







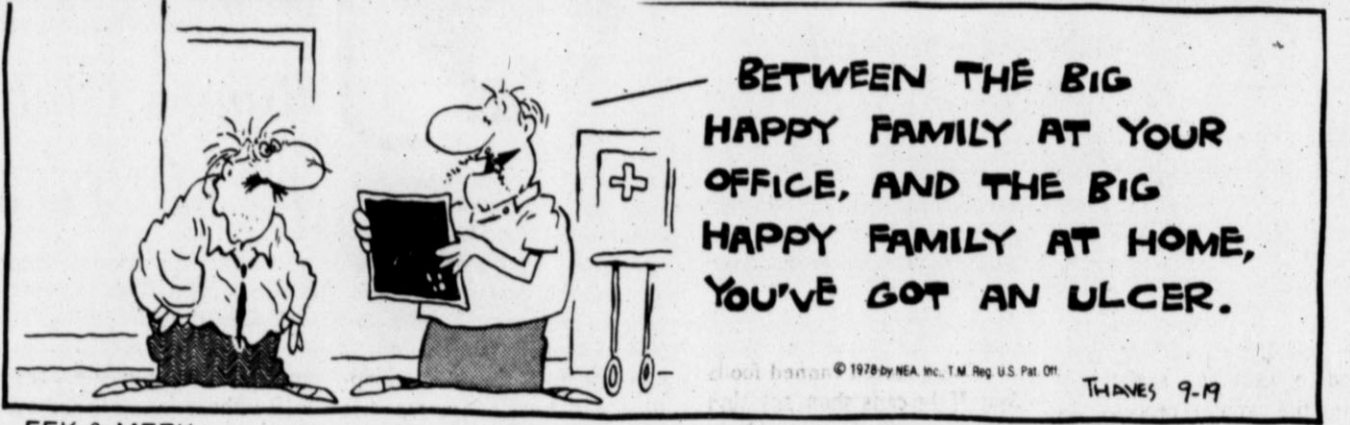
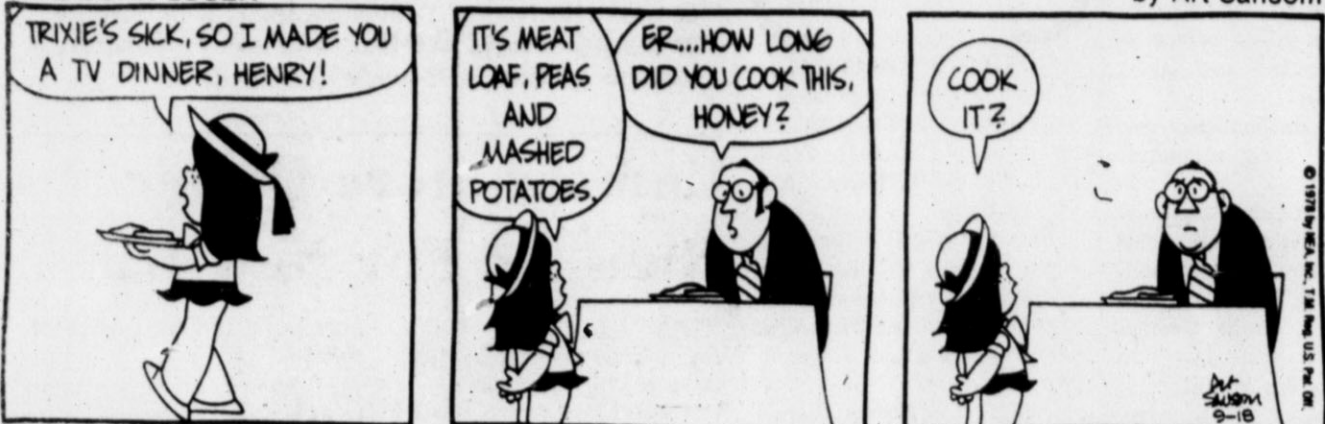
# THE HEREFORD BRAND

