

The Hereford Boxing Club hosted a five-team tournament here Friday night with the locals claiming three victories out of the 22 matches.

Coach Harold Wheeler gave a number of his younger boxers an opportunity to get some experience, with 14 local boxers participating in the tourney. Fighters from Amarillo, Tulia, Muleshoe and Altus, Okla., were entered in the meet.

Posting victories for the Hereford team were Robert Martinez, 55; Hector Guerrero, 97, and Eddie DeLeon, 141. Martinez defeated Harvey Rodriguez of Tulia; Guerrero defeated Joaquin Guzman of Amarillo, and DeLeon won over Edward Alveraz of Altus.

The Hereford team will host another tourney Friday night, with teams from Amarillo, Canyon, Tulia, Lubbock and Levelland entered. The team will travel to Altus the next night for boxing tourney.

Results Friday night:
James Garcia, Tulia, def. Marty Lucero; Roland Tijerina,

Amarillo, def. James Herrera; Philip Navarrete of Amarillo def. Jamie Ruiz; Ed Parker, Tulia, def. David Ruiz; Joe Martinez, Tulia, def. Jessie Lucero, Amarillo;

Robert Martinez def. H. Rodriguez, Tulia; Bobo Navarrete, Amarillo def. Jessie Herrera; R. Smith, Amarillo def. Abelardo Tijerina; R. Saevillo, Tulia, def. David Tijerina; A. Navarrete, Amarillo def. Fabium Ruiz; Hector Guerrero def. J. Guzman, Amarillo; Mike Hernandez, Amarillo def. David Frasto, Tulia; Joe Salazar, Amarillo def. Vincent Guerrero.

G. Acosta, Muleshoe def. B. Garcia, Tulia; R. Rajas, Muleshoe, def. Art Jurado, Amarillo; J. McClure, Amarillo, def. J. Compus, Muleshoe; D. Garcia, Tulia def. R. Anguilo, Muleshoe; D. Rodriguez, Tulia def. R. Reyna, Muleshoe; J. Petkoff, Altus def. Roy Pena; R. Buentello, Tulia def. T. Flores, Amarillo; Bobby Steele, Amarillo def. Juan Ruiz; Eddie DeLeon def. E. Alveraz, Altus.

SPORTS TALK

Chuck Hardy

REMEMBER THE OLD high school year books and the stock line they used about guys named "Smith"? "Fate tried to conceal him by naming him 'Smith,'" they said. Reference is to Red Smith, syndicated sports columnist on The New York Times. But in his case, fate failed. Red Smith is one of the best, and best-known sportswriters in the country.

IN HIS 70TH YEAR (and still going strong), Red Smith is perhaps the most influential single force in American sports writing. Although working at his job for nearly a half century, his wit, grace and common sense are still intact. Anybody who has been a working reporter must respect Smith. He goes to no sports event with a preconceived idea of what to write, nor armed with frozen similes, nor oft-told tales to weave into his column. Red lets the action itself write his column.

RED SMITH'S RULE for sportswriters: "Use the mother tongue and don't gush. The first duty is still to tell, who won, concisely and truthfully. But some of these amateur psychologists on the sports pages bore me. And when I find a poisonous writer, I quickly turn the page." Smith often looks back on stuff he's written and wonders, talking to himself, "Why did you work so hard at being cute?" (A recent Smith quip - on sportscasters: "Those people who make a living reading the scores of games on television.")

Never become completely dependent on any one person, if possible.

Home Repairs and Remodeling
all kinds
FREE ESTIMATES
Rockwell Bros. & Co.
Lumber
104 S. Main 364-0033



This can be the Christmas she'll remember... always

Give her the gift of timeless love, a brilliant diamond ring from Keepsake. You can trust Keepsake diamonds - they're guaranteed, permanently registered, and protected against loss. You can pay more, but you can buy no finer diamond ring than a Keepsake.

Keepsake

KESTER'S JEWELRY

Across from the Post Office in Downtown Hereford

YOUR AUTHORIZED KEEPSAKE JEWELER

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

Professional.



Charles Bell Jr.

Southwestern Life
Happiness is what we sell

ZENITH Allegro
NEW 9" DIAGONAL AC/Battery TV
1975 B&W

4-CHANNEL CONSOLES

Model F946E
Model F947P

These 4-channel console groups feature solid-state AM/FM/Stereo FM tuner and 4-channel amplifier. Discrete 2/4-channel 8-track cartridge tape player. Your choice of Country French style Antique Oak color cabinetry (The Allemande - Model F946E) or Mediterranean style Pecan color cabinet (The Torrellanca - Model F947P).

Where you get Top Dollar Value
ROBERTS APPLIANCE
136 W. 3rd Hereford Oldest Appliance Dealer
364-1588

The JET SET • F1150
Goes anywhere, plays anywhere. Auto adapter cord plugs into cigarette lighter for 12V DC operation. Also operates on normal house current (AC). Sunshield, earphone and auto adapter cord included. Easy-mount battery pack optional.

Allegro 1000 SOUND SYSTEM

The SEATON • Model F880W - Enjoy radio broadcasts and tapes with this Allegro. Solid-state AM/FM/Stereo FM tuner/amplifier with Digilite automatic dial scale selector. 8-track cartridge tape player. Two Allegro 1000 speakers. Two Plus when you add two extra Allegro speakers. Woodgrained Walnut color cabinets.

SUPPLEMENT YOUR WHEAT PASTURE
Loose Stack Hay & Stalks
Call **MARTIN MOORE**
364-0161 or 364-0162

Let us be your Jewelry Gift source for every occasion

Cowan Jewelers
Downtown AMERICAN GEM SOCIETY

Dollar Day SPECIALS!
237 N. Main Downtown

Nice Selection
DRESSES
1/2 OFF

ALL
CAR COATS
1/3 OFF

LONG DRESS AND PARTY P.J.'s
1/2 OFF

PANT SUITS
1/2 OFF

SPORTSWEAR
1/2 OFF

USE YOUR CHARGE ACCOUNT OR

•Blouses
•Pants
•Skirts
•Tops
•Vests



Mrs. Blucie Rose ...retires after 17 years

Mrs. Blakey To Fill Post

As of today, Mrs. Blucie Rose has officially retired from her post as executive secretary of Hereford Benefit Association, where she was employed for 17 years.

A life-long resident here, Mrs. Rose has been a member of HBA, a mutual insurance society, since 1952. She was elected executive secretary in 1957, replacing Cecil Williams.

Following announcement of her retirement, members elected Mrs. Avis Blakey to the vacant position. The HBA office will now be located at Property Enterprises, 305 S. 25 Mile Ave., telephone—364-6533.

Mrs. Rose, a member of First United Methodist Church and the Order of Eastern Star, will continue as secretary-treasurer of Hereford Cemetery Association. Her retirement will relax her schedule, leaving

more time for sewing and pastel painting, she said.

"I've certainly enjoyed my association with HBA members, and have made many new friends here," Mrs. Rose commented. "I will be on call to help anytime."

The HBA, organized in 1908, provides burial funds with each member paying \$1 when an associate dies. Miss Della Stagner is president of the association with a board of directors: W.R. Hair (treasurer), Homer Brumley and Miss Gladys Setiff.

The society must maintain a membership of 500 but cannot surpass 1,000. Approximately 25 are now registered for the policy.

Mrs. Stagner stated, "The association is indebted to Mrs. Rose for her efficient dedication all these years. She has certainly been a vital asset."

Butcher Attends Forum, Studies Crime Control

Deputy Dean Butcher of the Deaf Smith County Sheriff's Office was among 36 law enforcement officers who met in Austin last week to explore advanced methods of crime control.

The persons attending were commissioned peace officers representing 25 cities and towns in Texas. In addition to his required training, each has had at least 80 hours of specialized instruction and experience in crime prevention in Louisville, Kentucky, or the Texas Crime Prevention Institute in San Marcos.

The conference was an advanced school for these officers and was sponsored by the Texas Crime Prevention Institute of Southwest Texas State

University, funded by the Criminal Justice Division of the Office of the Governor.

The programs took up the subjects of neighborhood crime prevention program, rape prevention, robbery prevention and crime prevention through environmental design and its relation to the city planning process and the building industry security.

Chief John Fabbri of Fremont, California Police Department was the main speaker on environmental security. He said that the way buildings and streets are constructed is one of the first concerns in exploring crime prevention through a safer environment.

Oratorio Stars City's Musicians

Soloists and orchestra members for the community-wide presentation of the Christmas oratorio, The Messiah, Dec. 8 are well-known musicians of Hereford and nearby cities. They will appear with a chorus of almost a hundred voices including members of most of the city's church choirs.

Backed by the Hereford Ministerial Association and Deaf Smith County Chamber of Commerce, the program of Frederick Handel's famous music will be heard in Hereford High School auditorium at 7 p.m. under direction of Robert McFarland, minister of music in First United Methodist Church.

Women soloists are Hereford residents, Mrs. Wesley Gulley, soprano, and Mrs. Bob Huckert, alto. The tenor, Bob Davis, comes from Amarillo and the baritone is a student from West Texas State University music department, Dan Steele.

Several members of the Amarillo Symphony who are from Hereford will head sections of the full orchestra which will accompany the singers; others from Amarillo will add their talents as will a number of Hereford High Orchestra members.

Suzanne Grooms of Amarillo, daughter-in-law of Dr. and Mrs. Jordan Grooms of Hereford, will play first violin. Charles

Jones will be first cellist, Royce Coatsney will play string bass and Sylvia Coatsney will hold first chair for second violins. They all play with Amarillo Symphony.

Ray Jenkins is another violinist and from HHS Orchestra, Delfine Ulibarra and on second violin, Becky Friemel. Betty Roller of Amarillo will play first viola, Jan Wilkes oboe, Sandy McQueen of Amarillo trombone, Lonnie Clark of WTSU first trumpet.

Other HHS students in the orchestra are Hilda Garza viola; Blake Allen, cello; Cheryl Arney and Becky Noyes, French horn; Jeanie Hare and Kandy Newman, flutes; Debra Jennings, clarinet; Vivian Burgess, bassoon; Mike Pittard and D'Lyn Davison, tympani; Ricky Hughes, trumpet; Joel Fuhrmann, trombone.

Mrs. Ken Walker is piano accompanist for the rehearsals and will sing in the chorus in the actual production.

Special stage decorations will be arranged by the decoration committee of the Women's Division of the Chamber of Commerce, with Mrs. Calvin Goodin chairman. The Chamber is in charge of publicity also; Mrs. Richard Ottesen is chairman of that committee. Ushers will be secured by the Chamber and Hereford Cow-Belles will assist.

Low Turkey Prices Help Holiday Menu

Lower turkey prices and higher vegetable prices than last year is the Christmas-menu forecast, one observer said this week.

She's Mrs. Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

"Vegetable prices will be higher for the rest of the year because acreage is off eight per cent.

"Also, some higher retail prices on vegetables are the result of wider price margins," the specialist explained.

Best vegetable choices for the holidays are sweet potatoes, broccoli, dry onions, potatoes, cabbage and carrots, Mrs. Clyatt said.

Also, cauliflower, rutabagas and hard shell squash. "On the other hand, dry beans, dry peas and rice are abundant and economical, so they could serve as nutritious holiday budget stretchers," the specialist added.

Holiday fruits now in season include cranberries, grapefruit, oranges, tangerines, tangelos, bananas, pears and grapes.

"Avocados are more abundant this year after several years of short supply, and all the new-crop nuts are available. This is also persimmon and pomegranate season," Mrs. Clyatt noted.

Since peanuts are also plentiful, prices on peanut butter may decline, she predicted.

At meat counters, turkeys will sell for considerably less than they did last year, the specialist said.

"Beef supplies are plentiful, and pork supplies are adequate," she added.

Briscoe Gives Approval

Governor Dolph Briscoe announced his approval yesterday of a \$4,738 criminal justice grant to the Amarillo-based Panhandle Regional Planning Commission to purchase technical law enforcement equipment.

The project, which will be under the direction of W.G. Hollifield,

Cover a discarded mattress with a durable material and let the children use it as a gym mat.

The equipment will include crime scene search equipment, photography equipment, and equipment for law enforcement recording of field reports. Four law enforcement agencies in the PRPC area will participate in the

FOR GIFTS THAT ARE LASTING COWAN JEWELERS Downtown

CALL JEANE COKER -- REALTOR at 364-6061 for a "free" Valuation Appraisal of your home. I Can Get You A 9% Loan Commitment

Gattis Shoe Store IN SUGARLAND MALL presents... For the MAN in your life Daniel Green LEISURE FOOTWEAR A bit of easy living, all wrapped up in the newest colors. A great gift idea, from Daniel Green.

OPERA Soft Top Grain Leather in Brown, with felt lining and sock

GATTIS SHOE STORE IN SUGARLAND MALL

TV COMMENTARY

By John Smiley

SOME FOLKS THINK television had its finest hour during Thanksgiving week. The electronic lady was crammed sardine-tight with special programs and special events, all aimed at matching the classic feed with classic viewing.

TOM TURKEY got slim attention as the Christmas season pressed in on Thanksgiving with beaucoup parades, for TV parade fans.

PRIME TIME did itself proud during drumstick week. Richard Burton played Winston Churchill in "The Gathering Storm." Stanly Baker was "Robinson Crusoe," a program for youngsters and oldsters.

IN ADDITION, Shirley MacLaine wore her new

nightclub act for all to see. Redd Foxx did his thing on "Cotton Club 75."

YOUNGSTERS had their choice of some goodies. Offered for their enjoyment: "Swiss Family Robinson," "The Toothpaste Millionaire," "Winnie the Pooh," and other "n dandies.

FOOTBALL FANS enjoyed the punt, pass or kick at their leisure, in a week loaded with gridiron action.

NFL games always woo fans to the tube. In addition, some classic college combinations filled the airways.

AND that's not all. LOOKING BACK at the schedule, one wishes every week would be Thanksgiving on TV.

GIFT IDEAS Shower Curtains and Bath Accessories 1/2 OFF PRICE Regal Bath Rugs 1/3 OFF PRICE JIM'S PLUMBING HEATING & AIR CONDITIONING 310 N. 25 Mile Avenue

SHOP EARLY BE SMART COWAN JEWELERS Downtown

TRADE-IN-WATCH SALE COWAN JEWELERS Downtown

AUCTION SALE \$100,000.00 Inventory Genuine Handmade INDIAN JEWELRY WEDNESDAY DEC. 4th 6:30 P.M. HAWBAKERS AUCTION 1211 S. Lincoln, Amarillo Texas

We are presenting one of the most outstanding collections of Indian-made Jewelry ever offered in this area...Representing Navajo, Zuni, Hoppi and Santa Domingo tribes of the Southwest. Many old signed pieces, designed for beauty as well as a sound investment.

WOULD MAKE LOVELY CHRISTMAS GIFTS... Over 100 Squash Blossoms, Chokers, Beads, Concho Belts, 100's of bracelets, Zuni inlay and Needle Point, Navajo nugget rings, Fetish necklaces, Hair Berets, Buckles, Rugs, Sand Painting, Old Pawn and much more. All Jewelry Guaranteed to be Indian Handmade, Genuine Turquoise and sterling silver

SEVERAL DEALER LOTS TO BE SOLD Inspection Wednesday 3:00 p.m. till sale time Auctioneers are: DEAN HAWBAKER & DENNIS CARLSON Amarillo, Texas 806-373-8134

JCPenney auto center sale

Save 25% on Mileagemaker Plus 4 ply polyester tire.

Mileagemaker Plus. Four ply polyester cord tire in the wide 78 series profile. No trade-in required.

Tire size	Save	Reg.	Sale	+ fed. tax
878-13	6.25	25.00	18.75	1.83
878-14	7.50	30.00	22.50	1.99
878-14	7.75	31.00	23.25	2.07
878-14	8.00	32.00	24.00	2.24

Withwells slightly higher.

CHARGE IT!

Save 1/3 on JCPenney XTD nylon truck tire. JCPenney XTD. Our best nylon cord truck tire with deep grooved swag around tread. No trade-in required.

Tire size	Save	Reg.	Sale	+ fed. tax
670-15-8	10.99	43.99	32.99	2.36
700-15-8	12.49	49.99	37.49	2.77
650-16-8	10.49	41.99	31.49	2.52

Save 1/3 on Cargomaster 930 wide truck tire. Cargomaster 930 wide truck tires. Designed for all wheel positions. Open tread pattern designed for use in mud and snow. No trade-in required.

Tire size	Save	Reg.	Sale	+ fed. tax
670-15-8	11.24	44.99	33.75	2.71
700-15-8	13.24	52.99	39.75	3.11
650-16-8	10.74	42.99	32.25	2.90

Save 9 on Survivor 48 battery. Reg. 36.95. Save 27.95 with trade-in. Survivor 48. The battery for the on-the-go motorist. Suitable for most optional equipment cars. Check out our great guarantee. Polypropylene plastic case. In sizes A-24, A-24F, A-27, A-27F, A-27F, A-74, A-74, and A-77 to fit most American cars. Without trade-in, add \$3.

Survivor 48 Month Guarantee. Should any JCPenney Survivor 48 Battery fail to hold a charge within 18 months from the date you bought it from us, just return it to us. We will replace it with a brand new Battery at no extra cost to you. After 18 months, but during the guarantee period, we will replace the Battery charging only for the time you have owned it, based on the price at time of return, prorated over the guarantee period.

Save 12.51. Reg. 49.95. Save 37.44. Engine analyzer. Tests 4-cyl. or 6-cylinder engines. 6V or 12V positive/negative ground. Checks point resistance, dwell, low RPM (0-1000), high RPM (0-10,000), valve, emissions.

Save 7.51. Reg. 22.95. Save 22.44. Professional line. Light has pre-focused Xenon lamp. Operates 9-6000 RPM.

Save 8.51. Reg. 32.95. Save 24.44. JCPenney 9-track laser deck. Individual balance, volume and tone controls. Heavy duty black and chrome metal case. Expert installation on tape deck and radio suitable at extra cost.

Save 25% on tune-ups*. Reg. 30.99. Now 23.16. We'll install new JCPenney plugs, points, rotor, condenser and distributor cap. We inspect air filter, fuel filter and PCV valve. Adjust timing, carburetor and dwell angle. Restorator plugs additional. *Most American cars and many foreign cars.

COW POKES By Ace Reid

"Well, might now I'm diggin' a path through ten inches of scattered snow flurries, then when I get to my pickup, I'm gain' to town and break that weather forecaster's neck!"

STATE BANK

SHOP
FURR'S
FOR

FALL FOOD FAVORITES

WE RESERVE
THE RIGHT
TO LIMIT
QUANTITIES



NO SALES
TO DEALERS
ACCEPTAMOS
CUPONES
PARA COMIDA

WALNUTS

NEW CROP
LB. 49¢

ONIONS
GREEN FRESH,
LARGE BUNCH
EACH..... 2 FOR 25¢

PRICES EFFECTIVE
THRU 12-4-74



APPLES

RED DELICIOUS

4 LB. BAG 89¢

ORANGES SUNKIST NAVEL... 4.88¢

GRAPEFRUIT

RUBY RED LB. 19¢

TANGERINES

ZIPPER SKIN ARIZONA'S FINEST 4 LBS. FOR \$1.00

AVOCADOS

CALIFORNIA LARGE SIZE EACH..... 4 FOR \$1.00

TURNIPS

PURPLE TOP LB. 29¢

PEARS

HUNT'S 15-OZ. CAN. 39¢

SPINACH

HUNT'S 13 1/2-OZ. CAN. 5 \$1.00

DOG FOOD

HI-VI STEW NO. 300 CAN. 5 FOR \$1.00

SWEET PEAS

GAYLORD NO. 303 CAN. 29¢

PLAIN CHILI

WILSON'S 24-OZ. CAN. 79¢

TOMATOES

CAL RIPE NO. 303 CAN. 3 FOR 89¢

PIZZA MIX

APPIAN WAY 12 1/2-OZ. PKG. 49¢

BOWL CLEANER

SANI-FLUSH IN TANK 12-OZ. 79¢

LIQUID PLUMR

10' OFF LABEL QUART. 69¢

CHILI SAUCE HUNT'S 11 1/2-OZ. 46¢ FORMULA 409 BATHROOM CLEANER 20-OZ. 91¢

SUPER DISCOUNT SPECIALS

COFFEE

FOLGERS
1-LB. CAN

69¢

WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET

TOMATO JUICE

HUNT'S
46-OZ.

9¢

WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET

ICE CREAM

FARM PAC
1/2-GAL.

39¢

WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET

CRACKERS

NABISCO
1-LB. BOX

9¢

WITH EACH FILLED GOLD BOND
SUPER DISCOUNT BOOKLET



SHOP

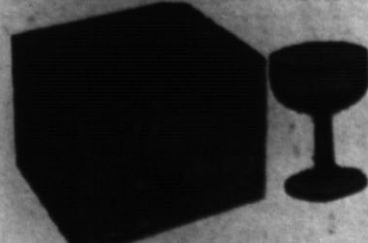
Furr's

MIRACLE
PRICES

FEDERAL
GLASSWARE

NEW CHEERS

TO THE AMERICAN WAY WITH WINE
START YOUR COMPLETE SET NOW!



4-PC. SPARKLING WINE
5 1/2-OZ. SIZE \$2.09



4-PC. BRANDY SNIFFERS
12-OZ. SIZE \$2.09



4-PC. DESSERT WINE
6-OZ. SIZE \$2.09



4-PC. TABLE WINE
8 1/2-OZ. SIZE \$2.09



4-PC. POP WINE
11-OZ. SIZE 99¢

MASSENGILL
POWDER DOUCHE

6-OZ. \$1.89

BABY OIL

JOHNSON'S
10-OZ. SIZE

\$1.16



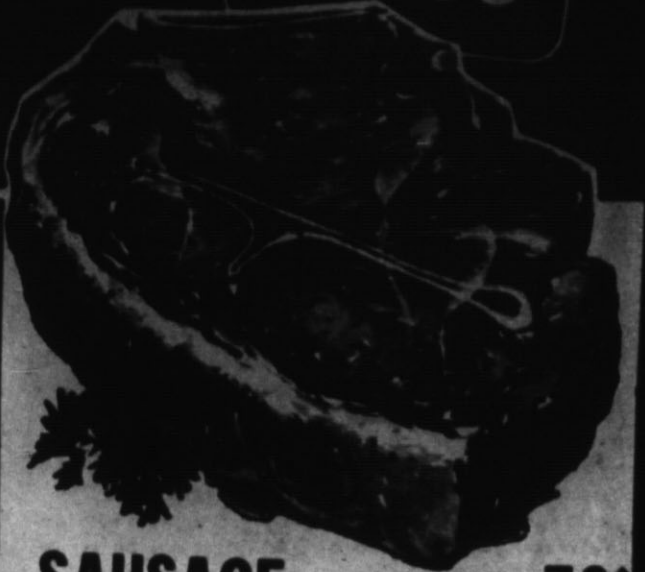
AND A LOWER TAPE TOTAL

fresh dated

CHUCK STEAK	FURR'S PROTEIN LB. ADVERTISED SPECIAL	79¢
RANCH STEAK	FURR'S PROTEIN SEVEN BONE CUT LB. ADVERTISED SPECIAL	89¢
ARM ROAST	FURR'S PROTEIN ROUND BONE LB. ADVERTISED SPECIAL	98¢
DELUXE RIBS	FURR'S PROTEIN FOR BARBECUE LB. ADVERTISED SPECIAL	59¢
GROUND BEEF	FRESH DAILY LB. ADVERTISED SPECIAL	79¢
ROUND STEAK	FURR'S PROTEIN LB. ADVERTISED SPECIAL	\$1⁰⁹
STEW MEAT	FURR'S PROTEIN LB.	\$1⁰⁹
SIRLOIN STEAK	FURR'S PROTEIN LB.	\$1⁰⁹
T-BONE STEAK	FURR'S PROTEIN LB.	\$1⁴⁹
CLUB STEAK	FURR'S PROTEIN LB.	\$1³⁹

FISH STICKS
FOOD CLUB
HEAT N SERVE
1-LB. PKG.
99¢

FISH CAKES
BULK PAK
HEAT-N-SERVE
63¢



SAUSAGE	FARM PAC SKINLESS LINKS 12-OZ. PKG.	79¢
CORN DOGS	BULK PAK LB.	98¢
BOLOGNA	OSCAR MAYER 74¢ OSCAR MAYER 13-OZ.	\$1⁰⁹
FRANKS	OSCAR MAYER MEAT OR BEEF LB.	\$1²²

SIRLOIN STEAK FURR'S PROTEIN LB. **98¢**

Shop Our Delicatessen

1 FRIED CHICKEN	ALL FOR
1 PINT PINTO BEANS	\$3⁸⁹
1 PINT CORN	
1 PINT PLAIN JELLO	

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.



DOUBLE GOLD BOND STAMPS
TUESDAY AND WEDNESDAY
WITH \$2.50 PURCHASE OR MORE

Hunt's Fruit Cocktail
15-OZ. CAN **35¢**

FLOUR GOLD MEDAL
REGULAR 5-LB. BAG **98¢**

THIS COUPON ENTITLES YOU TO **SAVE 30¢**
MAXWELL HOUSE COFFEE
1-LB. CAN
with coupon **95¢**
without coupon **\$1²⁵**
expires 12-4-74
LIMIT ONE COUPON PER FAMILY

Frozen Food Favorites

STRAWBERRIES
TOP FROST FRESH FROZEN 10-OZ. PACKAGE **39¢**

BROCCOLI TOP FROST FRESH FROZEN CUT 20-OZ. PACKAGE **67¢**

DRINK BRIGHT AND EARLY FRESH FROZEN ORANGE 12-OZ. CAN **29¢**

COFFEE CAKE MORTON DANISH 13½-OZ. **89¢**

DRINKS
WEIGHT WATCHERS ASSORTED FLAVORS 12-OZ. CAN **15¢**

KETCHUP
HUNT'S 20-OZ. BOTTLE **49¢**

LASAGNA CHEF BOY-AR-DEE CHEESE and BEEF 15-OZ. SIZE **51¢**

SYRUP KARO GREEN LABEL WAFFLE PINT **51¢**

MEATBALL STEW CHEF BOY-AR-DEE 29-OZ. **\$1¹⁵**

HI-C DRINKS ASSORTED FLAVORS 46-OZ. CAN **53¢**

TOMATO SAUCE CONTADINA 8-OZ. CAN **2 FOR 29¢**

RALSTON REGULAR 22-OZ. PKG. INSTANT CEREAL 18-OZ. PKG. **44¢**

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 products 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. Products bearing the old higher price will be marked with the new lower 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

CHEWABLE VITAMINS
UNICAP **\$2⁷⁷**

DESNEZ FOOT SPRAY
6-OZ. SIZE **\$1⁷³**

BEACON ALCOHOL
16-OZ. SIZE **22¢**

C3 COLD CAPSULE DECONGESTANT
10-COUNT **49¢**

CASHMERE DUSTING POWDER
ASST. COLORS EACH **79¢**

VASELINE HAND LOTION
INTENSIVE CARE HERBAL OR REGULAR 10-OZ. SIZE **87¢**

POLAROID FILM
COLOR TYPE 108 **\$3⁸⁹**
COLOR TYPE 88 **\$3⁶⁵**

NAIL POLISH REMOVER
CUTEX REGULAR OR LEMON 6-OZ. **63¢**

SHOP **Furr's** MIRACLE PRICES

TEXAS BUSINESS

by Dudley Lynch

The state government's expected \$1.5 billion surplus for the current biennium — a tax windfall from the huge profits of local oil and gas industries — will be an important reason why the Texas economy will be stronger than most states' in 1975.

If the legislature should decide to cut taxes, this would leave more spendable income for inflation-beset citizens.

What is much, much more likely, however, is that the money will be appropriated for spending by various agencies, but this also will put the money into the general economy.

Thomas M. Keel, budget director of the state's legislative budget board, has warned lawmakers that the massive

surplus is probably a "one-time occurrence" and has urged the legislature to be cautious in how it is spent.

Five areas already are being recommended as objects for the money: tax cuts, state school aid, improved funding for social services, increased employee salaries and a reserve account to avoid future deficits in state government.

In addition to Keel's comments, legislators attending a pre-session conference on the budget were told by William H. Kelly, a Federal Reserve Bank executive from Dallas, that there is hope in the not-too-distant future for two of the state's sickest industries: agriculture and housing construction.

Kelly argues that farmers and ranchers are facing a near-term turnaround in profits because of the extreme pressures on world food supplies. As for home-building, Kelly says that today's severe slump is paving the way for tomorrow's boom.

The plight of Texas farmers and ranchers is beginning to show up in general economic indicators. For example, Texas was one of only 10 states to suffer a decline in personal income between the fourth quarter of '73 and the second quarter of this year. Most of the other states were also heavy food producers.

A California tax official has advised Texas to clean up its property tax system or run the risk of scandal. Ronald B. Welch, executive secretary of the California State Board of Equalization, labeled the state's tax apparatus as one of the worst in the country.

"To allow your property tax to invite scandal similar to one in laws and practices to drift in to California which resulted in bribery convictions against several tax agents," Welch told a legislative briefing session.

Welch suggests reducing the number of assessors in Texas from 1,500 to 150, thereby eliminating overlapping jurisdiction between districts. He also recommended that property be assessed at the same market value on a county-by-county basis. This, he said, would eliminate inequities that now exist across the state.

The Energy Crisis has given a renewed push (not that one was really needed) to so-called "boiler room" sales operations that peddle undivided interests in oil and gas leases to unsuspecting investors, usually in some far-away state like New Jersey or Florida.

The people at the Securities & Exchange Commission office in Fort Worth literally throw up their hands at mention of the subject.

Time after time, the SEC or state security officials have taken the operations to court, but the next thing they know, the same people are in the same business. The name of the outfit

and the location are all that have changed.

Latest SEC estimates are that 15 boiler room operations are active in Dallas, five in Houston and a huge operation in Shreveport. Each operation involves a dozen or more sales solicitors calling investors by long-distance telephone and offering them a shot at some Texas oil play. What the investors often don't realize is that the interest they are purchasing is usually worthless.

Gasoline shortages may have temporarily disappeared, but as far as amusement park officials are concerned, the damage has been done.

First in Texas, it was Seven Seas, the Arlington ocean theme park that is currently being dismantled because of poor attendance.

Then came word that Six Flags Over Texas will only break even for the year, and that was bad news for its parent corporation, which is struggling for financial survival.

And now the news is that Lion Country Safari, Inc., which operates a park by that name at Grand Prairie, has been forced to default on a \$7 million bank note and \$1.1 million in subordinate debenture (notes that are backed by the company name only).

Lion Country officials insist that this doesn't mean that they will be closing the Grand Prairie park or the outdoor wildlife preserves the company operates in California, Florida or Georgia. But the news is unsettling.

Brownsville businessmen are unhappy at their city being labeled "poverty-stricken" in many economic studies and surveys. For example, realtor John Gillis contends, "We're not the poor folks of Texas. We're the hottest area in the state. Housing prices are high and demand is strong."

