



Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says the trouble with being puny 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.

Ford, raised on the High Plains, 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.

IN NEW HARVEST, Ford has bound his poetry, prayers and personal testimony in order to "help others who are searching for God." Photographs by Susan Elting Hillyard of Scarsdale, N.Y. are coordinated with Ford's prose and poetic statements about nature and spiritual life.

"I was motivated to write *New Harvest* after breaking through to a new life in Jesus Christ and receiving the gift of the Holy Spirit," Ford said. "It took months of sleepless nights before I finally was given what most men seek at one time or another."

"I WAS literally on the brink of an emotional breakdown when I experienced a spiritual revelation," Ford continued. "Since then, something new is alive in me."

"*New Harvest* was written to help others who might be facing this type of struggle," the author commented. *Pack To Nature* is Ford's most recent publication and is centered around living harmoniously with today's environment. Experience as a scoutmaster and 400 camping days have prepared Ford to present this collection of wholesome recipes.

IN THE prologue, Ford writes, "while many commercial food processors have literally been stripping away all the healthgiving qualities of the foods they handle, and then putting huge advertising budgets behind the over packaged non-food that results, others have been quietly learning more about ways in which we can return to the whole foods which were once our heritage."

Both books were published by Harvest Press, Inc. in Fort Worth.

After graduation from Texas A&M University, Ford served as an Army Captain. He then married Marjorie Anne Winn of Dallas, who recently co-authored the best selling Deaf Smith Country Cookbook. They have four children, Davis, 16, Cindy, 14, Dan, 12, and Susan, 11.



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 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 Odella 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 Summerfield; 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.

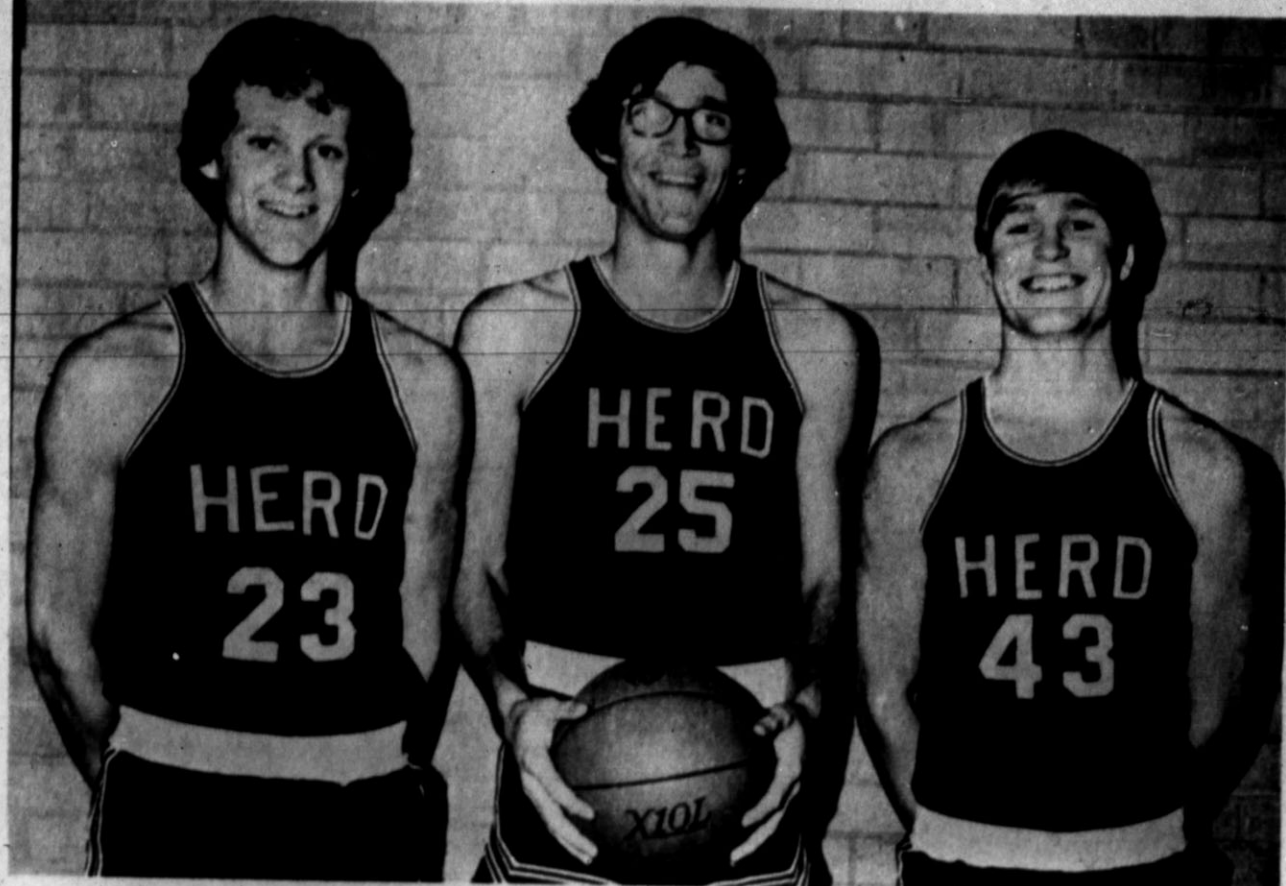
MORE THAN 100 Kiwanians are expected for the meeting, and some 15 coordinators will be informing represent-

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.