## Comics



**MONDAY**

**TUESDAY**



**ALLEY OOP** by Dave Graue

Answer to Previous Puzzle

PRAM	FRAY	ISO
ESSA	SHADE	DAB
AVOID	ANON	ELL
SPA	BLT	NOSES
M A I M W I T		
OMITS	GENTLER	
PONE	PING	IVE
UNO	PENT	PEEN
SORROWS	SOUND	
U N S I T K E		
ONSIE	TANY	LIST
ICI	TOWA	PREY
NAG	FLOP	SAAR
KAN	FELT	INRE

**ACROSS**

- Parasites
- Slide on snow
- Lordly beast
- Norse deity
- Mongolian monk
- Latvian
- Single
- Bacterial culture
- Setting
- Storage place for weapons
- These (Fr)
- Hawaiian
- Mauna
- Comedian
- Cesar
- Ornament
- Mae West role
- Detriment
- Fib
- Labor group
- Lively song
- Bar
- Certainly
- Cartoon

**DOWN**

- Alehouse
- Mouth
- Snub
- Balm
- Fright
- Wagon
- journey
- German
- negative
- Definite
- article
- Small island
- CIA
- predecessor
- Deteriorates
- Biography
- Infirmities
- By itself
- Woman's garment
- Cattle (arch)
- Wants (sl)
- Text of an opera
- Story
- Animal home
- Squeezes out
- Christian symbol
- Transported (pl)
- Angle ratio
- Former
- Spanish colony
- Horse
- directives
- Tack
- Folksinger
- Guthrie
- Animal home
- Squeezes out
- Christian symbol



Answer to Previous Puzzle

LICE	SKI	LIAN
ODIN	LID	LAMA
LETT	ONE	AGAR
LAYING	ARMORY	
CES	LOA	
P L I E D S I D S K Y		
L I L L	L O S S	L I E
A F L	L I L L	I N N
Y E S	T I B O	P O P E S
I G N O R E I N S A N E		
F E A R	T I N	T R I E K
N E I N	T H E	E L S E
I S L E	O S S	R O T S

**ACROSS**

- Become overcast
- Daffy
- Brought about
- Genetic material
- Card game
- Got up
- Island off Mozambique
- Gesture
- Dromedary
- Eternity
- Hooray!
- Dated
- Compass point
- Summer time (abbr)
- Sandal
- Same (prefix)
- Sulk
- Peas (Fr)
- Excavate
- Remove
- moisture
- Not well
- Poetic preposition
- Char
- Promontory
- Briny expanse
- Wight
- Doctrine adherent (suffix)
- Genetic material
- Quantity of cookies
- Unnerve
- Author Fleming
- Math symbol
- Pot
- Superlative suffix
- Compass point
- Greek letter
- Peruvian tribesman
- Smoked pork
- Biblical character
- Turkey gobbler
- expansive
- Revolve
- Male parent
- Poems
- Russian river
- City of Phoenicia
- King
- Nigerian land
- Nigerian tribesman
- Adenosine triphosphate (abbr)
- Most
- Peruvian tribesman
- Arithmetic, for short
- Biblical character
- Briny expanse
- Russian river
- City of Phoenicia
- King
- Nigerian land
- Nigerian tribesman
- Adenosine triphosphate (abbr)
- Most
- Peruvian tribesman
- Arithmetic, for short
- Biblical character
- Briny expanse
- Russian river

**OUR BOARDING HOUSE** with Major Hoople

I SHOULD SUE THE CITY FOR TOSSING ME IN THE SLAMMER! A GUY AT WORK GOT RICH JUST BECAUSE SOME DELIVERYMAN BACKED OVER HIS FLOWERS!

HEH-HEH! IT'S MUCH MORE DIFFICULT TO SUE THE GOVERNMENT THAN PRIVATE ENTERPRISE! AS THEY SAY, THE KING CAN DO NO WRONG!

IT MUST BE THE POLITICIANS SAYIN' IT! THEY HAVE MORE TO HIDE THAN A GUY WHO GETS PAID IN CASH!

WELL, WE'LL PROBABLY GET HOME BEFORE THE CARD! THE POST OFFICE USES THE RATE HIKES TO BUY STORAGE FACILITIES INSTEAD OF DELIVERY TRUCKS!

WELL, WE'LL PROBABLY GET HOME BEFORE THE CARD! THE POST OFFICE USES THE RATE HIKES TO BUY STORAGE FACILITIES INSTEAD OF DELIVERY TRUCKS!