The area's unemployment figure, listed at 8.8% for July, is questioned by many Brownsville officials, who feel the Texas Employment Commission statistic is overly influenced by the non-skilled, migrant workers and housewives.

Meanwhile, the Brownsville business people would rather cite such figures as an increase in bank deposits from \$95 million in 1971 to \$160 million in 1973. Says insurance agency owner W.M. Stevenson, "Our retail trade is estimated at \$250 million this year and that's unheard of for a city of our size."

"Severe spending restrictions" have been placed in effect for federal labor programs in Texas, according to the regional director for the Department of Labor.

Paul W. Story says he was acting in response to a directive from Secretary of Labor Peter J. Brennan, who ordered regional

directors to set on President Ford's request for a reduction in federal expenditures as an inflation-fighting measure.

Story said his cost-cutting actions would affect the filing of vacancies, overtime payments, out-of-city travel, outside contract work and printing and supply purchases.

If President Ford imposes production funds for the F-111 supersonic fighter-bomber and the A7 air support jet, it would have a severe effect on employment at two Texas defense plants, their officials say.

A blockage of these funds has been recommended to Ford by Secretary of Defense James R. Schlesinger and Budget Director Roy L. Ash.

General Dynamics in Fort Worth builds the F-111, and GD says the Fort Worth plant would close at the end of 1976 if the funds are impounded. The A7 is built by LTV Aerospace Corp. at Grand Prairie. Since the Greek government has ordered 60 A7's, LTV Aerospace might not be immediately affected, but eventually it too would have to layoff undetermined numbers of its 4,000 production workers.

Texas Instruments, as it often does, is dribbling out information on its layoffs in highly piecemeal fashion.

TI announced in its third-quarter report that it expects to lay off between 2,500 and 3,000 workers at its plants around the world. It had already laid off nearly 2,750 workers in the third quarter, most of these in the Far East.

But this time, the layoffs are coming in U.S. plants, 900 in TI's Dallas operations alone. The company's public relations people refused to say how Austin or Houston operations would be affected. The implication was that cuts there will be much lower than the Dallas trimming. Otherwise, TI would have released the exact figures.

One major factor behind TI's move is that the market for semiconductors has rapidly deteriorated in the past six months.

QUICK CHECKS —Farm and ranch assets in Texas totaled \$35.5 billion at the start of 1973, the latest figures available. This was an increase of 11% over a year earlier.

—Texas Commerce Bank of Houston compiled the lowest ratio of net charge-offs to average loans between 1969-73 of any of the nation's largest banking organizations. That speaks highly of its loan officers' judgment.

—Lufkin's Southland Paper Mills, founded in 1938, is the nation's second largest maker of newsprint.

—Only Hartford, Conn., and New York City have more home offices of insurance companies than Dallas.

—The estimated '74 pecan crop in Texas of 35 million pounds is less than half that of the '72 crop, according to the Federal Reserve Bank of Dallas.

Olympics Refine Retarded

Throwing a soft ball and running in a relay race seem simple tasks, but for mentally retarded children, mastery of such skills can be the beginning of a new outlook on life.

Through the Special Olympics Program, hundreds of thousands of retarded children and adults are being introduced to physical education, sports training and athletic competition.

"Special Olympics is the kind of program which can improve the functioning of the retarded. It also has the potential to correct misconceptions on the part of the non-retarded," said Dr. Nancy Bell, research scientist with the Research and Training Center in Mental Retardation of Texas Tech University.

The effectiveness and potential of the Special Olympics Program nationwide will be the focus of a study by the Research and Training Center. The study is supported by a \$48,499 grant from the Joseph P. Kennedy Jr. Foundation. The project can be funded for a second and third year under terms of the grant.

Participants in the project include Bell; Dr. Andrew Martin, research scientist, Research and Training Center; Dr. Bill Kozar, assistant professor of physical education; and Dr. M.M. Ayuso, professor of industrial engineering, all of Texas Tech.

"The study will involve an evaluation of the Special Olympics Program in terms of its effects on the participants — not just in physical capability, but in feelings of self-worth and achievement," Bell said. "It also will assess the perceptions of the retarded by others such as their teachers and parents and the degree to which Special

Olympics affects the attitudes of community groups."

The research team will use a variety of survey techniques to compile information on training methods and activities in all 50 states. Survey results will be used to analyze and compare training procedures in the state programs.

Additional research techniques will be used in an attempt to assess changes in attitudes and perceptions toward the retarded and the effects of changes in attitudes on the development of additional programs and opportunities for retarded persons.

"We know the Special Olympics Program is effective," said Dr. Kozar. "Already, more than 400,000 mentally retarded children and adults are involved in year-round activities which involve the broader aspects of physical education as well as training for specific Special Olympics events."

"An important aspect of the Special Olympics is local, area and state Olympic Games involving participants in actual competition," he said. "These competitions offer important experiences in winning and losing, and most important — in trying."

"We expect to discover how to make Special Olympics even more effective," Kozar said. "The project will be a significant step in finding better methods of helping untold numbers of retarded persons discover the multiple benefits of participation."

Plans for the second and third year of the study include development of training programs for retarded persons; helping implement programs in communities which do not have them; and examining the special needs of persons who are excluded from participation in athletic programs because of behavior problems or fear of failure.

Friends, Relatives Attend Funeral

Friends and relatives from other cities attending funeral services Monday for Merlin Kaul included Mr. and Mrs. Lee Atwell, Marysville, Wash.; Charles Foley, Lancaster, Calif.

Kaul; Helen Kaul, Bernard, Kan.; Mr. and Mrs. Leslie Broadbent, Erick, Okla.

Also Mr. and Mrs. James Hooten, Richmond; Mr. and Mrs. Karin Pierce, Amarillo; Dusan Jones, Dallas; Deborah Shirley, Frisco; Vera and Robert Schroeder, Pampa; Jimmy Clark, Lubbock; Mrs. Melvin McCasium and Betty Talley, Miami.

Also Mr. and Mrs. Vernon Kaul, Sahota, Kan.; Harold Stamer, Hiawatha, Kan.; Mrs. Paul Dinsbacher, Wichita, Kan.; Mrs. Joe McDonnery, St. Joseph, Mo.; Mrs. Darwin Spruells, Pottawatomie, N.M.

Also Mr. and Mrs. Oren Shover, Odessa, Okla.; Mrs. Charles Karr, Ft. Smith, Ark.; Mr. and Mrs. Joe Jaul, Lincoln,

Kan.; Helen Kaul, Bernard, Kan.; Mr. and Mrs. Leslie Broadbent, Erick, Okla.

Also Mr. and Mrs. James Hooten, Richmond; Mr. and Mrs. Karin Pierce, Amarillo; Dusan Jones, Dallas; Deborah Shirley, Frisco; Vera and Robert Schroeder, Pampa; Jimmy Clark, Lubbock; Mrs. Melvin McCasium and Betty Talley, Miami.

SHOP EARLY
BE SMART
COWAN JEWELERS
Downtown



Wittnauer Polara!
Not just an advanced 100% Solid State Digital, but a superb piece of jewelry!

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.

Tells □the hour □the minute □the second □the date □With a m indicator Polara, the 100% Solid State Digital. By design. From \$

COWAN JEWELERS



AMERICAN GEM SOCIETY

INDIAN JEWELRY
SHOWING
TUES. DEC. 10
COWAN JEWELERS
DOWNTOWN

DOLLAR DAYS Sale
CLOSE OUT!
DRESSES, PANTS
CO-ORDINATES
Entire Stock of Teens and Petites

1/3 OFF!
One Table
ODDS-ENDS
1/3 OFF!

OPEN
MONDAY
NIGHTS
TIL 8 UNTIL
CHRISTMAS

20% OFF

ONE RACK CHILDREN'S FALL
DRESSES & PANT SUITS
1/3 OFF!

Infants, Girl's, Boy's
**COATS and
JACKETS**

On Main Street Downtown



helen's



With Fine
28" CHAIN
**EISENHOWER
DOLLAR**

ONLY \$1350
Genuine Eisenhower dollar pendant. Available in either antiqued gold electro-plate or silver oxidized finish... in richly sculptured settings. A superb Christmas gift. By Anson

Cowan Jewellers

MEMBER AMERICAN GEM SOCIETY

RECIPE

By Sarah Anne Shults

Your holiday meal will not be complete without a colorful and tasty salad. Cranberries and fruit salads always go well with turkey and ham. Cranberry Salad is used often during cold winter months at our home.

Cranberry Salad

- 1 can (20 oz.) crushed pineapple
- 1 lb. fresh cranberries
- 1/2 c sugar
- 2 envelopes unflavored gelatin
- 1 c chopped pecans
- Lettuce

Drain juice from pineapple and add enough water to make 1 cup liquid. Combine juice, cranberries and sugar in saucepan; cover and cook until berries pop (about 10 minutes). Add gelatin to hot cranberries and stir until dissolved. Cool, add drained pineapple and nuts. Refrigerate. Serve on lettuce leaf. This salad can be made a day ahead of serving.

CARPET and LINOLEUM
Nationally Advertised Brands
See samples in your own home
Free Estimates by mail
E. B. BLACK CO.
Downtown Hereford

MICRO MIN!

HIGH FERTILIZER COST???????

SHORT OF WATER???????

MEDIOCRE PRODUCTION???????

POOR GERMINATION???????

These are only some of the problems facing our Farmers today, and are to increase in the future!

"Higher fertilizer expense noted by all major fertilizer companies. Our water is on the decrease. Ask any farmer! Production levels are falling, increasing in ratio with farm prices. Increased farming operation expense and higher fertilizer cost are eating up the profits!"

"With the use of MICRO MIN as a fertilizer supplement and / or replacement. ALL of the problems can be helped or eliminated with a decreasing investment on the part of the farmer year by year."

MICRO MIN is competitive or less expensive than most commercial fertilizer programs!

1. First year results are as good and usually exceeds the production of commercial fertilizer programs!
2. Gives 30% better water retention to your soil—makes your water go farther!
3. Better stand due to better germination—better utilization of acreage better yields!
4. Puts soil in excellent shape—easier to work—better decomposition of organic matter!

Lloyd Vaughn, Hereford, Texas—Milo—Average production 5050 lbs. A test wt. 52-53 lbs.; MICRO MIN treated soil, 6000 lbs. A test wt. 57 lbs. "Had all soil been fertilized with Micro Min would have deposited an additional \$16,000.00."

Rick Rainart, Dalhart, Texas—Milo—Average yield on commercial fertilizer program—5000 lbs.; Average yield on MICRO MIN treated soil—7300 lbs.

These are 1st year results. The 2nd year you use 50% (in most soils) as much MICRO MIN as the 1st year on same ground. Therefore your fertilizer investment is down to half! NICE, HUH? The history of MICRO MIN is that the 2nd year you will experience a very definite (10 to 25%) increase over your commercial fertilizer program adjacent ground.

Visit with your dealer, today! Let him show you results!

CCC Distributing Co.
Charlie Ruggin

364-5185 Bus.
364-4047 Res.

Hereford, Texas

TG & Y

family centers

REMINGTON MARK I
 This deluxe cord shaver gets more than 20 years of your beard and fewer shaves at your skin's 4 position surface dial, shaver's smooth!
 Reg. \$26⁰⁰
\$23⁴⁴

SHAVE CREAM DISPENSER
 When any leading shaver cream is used, it's not the cream that counts for smoothness, it's the dispenser. Completely waterproof design. 302-4.
 Reg. \$14⁰⁰
\$11⁴⁴

SUPER SAVINGS
DI-GEL
 Liquid Antacid-Anti Gas
 12-Oz.
 Reg. \$1⁶³
\$1⁶³

GIFT WRAP
 Choose 4-roll, 25 sq. ft. foil wrap or 5-roll, 50 sq. ft. paper wrap. 26" wide.
 YOUR CHOICE
87[¢]

CHRISTMAS TREE LIGHTS
OUTSIDE LIGHT SET
 25 C-9 1/2 Outdoor lights available in assorted colors and solid colors of red or blue.
\$3⁴⁴

Strong Gift TAGS
 43 Ct. Assorted
37[¢]

HAIR DRYER
 500 Watts of power dries hair super-fast
\$10⁹⁹

NEW! AUTOMATIC COOKER FRYER
 5-1/2 Qt. Capacity Cooking OILS
 Full range temperature control. Dump-by-lever. See-through glass cover. Signal light. Cooking guide. Great for a gift!
\$9⁸⁸

Vicks FORMULA 44
 Cough Mixture
 3-Oz.
 Reg. \$1¹⁷
\$1¹⁷

50 Lite Miniature LIGHT SET
 50 miniature lights with cactus reflectors. Burns steadily or twinkles.
\$2³³

Eugene® Life Size WALKER DOLL
 Assorted styles. 32 inch life size walking doll. Wears 32 inch dress size. Take her hand—she walks with you!
\$9⁸⁸
 Full 32" High!

OPEN UNTIL 10:00 P.M.

DOOR MIRRORS
 11" x 47"
2⁹⁹ each
 SHATTER PROOFED FOR SAFETY
 WOOD GRAINED FRAME

Golden T VITAMIN C
 Chewable
 100 Tablets
 Reg. \$1¹⁷
\$1¹⁷

Lady Schick Mist HAIRSETTER
 Reg. \$20⁰⁰
\$17⁹⁹

Christmas CARDS
 21 Ct. 1 Design
97[¢]

FLEX
 Non-Aerosol Hair Net by Revlon
 13-Oz.
 Reg. \$1⁴³
\$1⁴³

HOLSTER SET
 3 Piece set includes pony boy's holster, belt and 6 shooter. Authentic embossed leather look finish holster. Metal gun stock.
\$2⁴⁴

Delsey BATHROOM TISSUE
 2-Roll Pkg.
38[¢]

GLASSWARE
 Crystals with gold leaf edging. Cordoba Red, Luscious Red, Champagne, Fantic Red, or Candy Red & Green. Great for!
YOUR CHOICE! \$1⁸⁷

Johnson's BABY POWDER
 24-Oz.
 Reg. \$1⁴⁷
\$1⁴⁷

Boy's Corduroy JACKET
 With Pile Lining. 100% Cotton shell, 100% polyester lining. Blue only. 2 Front pockets. "Worn" look achieved by repeated washings. Sizes 10-16. Back yoke. Button closing.
\$14⁸⁸

SCOTCH PINE TREE
 The perfect Christmas tree that is easy to assemble and store. Beautiful flameproof plastic tree. Use year after year.
 71 Tips.
\$10⁸⁸ Each

FUNNY CARS
 Wheeled poly car. Assorted styles to suit. Movable wheels.
 Reg. \$1⁰⁰
88[¢]

Natural Wear Miss Clairol Shampoo Formula HAIR COLOR
 Reg. \$1³⁷
\$1³⁷

Ladies' CARDIGAN
 Hand washable, V-Neck, button front. 2 front pockets, nylon sleeve. In Navy, Brown, White, Camel, Black, Burgandy
 Sizes 36-40 Reg. \$17⁰⁰
\$6⁸⁸

Girl's SWEATER SET
 100% Acrylic, machine washable asst. styles, colors. Sizes 7-14 Reg. \$4⁰⁰
\$4⁴⁴

Ladies' CARDIGAN
 100% Hand washable, long sleeve shawl collar, two front pockets, Colors White, Brown, Black, Burgandy, Gold, Green.
 Sizes 34-40 Reg. \$10⁰⁰
\$9⁸⁸

Mr. Scott Polyester DRESS SLACKS
 Reg. \$11⁰⁰
\$9⁸⁸

DISHWASHING LIQUID
 Ivory Liquid Lemon Fresh Joy
 22-Oz.
 Reg. 89[¢]
73[¢]

SPRAY-N-WASH
 Laundry Soil & Stain Remover
 16-Oz.
94[¢]

LISTEROL
 Disinfectant
 14-Oz.
 Reg. \$1⁰⁷
\$1⁰⁷

COMET
 Cleanser With Chlorinol
 14-Oz.
\$1⁰⁰



Price Index Leaps Again

The Wholesale Price Index for All Commodities rose 1.7 per cent from September to October before seasonal adjustment, it was announced by the Bureau of Labor Statistics of the U.S. Department of Labor.

Increases for both industrial commodities and farm products and processed foods and feeds contributed about equally to the overall advance.

The index for industrial commodities rose 1.2 per cent with motor vehicles, chemicals, and machinery accounting for most of the upward movement. Farm products moved up 2.6 per cent, largely because of higher prices for grains, oilseeds, and milk; processed foods and feeds increased 3.2 per cent as prices increased for most major categories of foods and feeds. Prices of meats, poultry, and fish declined.

In October, the All Commodities WPI was 170.0 (1967=100). 22.6 per cent above a year earlier: The industrial commodities index was 28.2 per cent higher than in October 1973. The index for farm products was 0.5 per cent lower over the same period. Processed foods and feeds were up 19.1 per cent.

Of the 15 major commodity groups measured by the Wholesale Price Index, 11 increased from September to October, and 4 were lower.

On a seasonally adjusted

basis, the All Commodities Wholesale Price Index moved up 2.3 per cent from September to October. The increase was more than in September but less than in July and August.

The industrial commodities index rose 1.1 per cent, about the same as in September and considerably less than in previous months of the year.

The index for farm products advanced 4.8 per cent while processed foods and feeds increased 4.9 per cent. Prices of both farm products and processed foods and feeds had declined in September following sharp increases in July and August.

On a stage of processing basis, finished goods rose 2.5 per cent, after seasonal adjustment, from September to October. Consumer finished goods moved up 2.5 per cent, and producer finished goods increased 2.4 per cent.

Prices of consumer goods rose 4.0 per cent in October, following a slight drop in September, and prices of other consumer finished goods accelerated. Among consumer food products, prices rose for pork, eggs, cereal and bakery products, edible fats and oils, other meats, and fluid milk. However, prices of beef and veal and of fresh and dried vegetables were down from September levels.

Consumer nonfood finished goods rose 1.7 per cent in October, following increases of 1.3 and 1.2 per cent in August and September, respectively. Higher prices for beverages were the most significant influence in the 1.3 per cent advance for nondurables. Prices



Flea Market Items

"This one's as good as new," Bill Smith decides as he and Mrs. Smith look over toys and other items contributed for the Flea Market which will be conducted Friday and Saturday at St. Thomas Episcopal Church, 601 West Park Ave. The Smiths are among members who are getting ready for the annual holiday market, a church benefit. Only a tiny part of the sale items are in this collection spread over their living room floor. Arts and Crafts will make up one section of the market and baked foods another, in addition to the rummage sale of furniture, appliances, clothing, boys and what-have-you in European Flea Market style.

of consumer durables were up 3.1 per cent, primarily because of higher prices for 1975 model year passenger cars which were introduced into the WPI in October. Household appliances and household furniture also moved up.

The increase for producer finished goods chiefly reflected a continuation of price increases for machinery and equipment and the increase in motor vehicle prices. The October advance was greater than the September rise of 2.1 per cent less than the 2.8 per cent increase in August.

The index of intermediate materials, supplies, and components (excluding foods and feeds) was up 1.1 per cent over the month. Prices were higher for industrial chemicals, phosphates, fabricated metal products, iron and steel, residual fuel, electric power, and motor vehicle parts. However, prices of lumber and wood products declined for the sixth consecutive month, and nonferrous metals and textile products continued to move lower.

Crude materials for further processing (excluding foods, feeds, and fibers) moved down 0.4 per cent. Continued declines in prices for nonferrous scrap, crude natural rubber, and cattlehides and a sharp drop in wastepaper quotations more than offset increases for bituminous coal.

BIBLE VERSE

"This is the confidence that we have in him: that, if we ask any thing according to his will, he heareth us."

1. Of whom is the writer speaking?
2. Who is the author of the above statement?
3. By what term was he known?
4. Where may this statement be found?

Answers to Bible Verse

1. Of Jesus Christ.
2. John the Apostle.
3. The "disciple whom Jesus loved."
4. I John 5:14.

H³ / HUSTLE HUSTLE HUSTLE

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

Let's take a closer look at "Industrial Development." This is an area where everyone has a chance to be an instant expert — or is it?

It wasn't very long ago that such was true — at least there was a great deal less complication involved in industrial development a few years back. One, or a group, could get on a plane — fly to Chicago or New York or some where — meet with the leaders of a large company and convince them that "our town" is where their next expansion should be located and return home, triumphant.

As your industrial committee of the Chamber knows, it's not quite that simple any more. It takes quite a lot of getting ready, of research, of preparation, of prospecting and having some "better apples in the barrel" when a prospect is attracted. But that's really a separate story — and surprisingly enough it's only a small part of the total industrial development picture.

Actually, new industry accounts for only 20 per cent of the industrial development pie — the other 80 per cent is from expanding existing industry. That's right — and what's more — this means the firm or business already here in town gets first crack at the benefits that our community has to offer. Another good thing is that the local company has already proven itself and the financial people have confidence in the management or they would not be backing the expansion.

Some, otherwise well informed people, believe that if there is no new industry — then a LONDON — Mrs. Christine Woodley didn't pay much attention when workmen started digging a hole in the street outside her home four years ago. Mrs. Woodley said: "The workmen told me they were searching for a gully pipe which drains away water."

town is "stagnating" — nothing could be farther from the truth. Eight out of ten new jobs come from existing or established businesses and only two out of ten, from a new plant. Of course the new plant is more dramatic, more talked about, more accepted and more widely discussed by the public. But the fact remains that the less glamorous existing industry provides the vast majority of jobs and growth.

Those are generalities — now let's get to specifics — Hereford is growing — the information available to this office shows an estimated population of 17,000. Since the census in 1970, that's an increase of more than 25 per cent in 4 years. And that's not stagnation!

Since January of this year — existing industries have expanded much more than most of us are aware — some examples: Armour Packing added 75 employees; Caviness Packing added 10 employees; Arrowhead Mills added 4, Gonzales Brothers Plumbing added 3 full time and 2 part time; Sunset Candles added 13; Deaf Smith General Hospital, added 15; Grain Handling added 4; Tagoo added 11; and of course Ideal Foods and T.G. & Y. Aoded some 55 new jobs. This isn't stagnation — this is progress.

Now back to new industry! Do we need it? Of course and your Chamber through its Industrial Development Committee is continually working to attract new industry. And you can be sure they'll continue to do so. One thing YOU can do is to "Hustle for Hereford." Be an Ambassador of good will, talk Hereford and Deaf Smith County — UPI Pass along any bits of information to this office. I promise you, we'll follow up on all leads.

One other item, Hereford didn't become Hustlin' Hereford on negativism and pessimism. So when you run across "Joe Gloom" at the coffee shop or on the street — shoot him full of optimism and positive thinking and just for good measure, add some HUSTLE — HUSTLE — HUSTLE!

Calendar Of Events

- SUNDAY**
St. Thomas Episcopal Women Of Church, parish hall, 9:30 a.m.
- MONDAY**
Wyche Extension Club holiday dinner with families, Flame Room of Pioneer Natural Gas building, 7 p.m.
Palo Duro Extension Club Christmas program, home of Mrs. Lindell Fisher, 7:30 p.m.
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, IOOF Hall, 8 p.m.
Evening Lions Club, K-Bob's Steak House, 7 p.m.
Dawn Lions Club, Dawn community building, 7 p.m.
- TUESDAY**
La Plata Study Club Christmas party, home of Mrs. Ken Rogers, Yucca Hills, 8 p.m.
Jaycee-Ettes, Community Room of First National Bank, 7:30 p.m.
Women's Division of Deaf Smith County Chamber of Commerce, executive meeting in Hereford Country Club, noon lunch.
Young Homemakers of Texas, La Plata Junior High School, 8 p.m.
American Legion and Auxiliary, American Legion Hall, 8 p.m.
La Affiliato Estudio Club Christmas luncheon, home of Mrs. Ira Ott, noon.
Kappa Iota Chapter of BSP Sorority, home of Mrs. Temple Abney, 7:30 p.m.
Xi Epsilon Alpha Chapter of BSP Sorority, home of Mrs. Jerry Shipman, 7:30 p.m.
Alpha Alpha Chapter of BSP Sorority, Community Center, 7:30 p.m.
Progressive Extension Club Christmas party, home of Mrs. Dean Stallings, 2:30 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, First Baptist Church, 6:30 p.m.
- WEDNESDAY**
Simms Study Club supper with husbands, Simms community building, 7:30 p.m.
United Presbyterian Women's Association Luncheon at church, noon.
United Methodist Women of First United Methodist Church, program at 10:30 a.m. and luncheon at 11:30 a.m. at church.
Merry Mixers Square Dance Club, Community Center, 8 p.m.
Knights of Columbus, EC Hall, 8 p.m.
Cultural Club family Christmas dinner, Pioneer Natural Gas Game Room, 7 p.m.
Noon Lions Club, Civic Club Center, noon.
Deaf Smith County Museum open to public free of charge, 2 to 5 p.m.
Story hour for preschool children, Deaf Smith County Library, 3 to 3:30 p.m.
- THURSDAY**
L'Allegre Study Club guest day, Pioneer Natural Gas Flame Room 9:30 a.m.
Hereford Study Club Christmas dinner for husbands, Hereford Country Club, 7 p.m.
Bay View Study Club, Club, meet at community Center, 2:30 a.m., for tour of Amarillo Garden Center.
Young Homemakers Extension Club Christmas party, home of Mrs. Sam Hensch, 7:30 p.m.
Fabricarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Kwanza Whiteface Breakfast Club Dickie's Restaurant, 6:30 a.m.
Duplicate Bridge Club, 300 Western, 7:30 p.m.
- FRIDAY**
Campfire Girls Leaders Association, CFG Lodge, 9:30 a.m.
Garden Beautiful Club, Christmas gift exchange, Mrs. Charlie Nolan, 3 p.m.
Dad To Blossom Garden Club, meet at community Center, 2:30 a.m., for tour of Amarillo Garden Center.
Young Homemakers Extension Club Christmas party, home of Mrs. Sam Hensch, 7:30 p.m.
Fabricarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Kwanza Whiteface Breakfast Club Dickie's Restaurant, 6:30 a.m.
Duplicate Bridge Club, 300 Western, 7:30 p.m.
- SATURDAY**
Story hour for children grades 1 through 4, Deaf Smith County Library, 10 to 11 a.m.
Deaf Smith County Historical Museum open to public, free, 2 to 5 p.m.

Law Course Planned Here

The Deaf Smith County Legal Secretaries Association is sponsoring a study course covering Texas law, to be conducted on Monday nights, beginning Jan. 6, in the Grand Jury Room of the Deaf Smith County Courthouse. The course will consist of seven three-hour sessions, with the eighth and final meeting for an examination.

The course will be based on the Texas Law Office Handbook, edited by the Texas Association of Legal Secretaries and published by Bancroft Whitney, and the Study Guide in connection with the text, both of which may be purchased in advance of the class sessions. The course will be coordinated by Mildred Shelly PLS, and will be taught by guest attorneys from Hereford, Dimmitt and Amarillo. Each is an authority on his particular subject.

The course will cover essentials of law office procedure, legal terminology, law library, bookkeeping, jurisdiction of the courts, civil and criminal procedure, ancillary proceedings, adoptions, guardianships, matrimonial proceedings, probate, workmen's compensation, security transactions, real property transactions, contracts, corporations and oil and gas transactions.

The course is available not only to chapter members at a lower price, but to any person interested in taking a course in Texas law, for a fee of \$85. Anyone interested in this course should contact Mrs. Wanda Spain, Chairman, 213 West Third, or Mildred Shelly, PLS, 104 Aspen. Enrollment deadline is December 17.

Also Chung-shih, Vice Agriculture Minister of China:

"Facts clearly show that it is colonialism, imperialism and the superpowers that have caused the present world food problem."



23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

WARREN BROS.

JOHN RALPH
1410 Park Ave. CLOSED SUNDAYS 364-1423

This Weeks Special!

1969 Ford Torino G.T. 2 dr. H-top Air and power steering, 302-V8 Blue body finish with white vinyl top. **\$1195.00**

1969 Toyota Corona 4 door. Air Conditioning, 4 speed. Red finish, Grey Vinyl interior, try this 25 mile per gal compact. It's in top condition. Protective Warranty.

1972 Ford Gran Torino 2 dr. Hardtop. Air and power. Beautiful caramel body finish with cordova vinyl top. Economical 302 V8. It's Love at first sight on this one.

1973 Ford Pick-up V8, Automatic, Air cond. new tires. Check the price on this late model.

1971 Dodge Demon 2 dr. coupe 6 cyl. automatic power steering and air conditioning. Bronze metallic with white vinyl top. This one will help balance the budget - good gas mileage.

1970 Ford LTD 2 Dr H-top 390 engine Reg gas. Air, power steering, brakes, windows and 6 way seat. Brown metallic with cordova vinyl top. Sharper than most 72 models. Protective Warranty

Antique Auction

Saturday December 7, 1974
Sale Time 10:00 a.m.
Location: Hereford, Texas
West Highway 60 & Holly Road
Building Formerly Used By Hereford Discount Furniture

Terms Cash DEALERS WELCOME All Sales Final
The private collections of four area antique dealers will be sold to the highest bidder.
Many Choice Items in this sale.

•IRON •GUNS •BRASS •INDIAN JEWELRY
•CUT GLASS & CARNIVAL GLASS •CLOCKS
A LARGE SELECTION OF FURNITURE

Many Miscellaneous Items Too Numerous To Mention!
Sale By: Jim Tucker and Associates -
Box 506 - Hereford, Texas 79045
Auctioneers: Col. Jim Tucker & Col. George Garrett

23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

John O. Dickson Publishing Co.
PUBLISHERS OF
The World's Finest
BIBLES

Now Available in the Hereford area.
THE NEW DICKSON ANALYTICAL BIBLE
THE IDEAL GIFT

Order yours on time for Christmas
PETE R. REYNA Sr.
802 Blevins 364-5615

Now Available at

CHRISTIAN BOOK STORE

347 N. Main 364-6530

★ REVIVAL ★

December 1st through 7th

WESTWAY BAPTIST CHURCH

Sunday - 10:00 A.M. & 6:00 P.M.
Weekdays - 7:30 P.M.

★ Nursery Is Provided

EVERYONE IS INVITED

REV. ROBERT FIELD
CHURCH FULL OF FELLOWSHIP

WTSU Language Laboratory Reviews English Skills

The new Language Laboratory opened this fall by the English Department of West Texas State University is proving useful in bettering language skills, according to a poll taken among lab users in October.

Located in room 415 of the University Complex South, the Language Lab's services are available to any student enrolled in freshman English, upon referral by an English faculty member. The lab is staffed from 10 a.m. to 4 p.m. Monday-Wednesday - Friday and 9:30 a.m. to 4 p.m. Tuesday-Thursday by Mrs. Wanda Pulling and Mrs. Mary Hadden.

Gender is the common denominator in students' assessments of the problems that bring them to the Language Lab. Frequently identifying English as their "weakest subject," some believe their difficulties began in high school, while others trace the problem back to the primary level.

Beatrice Guzman, Floydde freshman, is one of the many

whose earlier education failed to prepare them for the rigors of college English. "When I was in grade school," she explained, "I didn't learn much because we would migrate about twice a year. I would go to different schools which were different in the material they used. So ever since I've had trouble trying to do my English homework."

"I believe I didn't have enough drill on proper usage,"

responded Jerry Platt, Amarillo freshman: "and when there was drill, it lacked a good presentation, or interest."

A number of students complained that they never understood exactly what was expected of them in high school English. Others owned up contritely to the fact that years of "gooing off" had indeed taken their toll. Many students visit the lab simply for review.

This service is particularly useful to students returning to school after an absence of several months or even years.

The necessity for a good command of written as well as spoken English is recognized by West Texas State University students with diverse career plans. Individuals contemplating office jobs, nursing, industry, teaching, business and law responded alike to the

recent poll of lab users: English Expression must be given a high priority in career preparation. The comment by Jose Bazaldia, Bovina freshman majoring in business administration, was typical: "My field requires learning to communicate with other people, and English is the only means of communication." One student even responded to the poll with the intriguing thought that

being able to use language well "would make life more interesting."

A variety of materials and approaches are utilized by the staff in meeting students' needs. They include 40 pen-and-paper drills on specific points of grammar, four sets of recordings based on the audio-lingual approach to self-improvement, and 30 film strips, several with accompanying cassette tapes,

covering study areas which are adaptable to visual presentation.

Since the Language Lab is organized so as to help students help themselves, the materials provided are designed to be self-teaching. However, individual assistance from the lab instructor is available when needed.

The fact that attendance in the Language Laboratory has

increased day by day to its present average of 40-45 weekly users indicates that a genuine need among WTSU freshmen is seeking and finding its solution.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

Show Stars Puppets

Christmas here, there and everywhere will be explored in the "Musical, Magical, Merry Christmas Traveling Holiday Show," the Junior Program at The Museum of Texas Tech University Saturday.

The Texas Tech University Puppets will be featured in two performances of the Christmas extravaganza. The first show will be at 9:30 a.m.; the second at 11 a.m.

The Museum Junior Programs are open to children in the second through the sixth grades at a charge of 50 cents. The fee includes the Dec. 7 program and programs Feb. 8 and April 12. There is a 99¢ charge for children of members of the West Texas Museum Association. Children may purchase memberships in the Junior Program series during regular hours at The Museum or before the performances.

The Puppets program is in two parts. The first features a series of short sketches about Christmas traditions and includes special attractions such as a floating Christmas tree, a dancing snowman and a ballet of bells.

The second half of the program takes the audience around the world to look at Christmas in South America, India, Switzerland, Africa and the Orient.

The Puppets will use black technique for the performance. In black technique, the puppet manipulators wear black robes, hoods and gloves and work against a black background. Only the puppets are visible to the audience. With black-technique, the puppets become almost real and move about seemingly without aid.

The Puppets are Texas Tech students of Mrs. Peggy Howard Bright, associate professor of art. The students are from all disciplines in the university. Mike Mulkey, a senior in art education, and David Harter, a graduate student in mass communications are student directors of the show.

HAPPY SINGLE WOMEN
MINNEAPOLIS - Holly Barkness, a sophomore at the University of Minnesota, conducted a survey of 140 single women from 18 to 81 and found them an independent, happy and active lot.

UNUSUAL BOSS
NORTHBORO, MASS. - Joseph C. O'Donnell, founder and head of a plastics firm, gives his 40 employees dinner and drinks and then announced that he was giving each employee a \$50-a-week raise. He paid the first installment in cash at the dinner.

SAFEWAY GET IT TOGETHER AT SAFEWAY... WHEN YOU NEED FOODS OR FAST MEALS

Prices Effective Thru December 4th

FISH STICKS
Sea Star Brand
3 \$1
8-oz. Pkgs.

SLICED BACON
Smok-A-Roma
99¢
2-lb. Pkg. \$1.97
1-lb. Pkg.

ROUND STEAK
USDA Choice Full Center Cut
\$1.09
lb.

PORK STEAK
Fresh Pork Shoulder
88¢
lb.

Chili 12-oz. 69¢ **Burritos** 79¢ **Sliced Bacon** 1-lb. \$1.09 **Beef Patties** 89¢ **Beef Liver** 89¢
Wieners 1-lb. 88¢ **Tamales** 89¢ **Sausage** 1-lb. \$1.09 **Pork Patties** 89¢ **Pork Liver** 39¢

MRS. WRIGHT'S BUNS
Hot Dog or Hamburger
45¢
8-ct. Pkg.

TOMATO SOUP
Town House
16¢
10 3/4-oz. Can

SALTINE CRACKERS
Melrose
2 89¢
1-lb. Boxes

TOWN HOUSE CHILI
With Beans
\$1.09
40-oz. Can

Hamburger Helper 67¢ **Vegetable Soup** 21¢ **Peter Pan** 44¢

Cocoa Mix 9¢ **Fruit Drinks** 49¢ **Glad Wrap** 44¢

Trash Bags 75¢ **Vienna Sausage** 37¢ **Diet Soft Drinks** 14¢

Dill Chips 72¢ **Gelatin Mix** 16¢ **Deviled Ham** 35¢ **Potted Meat** 20¢ **Potato Chips** 85¢ **Toaster Pastries** 49¢

Safeway's Dairy Items!
HALFMOON CHEESE
Safeway Colby or Longhorn
\$1.43
lb.

AMERICAN CHEESE
Safeway Single
97¢
12-oz. Pkg.

Sunnybank Margarine 65¢
Coldbrook Margarine 53¢
Empress Margarine 79¢
Shady Lane Butter 98¢
Mrs. Wright's Biscuits 13¢
Kraft Velveeta Cheese \$1.59

CABBAGE
Delicious Cooked or for Cole Slaw
9¢
lb.

Avocados 3 for \$1.00
Potatoes 10-lb. Bag 89¢
Pineapple Sweet Juicy 49¢

ORANGES
Sunkist Seedless Navels
4 1
lbs. for

Safeway's Frozen Foods
Bel Air Vegetables MIX or MATCH
10-oz. Baby Lima Beans
8-oz. Brussel Sprouts
9-oz. Italian Green Beans
\$1.00
3 Pkgs. for

Bel Air CORN on COB
75¢
8 Ear Pkg.

Strawberries 39¢
Spinach 51¢
Shoestring Potatoes 52¢
Morton Dinners 65¢
Orange Juice 51¢
Meat Pies 83¢

SHOP EARLY BE SMART
COWAN JEWELERS
Downtown

SAFEWAY

Everything You Need
for the **WRAP-UP!**



TOP O' THE LIST GIFT IDEAS for EVERYONE!

Shop
in
Hereford
The
Hereford Brand



Joyce's Journal How To Replace Sugar With Syrups

by Joyce Shipp

WITH the holiday baking season beginning, homemakers are searching for ways to substitute other sweets for expensive cane sugar.

Honey, molasses or sorghum, corn syrup and cane syrup are sweetening agents that will work as well as white sugar in baking.

Some general guidelines for these substitutions will help homemakers achieve economical—and high quality—baked goods.

HONEY—For one cup of sugar in baking, use one cup honey and reduce liquid one-fourth cup for each cup of honey used.

If about half the sugar is retained in a recipe and honey substituted for the other half, a better quality product will result.

In baking, use one-fourth teaspoon soda for each cup of honey. This is in addition to baking powder in the recipe when honey is substituted for sugar.

MOLASSES or sorghum — For one cup sugar, use one and one-half cups of molasses or sorghum and reduce liquid one-fourth cup for each cup of molasses and sorghum used.

CORN SYRUP. For one cup of sugar, use two cups corn syrup and reduce liquid one-fourth cup for each cup of corn syrup used.

CANE SYRUP. One and one-half cups of cane syrup is equal in sweetness to one cup of cane sugar.

In cakes and cookies, replace sugar with syrup, measure for measure, and reduce liquid one-third. Cakes and cookies made with corn and cane syrups are not as sweet as when sugar is used.

SKILLFUL carving of meat is an art. And one main reason to master it is that properly carved meat is more tender and manageable on the plate.

The carver needs proper cutlery or tools. The standard carving set contains a sharp knife with a curved blade about eight or nine inches long, a matching fork and a steel. This set or an electric knife can be used for any cut of meat.

When carving at the table the carver may stand or sit. The platter of meat is placed in front of the carver with stacked plates close by.

Thick cuts of meat are carved across the grain. This makes the fibers shorter, yielding tender slices. Cuts that are too thin to carve across the grain—such as beef brisket—are carved diagonally across the grain. Very tender loin or rib steaks may be cut with the grain.

ONE MAJOR concern for the hostess during the holidays is being sure the food she serves is safe to eat.

Preparing larger than usual quantities of food puts a greater demand on the homemaker to keep it free of bacteria that cause

food poisoning.

Bacteria only needs the right keep it free of bacteria that cause food poisoning.

Proper refrigeration is a good way to prevent this happening. Keep cold foods cold and hot foods hot.

Perishable foods such as turkey and dressing, cream pies and custards, shouldn't be left unrefrigerated longer than two hours.

Food-borne illness can cause diarrhea, vomiting, stomach cramps and other unpleasant symptoms which can last for several hours or even days. Young children and senior citizens are most susceptible.

AS COLD weather moves in and warm clothes and winter wraps come out, purchasing a new coat may be necessary.

Some thought before purchasing will help insure a serviceable pleasing garment.

First consider how the coat will be used. If it will be worn throughout the day at work or school, the best choice is a well-constructed garment made with high quality fabrics.

But if an occasional or dressy coat is all that is needed, a more delicate fabric or a less expensive garment may serve.

Also, the climate and wearer's preference for warmth determine a great deal about which weight of coat to select.

BEFORE trying on a coat, consider its construction.

Is the stitching straight and even?
Is the hem inconspicuous?
Are the buttonholes well made?
Do seams that may ravel have some sort of seam finish?
Are plaids or stripes matched at the seam lines?
Are all parts of the coat cut in the same direction, especially with a pile fabric or a one-way design?

Sometimes garments can be reinforced if their construction is not up to par. Generally cost rises as construction quality improves. But the only way to really know how well a coat is made is to learn what to look for and then examine each coat carefully.

WHEN TRYING on a coat, consideration should be given to how it fits, how fashionable it is and how suitable it is to the wearer's figure.

A coat should allow enough room to wear a sweater or jacket under it and still permit the arms to move forward comfortably. If the coat will be worn more than one season, a classic rather than faddish style is a better choice.

Another consideration is the wearer's figure type. Straight cut styles and bulky fabrics tend to enlarge, while A-lines and smooth, closely-woven fabrics will slenderize.

Don't forget to consider how the coat will be cared for. Read the care label attached to the inside of the coat and decide if this cleaning procedure is suitable.

1975 To Promote Silver Wings Earned Women's Status

1975 will be International Women's Year, as proclaimed by the General Assembly of the United Nations, Dr. Jennie Kitching reported this week.

"The International Women's Year offers a unique opportunity for organizations and individuals in the United States to focus attention on the advancements of women's status and the recognition of women's responsibilities and achievements," the family life education specialist with the Texas Agricultural Extension Service, The Texas A&M University System, pointed out.

"The goals established for the year are to promote equality between men and women in the total development effort at national, regional and international levels. Also to recognize the importance of women's contributions to the development of friendly relations and cooperation among nations and to world peace."

Year, through aiding women, will help the family, local community and the nation as a whole," Dr. Kitching said.

She pointed out that attention can be focused on women's important role in such matters of national interest as health, education, agriculture, nutrition, transportation, consumer issues, the energy crisis, housing and children. It will not be limited to women's rights and responsibilities narrowly defined.

"In cooperation with the United Nations, former President Nixon proclaimed 1975 as International Women's Year for the United States. Also, the American Home Economics Association passed a resolution endorsing International Women's Year," she said.

Now wearing U.S. Air Force silver wings is Second Lieutenant Joseph P. Walker, son of Mr. and Mrs. J.H. Walker of 121 Beach St. He recently graduated from pilot training at Reese AFB, Tex.

Lieutenant Walker is being assigned to Travis AFB, Calif., where he will fly the KC-135 Stratotanker aircraft.

The lieutenant, a 1968 graduate of Hereford High School, received his B.S. degree

and was commissioned upon his graduation from the U.S. Air Force Academy in 1973.

His wife, Mary, is the daughter of Mr. and Mrs. R.C. Wisler of Monument, Colo.



JOSEPH P. WALKER

Best Of Press

Abundant Supply
Talk is cheap because the supply is greater than the demand.
-Courier, Ottumwa, Ia.

Definition
Nonchalance: The ability to look like an owl when you've acted like a jackass.
-Argosy, Nickerson, Kan.

Direction
Men, like tacks, are useful if they have good heads and are pointed in the right direction.
-News, Adair, Ia.

Walter F. Mondale, Senator (D-Minn):
"Basically I found I did not have the overwhelming desire to be President which is essential for the kind of campaign that is required."

**SHOP EARLY
BE SMART
COWAN JEWELERS
Downtown**

Say good-bye to dull diamonds.

We think a neighborhood jeweler should act neighborly. So we invite you to bring us your time-tinged diamonds.

- We'll inspect them. Free.
- Clean them. Free.
- Polish them. Free.
- And put back the sparkle in their facets. Free.

Cowan Jewelers
MEMBER AMERICAN GEM SOCIETY
DOWNTOWN

Now going on... END-OF-YEAR Firestone CLEARANCE

Radials! Belts! Bias 4-Ply!

If you need tires...or expect to in the months ahead...buy during this big clearance event while the BARGAINS are BIG!

Bias 4-ply tires

Size	Description	Price	F.E.T.
L60-14	Wide Oval White Letter	50.84	3.94
G60-15	Wide Oval White Letter	44.75	3.03
G70-15	500 Spt W/ White Letter	43.04	2.84
F70-14	500 Spt W/ White Letter	40.24	2.59

All prices plus tax and old tire

DISCONTINUED DESIGNS

OVERSTOCKS

BLEMISH TIRES

RETREADS

TAKE-OFFS

Radial tires

Size	Description	Price	F.E.T.
3-JR70-15	Radial V-1 (BLEMS) White	41.71	3.09
44-BR70-15	Radial 900 (BLEMS) White	30.79	3.09
50-MR70-15	Radial 900 (BLEMS) White	34.11	3.34

All prices plus tax and old tire

Belted tires

Size	Description	Price	F.E.T.
H78-15	DLC SRB TUBL	40.88	2.97
H78-15	DLC SRB TUWS	45.16	2.97
F78-14	Strato Stk WS	33.37	2.50

All prices plus tax and old tire

DL-78 Retreads
2 FOR \$30

Used tires
Good selection of sizes and styles with plenty of mileage left.
\$5, \$8, \$10

OPEN AN ACCOUNT
WE ALSO HONOR...

WE HAVE A DEAL FOR YOU!

Another big Firestone value!

24 HOUR ELECTRIC TIMER

Turns on appliances, lights

\$4.99
Limit 1 at this price. Additional \$7.99 ea.

06-14-029-7

- ✓ 24-hour electric switch timer
- ✓ 24-hour easy-to-read dial with Day-Night-hour periods
- ✓ No resetting required

If we should sell out of this item, we'll give you a "raincheck" assuring later delivery at the advertised price.

Firestone TRUCK TIRE RETREADS FOR PICKUPS, VANS, CAMPERS

All-wheel position
HEAVY-DUTY TRANSPORT™
Full tread

\$30.45
Size 7.50-16
Plus 80c est tax exp. and recyclable exchange tire

RETREADS ON YOUR OR OUR SOUND TIRE CASINGS

EXPERT LUBE & OIL CHANGE

THIS WEEK ONLY

\$4.88
Any car
Regular price \$5.88

Includes up to 5 quarts of quality oil and expert lubrication.

OFFER EXPIRES DECEMBER 7, 1974

105 N. MAIN 364-4333

WE'VE GOT A GREAT SELECTION OF GIFT IDEAS

Jewelry
Hoisery
Bags
Scarves
Shevelva Robes
Long Dresses

Choose for her a gift of fashion and quality...beautifully gift wrapped

1 Rack Vanity Fair Including QUILTED ROBES 25% OFF	1 Group of Fall CATALINA 25% OFF
--	--

Be sure and look through our thrift corner for **GREATLY REDUCED PRICES!**

THE Vogue
Bess Moore Owner
Downtown

Dry Cleaning Costs Can Be Cut

Although most of today's fabrics are washable, some keep their "new" look longer if they are dry cleaned, one clothing expert contended this week.

She's Marlene Odle, clothing specialist with the Texas Agricultural Extension Service, the Texas A&M University System.

The specialist suggested ways to cut costs of dry cleaning bills. Hang and air garments

Why worry about war, or disease, if you do not worry about automobile accidents?

INDIAN JEWELRY SHOWING
TUES. DEC. 10
COWAN JEWELERS
DOWNTOWN

Touch up minor spots between wearings with a non-toxic spot remover.

"Using a soft cloth to brush from the outer edge of the stain toward the center prevents a ring," she said.

Blot all liquid spills immediately.

Choose darker clothing that does not show soil easily.

Avoid constasting colored collars and cuffs. Long sleeves get dirty faster than short or three-quarter length. Leather, fur, sheer chiffon, wool crepe, pleats, bonding and intricate designs usually add to the cleaning cost.

WHY PAY MORE

THRIFTWAY

A BETTER WAY TO SAVE

BATHROOM TISSUE
Softlin
8 rolls to Pkg.
\$1.09

PAPER TOWELS
Northern
Jumbo
49c

WHITE POTATOES
Shurfine
No 303 Cans
4 For \$1.00

SPINACH
Shurfine
No 303 Cans
4 For 89c

SLICED BEETS
Shurfine
16 oz. Cans
4 For \$1.00

TOMATO SAUCE
Shurfine
15 oz. Cans
3 For 79c

APPLE SAUCE
Shurfine
16 Oz. Cans
3 For \$1.00

CHILI
Loughorn Gebhardt
No Beans
No 300 Can
69c

CHILI
Gebhardt
With Beans
No 300 Can
49c

TAMALES
Gebhardt
No 300 Can
39c

HOUSEHOLD DEODORANT
Renuzit
7 Oz. Can
49c

PINE-SOL
Foam Bathroom
Cleaner 17 Oz.
79c

GOLD MEDAL
ENRICHED FLOUR
69
5 LB. BAG
WITH IN-AD COUPON



THRIFTWAY PLEASERS FOR THIS HOLIDAY SEASON

BLADE CUT
CHUCK ROAST
LB. 79c

SHURFRESH
Tuna LIGHT CHUNK **49c**

ASSORTED
Cookies **3 For \$1.00**

SHURFINE
Preserves STRAWBERRY 18-OZ. JAR... **79c**

SHURFINE
Coffee ALL GRINDS 1-LB. CAN **99c**

FAMILY
STEAK
LB. 89c

FAMILY PAK
GROUND BEEF
LB. 69c

SLUMBER BAG
\$19.95 VALUE
\$7.88
WHILE SUPPLY LASTS!

- WASHABLE THERMALESTER
- POLYESTER FIBERFILL
- INCLUDES PILLOW
- THREE POUND FILL

MAKES A GREAT GIFT!
SLUMBER PARTY
STATION WAGON SLEEPING
MOUNTAIN CABIN OR LAKE CABIN
LAY ONE BACK FOR CHRISTMAS!

Shurfine
GRAPE JELLY
18-oz. Jar
59c

FOOD KING 100 COUNT
PAPER PLATES 9" **79c**

KLEENEX WHITE OR COLORS
TISSUE 200 COUNT **39c**

SOLO REFILL
PAPER CUPS 7-OZ. 50 CUPS **49c**

WHILE THEY LAST!
BLANKETS
100% Acrylic
72"x90" **\$4.98**

Beef Liver **LB. 79c**

PORK CHOPS
FAMILY PAK **LB. 99c**
CENTER CUT **LB. \$1.39**
END CUT **LB. \$1.19**

PORK ROAST **LB. 89c**

7-BONE
CHUCK ROAST **LB. 99c**

LEAN AND MEATY
BEEF RIBS **LB. 49c**

Orchard Orange
Breakfast
DRINK
Grape 1/2 Gal.
59c

FARM FRESH PRODUCE

ALL PURPOSE
RUSSET POTATOES
10 LB. BAG
78c

CALIFORNIA RED EMPEROR
Grapes **3 LBS. \$1**

TEXAS RUBY RED
Grapefruit **2 LBS. 29c**

CALIFORNIA SUNKIST
Lemons **LB. 39c**

TEXAS GREEN HEAD
Cabbage **LB. 9c**

TURNIP, COLLARD, OR MUSTARD
YOUR CHOICE
Greens **BUNCH 23c**

FOR MEN
COMMAND HAIR SPRAY
13 OZ. CAN
\$1.49

Dishwashing Powder
CASCADE
35 Oz. **79c**

Dishwashing Liquid
THRILL
32 Oz. **98c**

PLAYTEX
LIVING GLOVES
SMALL MEDIUM LARGE
PAIR
\$1.09

FROZEN FOODS

Shurfine 10-OZ.
MIXED VEGETABLES **3 FOR \$1**

Shurfine 10-oz.
BROCCOLI SPEARS **3 FOR \$1**

Shurfine 6-OZ. CANS
ORANGE JUICE **4 FOR \$1**

Shurfine
OCEAN PERCH **\$1.59**

Fillet
1 1/2 lbs.
FRENCH FRIES **69c**

MARGARINE MAZOLA W/COUPON **69c**

VALUABLE COUPON

MAZOLA-GITS.
MARGARINE LB. CTN. **69c**
WITH THIS COUPON
VOID AFTER DEC. 7, 1974
THRIFTWAY FOOD STORES

THRIFTWAY

VALUABLE COUPON

NO. 51616
GOLD MEDAL
FLOUR 5 LB. BAG **69c**
WITH THIS COUPON
VOID AFTER DEC. 7, 1974
THRIFTWAY FOOD STORES

THRIFTWAY

SPECIALS GOOD DECEMBER 2-7 1974

THRIFTWAY
426 N. MAIN
HEREFORD, TEXAS

SHURFINE
PAPER TOWELS
49c

Holiday Homes Tour In View



Holiday Homes Tour has become a yearly event in La Madre Mia Study Club as Christmas approaches, and four Hereford homes will be open to visitors next Sunday afternoon, Dec. 8. Three community causes will benefit from the tour and bazaar, with proceeds divided among Deaf Smith General Hospital Auxiliary, the county library and Meals - On - Wheels. Tickets are on sale now by members.

One of the members, Mrs. W.E. Sparks, right, will open her new home, 506 Westhaven, for the tour and as the location for the bazaar. She is chairman of the bazaar committee. Mmes. Charles Watson and Craig Smith, from left, are members of the committee which will serve refreshments at the Sparks home, with Mrs. Don Lane as Chairman.



Stone fireplace wall is a focal point in the living room of the Tom Burdett home, 312 Douglas, where Mrs. Burdett, seated, will be assisted by Mrs. Bud Snyder, left, and Mrs. Dickie Gerles as hostesses to greet tour visitors. Mrs. Gerles is general tour chairman with Mrs. Don Walser as co-chairman.



Bazaar chairman, Mrs. Richard Ward, left, and a member of her committee, Mrs. Roger Williams, admire some of the items made by club members to be sold with the suggestion that they will make excellent Christmas gifts.



A handsome bay window in the Bill Allen home, 203 Sunset, is the background for a group planning the tour. Mrs. Don Taylor, standing, is on the refreshment committee; Mrs. Gerald Martin, seated left with Mrs. Allen, is publicity chairman.

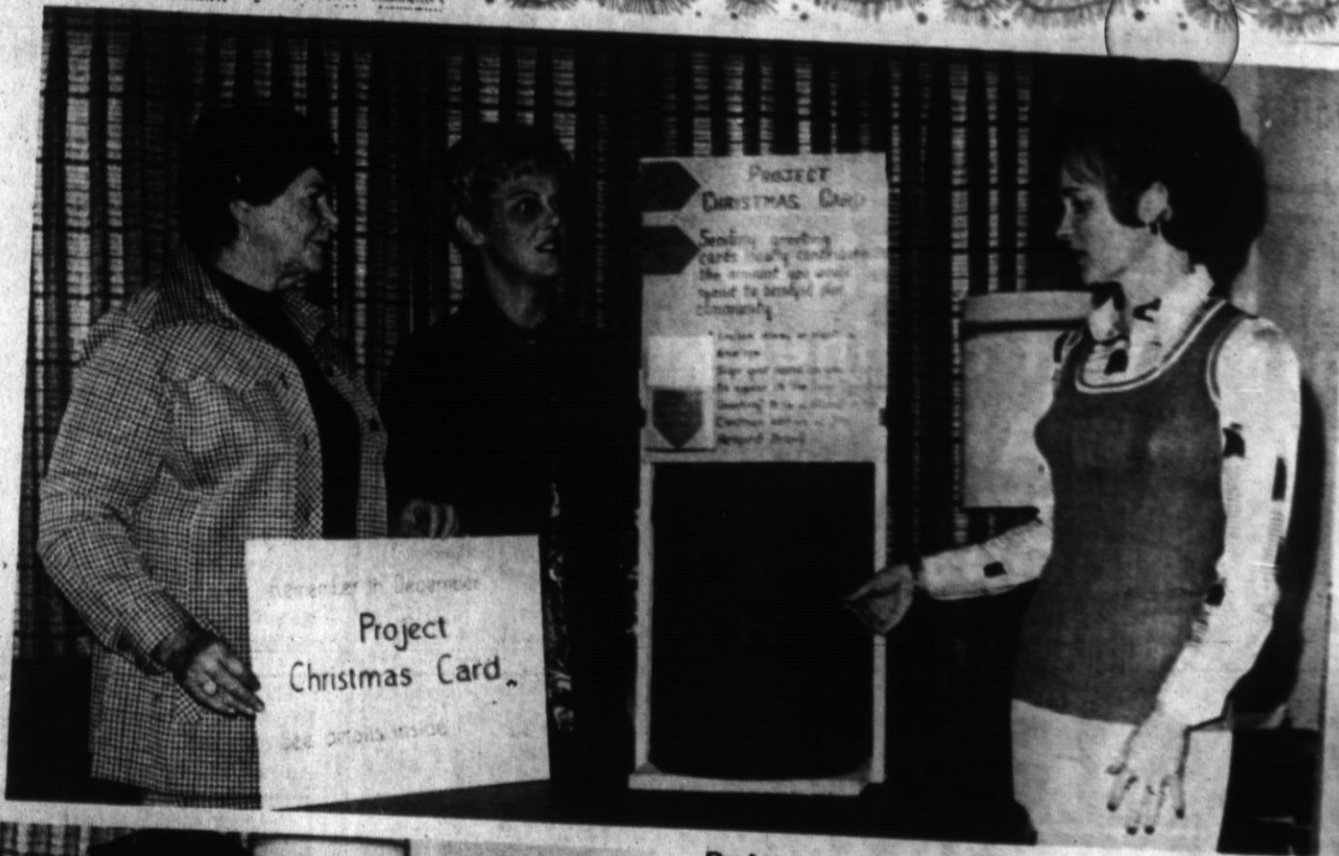


Indoor swimming pool at the home of Mr. and Mrs. O.G. Hill Jr., 102 Douglas, provides a garden room as the setting for informal decor. Joe Frank Clark, who will decorate all the open

homes in holiday motif, holds one of a team of reindeer with a little help from Mrs. Hill, while Mrs. Wayne Lady and Mrs. Herschel Black lift its teammate as the group stands poolside.

Christmas Project

Eighteenth year of Project Christmas Card in Hereford finds women of the County Medical Auxiliary, composed of physicians' and dentists' wives, launching their annual drive for funds to buy needed equipment for Deaf Smith General Hospital and give a nursing scholarship to a Hereford High School senior next spring.



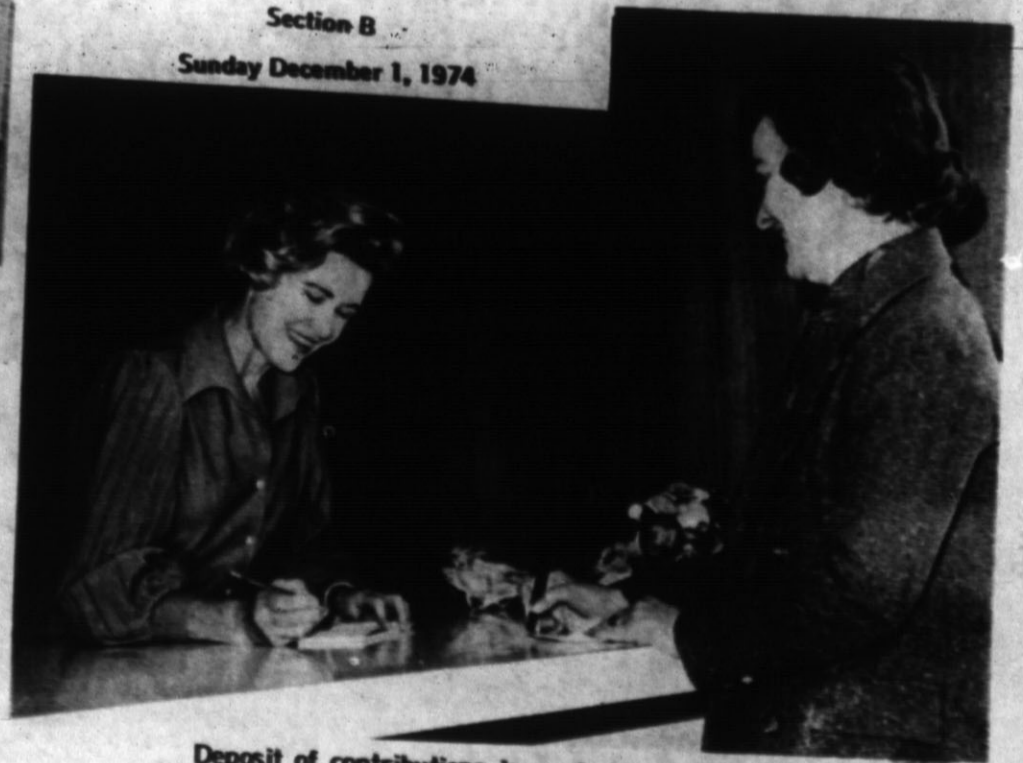
The Hereford Brand

Section B
Sunday December 1, 1974



Posters explaining Project Christmas Card, which asks area residents to contribute the amount they would spend on holiday greetings to others in the community, are attached to brightly decorated canisters which Auxiliary members placed in business houses this weekend. Names of all contributors are listed on a page in the Christmas edition of The Hereford Brand to convey the greetings they would have mailed. Mmes. Millard Nobles, Howard Johnson and Ron Zimmerman, from left, check one of the canisters.