MAILMEN ARE OFTEN MISUNDERSTOOD.



**OUR BOARDING HOUSE** with Major Hoople

I ALWAYS SEND A CARD TO MY CLUB WHEN I'M TRAVELING! THE BOYS LIKE TO SHARE MY EXOTIC EXPERIENCES!

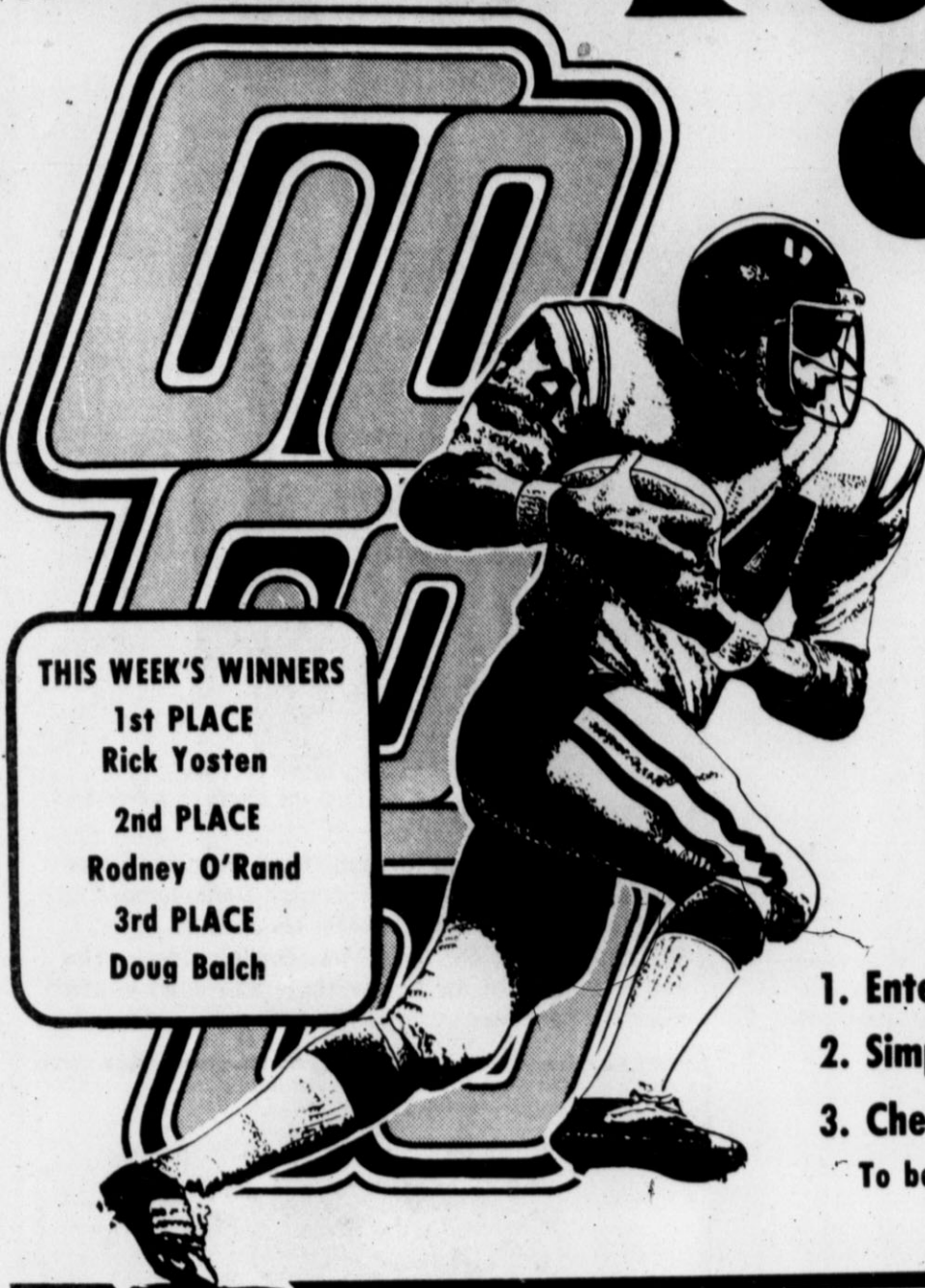
REMEMBER TO TELL 'EM WE GOT KICKED OUT BEFORE WE EVEN UNPACKED! THIS EXOTIC TOWN WAS MEANER THAN A COP WITH HIS PATROL CAR MISSIN!

WELL, WE'LL PROBABLY GET HOME BEFORE THE CARD! THE POST OFFICE USES THE RATE HIKES TO BUY STORAGE FACILITIES INSTEAD OF DELIVERY TRUCKS!

MAILMEN ARE OFTEN MISUNDERSTOOD.



# HEREFORD BRAND FOOTBALL CONTEST



WEEKLY WINNERS RECEIVE:

- 1st Place ..... \$25.00
- 2nd Place ..... \$15.00
- 3rd Place ..... \$10.00

ENTER EACH WEEK AND TRY FOR THE GRAND PRIZE!

## SEASON WINNERS

- |                           |                          |                          |
|---------------------------|--------------------------|--------------------------|
| Grand Prize               | 2nd Place                | 3rd Place                |
| <b>\$100<sup>00</sup></b> | <b>\$35<sup>00</sup></b> | <b>\$15<sup>00</sup></b> |

**THIS WEEK'S WINNERS**

- 1st PLACE  
Rick Yosten
- 2nd PLACE  
Rodney O'Rand
- 3rd PLACE  
Doug Balch

1. Enter every week, deadline Friday 5 p.m.
  2. Simply look for games in sponsoring merchant's ads.
  3. Check the number in the official entry blank.
- To be eligible for the grand prize, a contestant must participate in 11 of 13 weeks. (If more than 11 weeks entered, best 11 will be used.)

**BEWARE**  
of leaking exhaust fumes!  
Have your entire exhaust system checked by professionals.

Also expert wheel balancing & alignment.

1. Coronado at 2. Estacado

## HEREFORD FRAME & AXLE

116 S. Ave. K 364-3355

**BUY SEASON TICKETS**  
Cheer The Whitefaces on to Victory!

3. Monterey at 4. Midland



South Hwy 385 364-3331

### SALES AND SERVICE

WESTERN LAND ROLLER IRRIGATION PUMPS  
**ELECTROGATOR SPRINKLER SYSTEMS**

Rienke Manufacturing Co., P.O. Box 566  
Deshler, Nebraska 68340  
5. Midland Lee at 6. Plainview

### WESTERN PUMP AND EQUIPMENT COMPANY

EARTH, TEXAS CALL 257-3926  
HEREFORD, TEXAS HOLLY SUGAR ROAD 364-3264

Always Glad To Help You!



Let us fill your next prescription. Also check our stock of cosmetics, gifts and first aid supplies. Stop in today!

7. Palo Duro at 8. Clovis

### SUGARLAND DRUG

Sugarland Mall

364-2344 Free City Wide Delivery  
Open 9-7 Mon. Thru Sat.

We Now Have: Texas Instrument Thermal Paper for the TI5040 Calculator.

Adding Machine Paper in widths from 2 1/4" to 3 1/2"

Electronic Calculator Tape Virtually Lint Free in widths 2 1/4" and 3"

Litho-graphics

9. Dumas at 10. Tascosa

Litho-graphics

Printing and Office Supply  
364-6891 621 N. Main

### GO WHITEFACES-WIN!

YOU'RE A WINNER WHEN YOU SHOP AT SPANGLER'S FOR YOUR JEWELRY NEEDS.....