Chairman of this year's effort is Mrs. A.T. Mims, left, who with Mrs. Jesse Perales is working on posters. The fund this year will be used for purchase of a cryostat, a machine which enables frozen sections of tissue to be prepared for immediate examination by a pathologist when surgery is performed. A portable machine is used now



Deposit of contributions is made by Mrs. J.H. McCrary, right, and accepted by Mrs. H.A. Cavness, a bank employee here, to illustrate a convenient way to give to the project. An account is set up at both Hereford banks to receive contributions by those who find this easier than placing the money in a canister.

Holt Home Scene Of Holiday Tea

A gala beginning for the Christmas party season was a tea in the Earl Hols' new home in Rio Vista Drive just a day after Thanksgiving, with Mrs. Holt and her daughters, Ginny, Mrs. Steve McWhorter and Cherry Holt, as hostesses.

Guests called through the afternoon hours to be greeted by the hostesses, who were all dressed alike in Christmas red. Their patio pants of the solid color were worn with tops gilded with gold metallic threads. Miss Holt was at home from Oklahoma City for the weekend.

Huge red candles dominated the holiday decorations in the rooms. They stood on stands and tables as eye-catching accents among clusters of evergreen branches, baubles and red velvet bows.

A sparkling tree stood at one end of the living room and a shallow basket of greens was opposite a tall candle on the hearth.

A snowy cover on the dining room table had touches of Christmas red and green in felt appliques around the hem. Giant white chrysanthemums were in the centerpiece with a few red carnations for color accent, set between white tapers in slender crystal holders. Crystal, white and silver appointments were used.

Presiding in turn at the table were Misses Tony D. Mason, Rudy Metz, Les Condit, C.J. Crump, Edward Allison, B.C. McWhorter, E. Paul Conway and J.H. McCray.

PARTY PLANNED
Members of Merry Miamis Square Dance Club are invited to a Dutch treat luncheon and Christmas party Wednesday at Dickie's Restaurant.

Election of officers will also be held during the party. Anyone wishing to attend is asked to call Sunny Evans or Henry Kuper.



In Hostess Dress

Mrs. Earl Holt stands between her daughters, Mrs. Steve McWhorter, left, and Cherry, who were hostesses with her at a Christmas tea Friday afternoon. The three were dressed alike in striking red with gold glint.

Weaver-Baird Marriage Vows Spoken Wednesday

Miss Mary Ruth Weaver and Edward Ernest Baird were married Wednesday evening in Westway Baptist Church. Officiating at the ceremony was the bridegroom's brother-in-law, the Rev. Johnny Tins, pastor of First Baptist Church in Casper, Wyoming.

The bride is the daughter of Mr. and Mrs. Jack Weaver of Route 4 and the bridegroom is the son of Mr. and Mrs. Olen Baird of Route 2.

The couple stood beneath an arch of greenery accented with doves. A pair of spiral candelabra stood on either side of the arch and kneeling bench.

The bride's sisters, Miss Charlene Weaver of Canyon and Mrs. C.W. Clarke of Amarillo, served as maid and matron of honor. Best man was Jackie Lee of Pampa.

Miss Linda Vestal and the bride's college roommate, Miss Dinah Bean, were bridesmaids. Brothers of the couple, Joe D. Weaver of Canyon and Lawrence Baird, and the bridegroom's brother-in-law, Michael Hale of Stephenville, were groomsmen.

white metallic blouse. The bridegroom's mother wore a double knit floral print suit of green, gold orange and brown with yellow sleeves.

Mrs. Michael Hale, the bridegroom's sister, invited guests to the registry table at the reception held in the church Fellowship hall.

Mrs. Jerry Valdez and Miss Debbie Sorrells served punch from a table centered with gold candelabra. Bridesmaids' bouquets were arranged around the centerpiece.

Mrs. Randy Laing and Mrs. David Bullock of Lubbock served the brides cake and Mrs. Melinda Jo Morgan was at the bridegroom's table.

Other members of the houseparty included Misses W.B. Nunley, C.F. Homfeld, Jimmie Bradley, Wheeler Davis, Jewel Bean of Plainview, Rick Bradley of Lubbock, Dewey Nolan, R.M. Mason, Walter Kuper, Kenneth Dellart

and J.E. Sorrells.

Leaving for a wedding trip to Denver, the bride wore a three-piece double knit grey suit with green-and-grey strip blouse. Her corsage was taken from the bridal bouquet.

The couple will be at home at 126 Ave. E.

The bride is a teacher at Shirley Elementary School. She is a 1968 Hereford High School graduate and graduated from West Texas State University with a bachelor of science degree in elementary education.

The bridegroom is employed by Water Industries. He graduated from Floydada High School and served two years in the U.S. Army.

Out-of-town guests included the bride's grandmother; Mrs. Minnie Miles of Pampa; Mrs. John E. Hill of Fort. Lupton, Colo.; Mr. and Mrs. Edward Baird of Floydada; Mr. and Mrs. John Jett of Tucson.



Mrs. Ernest Baird ...nee Mary Ruth Weaver

TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown

Seasonal
This is the time of the year when the boys feel gallant and the girls feel boyish.

Small Talk

By SUE COLEMAN
Womens Editor

DON'T say we didn't warn you that the Season of Good Causes is upon us for sure. This is the time when we get so many opportunities to donate to something that is tax deductible, that we are afraid of donating so much that there won't be enough left to pay the tax on the part that wasn't deductible.

APPARENTLY the mail-order giving is generous enough that new causes (dozens of 'em, it seems) join the parade every year. They must take in a lot of money to pay for all those stamps and stationery.

But things like Project Christmas Card and Giftswaps you can see for yourself, know where the money goes and turn it over to people you know.

Some for the United Way and several other local Good Causes that need our attention.

Most of the holiday bazaars are over, except for St. Thomas Episcopal Church's Flea Market Friday and Saturday, and Madie Mis Club's homes tour and gift sale next Sunday afternoon. (Hope I'm not forgetting one!)

After that, the way will be clear for just plain Christmas parties, which are fast filling the calendar and you can feel that

you've done your duty by the benefits and are free to eat and have fun.

A **THANKSGIVING** visit was made by Joyce and Roy Shipp to her brother's home at Post. Then for Christmas, her family will be here for its accustomed holiday reunion instead of at her mother's.

They decided to come to Hereford, she said, because the Shipp's have a new house. There will be plenty of room and of course Joyce and Roy want to show it to the kinsfolk, naturally.

IT WAS a good-looking new car coat Irene Beavers was wearing on a visit to our office this week, and we told her so. She admitted that she liked it, too, and bought it in a record-making short shopping trip.

Leaving the postoffice the other day, she said, she found she had 10 minutes before she was due somewhere else. So she stopped in a downtown store just to glance over the coats because she needed one, and see if she might want to come back and look closer.

There was just the coat that suited her need and her taste. She bought it with a minute or two of the ten to spare.

Pre-Holiday clearance

SALE

to make room for our holiday fashions...selected groups of fall and winter

- * dresses
- * pant suits
- * coats
- * sportswear
- * lingerie

REDUCED

1/4 to 1/2 and more

Sweet's

Madie Mis, Mgr.
Sugarland Mall

MRS. ABALOS LIL CHARRO TOO
MEXICAN FOOD RESTAURANT
WILL BE OPEN ALSO ON MONDAYS
DURING DECEMBER ONLY.

Six Join Alpha Chi

Six West Texas State University juniors and seniors from Hereford were part of the 112 initiated into Alpha Chi, the National College Honor Scholarship Society.

Alpha Chi is a coeducational society whose purpose is to promote academic excellence and exemplary character and honor those achieving such distinction.

Its name derives from the initial letters of the Greek words "Altheia" and "Character" which mean truth and character. The basis of this society is accomplishment rather than participation, and it admits students from all academic disciplines.

The WTSU chapter sponsor, Dr. Wendell Cain, professor of speech, is a member of the Alpha Chi National Council.

Initiates from Hereford are Miss Pauline C. Bullard of 1405 16th Street; Miss Joan L. Grady, daughter of Mr. and Mrs. Jack Nolan Grady of 116 Avenue J; Miss Alesia L. Ragdale, daughter of Mr. and Mrs. Mack Ragdale of Route 5, Box 37-A; Miss Roxann T. Schwertner, daughter of Mr. and Mrs. Oskar Schwertner of Route 5, Box 108; Miss Marcia M. Tiefel, daughter of Mr. and Mrs. Arthur Tiefel of 231 Avenue C; and Mrs. Guadalupe M. Villarreal of 418 Avenue E.

Look Who's New

Mr. and Mrs. Felix Guadalupe Mendez are the parents of a son, Manuel Daniel, born Nov. 27. He weighed 6 lbs. 14 oz.

Mr. and Mrs. Leon Treviño are the parents of a son, Leon Jr., born Nov. 26.

Over 500 Watches to select from
COWAN JEWELERS
Downtown

Fantastic trade-in diamond sale.

Give that all-important finger a beauty treatment. Bring in your present diamond ring and get a generous allowance towards the purchase of a magnificent new Goldmaster creation. Select from our most complete and exciting collection ever. This offer is limited. So come in now. You'll come out way ahead.

Cowan Jewelers
DOWNTOWN

IMPORTANT ANNOUNCEMENT
December 24th is the last day of business for **HEREFORD HARDWARE!**
EVERYTHING HAS BEEN TREMENDOUSLY REDUCED!
Some items up to **50% OFF!**
SHOP NOW FOR CHRISTMAS
ONLY 20 SHOPPING DAYS LEFT

*** HARDWARE ***
Everything on Hardware Side - Discounted 25% to 40%
Hand Tools, Plumbing Supplies, Electrical Supplies, Yard Tools & Garden Supplies, Mechanical Tools, Heat Tapes, Water Containers, Thermos Jugs, Mail Boxes, Electric & Gas Heaters, Fans, Electric Edgers, Fireplace Screens, Andirons, Bolt-all Types & Sizes, Wash Tubs, Fence Chargers, Blue Lustre Shampoo, Vacuum Cleaner Bags, Pocket Knives (one or more) Brass, Lamin, Hair, Ice Cream Freezers, Brooms & Mops, Paint, Hobby Supplies, Shot Gun & 22 Shells, Hemp Rope Pops, Pipe Fittings, Valves, Flanges, Garden Hose

*** HOUSEWARES ***
Discounts of 25% to 50%
Electric Appliances, Ovens, Toasters, Mixers, Blenders, Can Openers, Pop-Corn Poppers, Skillets, Coffee Makers, Deep Fryers, Dutch Pots, Iron Dusters, Egg Poachers, Bean Pots, Warming Trays, Raincoats, Steel Flat Wares, Flatirons, Kitchen Gaslights, Stovetops, Hot Plates, Aprons, Water Glasses, Corridor Sals, Corchie Bars, Mug Sets, Heating Stoves, Irons, Covers, Kettles, Trays, Candy Dishes, Bread, Oven & Sugar, Candle Sticks, etc.
Decorative Casseroles, Funtion Sals, Woven Craft, Salad Bowls, etc.
Wall Decorations, Clocks, Trivets, Wither Arrangels, Thermo Meters, Date Meters, Covers, Bread Boxes, Wining Glass, Goblets, Sherbets.

*** HOUSEWARES CONT. ***
Stem Ware, Candy Dishes, Ashtrays, Pitchers, etc. Meat Choppers, Pressor Cannons, Pyrex, Corning Ware, Corolla, Contact Paper, Cooco Utility Tables, Clothes Hangers, Hair Dryers, Clothes Steamers, Mist Curler Sets, Home Barber Kits, Electric Tooth Brushes, Hair Detangler, Hot Combs, Rubbermaid Products, Cleaning Supplies and Brushes, Towel Bars & Bath Accessories, Electric Knives, Timers, Bun Warmers, Electric Air Fresheners, Electric Yogurt Maker, Franciscan Earthenware, Cookware, All Brass Items.

TERMS: CASH **HEREFORD HARDWARE 216 N. MAIN ALL SALES FINAL**

Family Traditions Play Part In Hare-Daley Vows

Wesley United Methodist Church was the setting for the marriage of Miss Amber Marjean Hare and Jerry Lee Daley Wednesday evening. The Rev. J.L. Bozeman, pastor of Temple Baptist Church, assisted by the Rev. Jack Moore, pastor of Wesley, officiated at the ceremony.

Wedding traditions in the bride's family were touched in choice of music and decorations for the event.

The bride is the daughter of Mr. and Mrs. Maurice Hare of 134 Avenue G and the bridegroom is the son of the late Mr. and Mrs. Bill Sibert of Fort Collins, Colo. His guardians are Mr. and Mrs. Glenn Williams of Hereford.

The altar table was covered with a floorlength illusion ruffle over a yellow cloth. A memory candle was set in a ring of yellow roses centered with a white heart and a single large rose.

Climbing ivy on the inner chancel wall blended with the foliage covered archway, flanked by seven-branch candelabra and large autumn bouquets for a garden effect.

Mrs. James Green of Guthrie was matron of honor and best man was James Lathan.

Escorting guests to their seats were Allen Hare, brother of the bride, and James Green of Guthrie.

Flower girl was Pam Bell, daughter of Mr. and Mrs. Jimmy Bell, and Dean Murphy, son of Mr. and Mrs. Tommy Murphy, carried the rings. Candelighters were Annette Gooch and Allen Hare.

Music played at the bride's mother's wedding and her grandparents' golden wedding was presented by Mrs. Raymond Higginbotham, pianist. She also sang the Prayer of St. Francis during lighting of



Mrs. Jerry Lee Daley
...nee Amber Hare

the memory candle.

Miss Joan Waters accompanied Miss Debra Livingston, who sang solos as candles were lighted. Misses Vickie Gerber and Elaine Ramaekers sang Secret Love, Turn Around Look At Me and Bridge Over Troubled Water, accompanied by Kevin Raes on the guitar.

The bride wore a white crepe gown, the deep V-neck edged with seed pearls and the waistline inset and sleeves embroidered in yellow rose designed. Sleeves were gathered to wide lace ruffled at the wrists.

The hem of the A-line skirt was edged in lace studded with seed pearls and run with yellow ribbon. It shaped to a slight train.

Layers of illusion formed the floor-length bridal veil which was attached to a caplet of ribbon-run lace ornamented with seed pearls. The bride carried a single yellow rose and wore a strand of pearls, a gift of her mother.

Bridal attendants wore yellow crepe gowns fashioned after the bride's gown, and carried single white roses.

The flower girl was attired in floor-length yellow brocade pinafore frock and carried yellow sweetheart roses in a white basket. Miss Gooch wore a floral sheer dress.

The bride's mother chose an autumn floral print cotton satin dress with a sleeveless apricot coat. Mrs. Williams wore a gold satin bolero dress. Both had

yellow sweetheart rose corsages.

Miss Gooch invited guests to the registry table at the reception held in the home of the bride's cousins, Mr. and Mrs. Bill Allen of 203 Sunset Drive.

Mrs. Allen served punch from the table which was covered with a yellow cloth overlaid with a hand-crocheted cloth made by the bride's maternal grandmother 20 years ago and used in weddings of several granddaughters.

Miss Naomi Hare, the bride's aunt, served the three-tiered cake which was on a base of three heart-shaped layers. The two-tiered bridegroom's cake and bride's cake were both decorated with yellow roses.

Others assisting included Mmes. J.W. Cawthon, Ross White, Alton McLaughlin, Ted Trowbridge, G.L. Manley and Marjorie Thompson and Miss Leona Stayton.

Leaving for a wedding trip to Colorado and New Mexico, the bride wore a three-piece beige knit pantsuit with a golden brown suede sleeveless vest.

The couple will make their home in Hereford.

The bride, a nursing student at Deaf Smith County General

Over 500 Watches
to select from
COWAN JEWELERS
Downtown



A name was chosen for a group of eighth grade girls, and officers were elected at a meeting this week. The Indian name chosen is He-Jo-Lo, meaning helpful, joyful and loving.

Joni Webb was chosen president, Lesa Mazurek vice president, Lisa Drake secretary-treasurer and Billie Abalos reporter.

The group has 10 members. Leaders are Kathy Hampson and Mrs. Ricky Higgins.

Decorations for Christmas trees in their homes are being made by girls of I-Se-Ta-Yo Group, in a project started at their meeting Monday. Leaders, Mrs. A.T. Griffin and Mrs. Dwaine Walker, are directing the work which will continue next week.

Present were Kerri Hacker, Tanie Willson, Lynette Rhoten, Becca Gibson, Linda Walker, Janelle Coupe, April Holly, Sheri Whitaker, Lesley Metz, Brenda Brown and Karen Drake.

BIRTH ANNOUNCED

Mr. and Mrs. Jimmy Monroe of Adrian announce the birth of their son, Jason Craig, born Nov. 25. He weighed 6 lbs. 14 oz.

Mrs. Monroe is the former Kerrie Hall and is a graduate of Hereford High School.

Grandparents are Mr. and Mrs. Buel Monroe, northwest of Hereford, and Mr. and Mrs. Elmo Hall of Adrian.

Occasionally Man is like a lamp wick-trimmed lots of times before he gets the right flame.
-Tribune, Chicago.

January Bride-elect

Miss Jane Lyons and Shane Landers are to be married in a January 11 ceremony in First Presbyterian Church. The bride-elect is the daughter of Mr. and Mrs. Paul F. Lyons of 500 Union and her fiance is the son of Mr. and Mrs. Jerry Landers, west of Hereford. Miss Lyons is a student at West Texas State University, after graduation from Hereford High School in 1973. Landers is engaged in farming and also graduated from HHS.

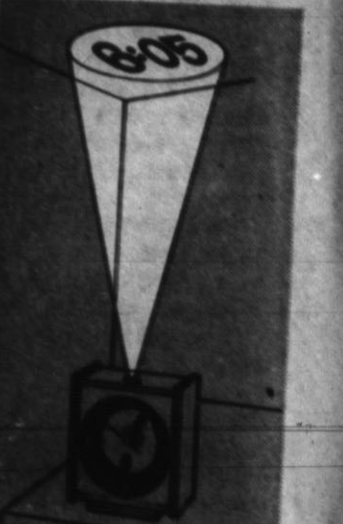
Old Max
Money may not buy happiness, but with it you can be unhappy in comfort.
-Journal, Cleveland.

FOR LARGER
GIFT SELECTION
COWAN JEWELERS
Downtown

Witnesses Attend Area Convention

Approximately 60 members of the Spanish-speaking Jehovah's Witnesses congregation here have returned from a convention at Lubbock where 1,300 persons gathered from over West Texas and New Mexico and 35 were baptized.

Local meetings are being resumed, announces F. Lopez, presiding minister. Free Bible classes are conducted at the Kingdom Hall of Witnesses here, and residents interested in individual study with one of the congregation are invited to contact the minister.



New Ceiling Alarm Clock

This clock is really different! It projects the time in digital numbers on the ceiling of any darkened room. Invisible beam has no glare to keep you awake.
ONLY \$39.95

Cowan Jewelers

AARP Party Open To All

Date of the December meeting for the Hereford Chapter, American Association of Retired Persons, has been advanced for a Christmas party planned at 6:30 p.m. Thursday in Community Center. Usual meeting days are third Thursdays of each month.

Members invite all area residents over 55 years of age, who are the ones eligible for AARP membership, to be guest at the party. Each person is to bring a dish for a potluck supper. A fun party with various games and informal visiting is planned after the supper hour.

Layers of illusion formed the floor-length bridal veil which was attached to a caplet of ribbon-run lace ornamented with seed pearls. The bride carried a single yellow rose and wore a strand of pearls, a gift of her mother.

Bridal attendants wore yellow crepe gowns fashioned after the bride's gown, and carried single white roses.

The flower girl was attired in floor-length yellow brocade pinafore frock and carried yellow sweetheart roses in a white basket. Miss Gooch wore a floral sheer dress.

The bride's mother chose an autumn floral print cotton satin dress with a sleeveless apricot coat. Mrs. Williams wore a gold satin bolero dress. Both had

Thanks

..... to our friends and customers for your friendship and patronage during the past 23 years. We are happy for our contribution and part in serving the best area in Texas. We will constantly try to improve our services and selections to meet your confidence in us.

Cowan Jewelers

Jeanie

Doc & Anne

Oscar

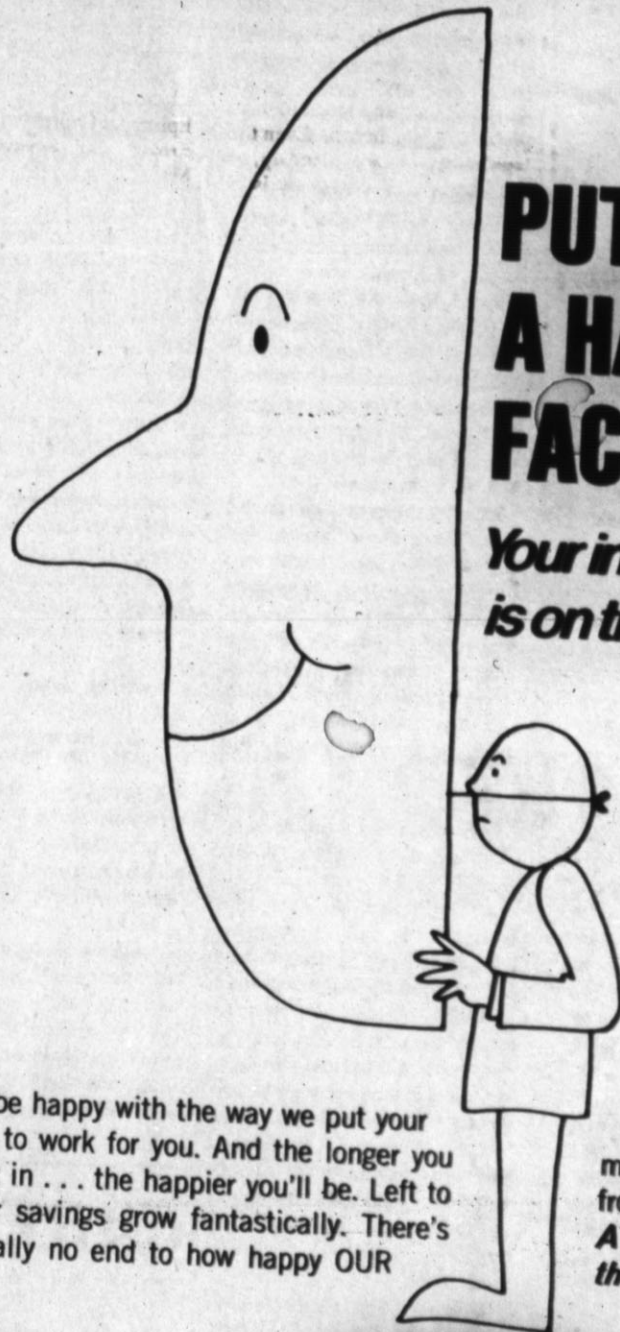
Charles & Virginia

Margaret

Scotie

Dorothy

Melinda



PUT ON
A HAPPY
FACE!

Your interest
is on the rise!

You'll be happy with the way we put your money to work for you. And the longer you leave it in . . . the happier you'll be. Left to us your savings grow fantastically. There's practically no end to how happy OUR

interest in YOUR interest can make you. Why, you may never frown again.
A good bank has more Answers than Questions!

THE BEST OF
ALL POSSIBLE
BANKS

The
**FIRST NATIONAL
BANK of HEREFORD**

Member of FDIC

The Food Culprit

Since food costs have gone up so much during the past year, there have been all sort of inquiries among learned men, especially television commentators and syndicated newspaper columnists, all asking the same question: "Why have food costs gone up and who is making a killing?"

The farmer who produces the food knows he's not the culprit because his operating costs have risen much faster than the price of raw products.

The retailers say they can't be blamed because their profit margins are thin. Supermarkets operate on a profit margin of 1 per cent of sales which is about as low as you can get.

But it is obvious that someone is making a profit out of food from the time it leaves the farm until it arrives on the dinner table.

The American Farm Bureau has the answer. Marketing is what eats up the difference.

Marketing costs continue to take the biggest bite from our food dollar. Of the \$132.2 billion Americans shelled out for farm foods last year, almost two-thirds went to pay the marketing bill.

The largest item in the marketing bill is labor which accounts for 49 per cent of the marketing bill. This increase comes from mounting labor costs and total hours worked by employees of food marketing firms.

Packaging farm food products cost \$10 billion, or 12 per cent of the marketing cost. People like to have their food attractively packaged and because it is packaged, they buy more of it.

Transportation by rail and truck came to \$6.1 billion or 7 per cent of the marketing cost. Everyone knows it costs more these days to ship merchandise and farm products are no exception.

Capital costs, including depreciation, rent and interest, rose to \$6.9 billion or 8 per cent of the marketing bill. This is because of growing construction costs and commercial rental rates.

Advertising took 2 per cent of the food dollar and advertising costs are three times greater for television than for newspapers and other print media.

Corporate profits reached \$4.6 billion or 6 per cent before taxes. After Uncle Sam took his 52 per cent, this left about half with which to pay dividends and invest in capital improvements.

Business and payroll taxes reached \$3.3 billion or 3 per cent of the marketing costs. The same 3 per cent figure went for depreciation. Interest and repairs took 4 per cent. Utilities, fuel, insurance and other items took 9 per cent of the firms engaged in marketing.

It all adds up to 100 per cent and about 65 per cent of all the money Americans paid for food. The raw material, the live cattle, the bushels of grain, accounted for some 35 per cent of the total. It just costs a lot to move farm products from farm to table.

The way to cure this is for everybody to go to the farm and buy products unprocessed and do it themselves. Somehow, we don't believe the American people are equipped to do that.



"— AND HE ATE ALL HIS FOOD, AND HE SAVED HIS PENNIES, AND HE WENT TO BED EARLY AND HE LIVED HAPPILY EVER AFTER!"

The Sunday Brand

Editorial Forum

Hereford, Texas, Sunday, October 27, 1974

Safety Important Aspect Of Toys

As the Christmas season approaches, millions of dotting parents, grandparents, aunts, uncles, brothers, sisters, and just friends will be heading for the toy counters of their favorite stores. The State Health Department hopes that they'll remember to consider safety when they choose toys for younger children.

Harold Ray, the Director of the Product Safety Division of the Texas State Department of Health, discussed the toy safety problem in a recent interview.

Q: Harold, what role does your program play in protecting our children from unsafe toys?

A: Under the provisions of the Texas Hazardous Substances Act, we have some regulatory authority over toys, both with the state program and through an interfacing program with the federal Consumer Product Safety Commission, dealing with any safety hazard that might be present through the normal use or abuse of toys for children.

Q: How serious a problem, or how serious a matter, is toy safety?

A: There are no complete figures on it, but we do know that each year in the United States there are approximately 150,000 children who are treated through hospital emergency room admissions. Obviously there are many more who are treated by private physicians or treated at home. The fatality rate, we don't have any figures and there really isn't any way to get those, but it is a substantial problem from the injury standpoint.

Q: In recent years the federal government has had a pretty strong consumer protection program. Haven't all the really unsafe toys already been banned from the marketplace?

A: Well, most of the unsafe toys that were on the market at that time, when the federal program started, perhaps had been banned. This does not mean there are not some of those still available, but not many. But you have to keep in mind that toys are sold either by repeat demand or because they're different, and so there are many new designs and new toys available each year that attract children. These products may not have been tested and cleared for safety.

Q: Are toys that are made and sold only in Texas subject to federal regulation?

A: Unfortunately, no, not as the interstate commerce rule is interpreted. If a toy is made in

Texas and sold only in Texas, then at the present time there is no regulation on that toy other than with regard to flammability characteristics.

Q: Let's talk about what some of the specific hazards are that people should watch for when they buy toys.

A: I think the obvious ones, of course, are those toys that fall apart so that small pieces are available for small children to inhale or ingest; sharp points and sharp edges; and toys that break too easily. This is particularly true with the plastic toys; although plastic toys as a class are not necessarily bad, there are those that will shatter easily and leave very jagged edges. There are, of course, some hazards also from the toxic standpoint because of the paints that are used, although this is being controlled pretty much under the lead-based paint control program of the federal and state hazardous substances enforcement.

Q: Isn't it true that there are some toys that may be perfectly safe for one age group or one particular type of child, and not necessarily safe for another?

A: This is very true, because a toy that was designed for a child ten years of age may be perfectly safe if properly used by that child, but if he has a two-year-old brother or sister who finds that toy lying around and does not know how to use it,

and if it does not have built-in safety characteristics, it can become a hazardous toy for that smaller child.

Q: Are "cheap foreign import toys" inherently more dangerous than domestically produced toys?

A: Well, let me say that "cheap toys" as a rule, whether imported or domestic, are going to be far more hazardous, simply because they do not have the quality-control measures built in—that's why they are cheap toys. I think it would be unfair to criticize or single out the imported toys as opposed to domestic because actually a large percentage of the toys available on the American market are from import sources. So, the quality toys should have quality controls built in, and the cheaper toys should be highly suspect.

Q: Do you anticipate having a more active toy safety program at the state level in the future?

A: We would certainly hope so. We know that it was proposed in the last session of the Legislature that the state Hazardous Substances Act be updated to include thermal, mechanical, and electrical hazards now contained in the Federal Act. It's our hope that this will come back again in this session, and perhaps update the law to that extent, and give us a little broader coverage on hazardous toys.

CARE Eases Famine

Moving to offset developing famine in Bangladesh, CARE has authorized the purchase of 1,000 tons of wheat to be used in immediate feeding programs in mother-child feeding centers. The international feeding and development agency said that an additional 3,700 tons of rolled oats were being programmed into CARE by UNICEF for immediate use in the emergency.

"Starvation in Bangladesh deepens by the hour," Frank E. Goffio, executive director of CARE, said. "As always in such cases the very old and the very young are dying in large numbers. Unless immediate action is taken an enormous human tragedy is in the making." Goffio said the 1,000

tons of wheat was valued at \$300,000 and the purchase would place a heavy strain on CARE's resources in view of the growing need for similar emergency programs in other parts of the world.

"We must save every single human being that we can in Bangladesh," Goffio said.

"CARE, as always, must do everything that contributions permit. Our staff in Bangladesh has had long experience in feeding millions."

CARE has had programs in Bangladesh since 1961. Contributions may be sent to: BANGLADESH FAMINE FUND, CARE, Inc., 189 N. Akard, Dallas, Texas 75201.

Talk of Texas

By Jack Maguire

FOOTNOTE TO HISTORY — Athens, Henderson County, which brags that it is the "Black-Eyed Pea Capital of the World," also claims to be the place where the hamburger sandwich was invented.

It's a fact that a sandwich made of ground beef was being served to Athenians in the 1890's at the J.J. Powers Drug Store fountain. It was the creation of a short order cook named Dave (his last name has been lost to history). Local residents considered Dave's sandwich such a delicacy that the Chamber of Commerce raised funds and sent him to the St. Louis World's Fair in 1904.

They wanted the rest of the world to taste the "Athens sandwich." Sending Dave to St. Louis also was good publicity for East Texas.

The sandwich from Texas was a hit at the fair. Even the New York Herald-Tribune sent a reporter around to write about the inventor of the idea of putting a beef patty on a bun. The published article, however, failed to identify the chef, calling him only a "food vendor" from Texas.

Most sources claim the hamburger originated in Europe and that it takes its name from the city of Hamburg, Germany. However, the World's largest chain of hamburger vendors (McDonald's) agrees that the American version of the sandwich was introduced at the St. Louis World's Fair. They don't know the name of the inventor, either.

If just might have been a fellow named Dave from Athens, Texas. **YOU MIGHT LIKE TO KNOW** — That Carol Burnett, the popular

television star, is a native of San Antonio.

She was born there on April 26, 1935, the daughter of Jody and Louise Burnett.

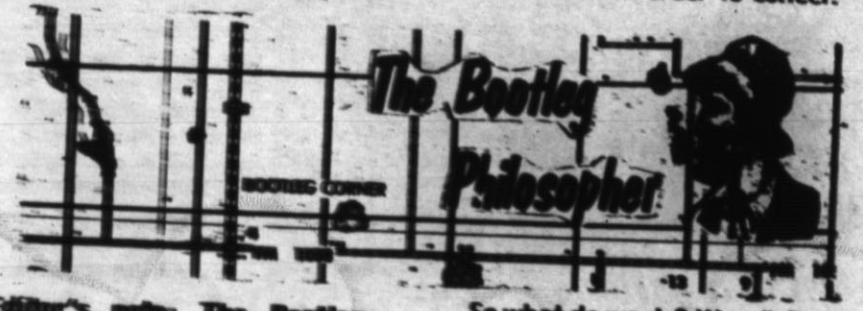
TOUGH TEXAN — Shine Popejoy, gambler, bank robber and bootlegger who operated in the Hutchinson County oil fields in the late 1920's and early 1930's, never objected to killing man when necessary. In one instance, he shot a friend as a favor.

It seems that an old man who had operated one of Popejoy's moonshine stills for many years came down with an incurable case of tuberculosis. He told Popejoy that he didn't want to wait for the disease to get him and asked his employer to dispatch him with a six-shooter.

He dug his own grave, purchased a coffin and completed the meager arrangements necessary. Then, exactly as he had requested, Popejoy took him to the backyard of his home and shot him.

IT'S THE LAW — If a Texas merchant accepts a check from a customer and it bounces, he can't collect unless he can enumerate each item sold.

That's why some establishments — particularly grocery stores — no longer will accept checks if the signer writes anything except the word "cash" in the memo space provided on most drafts. If the bank doesn't clear the check, the merchant doesn't have to list every item purchased in order to collect.



Editor's note: The Bootleg Philosopher on his usual Smith grass farm on Bootleg Canyon appears slightly riled up this week, but he'll get over it.

Dear editor:

A friend asked me the other day why I didn't think up something that'd turn this crazy economy around. You know, auto companies can't sell their cars so they raise the price, sugar goes out of sight, unemployment rising as fast as inflation, college costs going up and kids getting no better educated than they were when it costs only half as much, cattle prices down to nearly nothing and meat prices about as high as ever...things like that.

I'll tell you, if he's looking to me for the answer he's looking in the wrong direction, but I did come up with one partial suggestion that might help.

WHAT WASHINGTON needs more than anything else right now is a horse-trader.

Take the grain deal with Russia last year. Here we were short on oil and hung on grain, and there was Russia long on oil and short on grain.

Shortages Trouble Russians Too

BY JACK MAGUIRE

If you were appointed the Central Economic Planner in Charge of West German Production, would you know how many meat grinders to produce?

The question is not usually an it sounds it is, in fact, at the heart of a debate of great importance to all of us. It indicates whether a centrally planned, government-directed economy is more efficient than a free enterprise, market-regulated economy.

Many people, I suspect, think that central control is necessary to eliminate mistakes. It does not. It merely insures that those mistakes which do occur will occur uniformly, throughout the economy.

THEN, WHEN someone in Goggin — the central economic planning agency for the Soviet Union — noticed that not enough meat grinders were being produced in Russia, the order went out to produce more meat grinders. And in 1962, some six million meat grinders were produced. That was considerably more meat grinders than the Russians needed or wanted.

So it was deemed that meat grinder production be controlled. And it was. By 1968, only 200,000 were manufactured. The number kept falling and today it is almost impossible to find a meat grinder in a Soviet store. Sure, no doubt, the queue will repeat.

A similar problem for the Russians in the shortage of card file boxes — the kind we use to hold 3 x 5 index cards.

Seems some Soviet bureaucrat decided at the start of their current five-year plan in 1971 that the wooden file boxes then available ought to be superseded by more modern plastic or metal boxes. So the production of wooden file boxes was halted.

Meanwhile, the responsibility for design of the new plastic boxes was turned over to a government committee.

You guessed it. After three years of effort, the Russians still don't have any plastic file boxes. Or any wooden ones, either.

FOR DO THEY have transparent tape, paper trays, glue, memo pads, ink, dictating machines, portable typewriters or copying machines — for similar reasons.

Of course, these shortages are relatively trivial compared to the inefficiency of the Soviet economy in providing its citizens with such necessities as food and housing.

It wouldn't do the Russian consumers any good to demand a consumer protection agency. Because there are no private businesses left for their government to protect them from. And there is no one to protect them from their government.

But it can't happen here. Can it, Ralph?

GRASSROOTS OPINION

"One indication of why costs of government and consumer products are so high can be found from a fact revealed by Senator Thomas J. McIntyre...and his sub-committee probing the burdens imposed by federal paperwork. Senator McIntyre reveals that the annual cost of processing federal paperwork each year is \$36 billion, divided between the government and business. The federal government's share of this expensive mountain of paper is paid by the taxpayers. The business community's share is paid by the consumers. Unfortunately, that means all of us." TUNKHANNOCK, PA., NEW AGE.

"You just know there are more liberals in Washington than there are conservatives when you take a look at the size of the national debt. Americans need hard-fought elections to remind us we are a democracy, just as a dog should have fleas to remind him he is a dog." DAVISON, MICH., INDEX.

"If a businessman loses sight of the fact that he is employed by his customers, he is soon out of business and unemployed. The public office holder is insulated somewhat from immediate customer reaction because the customer is locked in until the next election; it is the only game in town. Often times the dissatisfaction has been tempered by the time the next election rolls around, particularly if the contested decision was proven correct through unpopular at the time. However, in the long run the public servant, like the businessman, must be responsive to the public he serves if he wants to remain employed." NITRO, W. VA., KANAWHA VALLEY LEADER.

"When Australia adopted the metric system a few years ago, the changeover was not without its unexpected pitfalls. For example, one irate letter writer complained to an editor: 'Since eggs went metric they have been pale in yolk color and lacking in freshness. This clearly shows that (chickens) cannot adjust to laying different-size eggs. We tamper with nature at our peril.'" SOMERSET, KY., COMMONWEALTH-JOURNAL.

"No one can long survive this life without a good healthy ego. The problem is not to go overboard on self-esteem, but who can doubt that we must have considerable faith in our own judgment and ability in order to last any time at all in the world today. But when we truly care for ourselves we develop a greater sense of caring for others as we learn to care about our past, our enjoyment of living in today's world in sharpened and enlarged." PIPER CITY, ILL., JOURNAL.

"(The Kentucky Commerce Commissioner... warns, 'the future of Kentucky and all other states will depend on how well we cope with the interactions of the three E's—energy, ecology and economic growth.'" PADUCAH, KY., NEWS.

"Doctors have made almost a 180 degree turn from a couple years ago when many of them were saying that marijuana was no worse than alcohol in its effects on the public... now they are saying the residual effects may last for years as to possible brain damage..." HEMINGFORD, NEBR., LEDGER.

"The politician we would like to meet would not only rant and rave about the ravages of inflation, but would acknowledge his right to a share of the blame for it." REDWOOD FALLS, MINN., GAZETTE.

ACS Woman To Address Secretaries

Mrs. Katy Kendall, representative of the American Cancer Society, will address members of Deaf Smith-Castro Counties Legal Secretaries Association Tuesday night at 7:30 in the community room of First National Bank.

Also, E. Hazen Woods Jr. will deliver a program on tort, a legal term indicating a wrongful act. This topic will encompass liability, personal injury, workmen's compensation, defamation, nuisance, general negligence, invasion of privacy, economic interference, misrepresentation and domestic relations.

Powell Assigned To German Base

Army Specialist Four David L. Powell, son of Lawrence Powell, 1000 Schley St., is assigned as a field wireman in Company C, 2nd Battalion of the 8th Infantry Division's 13th Infantry in Mannheim, Germany.

His wife, Sandra, lives at 114 Fuller st.

Bell Returns From Seminar

Charles Bell Jr., representative here for Southwestern Life Insurance Company, was in Dallas last week attending an advanced underwriting seminar.

At the four-day school Bell received advance training in the business and tax insurance fields. Fundamentals were reviewed, and new concepts were presented in the use of life insurance for business and tax purposes.

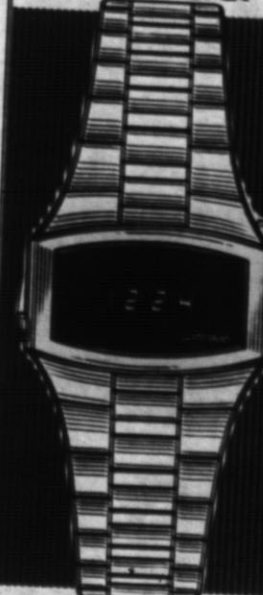
USAF Honors Dimmitt Youth

Technical Sergeant Robert W. Wood, son of Mrs. Haroldine Smith of Dimmitt, is a member of a unit that recently received the U.S. Air Force Outstanding Unit award.

Sergeant Wood is an air traffic controller at England AFB, La., with the 150th Communications Squadron which earned the honor for meritorious service from July 1, 1972 through Dec. 31, 1973.

Sergeant Wood is a 1962 graduate of Broken Bow (Okla.) High School. His father, K.E. Wood, lives in Broken Bow. The sergeant's wife, Ina, is the daughter of Mr. and Mrs. Frank Deramus of Broken Bow.

Wittnauer



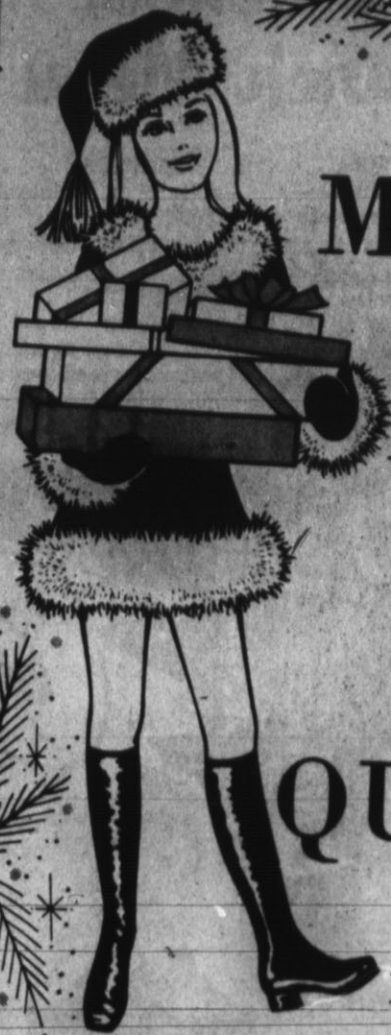
Wittnauer Polara! Not just an advanced 100% Solid State Digital, but a superb piece of jewelry!

Wittnauer Polara is the most advanced way to tell time. Unlike other solid state timepieces, Polara offers a wide range of handsome styles. Polara, the 100% Solid State Watch, has no moving parts. Micro-miniature circuits transmit impulses to the light emitting diode (LED) digits which light up. Tells the hour the minute, the second the date. With a m. indicator.

Cowan Jewelers
Downtown Member

CHAIN LIGHTS

- Early American
 - French Provincial
 - Mediterranean
- 1/2 PRICE**



Make McGee's Your Christmas Shopping HEAD-QUARTERS

Gifts For Every Member Of The Family!

Hand Painted MEXICAN CANE BACK CHAIRS & STOOLS



\$10.95

Excellent For Game Room or Patio

Large Selection

PICTURES WALL DECORATIONS



1/2 PRICE

- ☆ Figurines
- ☆ Crystal Dishes
- ☆ Salt & Pepper Shakers
- ☆ Asbestos Egg Paper Weights

POLE LIGHTS & FLOOR LAMPS

Excellent Selection Now In Stock!

1/3 OFF



Artificial PLANTS

1/3 OFF

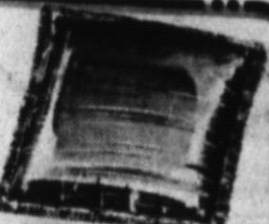
MAGAZINE RACKS- SMALL ACCENT TABLES- VALETS- TELEPHONE CHAIR

1/3 OFF

- ☆ Candles & Holders
- ☆ Mirrored Trays
- ☆ Perfume Bottles
- ☆ Jewelry Boxes
- ☆ Place Mats

Decorator PILLOWS

Asst. Of Colors & Styles



1/3 OFF

Stylish FOOT STOOLS

\$12.95

Queen & King Size

SHEETS & PILLOW CASES



1/4 OFF

- ☆ Napkins
- ☆ Musical Dolls
- ☆ Ships
- ☆ Ash Trays
- ☆ Perfumed Soap
- ☆ Votive Dishes
- ☆ Floral Arrangements

All RECLINERS

La-Z-Boy & Berkline Mayfair Reduced Just In Time For CHRISTMAS GIVING



Gifts For The Baby

- Bed
- Pottie Seat
- Stroller
- Rocker
- Play Pen
- Cradle
- Table & Chairs
- Mattress
- Chests
- Car Seat
- High Chair
- Toy Chest



15% OFF

1/2 PRICE

Limited Number Of BEDROOM SUITES DINING ROOM SUITES and SOFAS



ALL AT REDUCED PRICES

For A Gift Of Lasting Quality Come To

McGEE FURNITURE

511 N. Main

HOME OWNED-HOME OPERATED

364-2586



Church Ceremony Unites City Couple In Marriage

An afternoon ceremony Saturday was conducted for the marriage of Miss Diana Egbert, daughter of Mrs. Frances Eddy, Route 3, and Dean Varner, whose parents are Junior Varner and Mrs. Faye Varner of Dimmitt.

The Rev. Fred Whipple, pastor, officiated for the exchange of vows in Christian Assembly Church, where a setting of massed greenery with a large bouquet of gladiolas was lighted by tapers in paired candelabra.

Miss Carol Ann Eddy, sister of the bride, was her maid of honor and she was given in marriage by her uncle, Michael Funk. Marcus Varner served as her brother's best man.

Cindy Smith and the bridegroom's brother, Ronnie Varner of Dimmitt, lighted candles before the ceremony. Sonia Balderaz, small daughter of Mr. and Mrs. Jody Balderaz, was the flower girl.

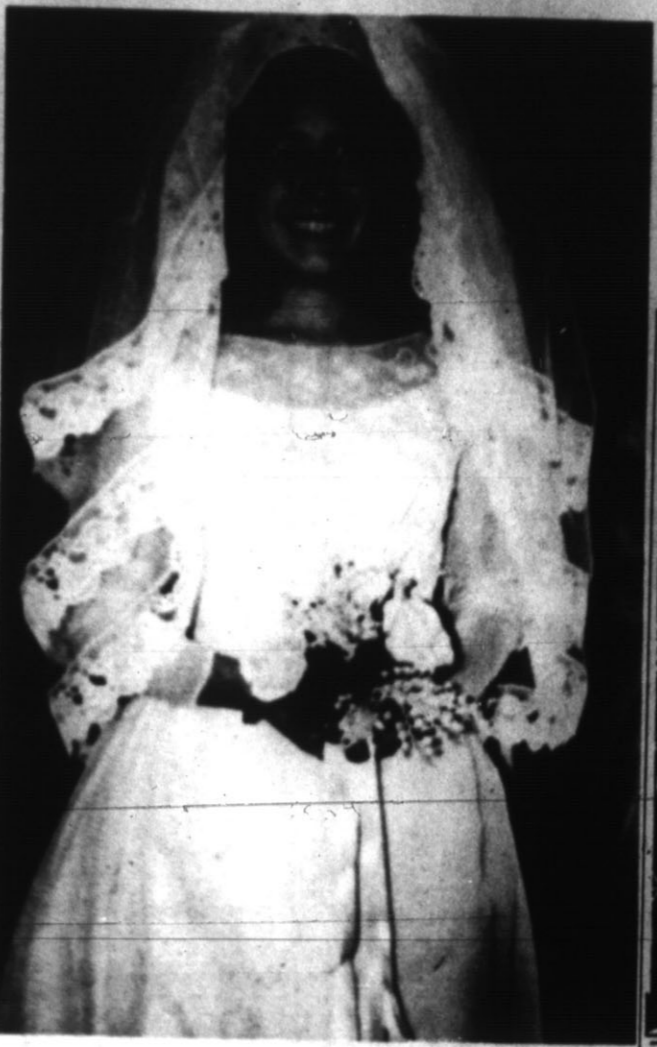
Traditional wedding selections were played by Mrs. Suzette Dziuk, pianist. A solo, "First Time I Ever Saw Your Face," was sung by Miss Gennie Sanders, accompanied by Rex Barber on the guitar and Rex Lee on piano.

Transparent organza over taffeta made the bride's gown the cutaway bodice embroidered with aurora borealis beads, the sleeves long and fitted, the skirt softly gathered in front and widened at back to flow into a chapel train.

Three tiers of illusion veiling with wide lace borders fell just below her waistline from a rhinestone studded Juliet cap. She carried a cluster of orchids with lavender streamers on a bridal Bible and as a luck piece wore a pearl pendant necklace belonging to her grandmother, Mrs. Susie Curtsinger.

Her attendant was dressed in Nile green dotted Swiss over matching taffeta; the empire bodice trimmed with white lace. Her wide brimmed hat was in the same shade of green and she carried a single rose tied with lavender ribbons.

The wedding reception was in Pioneer Gas Flame Room. Mrs. Joyce Smith served the wedding cake and Miss Donna Smith



Mrs. Dean Varner
...former Diana Egbert

laddered punch at a table covered with net over violet satin and centered with a candelabra arrangement. The tiered cake with swan dividers between layers was ornamented with orchid flowers.

For a short wedding trip, Mrs. Varner wore the orchid cluster she carried in the ceremony with her grey ensemble.

A senior in Hereford High School, she is a student employe of Heindl Commodities Inc. Varner is employed with Big T Pump Co.

Guests at the wedding from other cities included Messrs. and Mmes. Chester Varner and Russell Varner of Friona; Messrs. and Mmes. Elzie Teague, R.E. Catoe, H.T. Dodson, William Summers and

Tommy Portorel of Dimmitt; Mr. and Mrs. Jackie Jordan of Lubbock, Mr. and Mrs. Wilburn Price of Amarillo.

The end of the world will probably catch a number of people promising to do better.

Intolerance is certainly one subject that many people talk about and then fail to practice.

FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown

SCHOOL Lunch Menu

JUNIOR HIGH HIGH SCHOOL
MONDAY — Pork steak and gravy or beef and gravy, mashed potatoes, peas and carrots, rosy applesauce, hot rolls, milk.
TUESDAY — Western beans or hot tamales, seasoned greens buttered corn, orange juice, cornbread, milk.

WEDNESDAY — Hot dog with chili or fish dog with tartar sauce, potato stix, cabbage, apple salad, apple pie, bun, milk.
THURSDAY — Chicken casserole or Vienna sausage, beans, glazed sweet potatoes, seasoned green beans, fruit, hot rolls, milk.
FRIDAY — Beef vegetable

stew or chicken and dumplings, blackeyed peas, cole slaw, peanut-butter bar, cornbread, milk.
ELEMENTARY SCHOOLS
MONDAY — Pork steak, mashed potatoes, English peas and carrots, rosy applesauce, hot rolls milk.
TUESDAY — Western beans, seasoned greens, buttered corn, cake, orange juice, cornbread, milk.
WEDNESDAY — Hot dog with chili, potato stix, cabbage, apple salad, apple pie, bun, milk.
THURSDAY — Chicken

casserole, glazed sweet potatoes, seasoned green beans, fruit, hot rolls, milk.
FRIDAY — Beef vegetable stew, blackeyed peas, cole slaw, peanut-butter bars, cornbread, milk.

salad, cookies, cornbread, milk.
THURSDAY — Baked turkey and gravy, peas, carrot sticks, brownies, roll, milk.
FRIDAY — Hamburgers, potato chips, apple pie, milk.

ST. ANTHONY'S PAROCHIAL SCHOOL
MONDAY — Corn dogs, green beans, pineapple upside-down cake, milk.
TUESDAY — Spaghetti with meat sauce, tossed salad, corn, applesauce, buttered bread, milk.
WEDNESDAY — Tamales, red beans, cabbage-carrot

Young Housewife—I want some lamb, please.
 Butcher—Yes, ma'am; which part?
 Young Housewife—Oh, you know—the part you eat mint sauce with.
 Tailor—About that little bill of yours, sir, when can I hope for payment?
 Slowpay—Always.

IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS

Dream Gifts of Lingerie...

Like a dream come true...our enchanting night-time styles in soft, sheer fabrics; delicately iced with lacy trimmings!

All at Popular Prices.

Free Gift Wrapping

GIFT ROBES for stay-at-homes

Pick these for your favorite lady of leisure.

Free Gift Wrapping

Break the monotony get into Botany

ALL WOOL & DOTTED SWISS \$125.00

You want a suit that's personality, your taste. It's not difficult you want with Botany

SPORTS by Botany & Higgins Sensational \$59.95 to \$79.95

THIS HOLIDAY RELAX IN A LEISURE SUIT TAKE IT LIGHT! Get into one of our EASY SUITS & Zip through this season in comfort...Style

WHAT A HIT GIFT! \$45.00 to \$69.95

Give Him Sporty Shirts

Large Selection PATTERNS & STYLES by Golden Visa and Company \$5.99 to \$11.99

Dress, Sport MEN'S SLACKS Easy-Care by Botany & Higgins \$14.00 to \$28.00

Hit Classic TURTLE SWEATER Acrylic Knit \$4.99 to \$7.99

Ribbed design for sure fit. Choose from many colors. S, M, L. BOY'S \$2.99 & \$3.99

WESTERN-SHIRT DOUBLE-KNIT \$4.99

Bertlyn Slides in Gold \$8.00

Leather billfold; snap-shot holder. \$3.99 to \$10.00

COATS Discover a land of new coat values. Styles to weather any storm... in the best lengths. Plains and furred. Shop early. \$24.00 to \$75.00

USE YOUR BANK AMERICARD OR MASTER CHARGE

GIFT WRAPPED FREE

DOWNTOWN AND SUGARLAND MALL

HARMAN

Insulation Saves Energy

Full Line of Fiberglass Insulation For Walls and Ceiling

Winter Check Your Roof Now

Complete Line of Sealomatic, T-Lock, and Wood Cedar Shingles.

Paint Preserves

Your Authorized Pittsburgh Paint Dealer.

Be Energy Wise Install Storms Now!

SAVE ENERGY With Our Storm Windows, Doors, And Weather

Caulk for Minors Protection

Prevent Heating Leaks. Full Line Of Caulking Materials

ELECTRIC HEATERS

★ ALL PRICES ★ ALL SIZES

Carl McCaslin Lumber Co.

364-3434

Comings And Goings At King's Manor

BY FAY GAUGGEL

Mrs. Beulah Wright had as guests this week, Mr. and Mrs. Sidney S. Padgett of Truth or Consequences, N.M. Padgett is her brother.

Mrs. F.H. Nesbitt of Comanche, Tex. was a guest of Mrs. Don Davidson and Fay Gauggel Wednesday and

Thursday. Mrs. Nesbitt is a sister of the late Dr. Don Davidson.

Mrs. Don Davidson and Mrs. Louise Vaughan left Tuesday for Dallas to be away over the Thanksgiving holiday season on a visit.

Joe and Bethany Williams, as usual, generously shared their

travel experiences with us by showing slides Monday evening.

They were in four states, New Mexico, Colorado, Idaho, and Utah. Two types of trout were being favored, masje and aspen. In Idaho they searched for opals (the Williams are rock hounds).

Their favorite scenery was the lovely Snake River through

Idaho. Thanks again to these friends.

Fashion

The Genius
"Dad, it says here that a certain man was a financial genius. What does that mean?"

"That he could earn money faster than his family could spend it."

Perhaps the greatest style change this year is in hairdos. No longer is the long, straight hair popular. Curls and waves have come back and long hair has been cut off about chin level or even shorter.

NOT LIKE
WAS
monotony,
Botany 500
WOOL & DOUBLE KNITS
\$125.00 to \$150.00
Want a suit that reflects your
personality, your life style, your
It's not difficult to find what
want with 'Botany' 500 suits.

SPORT COATS
by Botany & Higgins
Sensational Styling
\$99 to \$85.00

Y
TT
to one
Zip
!
95

**m
hirts**

Harman's
SUGARLAND MALL
AND
DOWNTOWN

QUALITY COST NO MORE.

Night and Day
ARIS ISOTONER
GLOVES

with
ISO-MASSAGE ACTION \$13.50

air and
soft
Black
or Brown
\$8.99

EASY STREET
Experience the most
Comfortable SHOE
IN AMERICA

OAKBROOK
Colors:
Gold
Black
Camel
\$20.00

sensational gifts...

Donovan-Galvani



SOFT LOOK ... **SOFT COLOR.** D-5'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 wearing. Jacket \$39.00, Pants \$21.00. Sleeveless rib knit shirt, \$13.00, 6-18 \$39.00. Jac. Shirt \$21.00. Pants \$13.00. Shirt

Use your Bank Americard or Master Charge

A STAR'S CHOICE



See Our Large Selection
Tony Lama
CO., INC.
\$49.95 to \$95.00

Harman's

Give the guy who foots the Christmas bills a gift for his feet.



Give Dad the gift that begins with a "coming attraction." A certificate and a 24K goldplated shoehorn packed inside a miniature shoe box. Later, the main event. A pair of great-fitting, great-looking Nunn Bush shoes. No need to guess if Dad wears 9C or 9 1/2 D. And what an A-number-1 gift idea!

NUNN BUSH

Large Selection of Styles & Colors
From \$24.95 to \$34.00



Engagement Announced

Mr. and Mrs. Bob R. Clark of Friona, former Hereford residents, announce the engagement of their daughter Deborah Sue, to John Winslow Snyder of Enid, Okla., son of Lenore B. Snyder of Oklahoma City. The couple will marry Jan. 4 in First Church of the Nazarene in Enid. Miss Clark, a 1970 graduate of Hereford High School, is employed by Chaple Play School in Enid. The prospective bridegroom is employed by D.C. Bass and Sons of Enid and is a 1969 graduate of Phillips University.



Rev. and Mrs. Gaylan Chapman

Revival Begins This Evening

A revival will begin at 7:30 this evening at United Pentecostal Church featuring the Rev. Gaylan Chapman and his wife of Amarillo. Worship services will begin each evening at 7:30 and will run through Dec. 13 excluding Wednesday and Saturday evenings of this week. The church is located at the corner of Ave. H and Lafayette

St. The Rev. Warren McKibben, pastor, invites the public to attend.

**A. O. THOMPSON
ABSTRACT CO.**
Mr. and Mrs.
A. J. Schroeter
Courthouse
Phone 364-1504
P.O. Box 73
Free City Maps
Showing Blocks

Merry Gifts
PULL-ON VESTS
All Acrylic
\$7.99 to \$9.99

Argyle designs 'n' plains. Great color combinations. Solids. Sizes S, M, L, XL.

NO-IRON, WESTERN-SHIRTS also **DOUBLE-KNITS**
\$9.95 to \$15.00

center stage
DIVISION OF SUE ANN, INC.



VARIATIONS ON A THEME IN ENCRON®. Choose your own special look from these by Center Stage. Each trio of separates become totally different looks when Center Stage coordinates in double knits of 100% Encon® polyester, the fiber that lives. Left: Yellow/rose plaid shirt jac, yellow pant and yellow mock turtle shell. Center: Solid blue shirt jac, blue/natural plaid pant and deco shirt. Right: Brown shirt jac, matching pant and paisley shirt. Misses 6 to 20 sizes.

\$25.00 Shirt Jac	\$23.00 Shirt Jac	\$23.00 Shirt Jac
\$17.00 Pant	\$17.00 Pant	\$17.00 Pant
\$11.00 Mock Shell	\$16.00 Shirt	\$16.00 Shirt

See Our Large Selection
Bailey AND Resistol
WESTERN HATS \$17.95 to \$55

Boy's BOOTS
By Texas & Tony Lama
SIZES 8 1/2 to 3 and 3 1/2 to 6
Several Select Styles
From \$10.99 to \$27.99

GOOD SELECTION MEN'S COWTOWN BOOTS
Hand Made
Prices From \$37.95 to \$59.95

HARMAN'S

EXTRA - EXTRA
DOLLAR DAY SAVINGS

LIVING BIBLES
Standard \$6.95 Children's \$5.25
Large Family Bible \$18.95
So long as they last.

FRANK FORD
Autograph Party
9:30 to 12 Noon
Monday Dec. 2
Local writer will autograph his New Books
NEW HARVEST & PACK TO NATURE

ALL BOXED CHRISTMAS CARDS 25% Off
CHRISTIAN BOOK STORE
347 N. Main STORE 364-0550

The Hereford Brand, Hereford, Texas, Sunday December 1, 1974

SALES MANAGEMENT TRAINING... An 18-year-old national company requires a sales manager...

WE FIX... Stair Lifts, Gates, Doors, Windows, Walks, Ramps...

HEREFORD ELECTRIC... Commercial - New Construction - Residential - Remodeling...

NEXT WEEK'S HOROSCOPE

Virgo | Aug. 23 - Sept. 22 | Mercury ♄... Libra | Sept. 23 - Oct. 22 | Venus ♀... Scorpio | Oct. 23 - Nov. 21 | Mars ♂...

For Rent 2 bedroom unfurnished apartment, \$100.00 per month...

Clean, furnished one bedroom apartment. No children, no pets...

One bedroom furnished house. No pets. Adults only. 303 Avenue H, after 2 p.m.

DIAMOND VALLEY MOBILE HOME PARK... 600 & 700 Block Avenue H...

HEREFORD MINI STORAGE... Economical storage facilities for furniture, boats, motors, homes...

BACHELOR APARTMENTS... Carpeted-private entrance, private bath...

2 bedroom furnished duplex, 300B East 7th. Adults, no pets. Shown by appointment...

WANT TO BUY: Old gold, rings, watches, old class rings, etc. Spangler's Diamonds...

WANT: To buy coins. Double your money on all 1964 and earlier silver coins...

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming...

WANTED: Custom farming. Nelson Hall, 276-5502.

Want to lease 20 to 80 acres of land for vegetables...

Need wheat pasture for 1000 calves and 500 cows. Phone 806-763-4868...

Want to buy - used trampoline. Call 276-5606.

Would like to cash lease small or large acreage land with good water in Hereford area...

Want female to live-in and do light housework. Call 364-2063.

WANTED: Yard work and odd jobs. Walker Boston, 364-4164.