- RINGS • WATCHES
- NECKLACES • GIFT ITEMS

11. Lamesa at 12. Levelland

Spangler's DIAMONDS LTD

SUGARLAND MALL



### BOWLING'S BOWL Best Wishes to the HEREFORD WHITEFACES

13. Friona at 14. River Road

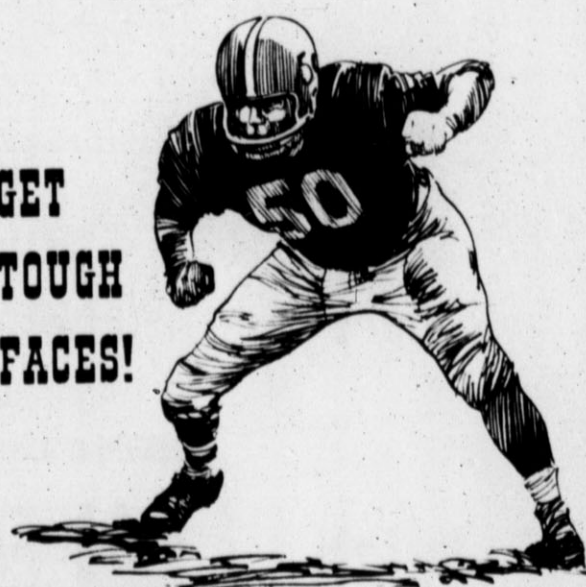
Special COUPON

COUPON GOOD FOR ONE FREE GAME  
BOWL ONE GAME AT REGULAR PRICE GET SECOND GAME FREE! AT BOWLINGS BOWL

110 N. 25 Mile Ave. 364-8888

15. Vega at 16. Boys Ranch

GET TOUGH FACES!



FROM THE  
**HEREFORD BRAND**

Come in and see our Fall Fashions. They Can't be Beat! **Go Herd Go!**

17. Dimmitt at 18. Tahoka

W. Park & Oak 364-7171



19. Slaton at 20. Littlefield



216 N. MAIN 216 N. MAIN

FASHION JEANS & TOPS FOR GUYS AND GALS

### OFFICIAL ENTRY BLANK

Teams are numbered in ads, check games and mark box number of team selected as winner. Use official entry blank or reasonable facsimile-form of same size. Entries must be deposited at Brand office before 5 p.m. Friday. All mail entries must be mailed on Thursday to arrive in time for judging. All entries received late will be disqualified. One entry allowed per person; entrants must be at least 8 years of age to be eligible. Be sure to guess total score in tie-breaker game. To be eligible for season prize, entrant must enter at least 11 weeks. Members of the Brand staff or their families are not eligible. Decision of judges is final.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_

1. <input type="checkbox"/>	2. <input type="checkbox"/>	13. <input type="checkbox"/>	14. <input type="checkbox"/>	25. <input type="checkbox"/>	26. <input type="checkbox"/>	37. <input type="checkbox"/>	38. <input type="checkbox"/>	49. <input type="checkbox"/>	50. <input type="checkbox"/>
3. <input type="checkbox"/>	4. <input type="checkbox"/>	15. <input type="checkbox"/>	16. <input type="checkbox"/>	27. <input type="checkbox"/>	28. <input type="checkbox"/>	39. <input type="checkbox"/>	40. <input type="checkbox"/>	51. <input type="checkbox"/>	52. <input type="checkbox"/>
5. <input type="checkbox"/>	6. <input type="checkbox"/>	17. <input type="checkbox"/>	18. <input type="checkbox"/>	29. <input type="checkbox"/>	30. <input type="checkbox"/>	41. <input type="checkbox"/>	42. <input type="checkbox"/>	<b>TIE BREAKER</b>	
7. <input type="checkbox"/>	8. <input type="checkbox"/>	19. <input type="checkbox"/>	20. <input type="checkbox"/>	31. <input type="checkbox"/>	32. <input type="checkbox"/>	43. <input type="checkbox"/>	44. <input type="checkbox"/>		
9. <input type="checkbox"/>	10. <input type="checkbox"/>	21. <input type="checkbox"/>	22. <input type="checkbox"/>	33. <input type="checkbox"/>	34. <input type="checkbox"/>	45. <input type="checkbox"/>	46. <input type="checkbox"/>	<b>TOTAL SCORE</b>	
11. <input type="checkbox"/>	12. <input type="checkbox"/>	23. <input type="checkbox"/>	24. <input type="checkbox"/>	35. <input type="checkbox"/>	36. <input type="checkbox"/>	47. <input type="checkbox"/>	48. <input type="checkbox"/>		

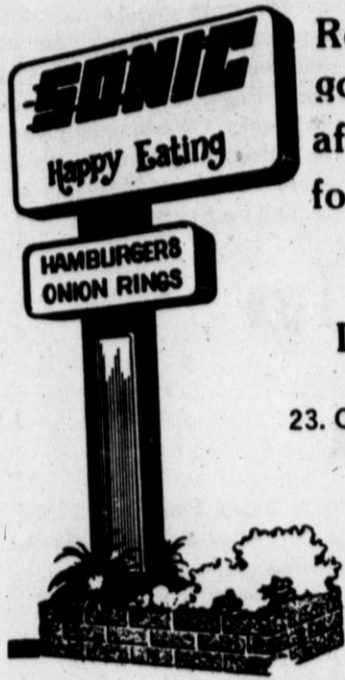
Mail to Box 673 or Bring By Office at 130 W. 4th

**THIS SPACE  
COULD BE WORKING  
FOR YOU!  
CALL**

**364-2030**

21. Tulia at 22. Muleshoe

**Lots of Luck  
HERD!**



Remember to go by the Sonic after the game for your favorite Hamburger and Ice Cold Coke

23. Olton at 24. Lockney

305 N. 25 Mile Ave.  
364-6881

**FOR ALL YOUR  
INSURANCE NEEDS  
TODAY AND  
TOMORROW**

25. Arizona at 26. Tech

**HOME-LIFE-BUSINESS-CROP**

**OR CAR SEE**

**PROPERTY  
ENTERPRISES**

205 S. 25 Mile Avenue  
364-6633



**DISCOUNT CENTER**

For all your football game necessities:

- THERMOS BOTTLES
- STADIUM BLANKETS
- STADIUM SEATS
- MUCH MORE

**GIBSON'S - WHERE YOU BUY THE BEST FOR LESS!**

27. Arkansas at 28. Oklahoma State

For complete Water Well Service... Irrigation or Domestic, See

**WALL & SON'S  
DRILLING INC.**

We own and operate both  
TEST HOLE RIG  
and  
ELECTRIC LOGGER

Get The Best Well For Your Money!

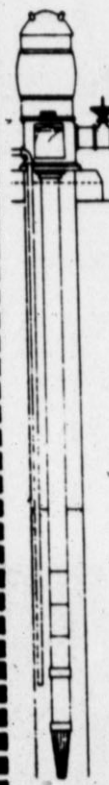
364-0635

Progressive Road & 15th Street

29. Baylor at 30. Kentucky

**EFFECTIVE NOW**

The Directors of Deaf Smith Electric Cooperative have voted to begin accepting contracts for the conversion of gas wells to electricity. The Cooperative is placing No Limitation on the size wells to be converted for an unspecified period of time. The Board of Directors and Management of Deaf Smith Electric are hoping that the convenience of electric irrigation and the conversion of many inefficient gas wells will strengthen the area economy. Contracts can be signed at the electric cooperative's office in Hereford. For further information call Deaf Smith REC - 364-1166



364-1166

**Deaf Smith REC**  
HELPING TEXAS GROW!

31. SMU at 32. Penn State

Send someone you love a beautiful

**FALL  
ARRANGEMENT!**



"Say it with flowers..."

Say it with ours."

33. Utah at 34. Houston

**Ron Smith's  
Flowers West**

PARK PLAZA CENTER  
BOX 1847  
HEREFORD, TEXAS 79045

364-6452



See us for:

Pentel, Cross &

Parker Pens & Pencils

35. Rice at 36. Oklahoma



**First...**

PRINTING COMPANY

240 East Third St. 364-1090  
HEREFORD

37. Wyoming at 38. Texas

**THE MONEY  
GROWERS  
ASSOCIATION**



**Hi-Plains Savings  
and Loan Association**

119 E. 4th

364-3535

Entire Stock  
of Playtex  
**BRAS  
&  
GIRDLES**



**\$2.00 OFF**

39. A&M at 40. Boston College;

DOWNTOWN AND SUGARLAND MALL

**Anthony's**  
CR ANTHONY CO.

**WE BACK  
THE HERD!**

Our confidence is showing

**BEAT THE BULLDOGS!**

41. WTSU at 42. Southern Ill.

**Hereford**  
STATE BANK

Time & Temp.  
364-5100

Member  
FDIC

Your nextdoor neighbor.

State License Bonded

We encourage you to back

**THE WHITEFACES**

Attend all the home games.

Your Complete Plumbing Co.

**Gonzales Bros.**

Plumbing Company

- Heating • Cooling • Water Heaters

- Air Conditioning

- Ditching • Sprinkler Systems

CALL THE PROFESSIONALS

FOR A PROFESSIONAL JOB

43. Southern Cal at 44. Alabama

West Walnut Rd.