Need Experienced welders at our new facilities on Holly Sugar Road. Phone 364-4621.

LVN NEEDED. Pleasant working conditions. Small nursing home. Call 806-652-2502.

NEEDED - Bus driver at Walcott School, apply at school office or call 289-5874.

Hide room labor wanted. We offer: +Good pay +Paid vacation +Paid hospitalization...

J.C. Penney Company is now accepting applications for part-time Christmas help...

NEED school bus drivers. See Eldon Owens at school bus shop.

Apply in person at CAISON STEAK HOUSE... 828 West First...

9. SITUATIONS... State Licensed Child Care For Working Mothers Hereford...

FOR HIRE: truck and driver. Will haul sugarcubes, grain or anything. 364-0649.

EMPLOYMENT WANTED: Male, 27 years old, married, children, Animal Science Degree...

10. NOTICE... For information on alcoholism, referrals for help, counseling, or programs on the subject...

ALCOHOLISM INFORMATION... For information on alcoholism, referrals for help, counseling, or programs on the subject...

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron...

HEREFORD IRON & METAL... North Progressive Blvd by City Dump...

11. BUSINESS SERVICE... We buy old gold rings, mountings, etc., for Sworst Refinery.

B.L. Jones CONCRETE CONTRACTOR... We will do your finishing or give you a turnkey job...

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL CLIFF JOHNSON, 364-2111...

WE'LL PICK UP JUNK CARS FREE... Call 364-3350 or 364-3777...

BOBBY GREGG DRAGLINE SERVICE TAIL WATER PIT CLEANING DUMPTRUCKS...

LOANER DOZER... Day Phone 364-0574 Night - 364-2322...

Call: Robert Belton... Phone 289-5500... All kinds House and Building repair and remodeling...

ALLIANCE HOME AND BUILDING... Repair and remodeling. Painting and Decorating.

REPAIRS... Stacker & Feeder Cattle. We cut & Pasteurize Calves...

13. LOST & FOUND... LOST: Set of keys, one key numbered 2802. Please return to Hereford Brand...

14. CARD OF THANKS... Thank you all my friends who visited me, brought gifts, sent flowers and cards...

14. CARD OF THANKS... Words can't begin to express our deepest gratitude and heartfelt thanks for the many expressions of sympathy and love...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

HEREFORD ELECTRIC... Commercial - New Construction - Residential - Remodeling...

CONCRETE WORK... Slabbing, Forming, Scaffolding, Scaffolding, Scaffolding...

FOR ALL YOUR INSURANCE... The In-Plan Agency 204 East Park Avenue...

FOR UPHOLSTERING... by 364-3789

13. LOST & FOUND... LOST: Set of keys, one key numbered 2802. Please return to Hereford Brand...

14. CARD OF THANKS... Thank you all my friends who visited me, brought gifts, sent flowers and cards...

14. CARD OF THANKS... Words can't begin to express our deepest gratitude and heartfelt thanks for the many expressions of sympathy and love...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

14. CARD OF THANKS... The pictures were made when the Parrises and Yandells made a several days tour into Canada and the northwestern States...

Along The Frio

By MRS. OWEN ANDREWS Brand Correspondent... makers Club, who annually sponsor the supper...

TRADE-IN-WATCH SALE COWAN JEWELERS Downtown... AUCTION FARM EQUIPMENT - SHOP EQUIPMENT Tuesday, Dec. 3, 1974 -- Sale Time: 11:00 a.m.

OWENS ELECTRIC

WE SPECIALIZE IN:
Complete sales and service of electric motors (new and used), magnitos, starters and generator repairs.

LOAN MOTORS AVAILABLE
809 E. 2nd. 364-3572 HEREFORD, TX.



Floating Tailwater Pump
Conserve that water.



Vertical Hollow Shaft



Electric Belt Driven Gear Head

"Guaranteed Satisfactory Service"
Warren Owen.....Harvey Milton

WILHELM TELEVISION SERVICE

Specializing in all makes and models of color and Black & White Televisions

137 N. Sampson 364-5821

REALTORS

601 N. MAIN
HEREFORD, TEXAS
364-0555

For rent or lease. New two bedroom duplex with fireplace, refrigerated air, double garage. Northwest area. Ready for occupancy.

For rent or lease. One bedroom efficiency. Completely furnished. Excellent for single person or couple. Close to town. All bills paid. \$110 month.

Owners have moved. Some financing available on equity. Three bedroom, 2 bath home with side double garage in Northwest Hereford. Large paneled den with cathedral beam ceiling. Call to see this home.

Owner will consider equity in smaller home on trade of new 1 bedroom, 2 bath home with side double garage in Northwest Hereford. Large paneled den with cathedral beam ceiling. Trade up to a larger home.

Exclusive agents for the following builders:
Gerald Boggs
Lester Moffitt
Richard Farrell

See us today. We have financing and plans available for your selection.


- Malvin Jayroe 364-3766
- Don Tardy 364-1006
- Kenneth Campbell 364-6077
- Charles Wagner 364-6475
- Lloyd Sharp 364-2543
- Ken Rogers 578-4350
- Don Zimmerman 364-3274

Serving You Since - 1947 -



Lone Star Agency, Inc.
364-0555

Breathev rules out concession on West Berlin. Mexican town reacts calmly to oil boom.



Winter IS ON THE WAY.... Don't let him sneak upon you....

Have your heating system checked and repaired now

CALL 364-4714

Robert (Bob) Blotum
R & R REFRIGERATION AND HEATING SERVICE

FOR THE BEST DEALS ON NEW or USED CARS


Come in and talk with one of the men AT

JOHN ORSBORN

BUICK-PONTIAC-GMC

at 142 N. MILES or 221 N. 25 Mi. Ave.

364-8990 364-1222



Marn Tyler
Real Estate
111 Ranger
364-0153

IR 10 Acres with 3" well
Large 3 bedrooms, 1 1/2 bath, hick, oak, L.R. and Play Room, 2 car gar., covered patio. F.R.A. Appraised for \$20,000.00

3 Bdr on large lot - V.A. Loan. Listed for \$23,000.00

2 Bdr. Owner will carry paper.

2 Bdr. Home & 2 Extra Lots - Good location for Mobile Homes.

FOR RENT
1 Bdr. apt. Newly renovated - Furnished \$100. Mo. Bills paid.

IRRIGATED FARMS - Hereford, Malheur area, Bullard and Samsville.

RANCHES
Good Johnson Ranch.
Some from 50 to 100 miles of Hereford.

Malvin Blotum
364-0555

COKER REALTORS

364-6061

Hwy 60 & Main **MULTIPLE LISTING SERVICE**

SPECIAL - 509 Ave. K
Large spacious rooms, carpeted, fireplace. Big closets, storage. Owner will lease purchase or 5 1/2 per cent loan can be assumed. New financing available.

1000 sq. ft. brick home 3 bed, 2 bath, 1 acre land!
Modern, good condition - owner will trade for NW home with minimum of 1300 sq. ft. and payments of 150.00 per month or less. Call now.

LAND
360 acres dryland
NW. Deaf Smith County. \$125.00 per acre. \$12,500.00 down, owner will carry paper.

322 acres - choice irrigated land Graham county.
No improvements. All in cultivation. Possession. Priced right. 300.00 per acre.

100 acres of dryland with water underneath - best hole confirmed - unimproved \$200.00 per acre. Immediate possession.

Jeanne Coker 364-5439
Loreta Swanson 364-4857

Merlin Weber 364-2713
Chick Weemes 364-3169

"CALL US WE CARE"

Life is like a ladder, every step you take is either up or down.

The U.S. Postal Service reports that under a new regulation it will not deliver any mail without a stamp, but will return to the sender if return address is given.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

West Germany eases anti-inflation policy.

VALLEY WATER DRIVE CENTER

PIVOT SPRINKLERS INEXPENSIVE PRACTICAL AVAILABLE NOW THE PERFORMER

GET THE FACTS, GO VALLEY
CALL: GARY VICTOR, AVI Inc.
Hereford 806-364-5616
if no answer
MULESHOE OFFICE:
806-272-3565

BOOZER REAL ESTATE

FARM AND RANCHES FOR SALE

OUTSIDE CITY LIMITS -
Excellent location on highway with nice house and good barn for quick sale! 25 per cent down - balance real good terms.

Section of Land - Close In - Almost perfect - 6 wells
440 Acres N. of Umbarger good water area. 2-4" wells 2 return pits. 1 1/2 high pressure and tile 302.4 acres cultivated. 80 x 80 Quonset Barn. 500.00 an acre.
102 acres 5 1/2 miles from Hereford. Good 6" well. Priced \$100.00 an acre. 20 per cent down, balance in 10 years.
80 acres. Priced \$125.00 an acre. Small down payment.

WE HAVE SOME NICE RANCHES IN OKLAHOMA. ALL SIZES. FROM 1,000 to 14,000 acres. Priced from \$500 to \$750 a cow unit.

We still have a few 5 acre tracts in our industrial development at Holly & cemetery road.

HOUSING PROBLEMS???

We have just the right home for you either at \$13 or \$15 Baltimore. Both Homes are Beautifully decorated. Different decor. Isolated bedrooms huge baths and closets. GE appliances, self cleaning ovens, dishwashers, refrigerated air, fireplace, patio, and all the extras. Call us now to see these homes.

Jo Hamrick 144 W. 3rd. Joe Boozer
364-3502 364-1755 364-0029

HEATER ON THE BLINK?

Call Us
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

By The Garden Gate With Glad

Did you see the sunset last Friday? If not you certainly missed one of the loveliest sights I have seen from my window in many months. The colors were comparable to those of Niagra Falls at night when the lights are on.

We here on the plains should avail ourselves of every beautiful sight of nature when possible. We do have gorgeous views related to nature.

There is another question I would like to ask. It is, do you have a set of the house gardening tools? Really every gardener, especially those who have potted plants, should have one.

I was very fortunate in that a friend gave me a set and the more I use it the prouder I am. They are really pretty and interesting to look at. Mine has three tools, a miniature, spade, (or shovel) rake, and pick (or digger).

The rake is just what is needed when we want to cultivate around the base of the potted plants. Light long strokes make the soil more friable and break the crust on the soil and aid in properly distributing the plant food, if used dry.

The small spade is a cutie and a very versatile instrument. It is just the tool needed when transplanting small plants or resetting potted plants. Is especially useful when adding new soil to the pot or around the base of the growing plant.

The pointed end is shaped to reach into the corners and lift any foreign plants which often comes up when new soil is added. In adding new soil, gently lift the foliage at the base of plant and toss in the new soil which should be added when the soil shrinks or washes away, often exposing roots.

The digger could really be used in the kitchen, it has many uses, apple coring would be made easy. This tool enables the gardener to dig deeper and to add extra plant food. It is also very useful to lift plants to transplant, and makes just the right hole to place the plant. Really each time these are used, new uses are discovered.

My set came in a very pretty waterer, excellent to water with as the spout goes just where you want the water applied. Another extra nice thing about the holder is that one knows always just where the tools are. My set has a special placement on an oriental miniature stand.

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

THOUGHT for the day!
Yesterdays are petals from the blossoms of Today which grow from the seeds of Tomorrow... Martin Buxbaum.

Hospital Notes

PATIENTS DISMISSED
Mrs. Edwardo Pena, Mrs. Johnny Hamilton, Albert Flowers, Cruz Garcia, Aubrey Bell, Mrs. Luther White, Mrs. Leonardo Martinez and Santiago Gonzales, November 27.

Mrs. Aubrey Bell, James Smith, Mrs. Thomas Davis, Percy Clough, Mrs. Dwight McGee, Mrs. Francisco Martinez and Mrs. Emil Dettman, November 28.

Mrs. Leon Trevino and Wallace Shelton, November 29.

Pollution
Mabel: "I'm afraid we just violated the anti-litter ordinance."
Jane: "How come?"
Mabel: "Our dog just had pups."

CARMICHAEL REAL ESTATE, INC.

W. T. (Troys) CARMICHAEL

508 S. 25 MILE AVE. Phone 364-1251


213 AVE. D
3 Br., 1 bath, 1400 sq. ft. All kitchen appliances and bedroom furniture stay. New paint. \$16,000.

801 S. 25 MILE AVE.
4 Br. house on extra large lot. Excellent business potential. Owner will finance at 8 per cent interest.

220 Ranger
4 Br., 3 bath, 2628 sq. ft. Beauty pleat drapes, fireplace, beautiful built-ins, intercom, 3 car garage, 7 1/2 per cent loan. Call today.

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

23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

LAND
350 acres on paving 12 miles from Hereford. All in cultivation, 2 irrigation wells, 1/4 mile of tile. 300 acres of sowed wheat being pastured now... 3 bdr. home, shop building & corral - \$325, per acre at \$59,700. down and assume 29 year loan of \$54,000 at 5 1/2%.

960 acres 1/2 mile off paving, 630 in cultivation. 4-8" wells, all connected with tile, 4 bdr. brick home - tenant house, 2 large barns and other good improvements \$600. per acre.

5 acres 1 mile from Hereford, \$300. down - \$65. month.
3 acres Hwy 60 - 70'x100' building.
4 offices - 30'x90' building & 30'x60' shop building with 4 doors, all fenced 600' on Hwy 60, Price \$90,000. - \$30,000. down.

Nice 326 1/2 acres, all cul., 5 irr. wells, 90 acres of sowed wheat, 85 acres of volunteer wheat being pastured now. Nice 3 bedroom home, barn and other imp. 2 tractors and other equipment. 12 miles from Hereford. \$290.00 per acre, \$25,000.00 down 25 years on balance at 8 per cent.

22 acres, 3-bedroom house, barn and other improvements, 5 miles from Hereford, for sale, or would consider trading for a 2 bedroom trailer house, 10 ft. or 12 ft. wide on equity.

Nice 40 acres 1 1/4 miles from Hereford, dig irr. well, and sign 20 year note on balance at 8 per cent interest.

Have other small tracts improved and unimproved. Check with me for information. Call for J.M. HAMBY Hamby Real Estate Office - 364-3566 Res. - 364-2553

Rockefeller reserving right to contest tax claim. British trade deficit deepened in October.

GATES HYDRAULIC HOSE & FITTINGS
Collingsworth
HEREFORD, TEXAS

EXPERT REPAIR
On
BUICK PONTIAC
GMC TRUCKS
JOHN ORSBORN
Free Pickup
Phone 364-0990
HOME OWNED

"THE BEST INVESTMENT ON EARTH IS A PART OF IT."
160 Acres Lamb Co. 1 well, some U.G. tile.
160 Acres Hale Co. 2 wells, 3/4 mile U-G tile. Good water area. \$550-A
300 Acres Castro Co. 3 wells, 1 1/4 miles U.G. tile. Possession 1975.
320 Acres North Plains. Near town. 2-8" wells, tailwater return pit, some U.G. tile. Good water and productive soil. \$500 A.
320 Acres Deaf Smith Co. 5 wells, 1/2 mile U.G. tile Possession 1975. \$425 A.
325 Acres Deaf Smith Co. 2 wells, U.G. Tile, tailwater return system. Good terms! Owner financed. \$550-A.
480 A. Parmer Co. 4 wells, 3 1/2 miles U.G. tile. House and barn. \$400 A.
625 Acres Ochiltree Co. Dry Land.
800 Acres Carson Co. 3 wells, some U.G. tile. \$50,000 down. Possession 1975.
1280 Acres Deaf Smith Co. 14 wells, 6 miles U.G. tile. Well improved. On Pavement. \$450 -A.
GIBSON REAL ESTATE & INSURANCE
902 Lee Street
364-0442
W.V. "Bill" Struve 364-6396 Jo Beth Shackelford 647-2342
Ronny Pagett 364-1275 Lavon Pagett 364-6683
Wilbur D. Gibson 364-2225

RALPH OWENS & ASSOCIATES, INC.
REALTORS
311 E. PARK AVE.
PHONE 364-2222
RESIDENTIAL

EASY TERMS
No new loan necessary. Buy equity and pay \$25.00 mo. Excellent location. Well built 2 BR. 2 bath home. New carpet. Lots of storage. Call to see your next home today. H-3612

LIKE NEW
This well built home has been completely remodeled and is ready for you. New along carpet throughout enhances the lg. den and bedrooms. Excellent location. lg. storage building. Call and let us show you this exceptional home today. H-36194

JUST LISTED
Excellent condition. Located close to all schools. 2 lg. bedrooms. lg. den and kitchen. New carpet. Extra bedroom and storage in back. Priced only \$25,000.

BUYING YOUR FIRST HOME?
Consider this very attractive 3 BR. home. New carpet of the highest quality in gold color. Ref. air conditioner steps. Close to school. Will go FHA or VA. Priced at only \$28,200.00. A good home to start with. Call today.

FARMS
\$25.00 PER ACRE
This good buying land is located near Hereford on the pavement. 320 acres with 4 six inch wells. 120 feet of water. Owner will sell for 20 per cent down and carry some annual. Assume Federal Land Bank loan. F-3618

UNDEVELOPED LAND
with 250 ft. of water, now in grass, located near Hereford. Good, no improvements. This is an excellent affable farm. Take investment credit & depreciation to fully develop. F-3619

DOWN AREA
802 acres, 9 wells, pavement, 2 houses, barn, corral. \$250.00 per acre. \$18,000.00 loan can be assumed. This farm should be a bargain at today's prices.

20 ACRES
3 wells, 2 miles tile, natural gas, pavement. 20 per cent dn. Owner finance balance.

600 ACRES
North of Hereford. 5 wells, good soil, 2 return pits, clean, home and garage here. See it if you like good land.

Tommy Bowling 364-5638
Virginia Holmes 364-6520
Sam Long 364-0381
Ralph Owens 364-2560

PROPERTY ENTERPRISES
205 S. 25 Mile Ave. List With Us For Quality Service. 364-6633

REAL ESTATE INSURANCE
MOBILE HOMES
364-6633
Equal Housing Opportunity
CAROL ROSE 364-0362

LEE UMSTED 364-6113

VACANT - MOVE IN TODAY
N.W. Hereford, over 1800 feet of living space, extra nice, lots of extras, call today only \$26,600.00

22 acres, irr. well, 3 Bedroom house, Barn, Pen, etc. Some cool Season grass.

2 BEDROOM - N.W. - VACANT
Small home in excellent location - good price - all today.

Only \$10,900.00
2 bedroom will sell on new FHA or VA loan. Call today.

500 MOVE IN FOR VETERANS - OR \$1,100 MOVE IN ON FHA - Monthly payments approx \$170. Pretty 2 BR home with refig air, beautiful drapes, all builtins, STORM CELLAR, gas grill.

DOLL HOUSE
extra sharp, redecorated throughout equity and assume low interest loan.

RESORT PARADISE
Within 50 miles of Hereford - Beautiful home with fireplace and all extras. Property has boat house, water on two sides, fishing - boating - skiing - swimming - golf course and Much more. THIS IS A DREAM COME TRUE.
PLEASE CALL US TODAY ABOUT THESE EXCELLENT BUYS.

Multiple Listing Service MLS
Campbell Realtors
218 West 3rd Street, 364-0780
REALTOR

The land market is strong and our farms are selling fast. The house market has never been better. Place your property with us now!

GRADY ROGERS Farms, Ranches General Sales
NEIL COOPER Commercial, Industrial General Sales
TED WALLING Land, Homes General Sales
GENE CAMPBELL Loans, Appraisals Counseling

This is the day of Specialization. We don't sell insurance, new trailer houses, or apple pie. Our Realtor Specialists sell real estate - exclusively. Ask your banker, attorney, or neighbor about us.

- 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. \$90,000.00.
- LAND BARGAIN! Nearly 600 acres of irrigated farm land. 5 good wells, underground tile, good Pullman soil. Really a good farm for only \$200.00 per acre.
- RENTAL OR INVESTMENT property - your choice of two good duplexes, identical in floor plan and price - \$10,500.00.
- ELEGANT OLDER HOME. High quality throughout; quiet, subtle location. This home has fine drapes and carpets, 2 baths, very clean. \$21,500.00.
- LARGE IRRIGATED FARM with 16 wells tied together, 2 lake pumps, nice improvement. Equipment can be bought. Nearly 4 sections of good land, reasonable price and terms.
- WESTERN STREET. Redecorated, roomy 3 bedroom, 1 1/2 bath, home built by Floyd McGee. Owner is moving, priced to sell. \$24,500.00.
- 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.
- 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! \$13,900 buys completely redecorated 4 bedroom, 3 bath home. NEW location, ref. air, fireplace, all new kitchen, carpet and over 2,000 square feet.

WE CAN SELL YOUR PROPERTY!

Couple Exchanges Vows In Evening Ceremony

Miss Patricia Hill and Gary Lemons were married Tuesday evening in First Presbyterian Church with the Rev. Roger Knapp, pastor, officiating.

The bride is the daughter of Mr. and Mrs. Foster Hill of 340 Douglas and the bridegroom is the son of Mr. and Mrs. Edgar Lemons of 148 Oak.

Church decorations included bouquets of apricot gladiolas, unity candles and a pair of spiral candelabra arranged on either side of the main altar.

Cherrie Dearman served as her sister's honor attendant and Christy Drake of Sunray was bridesmaid. Best man was Ric Lee.

The bride's niece, Tracy, daughter of Mr. and Mrs. Terry Hill, was flower girl and wore a headpiece of apricot and bronze tinted miniature chrysanthemums.

Mrs. Terry Hill sang wedding selections, A Time For us and Wedding Song. She was accompanied by Mrs. Ken Walser playing the organ.

Given in marriage by her brother, Terry Hill, the bride wore a floor-length candlelight gown of gros d'ardre with accents of lace, seed pearls and appliqued lace flowers.

The molded bodice featured a wedding band neckline of lace, a Swiss net yoke with pearl beaded scrolls and Gupure lace. The cap sleeves were edged in lace flowers.

The crescent shaped waistline was marked with lace scrolls and the semi-bell skirt, decorated with lace flowers, ended in a full length train.

Her chapel length veil of bridal net edged in lace flowers was attached to a Juliet cap. She carried a cascade of gardenias, white roses and babybreath.

Bridal attendants wore apricot satin gowns designed with candlelight bodice and Juliet sleeves. To complete the ensemble, each wore a can-

delight picture hat with brown velvet streamers and carried a nosegay of bronze and apricot daisies, cushion pompoms and babybreath.

Following the wedding ceremony, Mrs. Ric Lee invited guests to the registry table at the reception in the church fellowship hall.

The bridegroom's sister, Mrs. Charles Wagner, served the traditional bride's cake with punch.

Leaving for a wedding trip to Colorado Springs, the bride wore a beige pantsuit with an apricot floral blouse and a

corsage from her bouquet. The couple will reside at Route 5 in Hereford.

Mrs. Lemons is teaching at La Plata Junior High School. She graduated from Texas Tech University in Lubbock with a masters degree in math. She is a 1969 Hereford High School graduate.

The bridegroom is engaged in farming. He attended Texas Tech and is a 1970 HHS graduate.

Out-of-town guests were Dr. and Mrs. Derald Walling and Mr. and Mrs. Charles Scarborough, all of Lubbock.



Mrs. Gary Lemons
...nee Patricia Hill



Mr. and Mrs. Richard Fields
...she is former Jan Durham

Jan Durham Weds Irving Resident

Miss Jan Durham of Hurst, formerly of Hereford, became the bride of Richard Fields of Irving in a mid-afternoon wedding Saturday at Hurst and the couple left for a honeymoon in Germany.

The bride is the daughter of Mr. and Mrs. Milton R. Durham who were Hereford residents before moving to Hurst. Field's parents are Mr. and Mrs. Lafayette Fields of Ft. Myers, Florida.

The Rev. Dick Lord, pastor of St. Paul United Methodist Church, officiated for the marriage. Miss Donna Durham was her sister's maid of honor and Geof Kroenig of Irving was best man.

Mrs. Kroenig was brides matron and Paul Barry groomsmen to complete the wedding party.

After a trip to the Garmisch, Germany, Mr. and Mrs. Fields will be at home in Irving.

She was graduated from Hereford High School in 1969, attended West Texas State University and is now a stewardess with Delta Airlines.

Fields is a DC-10 pilot instructor for American Airlines. He studied at Tarrant County Junior College and Oklahoma University after graduation from high school in Alton, Ill.

Pure Luck
Stern Father (to son departing for boarding school) —Now, don't let me hear any bad reports about you.

Son—I'll try hard, dad. But you know how those things leak out.

They Are
"It looks like rain."
"Not here in California."
"Look at those clouds up there."
"They're just empties coming back from Florida."

TRADE-IN-WATCH
SALE
COWAN JEWELERS
Downtown

Gifts Popular Now

Undecided on Christmas gifts? Numerous items are available that will please gardening buffs.

Garden tools, terrariums and potted plants make good Christmas gifts, according to Everett Janne, landscape horticulturist with the Texas Agricultural Extension Service.

"Top quality garden tools such as hand trowels and grass clippers are available to fit almost any budget and are sure to please an avid gardener."

Another good gift for a gardener is a subscription to a monthly gardening magazine or a book on some aspect of gardening. A gift certificate from a bookstore is a good idea because the person can choose a book on his or her own interests, adds the Texas A&M University System horticulturist.

"Yard accessories such as sculptures, urns, wind chimes, bird feeders and hanging baskets add to the enjoyment of

the outdoor area around home while a rain barometer or outdoor monometer will please a weather enthusiast. Also consider outdoor furniture," says Janne.

Terrariums, outdoor plant gift certificate from a nursery are good gifts anyone interested in plants for someone trying to start a garden. A terrarium can be a bright spot for someone confined indoors.

"Take time now to visit favorite nursery or garden center and select Christmas gifts for your garden friends," advises the horticulturist.

AC Opera Scheduled

The Amarillo College operatic production of Novellis, Novellis will be presented to the public at 8 p.m. Thursday and Friday in the Concert Hall/Theatre of the Fine Arts Complex.

Novellis, Novellis, a present opera for Christmas by John La Montaine is directed and conducted by J.D. Goddard, AC music instructor.

Tickets for the performances are available at \$1.50 for students and adults in the

Student Services office on the second floor of the Amarillo College Union Building on the Washington Street campus. Tickets also may be obtained from Goddard by writing P.O. Box 163, Amarillo, Tex. 79178. AC students are admitted free with ID.

Every accident prevented increases the national economy.

INDIAN JEWELRY
SHOWING
TUES. DEC. 10
COWAN JEWELERS
DOWNTOWN



OUR SPORT CASUAL GETS AROUND TOWN COBBIES.
Our crepe-sole sport casual cushions your every step when you've got to get around town fast!

Lay-A-Way Until Christmas At
Gattis Shoe Store
Of Hereford in Sugarland Mall

Over 500 Watches
to select from
COWAN JEWELERS
Downtown

FREE HOLIDAY
FOOD and CRAFT

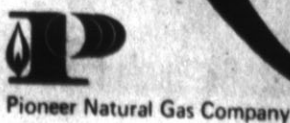
Fiesta

A fiesta of ideas... as bright as the ruby red ristras of sun-ripened chili peppers, which make such colorful Christmas decorations here in the Southwest... food and craft ideas for the holidays... red-hot ideas our home economists want to share with you... in our FLAME ROOM

December 10, 1974, 2:00-4:00 p.m.
Just let us know you're coming. R.S.V.P. by mailing coupon or calling 364-1322.

Home Service Advisor
Pioneer Natural Gas Company
P. O. Box 1738
Hereford, Texas 79045

Name _____
Address _____



★ NEWS ★ SPORTS ★ DRAMA ★ MORE STATIONS

FREE

CABLEVISION INSTALLATION!

During The Month Of December Only!

OUR CHRISTMAS PRESENT TO YOU, a \$10 Cablevision Installation Absolutely FREE!

HURRY! Offer Limited To Month Of December ONLY!

You Can See These Shows ONLY on Cablevision

- ★ Kris Kristofferson and Rita Coolidge In Concert, Sat., December 7, Channel 13
- ★ National Finals Rodeo, Saturday, December 7, On Channel 11

Pick Up The Phone And Ask For FREE INSTALLATION NOW.
You Pay Only The Monthly Service Charge

CALL CABLEVISION 364-3912

ALL MAJOR NETWORKS ★ RELIGIOUS PROGRAMING ★

★ CHANNEL 2 DALLAS

★ STATIC FREE REGISTRATION

★ MORE MOVIES

★ CHANNEL 11 FT. WORTH

Christmas Gift SALE

B COMPLEX FORMULA FORTIFIED WITH C & E

EACH TABLET CONTAINS
 Thiamine Mononitrate (B1) 15 mg
 Riboflavin (B2) 10 mg
 Niacinamide 90 mg
 Calcium Pantothenate (B5) 10 mg
 Ascorbic Acid (C) 100 mg
 Cyanocobalamin (B12) 5 mcg
 d-Alpha Tocopheryl Acetate (E) 30 I.U.

\$2.99 SAVE 70¢
 MFG. SUGG. LIST \$3.69



HpV Juniors animal shaped vitamins

MULTIPLE VITAMINS FOR CHILDREN

SAVE \$1.06
 MFG. SUGG. LIST \$3.25



chewable
 100 MG. 100'S
 MFG. SUGG. LIST \$1.39
 SAVE 40¢
99¢

VITAMIN C
 250 MG. 100'S
 MFG. SUGG. LIST \$1.69
\$1.19

HpV vitamin C
 500 MG.

500 MG. 100'S
 MFG. SUGG. LIST \$2.49
\$1.79 SAVE 70¢

SAVE \$1.26
 MFG. SUGG. LIST \$3.25

\$1.99

Weight Control Waters
 NATURAL PROTEIN
 CHERRY FLAVORED
 200 CHEWABLE TABLETS

FREE 30-DAY SUPPLY

HPV HIGH-POTENCY VITAMINS WITH IRON

BOTTLE OF 130'S

\$6.49

NATURAL Lecithin
 19 Grains
 OF COLEUS L. LINDLEYI
 100 CAPSULES

MFG. SUGG. LIST \$5.25
 SAVE \$1.56
\$3.69

BUY 1 - GET 1 FREE!

HpV the Only... delightfully chewable vitamin E

enriched with Natural Protein

100 I.U. 60'S
 MFG. SUGG. LIST \$2.49
 SAVE \$1.30

400 I.U. 60'S
 MFG. SUGG. LIST \$5.95
 SAVE \$2.96

NEW HPV 100% PURE VITAMIN E Skin Oil

28,000 I.U. per FL. Oz.

Vitamin E in its purest form. For use undiluted as an emollient and moisturizer. Apply to blemishes and problem areas caused by skin dryness, lines, stretch marks and wrinkles. HELPS MOISTURIZE DRY SKIN. BLEMISHES, STRETCH MARKS, WRINKLES AND LINES

SAVE \$1.96
 MFG. SUGG. LIST \$5.95

\$3.99

THE SHOWER MASSAGER
 by Victor Pk

Fully adjustable.

MESSAGES EVERY TIME YOU SHOWER!

Unique new showerhead delivers pulsating bursts to stimulate, soothe, massage your body. Adjustable for regular spray, massage or combinations.

Deluxe HAND HELD Model \$32.95
 MFG. SUGG. LIST \$39.95

WALL MOUNT Model \$21.95
 MFG. SUGG. LIST \$24.95

PLUMBERE DANISH MADE

THE CONDUCTOR

An old fashioned antique pocket watch. Polished nickel or gold colored case with matching chain. Locomotive embossed on back... Handsomely gift packaged.

\$13.95

HARD-TO-BELIEVE ACTION MONKEY

Pat his head and his eyes pop out, he bares his teeth and squeals. 10" brown plush monkey that means business. Operates on 2 "D"-cell batteries. Flip the switch and he bangs the cymbals.

MFG. SUGG. LIST \$16.50

\$12.95

It all started back in 1917 with a carefully-guarded fruit cake recipe from Germany. It was given to two St. Louis bakers by their immigrant father. This famous old-world recipe and demanding baking techniques did indeed achieve widespread acclaim. Truly a fruit cake baked not only to please the eye but also to satisfy the most demanding gourmet's palate.

Grandma's Fruit Cake is without peer. This delicacy will please you, your guests and your friends.

MFG. SUGG. LIST \$6.95 for 2 LBS.

Christmas Gift SALE

Grand Fruit \$5.95

SUPPLEMENT TO THE SUNDAY BRAND, DECEMBER 1

SALE PRICES GOOD DECEMBER 2 THRU 14

HAROLD DRUG

405 SUGARLAND MALL
 HEREFORD, TEXAS

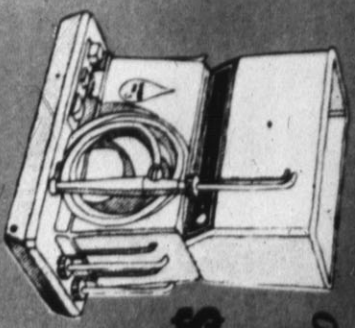
PHONE: 364-2344

9:00 A.M. TO 8:00 P.M.



SPECIAL VALUE! \$29.95

\$56.85 Waltham 17 Jewel Swiss Movement. Men's or Ladies' Watch, each with Spaldet flexible band. Yellow or white gold. Men's watches have sweep second hand and calendar date.



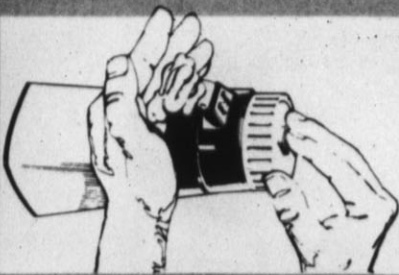
WaterPik
Oral Hygiene Instrument

\$22.95
MFG. SUGG. LIST \$29.50



"Infra-Red Massager"
Oster

A beauty massage with or without heat.
\$24.88
MFG. SUGG. LIST \$29.00



PIPING HOT LATHER ALWAYS

Northern Hot Lather uses all brands of shaving creams in 6 oz. or 11 oz. standard aerosols.
MFG. SUGG. LIST \$16.95

\$9.99



Norelco LADYBUG

Close, fast, comfortable shaves. Unique dual action shaving head. Easy, flip-up cleaning.
MFG. SUGG. LIST \$18.95
SAVE \$5.00

\$13.95



Easy to hold. Easy to use. A "soothing" gift.

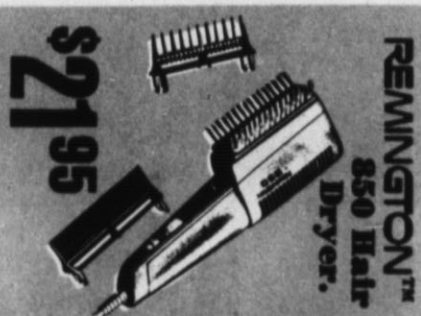
HITACHI MAGIC WAND MASSAGER \$15.99
MFG. SUGG. LIST \$22.95



Dry and style your hair instantly with the powerful Conair Pro Style. 1000 watts of drying power in an unbreakable case. Four-way styling nozzle. Professional balance. One year guarantee. By Continental.

\$29.99

ALL ITEMS DISTRIBUTED BY SOUTHWESTERN DRUG CORP.



REMINGTON™ 850 Hair Dryer.

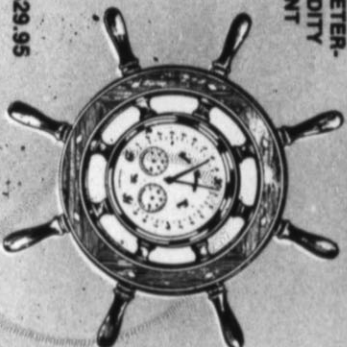
\$21.95
MFG. SUGG. LIST \$26.98

A powerful family hand-held hair dryer!



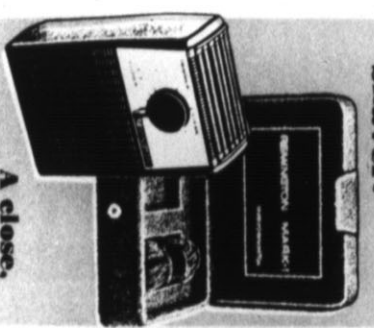
SCHICK 300 FLEXAMATIC ELECTRIC SHAVER

\$22.95
MFG. SUGG. LIST \$32.95



DECORATIVE BAROMETER-WEATHER INSTRUMENT
Beautiful 18" dia. "Ship's Wheel" ... Mashogany finish, spun brass-finish dial. Gift boxed by Taylor Instrument.

\$24.88
MFG. SUGG. LIST \$29.95



REMINGTON® MARK I™ Shaver.

A close, comfortable shave.

Featuring the COMFORT HEAD SHAVING SYSTEM with super-sharp replaceable blades.
Mfg. Sugg. List \$29.95

\$21.95



Norelco 35T DARES TO MATCH SHAVES WITH A BLADE WITHOUT BLOOD.

Improved Pop-up trimmer for sideburns. 110/220 voltage for foreign travel.

\$24.95
MFG. SUGG. LIST \$34.95
SAVE \$10.00

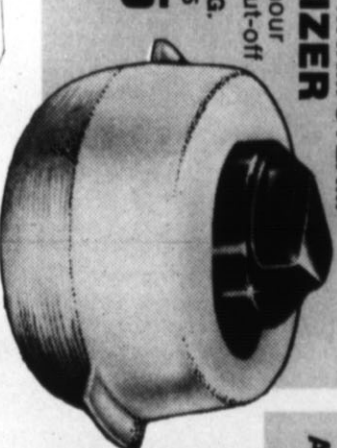


ALPHA-KERI LOTION
6 1/2 OZ.

\$1.88
MFG. SUGG. LIST \$2.40

BATH OIL
4 OZ.

\$1.29
MFG. SUGG. LIST \$1.85



TRU-MIST WARM STEAM VAPORIZER
1 gallon, 10-hour automatic shut-off.
MFG. SUGG. LIST \$8.95

\$6.95



Pre-mixed Pre-measured Disposable Douche in a New **TWIN PACK**
MFG. SUGG. LIST \$1.15

89c

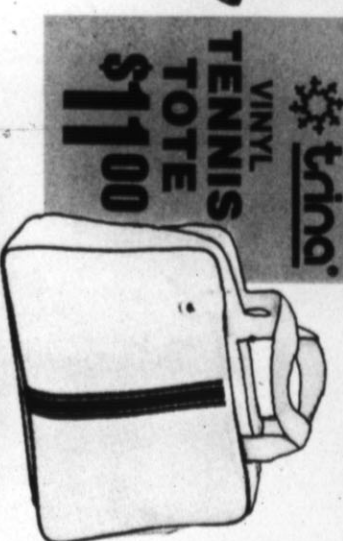


SELSUN BLUE ANTI-DANDRUFF SHAMPOO
4 OZ. LOTION

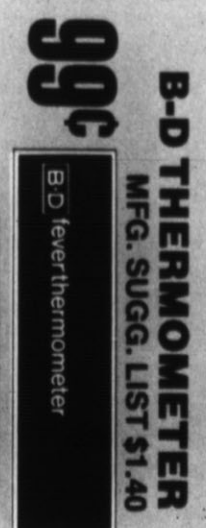
\$1.59
MFG. SUGG. LIST \$1.98



trine SATIN PADDED SCENTED HANGERS \$9.25
Assorted colors 2 to a gift box

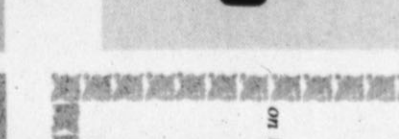


trine VINYL TENNIS TOTE \$11.00



B-D THERMOMETER
MFG. SUGG. LIST \$1.40

99c



THIS COUPON WORTH **50c OFF**
on the purchase of Ace Bandage
IT'S NOT AN ACE BANDAGE IF IT DOESN'T SAY ACE
GOOD DURING OUR CHRISTMAS SALE ONLY



THE FAMOUS BRUSHED CHROME ZIPPO LIGHTER \$3.79
MFG. SUGG. LIST \$4.75



Introducing the new **WILD ROCKET** ACCENT TABLE LIGHTER by Gillette
- Attractive designs
- Fits any decor
- Refills by inserting a new CRICKET lighter into base.
MFG. SUGG. LIST \$3.95

\$2.99

It's a wild new way to light up a room!

CURRY
Happy Nurses

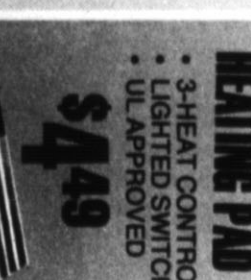


FOR BABY
\$1.49
with FREE dribble bib



RACO FOLDING SYRINGE
2 QUART LATEX BAG
1 YEAR GUARANTEE
MFG. SUGG. LIST \$3.49

\$1.98



HEATING PAD
3-HEAT CONTROL
LIGHTE SWITCH
UL APPROVED

\$4.49
MFG. SUGG. LIST \$4.98



\$100 OFF

WITH COUPON
3M SCOTCH HIGHLANDER
CASSETTE
90-MINUTE TAPES
3 to the bag
\$3.97 with coupon
\$4.97 without coupon

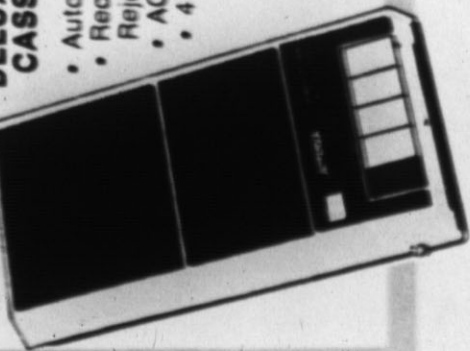


COUPON GOOD DURING
OUR CHRISTMAS SALE ONLY

DELUXE PUSH-BUTTON
CASSETTE RECORDER
... BUILT-IN MIKE
DELUXE PUSH BUTTON
CASSETTE RECORDER

- Automatic level control
- Record, Playback, Rewind, Reject, Fast Forward
- AC/Battery Operated
- 4 Batteries Included

\$39.95 VALUE
\$32.88



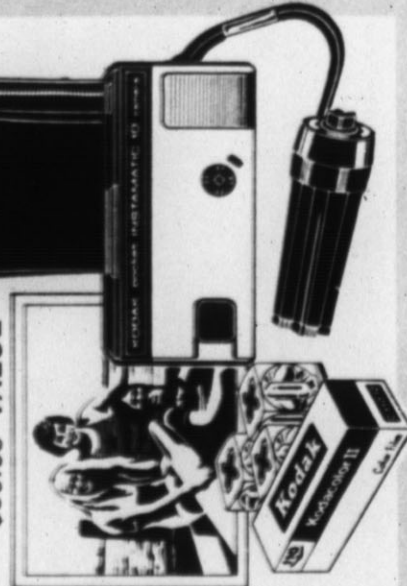
Relive the excitement of the GREAT OUTDOORS
all year 'round... with a...

Kodak Smilic Saver Kit

- Kodak pocket Instamatic® 10 camera
- Kodak magiclites extender
- Three magiclites
- Kodacolor II film (12 exposures)
- Neoprene fabric pouch case
- Set of fine special personalizers
- Instruction manual and wrist strap

\$30.65 VALUE

\$28.88

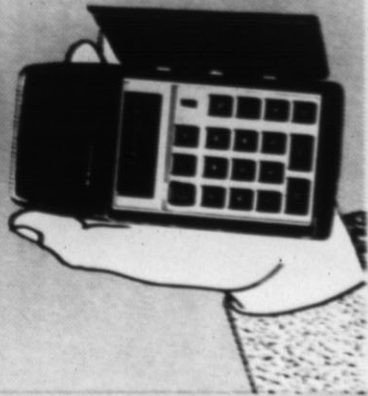


MX 25

Bowmar

- Percentage Key
- Full function
- Automatic constant
- Floating decimals
- 8-digit display
- Slimmer style
- Throwaway batteries
- Batteries included

MFG. SUGG. LIST \$49.95
\$34.95



C-110-12
C-126-12
REG. \$1.50

\$1.19

AND REMEMBER KODAK FILM
... IT DOES MAKE A DIFFERENCE



POLAROID COLORBACK
TYPE ISLAND FILM
MFG. SUGG. LIST \$4.99



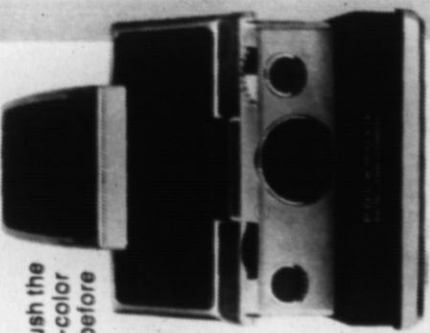
(GO AHEAD! Give it to yourself this Christmas!)

1 1/2 seconds after you push the button, a beautiful, full-color picture develops right before your eyes.

Polaroid's new
SX-70

\$129.95

MFG. SUGG. LIST \$180.00



SCOTCH TAPE
1/2" x 800"
2 FOR **49c**
SAVE 27c
MFG. SUGG. LIST 38¢



RIVIERA AM BALL RADIO

- WAIST STRAP
- ULTIMATE SENSITIVITY AND PERFORMANCE IN A COMPACT PACKAGE
- BATTERY INCLUDED

REG. \$9.95 VALUE
ONLY \$3.99



Hear distant stations—clearly

With highly advanced solid state circuitry, the Sony TFM-7150W has the superselectivity to pick up weak FM stations—without interference. Plus powerful big-speaker FM/AM tone, vertical slide rule tuning dial, two-step tone control switch, AFC for drift-free FM.

Battery or AC operation (AC cord built in). Compact, lightweight cabinet in black with chrome trim.

SONY
Ask anyone.

\$34.95 VALUE
\$29.95



THE EXTRA HOLD HAIR SPRAY

SUFFRAGE
BY

LOREAL

HELPS SEAL OUT MOISTURE,
MAKES SETS LAST LONGER.

MFG. SUGG. LIST \$1.44
79c



20 OZ.
MFG. SUGG. LIST \$1.75
\$1.19



3 OZ.
99c
MFG. SUGG. LIST \$1.39



Velvet Venus
Balm Shampoo
Herbal Shampoo
Balm Conditioner
MFG. SUGG. LIST \$1.25
16 OZ.
88c

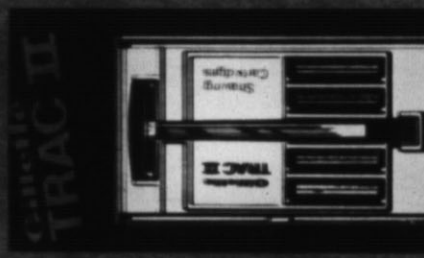


6 OZ.
Grecian formula
Gradually changes gray hair to natural looking color.
MFG. SUGG. LIST \$6.50
\$4.89

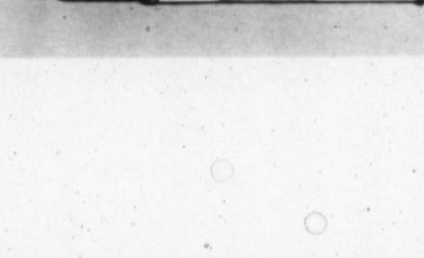
13 OZ.
OLITTE RIGHT GUARD
deodorant
MFG. SUGG. LIST \$2.89
\$1.99



Deluxe Athletic Socks
MFG. SUGG. LIST \$1.50
\$1.29



11 OZ.
MFG. SUGG. LIST \$2.09
\$1.59



REG. 200's
MFG. SUGG. LIST \$2.09
\$1.49

CHILDREN'S 36's
MFG. SUGG. LIST \$.43
33c



BONUS OUNCES - 3 OZS. FREE
ARRID, EXTRA DRY.

SPECIAL
\$1.41

MFG. SUGG. LIST \$1.80



9 OZ. FOR THE PRICE OF 6 OZ.

CONTAC
\$1.39

MFG. SUGG. LIST \$1.79
10's



24's
\$1.19

MFG. SUGG. LIST \$1.89



Super Scope Scale

No squinting or stooping with Super Scope dial, weighs up to 300 lbs. with precision, high gloss finish. See-thru gift carton. MFG. SUGG. LIST \$10.95 #311N

\$995



ROMAN BRIO CENTURION DECANTER AFTER SHAVE

6 oz.
Mfg. Sugg List \$5.50
\$4.99



FAMOUS BRUT BY FABERGE 10% OFF WITH THIS COUPON

GOOD DURING CHRISTMAS SALE ONLY



Old Spice musk FOR MEN
COLOGNE LOTION
Sensuous... Long lasting...
All male
\$3.75

Carolina
DELUXE TRAVEL KIT



JEWELITE "HEIRLOOM" 3-PIECE DRESSER SET
• Nylon brush
• Mirror
• 7 1/2" comb
\$6.95
GIFT BOXED

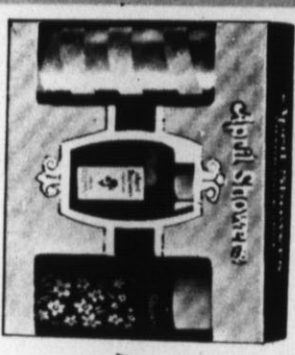


"1776" COLLECTORS DECANTER
with 6 oz. Aqua Velva Ice Blue After Shave and Ball Point Quill Pen.
A ONE-OF-A-KIND GIFT

MFG. SUGG. LIST \$4.50
\$3.99



EXTRA SPECIAL!
EPCO TRAVEL KIT #2000
EXTRA LARGE ZIPPER KIT
• Waterproof lining
• Rustproof zipper
• Always retains shape
• Lockstitched seams
• Expanded vinyl
• Pop open, stay open design
\$7.95 VALUE
\$4.99

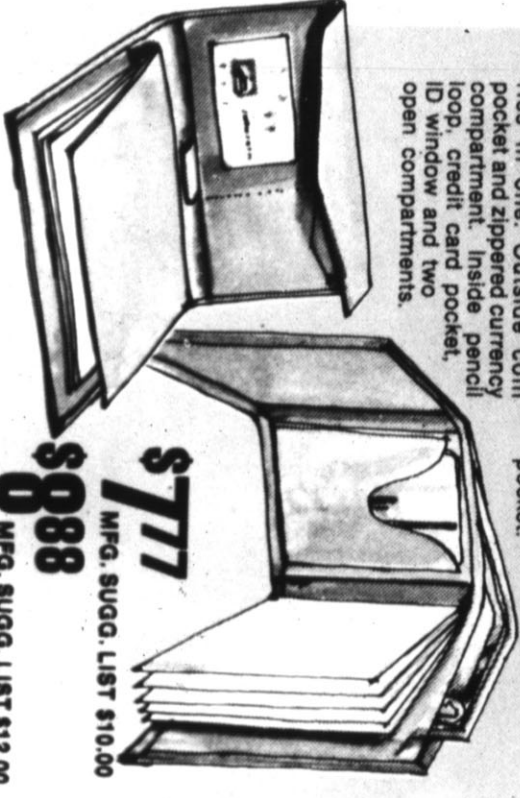


APRIL SHOWERS PERFUMED BATH POWDER
Assorted Fragrances
\$2.00
5 oz.
MFG. SUGG. LIST \$1.25
88c

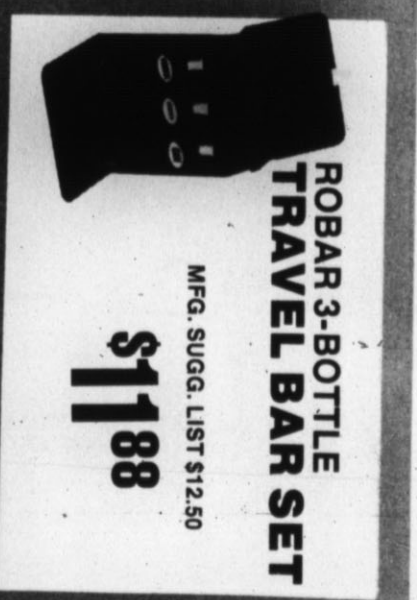
FRAGRANCE TRIO
• Cologne
• Perfume
• Talc
Assorted Fragrances
\$2.00

LADIES' AMITY

CHECKBOOK CLUTCH
Removable checkbook/card case makes this two accessories in one. Outside coin pocket and zippered currency compartment. Inside pencil loop, credit card pocket, ID window and two open compartments.



\$7.77
MFG. SUGG. LIST \$10.00
\$8.88
MFG. SUGG. LIST \$12.00



ROBAR 3-BOTTLE TRAVEL BAR SET
MFG. SUGG. LIST \$12.50
\$11.88



ROBAR WINE SKIN

\$5.00

50-PIECE STAINLESS STEEL TABLEWARE SET

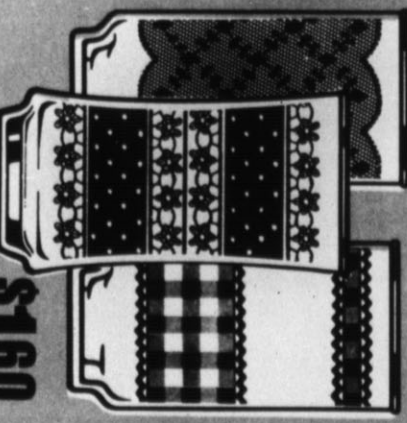
\$17.88
MFG. SUGG. LIST \$25.00



"REX"
"KING OF THE MANDI GRAS" PATTERN



41-pieces Hospitality Set
Set Contains Of:
8 each Beverage, 10 oz.; Cooler, 15% oz.;
Hourglass, 15 oz.; Cocktail/Jules, 4% oz.;
Rocks, 9 oz.; 1 only Jigger, 2 oz.
MFG. SUGG. LIST \$12.80
\$9.95



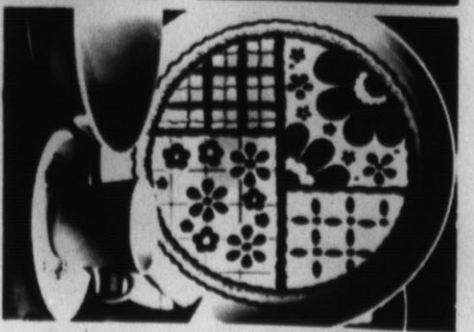
LIBBEY 4-PIECE BEVERAGE SET
12 OZ. GLASSES IN ASSORTED COLORFUL PATTERNS
\$1.60



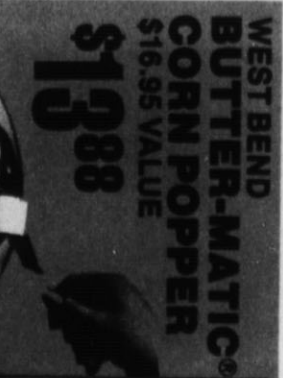
Placemat & napkin GIFT BOXED SETS
As much fun to give as they are to receive. Luxurious designer boxes with accent bows and ribbons.
ASSORTED PATTERNS
4 PLACE MATS, 4 NAPKINS
MFG. SUGG. LIST \$11.00
\$8.88



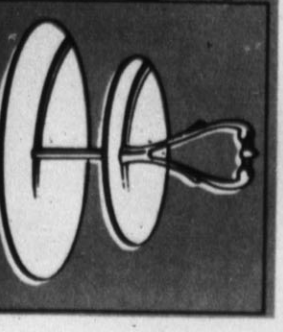
"GINJU" - white/cinnamon/brown 20-PIECE DINNERWARE SETS
MFG. SUGG. LIST \$19.95
\$15.99



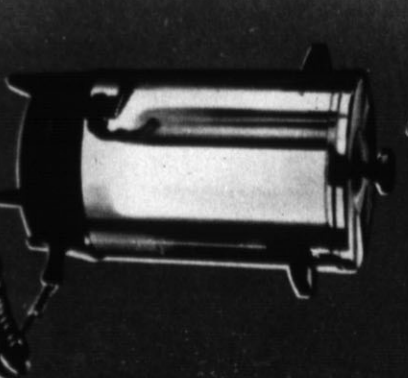
"QUILT" - white/avocado/blue
4 dinner plates • 4 cups
4 saucers
4 bread and butter plates
4 soup/cereal bowls
\$15.99



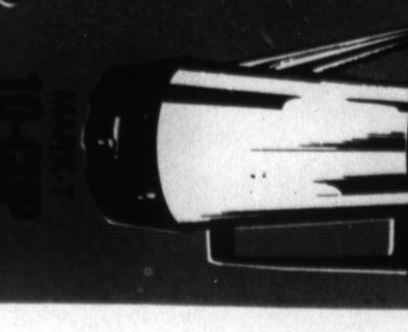
WEST BEND BUTTER-MATIC CORN POPPER
\$16.95 VALUE
\$13.88



KROMEX MINI DOUBLE TOASTER
8 1/2" and 5 1/2" diam.
chrome trays with brass handles
\$9.99

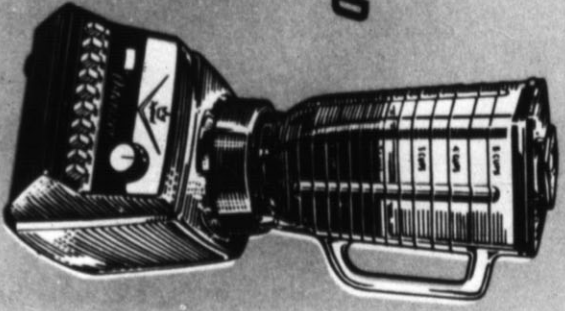


WEST BEND 30-CUP PERK
\$18.95 VALUE
\$13.99



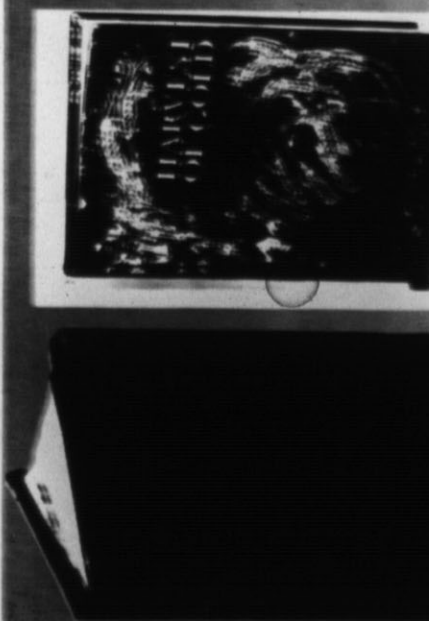
CANTEEN POT
\$18.95 VALUE
\$14.99

Enjoy the delicious family food creations of CYCLE BLENDING
\$29.99
"10-speed Pulse Mate" 10
Osterizer \$32.95 VALUE
Enjoy exclusive controlled cycle blending on all 10 speeds for perfect size food pieces for salads, main dishes, desserts! For smoothly blended preparations, choose any of 10 continuous speeds. Large 5-cup container opens at both ends for easy emptying and cleaning. 2-oz. measuring cap in cover; Spin Cookery cookbook; cord storage.





COLLINS WORLD HERITAGE FAMILY BIBLE GOLD EDGE
\$395



HARVEST OF GOLD
 A storehouse of inspiration from outstanding writers of all time. Hard-bound in antiqued gold cover with gold stamped wheat design.
GIFT BOXED \$395



PAPER&MATE. PEN AND PENCIL GIFT SET
 MFG. SUGG. LIST \$4.00



Silly-Old-Grandmother with Pictures-In-Pocket PHOTO ALBUM
 3 1/2" x 3 1/2"
 Assorted colors
\$225
 HOLDS 20 PRINTS.



Rimco BRUSHED DENIM COSMETIC TOTE
 WITH DOUBLE-STITCHED, METAL-RIVETED "HIP" POCKETS, ASSORTED COLORS
\$199
 MFG. SUGG. LIST \$2.50



Rimco GENUINE SUEDE & DENIM SHOULDER BAGS
 • Heavy duty zippers
 • All-metal fittings
 • Assorted colors
 MFG. SUGG. LIST \$4.00



PRESTO SLOW COOKER
 5 QT.
 • Brown and cook in same cooker
 • Reduces shrinkage and tenderizes
 • No stirring, watching or timing
 • Dinner is ready when homemaker gets home
 • No-stick lining, completely submersible
\$2995
 MFG. SUGG. LIST \$39.50



TOASTER BROILER
 • Cooks quick, easy meals without heating up the kitchen
 • Dependable heating unit - fast, even broiling or toasting
 • Inexpensive, easy to clean, easy to store
\$1099
 9" x 10 1/2" x 4 1/2" / 120V AC, 800 WATTS
\$13.50 VALUE



Oster "TOUCH-A-MATIC" CAN OPENER / KNIFE AND SCISSORS SHARPENER
 Hard-working knife sharpener hones clean, keen edges to all kitchen knives; restores new edges to household shears. Instantly opens odd-shaped, large size, even dented cans, top pierces the lid, opens can, and shuts itself off! Magnetic lid lifter securely holds lid. MFG. SUGG. LIST \$21.95



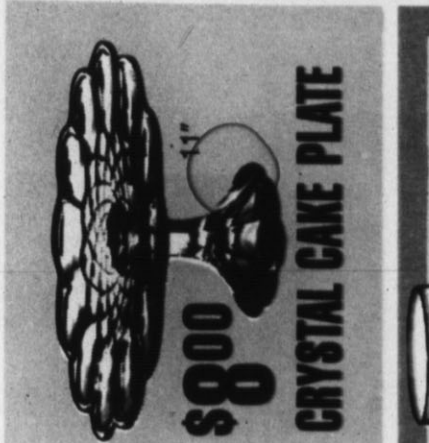
3-PIECE SALAD SET
 Silverplated base with 10 1/2" crystal bowl, includes two 9 1/2" English silverplated servers.
\$800
 GIFT BOXED.