364-0193

Color us blue,  
green, red,  
orange, white...

See the stunning  
array of colors  
available now from  
Gemini Carpets



45. Michigan at 46. Notre Dame

**GEMINI  
Carpets**

Sugarland Mall



We're  
Backing  
The  
**HERD**  
All The Way

**POWER**

47. St. Louis at 48. Dallas

Let us show you our fine International  
Harvester Tractor Line.

**OGLESBY  
EQUIPMENT CO.**

Holly Sugar Road

364-1551



49. Los Angeles at 50. Houston

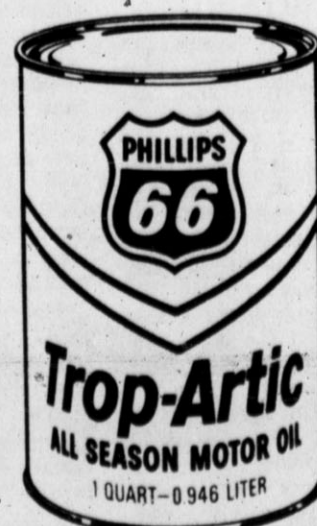
Protect your car  
from heat and  
cold. From rust  
and wear. From now on.  
With Trop-Artic Motor Oil.

**ALLRED  
OIL CO, INC.**

BOX 590

HEREFORD, TEX

364-3366



**Support The  
Herd!**

**Keepsake**  
Registered Diamond Rings

**Speidel**

51. Cleveland and 52. Pittsburgh

ACCUTRON®/BULOVA®/CARAVELLE®

**Kester's  
Jewelry**

SERVING HEREFORD SINCE 1927  
ACROSS FROM THE POST OFFICE  
IN DOWNTOWN HEREFORD





The Hereford Brand Sports

Baseball Drama Tempered Sometimes With Comic Relief

Running Club Formed

Rick Yosten Wins Contest

Rick Yosten of Route 4, Hereford, wrapped up 1st place honors in the second week of the Brand's Football Contest.

To be eligible for the season awards, entrants must have at least 11 scores. If an entrant turns in a form each week, the best 11 entries will be judged.

Stanton Blanks Clovis, 20-0

The Stanton 9th grade Dogies blanked Clovis Yucca junior high here last Friday 20-0.

Memorial Roping Event Scheduled

The 9th Annual Wesley-Sims Memorial Roping will be held Sept. 23 and 24 at the Happy Rodeo Arena.

This is why Casey Stengel, with his crazy logic and convoluted English, is the game's patron saint.

the middle of it all like the impervious drop-in neighbor who doesn't care if you ARE late for a date with the Jones'.

Giants got their chance against the 39-year-old rookie, and came up with a lonely run - unearned - to Atlanta's 4.

A group of Hereford citizens have formed a running club and elected a slate of officers.

Rams Prove Cowboys Beatable

The Dallas Cowboys are not invincible. All it takes to beat them is an aggressive, hard-hitting defense and a good, little quarterback.

The Green Bay Packers and New York Jets were knocked from the undefeated list Sunday, the Packers bowing to the Oakland Raiders 28-3.

Sims, who gained 121 yards on 23 carries, earlier scored on runs of 3 and 2 yards.

Angels 16-14 on a late field goal and dropped a 35-30 decision to Washington last week.

should have called the police." Dolphins 31, Bills 24

It was like old times for Miami, which pounded out 275 yards on the ground in posting its NFL record-tying 17th victory in a row over Buffalo.

The Hereford Brand SPORTS logo with a silhouette of a person.

Advertisement for Red Wing shoes: FOR CASUAL WEAR TOUGH AND GOOD LOOKIN' 9" DRESS PECOS



The power of the advertising dollar.

POWERFUL DOLLARS! That's something every businessman is looking for.

The Hereford Brand Call 364-2030

Tuesday Nite Buffet MEXICAN FOOD



Mrs. Abalos' Lil Charro Too! Restaurant 841 E. 1st

5 P.M. TO 9 P.M. \$1.99 plus Tax & Drink Children 99¢

ferti-lome WINTERIZER advertisement with logo and text: Protect your lawn throughout the long, hard winter!