BOWL-O-BEAUTY "AMLING ORIGINAL" 6" TERRARIUM WITH CHERRY BLOSSOM MING TREE
\$899



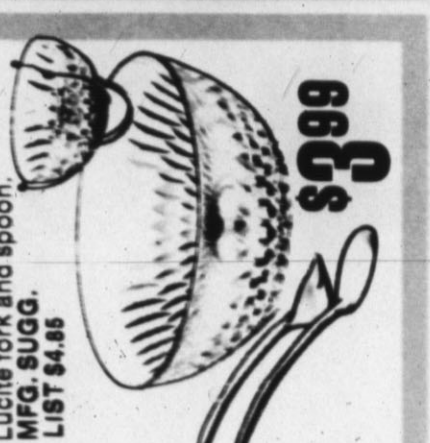
MATSON 3-PIECE DRESSER SET
 Mirror, Brush, Comb
 Assorted designs on bright gold finish.
\$1950



CRYSTAL CAKE PLATE
\$800



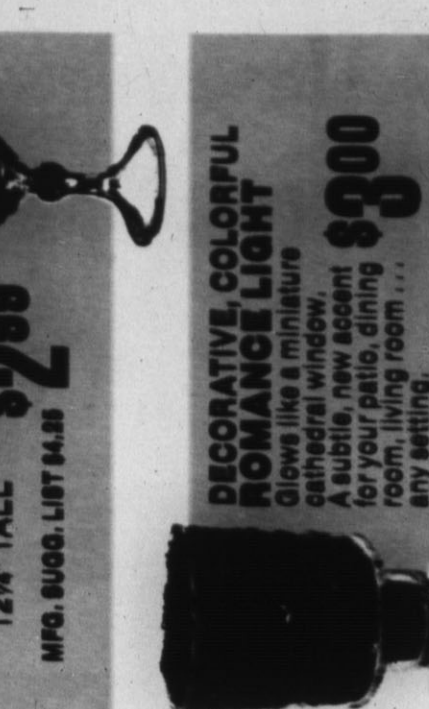
24-PIECE DIAMOND POINT CRYSTAL BAR SET
 CONTAINS 8 EACH:
 • 14 oz. cooler
 • 12 oz. beverage
 • 9 oz. on-the-rocks
 MFG. SUGG. LIST \$19.50
\$1488



5-PIECE SALAD OR CHIP 'N' DIP SET
 Mt. Vernon Pattern
 Includes: 10" bowl with 5" bowl on chrome plated clip, Lucite fork and spoon.
 MFG. SUGG. LIST \$4.85
\$399



MATSON Antique Gold finish 4"x6" rectangle JEWEL BOX
\$2150



DIAMOND POINT PATTERN CRYSTAL CANDY JAR WITH COVER
 12 1/4" TALL
 MFG. SUGG. LIST \$4.85
\$299



DECORATIVE, COLORFUL ROMANCE LIGHT
 Glows like a miniature cathedral window. A subtle, new accent for your patio, dining room, living room... any setting.
\$300
 AVAILABLE IN ASSORTED COLORS



FAMILY-PHOTO-TREE
 Holds 3 photos on sculptured, Florentine 24-Karat gold-plated tree. 4" tall.
 MFG. SUGG. LIST \$7.50
\$688



"LAST SUPPER" WALL PLAQUE
 3-DIMENSIONAL 8 1/4" x 16"
 MFG. SUGG. LIST \$16.50
\$1288

ALL PRICES ARE NOT INCLUDED IN TOY PRICES

2 for ONLY \$1.18

HERRENDY REVENGE BATTERIES

9 VOLT **88¢**

2 FOR \$1.18

SIZE "C" & "D"

4/\$1.00

MFG. SUGG. LIST 2 FOR \$1.18

MFG. SUGG. LIST 2 FOR \$1.60

USLTA APPROVED

PENN Centre Court

Heavy Duty Yellow Tennis Balls

MFG. SUGG. LIST \$3.75

\$2.99

EAGLE

OFFICIAL SIZE OR WILSON

JIM PLUNKETT YOUTH SIZE

FOOTBALL

\$4.99

MFG. SUGG. LIST \$6.00

EAGLE PLAYMAKER OR WILSON SCOREMAKER BASKETBALL

MFG. SUGG. LIST \$6.00

\$4.99

COUPON

ASSORTED RUSHTON

PUSH ANIMALS

\$1.00 OFF

ON PURCHASE OF \$5.00 OR MORE

GOOD DURING CHRISTMAS SALE ONLY



BUCKY THE BASSETHOUND

The finest, most realistic animated dog ever made

Amazing dual leash control action:

1. Pull the leash, Bucky walks along
2. Pull again, he stops
3. Pull again, he barks, wags his tail, droops his head and sniffs around the ground, then repeats action

Over 17" long, made of the highest quality plush available — uses 2 "D" batteries.

MFG. SUGG. LIST \$24.50

\$19.95

SMOKING TAXI

SMOKING TAXI WITH SILHOUETTES

Antique Taxi goes forward with old fashion rat-tat sound emitting smoke from radiator, stops and shakes, as shadows of the driver and passengers are seen through the windows. Front wheels are steerable. Uses 2 "D" batteries.

MFG. SUGG. LIST \$12.50

\$9.95

HAPPY FIRE HAT

Bright red, "Mystery Action" toy, 5 1/2" x 5", uses 2 "C" batteries.

\$4.95

MOUNTAIN EXPRESS

Locomotive with blinking light and authentic train whistle. Engineer rings bell 16 x 5 1/2", uses 3 "D" cell batteries.

\$11.95



HEMENWAY

RAGGEDY ANN

RAGGEDY ANDY

BATTERY-OPERATED TOOTHBRUSH

MFG. SUGG. LIST \$7.95

\$6.99

RETIREMENT BANKS

MAN OR WOMAN

Vacuum-plated gold papier mache.

MFG. SUGG. LIST \$5.00

\$3.88

AMI-THERM™

AUTOMATIC FEVER THERMOMETER

No glass to break

No mercury to swallow

Uses safe pliable plastic tip

More accurate

Easier to read

Takes only 30 seconds to read

Hospital tested

Available in either oral or rectal models

\$19.98

MFG. SUGG. LIST \$14.95

\$11.88

HEMENWAY

WALKIE TALKIE

4-Transistor with Volume Control and Morse Call Button. Batteries included. SAVE \$3.07

NORELCO

HIGH INTENSITY LAMP

- 10" flexible arm
- 6" white cord
- cool, cool shade
- stable, compact steel base

Assorted colors

MFG. SUGG. LIST \$9.95

\$7.77

HEE FLIPS!

\$5.95

He actually sommersaults! Wind up this brown and white plush puppy and stand back. 7" x 6 1/2"

COMIC STRIP RADIOS

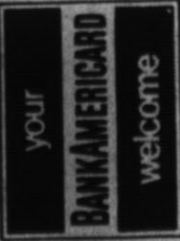
SOLID STATE PORTABLE RADIOS WITH WRIST STRAPS

MFG. SUGG. LIST \$9.95

\$8.88



DISCOUNT CENTER



Kodak CAMERA
Instamatic X-15
Color Outfit
Reg. '\$15'

\$12.99
G.D.P.

Your Christmas Shopping
Headquarters In...
HEREFORD-DIMMITT
CANYON-TULIA
TUCUMCARI

Large Selection Of LP Stereo
RECORDS

RETAIL	GIBSON'S	SALE
'9"	\$7.37	\$6.57
'6"	\$5.47	\$4.87
'5"	\$4.87	\$3.97
'4"	\$3.37	\$3.27
'1"	\$1.57	\$1.29

JOHN DENVER'S GREATEST HITS
NEW! Take the Home Country Records...
Country Records Dept. - Country Square

NEW! MARGIE COUNTRY

Complete Assortment Of
STEREO TAPES

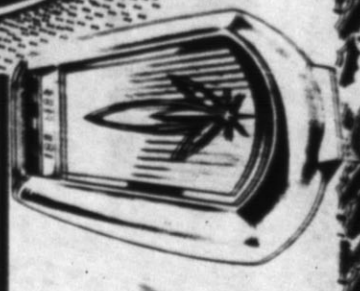
Reg. \$7.95
\$6.00
Sale \$5.99
\$4.99

EIGHT TRACK STEREO TAPE RIOT



Norelco VIP SHAVER
Reg. '\$22'

\$27.97
G.D.P.

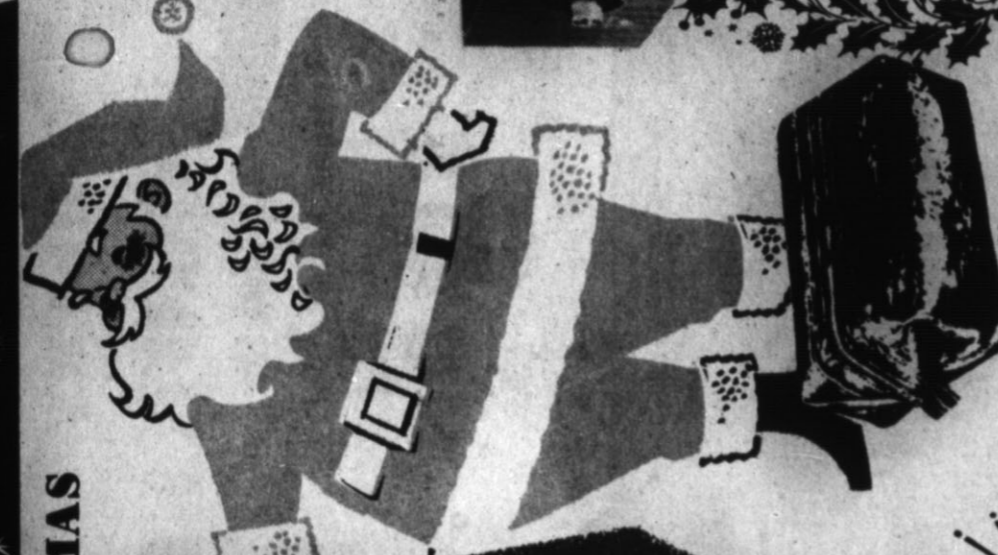


Lady Princess RAZOR
Reg. '\$8'

\$7.47
G.D.P.

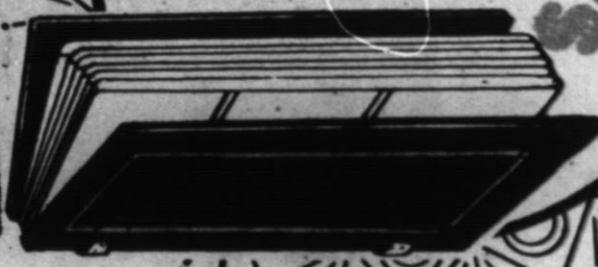
Christmas Gift Sale!

MAKE GIBSON'S YOUR CHRISTMAS HEADQUARTERS



No. M25-S123-F24-DC27
PHOTO ALBUMS
by Crest
\$1.37
G.D.P.
Reg. '\$1'

COSTUME JEWELRY



Pocket Instamatic
PHOTO ALBUMS
by Holes Webway
Reg. '\$3'

\$4.47
G.D.P.



Vanity Mirror
TRAY SETS

\$1.77
G.D.P.
by Al Gem
Reg. '\$2'



Double Knit
CLUTCH PURSES

By C&C Mfg.
\$2.97
G.D.P.

DIGITAL ALARM CLOCK
by Cuckoo Clock
Reg. '\$15'

\$11.97
G.D.P.

Men's
SHAVING KIT
From WSC Corp.
No. 1239

\$2.97
G.D.P.

Polaroid
SQUARE SHOOTER II CAMERA
Reg. '\$22'

\$19.97
G.D.P.

Polaroid Type 108

FILM
Reg. '\$4'

\$3.97
G.D.P.

Soundesign
AM-FM Digital
CLOCK RADIO

No. 3450
Reg. '\$34'

\$25.97
G.D.P.

JEWELRY BOX

Reg. '\$10'

\$7.57
G.D.P.

No. X42F6

From United China



DISCOUNT CENTER



3 Pack Bargain

Cassette
BLANK TAPES
From Capitol
Reg. '\$2'

\$1.67
G.D.P.

Choose What You Want And LAY-A-WAY NOW!



DISCOUNT CENTER



HI-FRY COOKER
Deep Fryer
Model No. M200

Reg. '11"
\$8 99
G.D.P.

Sunbeam Professional Style
HAIR DRYER
Model No. HD10VA

Reg. Price '21"
\$14 97
G.D.P.

Pressure COOKER
Model No. PCC4A
Reg. Price '15"

\$12 97
G.D.P.

MIXER
by Sunbeam
Reg. Price '49"
Model No. MM100W

\$6 99
G.D.P.

FOLDING TABLE
Walnut
Model No. 1596
Without Chairs

\$6 99
G.D.P.

POLY PERK
Reg. Price '18"
4-8 Cup
by Regal
\$6 99
G.D.P.

Fluorescent
DESK LAMP
Model No. 401
Smarly Styled
to accent Home,
Office or
Work Shop
Reg. Price '13"
\$9 99
G.D.P.

Samsonite
Folding
CHAIRS
Model No. 4596
\$6 99
G.D.P.

Advertised Prices Good
12-2-74 thru 12-7-74
in Hereford, Dimmitt, Tulia, Canyon and
Tucuman, New Mexico

Modern Men's Quilted
REVERSIBLE
JACKET
Asst. Colors
S-M-L
Retail '13"
G.D.P. '10"
\$7 97



Men's
Insulated
and
Quilted

JACKET
Zippered Front
Sizes S-M-L-XL
Retail '19"
\$5 97
G.D.P. '19"



Big Selection
Men's and Boy's
GLOVES
New Fleeced Lined
Rich Leather grained vinyl
with hand sewn detailing
Asst. Colors

25 0/10 OFF

Make Gibson's Your
CHRISTMAS
GIFT
HE/QUARTERS
for ONE STOP SHOPPING

DISCOUNT CENTER



Fruit of The Loom Men's Initial
HANDKERCHIEF
Box of 3 Retail '11"
G.D.P. '11"
99c



All Men's & Boy's
SHIRTS
Long or Short Sleeve
Asst. Patterns

15 0/10 OFF

Movie Star
Ladies 100%
Nylon Satin
Brief
PANTIES
Lace embroidered Trim Asst. Sizes
G.D.P. '11"
Retail '11"
87c



Goldi Neckwear Men's
100% Polyester
NECKTIES
Large Selection
Retail '12"
G.D.P. '12"
\$1 69

Men's Dress
SPORT BELTS
Large Assortment of Patterns and Colors
Retail '13"
G.D.P. '12"
\$1 97



LAY-
A-
WAY
for Christmas
NOW! ?





DISCOUNT CENTER

Advertised Prices Good
12-2-74 thru 12-7-74
at Hereford-Dimmitt-
Tulia-Canyon and
Tucumcari, New Mexico

Comfortable Attractive
SLEEPWEAR
Choose your favorites from this
great selection Sizes 7-14
PAJAMAS or GOWNS
Retail '4" G.D.P. '14"



Raymond Halpern
Women's Quilted
or Fleece
ROBES
SHORT or LONG
Asst. Colors
100% Kodol Polyester
Fibre Fill
G.D.P.
'9"



Gibson's One Size Fits All
PANTY HOSE
SHEER
Fabulous fit, luscious look
NO. 469 Wonderful wear
Retail 87' G.D.P. 59'



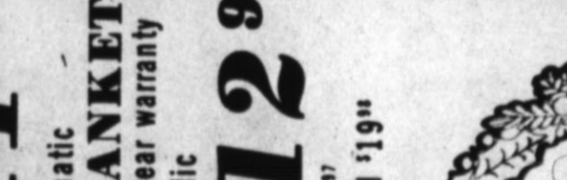
Women's 2-piece set
LONG PEIGOR and GOWN
Caprolan 100% Nylon
S-M-L Asst. Colors
G.D.P. '14"
Reg. Retail '16"
\$11.97



Gibson New Crush BIG GIRL
PANTY HOSE
New Soft Sheer
NO. 499 Retail
G.D.P. 59' '11"



Beacon Automatic
ELECTRIC BLANKETS
with finger tip control-2 year warranty
80% Polyester 20% Acrylic
100% nylon binding
Asst. colors 72"x84"
Double or Twin size
single control G.D.P. '18"
Reg. Retail '19"



Beacon
Gingham Weave or Capri
BLANKET
Therma Weave
80% Polyester
20% Acrylic,
100% Nylon Binding
Asst. colors Retail '11"
G.D.P. '14"



Men's
INSULATED
COVERALLS
Strong Sateen Weave Fabric,
with Permanent Press finish,
2 way zippered Fly Front,
2 zippered-Chest Pockets,
Laminated warm, Light Weight
Scott Apparel Foam Water
Repellent and fully lined
G.D.P. '126"
\$18.97



Noxema
SHAVING CREAM
11-Oz.
Menthol-Reg.-Lime
Reg. 97'
77c
G.D.P.



Dippity Do
SETTING GEL
8-Oz.
Reg. '11"
69c
G.D.P.



Mouthwash & Antiseptic
HAIR SPRAY
13-Oz.
Reg. 67'
59c
G.D.P.



Clairol Herbal Essence
SHAMPOO
8-Oz.
Normal-Oily or Dry
Reg. '11"
97c
G.D.P.



GIBSON'S DISCOUNT CENTER

Advertised Prices Good thru 12-7-74
In Hereford-Dimmitt-Canyon-Tulia & Tucumcari New Mexico

Hand Iscraft
VAPORIZER
Automatic Steam
Reg. '71"
\$4.99
G.D.P.



Aqua Velve or Letric Shave
BEER STEIN
Reg. 67'
39c
G.D.P.

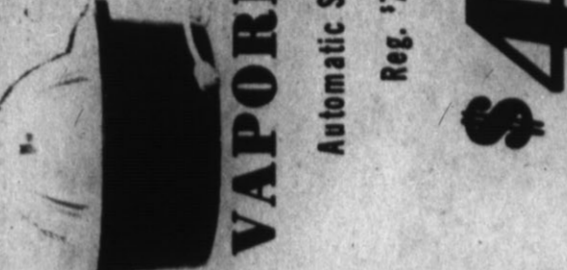


master charge
your BANKAMERICARD welcome

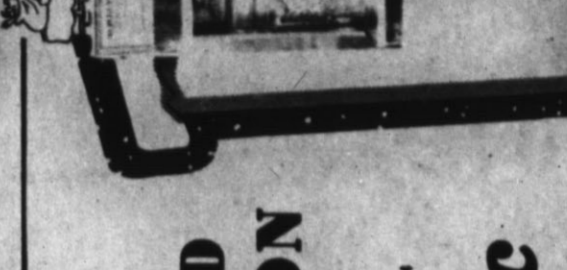
O.J.'S
BEAUTY LOTION
Reg. 77'
57c
G.D.P.



Curly
SUPER SOFT PUFFS
260's or 100's
Reg. 67'
39c
G.D.P.



So-Soft
HAND LOTION
16-Oz.
Reg. 57'
39c
G.D.P.



YOUR BANKAMERICARD welcome

New Crush Knee High Sheer Stretch
PANTSTERS
All Nylon Stockings with non-binding stayup band, one size fits all
NO. 419 Retail 79' G.D.P. 49'



Men's Banlon Dress
SOCKS
3 ply throughout Asst. colors Retail '11"
G.D.P. '69"
2/89c



Men's & Boy's Hi Bulk Orlon
SOCKS
Quality Crew
Asst. Colors Retail '11"
G.D.P. 89'
2/97c



master charge



DISCOUNT CENTER

CORN POPPER

Automatic Buttering
Model No. CP94A
Flame or Avocado
Reg. '13"



Presto

TOASTER BROTILER

Model No. T081A
Reg. Price '13"

\$6 99
G.D.P.



12 Ga. SHOTGUN

Mossberg
Bolt Action
Repeater
Model No. 385T
\$41 97
G.D.P.



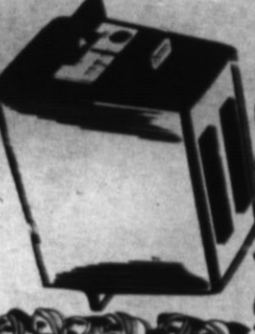
20 Ga. SHOTGUN

Mossberg
Bolt Action
Repeater
Model No. 385T
\$39 97
G.D.P.

TOASTER

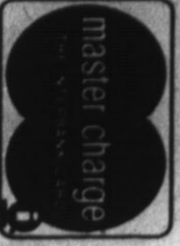
Toast Two Slices,
Reg. Price '14"

\$11 97
G.D.P.



BASKETBALL AND GOAL SET

Model No. G0222
\$9 99
G.D.P.



Federal
Duck and
Pheasant
SHELLS
YOUR CHOICE

\$2 39
G.D.P.

12-16-20 Ga.
F126-F163-F204



Rod and REEL COMBINATION

Model No. 1100
\$4 99
G.D.P.



LAY-AWAY NOW

At Gibson's
For

\$5 99
G.D.P.

BASKETBALL

Wilson
Model No. G0202



CHRISTMAS!

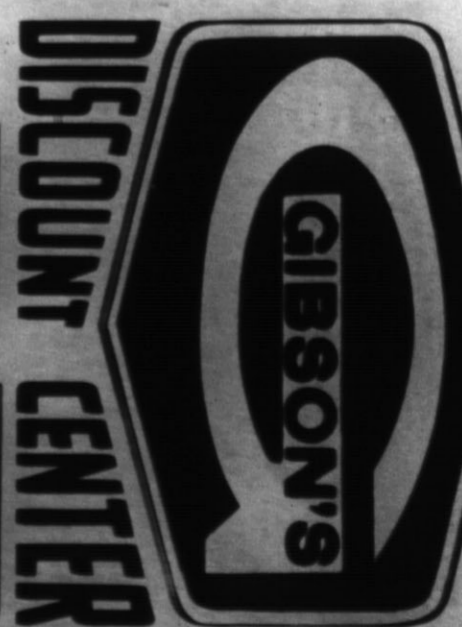
Advertised Prices Good
12-2-74 thru 12-7-74
in Hereford, Dimmitt, Canyon, Tulia
and Tucuman, New Mexico

Advertised Prices Good 12-2-74 thru 12-7-74
in Hereford, Canyon, Dimmitt, Tulia and Tucuman, New Mexico



PAINT BY NUMBER SET
Gallery 1
Model No. 10314
47c
G.D.P.

Lay-Away FOR CHRISTMAS



DISCOUNT CENTER



NO. 425
PAY HAULER

NO. 426 International Harvester
PAY LOADER

NO. 428 International Harvester
TRACTOR LOADER

NO. 452 International Harvester
BACKHOE, TDCRAWLER

NO. 504 John Deere
BLADE, MOTOR GRADER

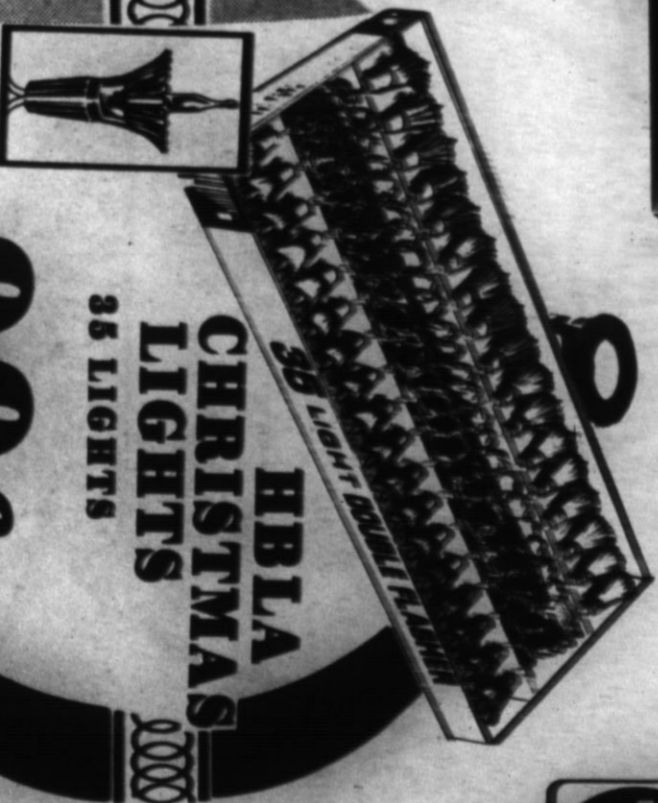
By The Ertl Co.

Reg. Price '17"
YOUR CHOICE \$5 99
G.D.P.



NATURE DOME KITS

Dimensions of Nature, See-Through
3 Kits, Model No. 300-301,
Morris Co.,
Reg. Price '19"
\$2 79
G.D.P.

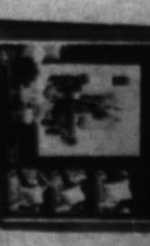


HBLA CHRISTMAS LIGHTS
35 LIGHTS
99c
G.D.P.

\$1 25
G.D.P.

TILE COUPAGE

Craft Master Corp.
Model No. 49490



LAY AWAY FOR CHRISTMAS

BOW 'N RIBBON

Perfect for Christmas,
Mix or Match
Retail 39' & 49'
YOUR CHOICE

15c EACH
OR
7 99c

TREE SKIRT

Polytex Christmas Tree
Skirts, Flame Resistant
Skirts, Split into 2
pieces to encircle tree
Reg. Price '11"
52" diameter
99c
G.D.P.

TREE TOPS

11" Tree Top
by Kurt S. Adler
Reg. Price '11"
69c
G.D.P.

GIBSON'S
DISCOUNT CENTER



BIG
Christmas SAVINGS

Headquarters!

CANDLES
Christmas Candles in Glass Containers
Reg. '11"
\$1.49
G.D.P.

Advertised Prices Good 12-2-74 thru 12-7-74 in Hereford, Canyon, Tulla, Dimmitt and Tucumcari, New Mexico

Snoopy, Mickey Mouse, Flintstone
TOOTHBRUSH
by Kenner
Reg. '81"
\$6.97
G.D.P.

GARLAND
by Paulanne Industries, Tinsel Garland, Flameproof, Reusable, Colorfast, 50" Long 3" Wide
Reg. 97"
69c
G.D.P.

MTD TODDLER
TODDLER BARROW
TODDLER TRIKE
TODDLER KART
Your Choice
\$5.49
G.D.P.

TYKE TRIKE
by Playschool
Model No. 504
Reg. '10"
\$6.97
G.D.P.

Playschool
CAMPER
Model No. 482
Reg. '11"
\$7.97
G.D.P.

Mary Proctor
IRONING SET
by Western Stamping Corp.
Model 1121
Reg. '14"
\$3.47
G.D.P.

School
BELL CHIME
Model No. 138,
Reg. '11"
\$1.37
G.D.P.

Car
TAPE PLAYER
by Automatic Radio
Model No. 1179
\$19.95
G.D.P.

Arkey
WEDGE SPEAKER
Model No. COW6
\$5.87
G.D.P.

GIBSON'S
DISCOUNT CENTER

Wilson's Walker Cup
GOLF SET
\$35.97
G.D.P.

Skill '4"
DRILL
Model No. 1710
\$8.88
G.D.P.

Prestone
STARTING FLUID
Model No. AS236
15-Oz.
69c
G.D.P.

Prestone
DE-ICER
69c
G.D.P.

Gibson's
HOUSE PAINT
Model No. 450
\$4.99

Squirrel Brand
CHARCOAL
10-LB. BAG
69c
G.D.P.

Wizard
LIGHTER FLUID
32-Oz.
39c
G.D.P.

Ray-O-Yac
BATTERY
Size D
2/33
G.D.P.

your BANKAMERICARD welcome

your BANKAMERICARD welcome

A Sleightful of Savings

TUNA

Carnation
Star Kist
Chicken of the Sea
Van Camps
Del Monte Light Chunk

2/97
G.D.P.



MORSELS

12-OZ.
Reg. 89¢



DISCOUNT CENTER

Advertised Prices Good thru 12-7-74
in Herford, Dimmitt, Canyon, Tulia and
Tucumcari, New Mexico

FOLGERS COFFEE



3-LB. Can

\$779
G.D.P.

OR



10-oz. Instant
COFFEE
Folgers
\$189
G.D.P.



Lipton or Nestlé
INSTANT TEA

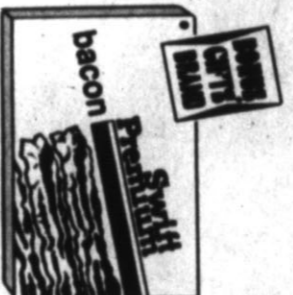
3-OZ. Reg. '17"

\$99
G.D.P.

Swift's Premium

BACON
1-LB. PKG.

G.D.P.



Gladiola
FLOUR
5-LB. Bag

\$89
G.D.P.



DISCOUNT CENTER

Advertising Supplement to
Herford Brand,
Canyon Sunday News,
Tucumcari Daily News
Tulia Herald
12-2-74 thru 12-7-74

6 Ft. Kennedy Pine
ARTIFICIAL

CHRISTMAS TREE
Reg. '29"
\$21.97
G.D.P.

Michael J.
Newman & Assoc.
No. LBR70



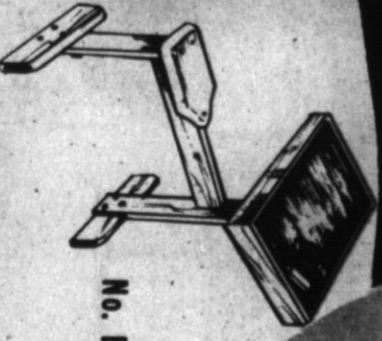
WRAPPING PAPER
75 Sq. Ft.
(10 yds. x 2'6")
Reg. '11"
\$89
G.D.P.

Kaycrest 7010-Christmas



American Toy & Furniture Co.
MAPLE PEG TABLE

\$589
G.D.P.



No. 86

MCDONALDS
Reg. '14"



Playschool No. 430

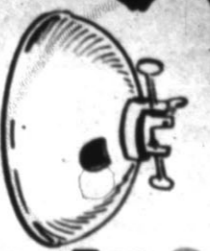
\$1097
G.D.P.

SCARE CROW TARGET SET
No. 4115
Reg. '17"
\$569
G.D.P.



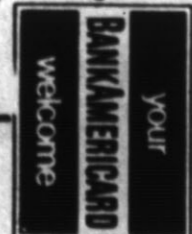
Ideal Toy Co.

No. 7010
CHRISTMAS TREE STANDS
By Hamilton Monroe
Reg. '11"
\$149
G.D.P.



150-18" Long
ICICLES
Tangleproof-Glitterant
Flameproof-Reusable
& Colorfast
Kaycrest Reg. 29"

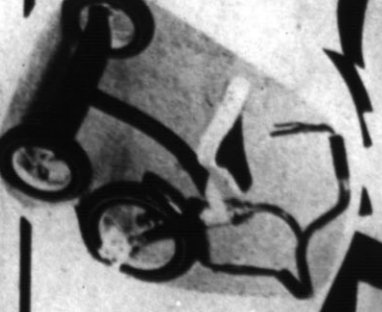
\$199
G.D.P.



MTD No. 614-440-060
10" TRIKE

\$88
G.D.P.

Hasbro No. 6608
BLASTERS
Action Toy
Reg. '12"
\$727
G.D.P.



Playland