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.

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."

STRESSING the progressive attitude of the people of the Hereford area, Faubion said he was thankful he lived in a community "where a man can dream, and people will listen." He added that this was the spirit that impressed him when he moved to Hereford in 1961, "and I saw the results in the growth and progress of the community as people dreamed dreams, then made them come true."

The C of C president told Lions he was hopeful that the organization of the Goals for Progress Committee (GoPro) would be

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.

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 Gorham 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.

STATE CAPITAL Highlights AND Sidelights

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 Mrs. 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 1,170,253 votes to win over Republican Tom Cole, with 379,108 and the Socialist Workers Party nominee, with 30,577.

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 G. Holt, with 559,402.

Votes for governor and lieutenant governor will not be canvassed until the legislature convenes in January. The House of Representatives takes care of that. The Board of Canvassers canvasses the other races, 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 88 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 184 of the 254 constitutional county courts have judges who are not attorneys. Only six per cent of 934 justices

of the peace are attorneys, and about 65 per cent of the 215 municipal courts (in cities over 5,000) are licensed lawyers.

RATE 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 \$29.6 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 2,259 indirectly created. The industries will produce \$7.4 million in federal taxes a year, \$445,734 in state taxes and \$537,287 in local taxes, according to Texas Industrial Commission projections.

Plants are planned in Palestine, Bryan, Columbus, Morton, Summerfield, Ranger, Longview, Freeport, Marshall, Donna, Waco, New London, Tenaha, 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. Lindon Williams of Houston. Forty-two other states al-

ready have enacted similar bills. Federal legislation changed the date from November 11 to the last Monday in October.

NEW APPROACH BACKED — Governor Briscoe is backing the so-called "weighted pupil approach" to determine spending for public schools.

The formula would take the place of a specific allocation of dollars per classroom teacher unit. Money would be divided among schools in line with time of pupils spent in different types of classes. More "weight"—and more money—would go to the executive types of instruction.

Briscoe announced 60 meetings will be conducted over the state December 2-19 to detail tentative proposals developed for restructuring state school finance systems in 1975.

Meetings are slated in Edinburg, Corpus Christi, Kilgore, Amarillo, Victoria, Houston, Huntsville, Mt. Pleasant, Lubbock, Austin, Fort Worth, Waco, Abilene, Beaumont, Richardson, San Angelo, Midland-Odessa, San Antonio, Wichita Falls and El Paso.

SHORT SNORTS

Berl L. Handcock, an Austin city councilman, will become director of the Governor's Office of Equal Employment Opportunity January 7.

The Governor announced he will ask the legislature to double the state share of cost of instructional television in the classroom to a maximum of \$1.50 per child for the school year.

Attorney General Hill held a university may delay furnishing names of its seniors to a citizen for a month while its code file is being used for registration and reports to state agencies.

U.S. Civil Service Commission is helping develop a proposed centralized personnel policy for Texas.

Add Limestone, Nolan and Upton counties to those requested for disaster area designation due to drought and other adverse weather.

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 1.4 percentage points since last October's 3 1/2-year 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 6.0 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 midsummer 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.

Over the past year, each of these groups, experienced substantial jobless increases. Adult men were hit particularly hard, as their rate moved from 3.0 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 3.7 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 5.3 to 5.6 per cent. The jobless rate for workers covered by state unemployment insurance programs increased to 3.6 per cent in October after remaining around 3.4 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 5.4 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 non-veteran counterparts. The jobless rate for young veterans was 11.7 per cent, compared with 8.2 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 92.0 and 86.5 million respectively, were both about unchanged in October following sizeable increases in September. Since October 1973, the civilian labor force has risen by 2.1 million. Adult females made up 1.0 million of this increase, with adult males and teenagers accounting for 820,000 and 290,000 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 upward revisions) of 360,000. The stability in the October total masked offsetting movements in the goods- and service-producing sectors, however, as a decline of 110,000 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 non-agricultural payrolls edged

down 0.1 hour in October to 40.0 hours. Factory overtime declined for the second straight month.

Average hourly earnings of production or nonsupervisory workers on private nonagricultural payrolls rose 0.9 per cent (seasonally adjusted) in October. Since October 1973, hourly earnings have advanced 8.8 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 \$4.34. Since October 1973, hourly earnings have advanced by 35 cents. Weekly earnings averaged \$158.84 in October, down 14 cents from September but up \$11.21 over October of last year.

The Hourly Earnings Index — earnings adjusted for overtime in manufacturing, seasonality, and the effects of changes in the proportion of workers in high-wage and low-wage industries — was 163.3 (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 ended in September, the Hourly Earnings Index in Dollars of constant purchasing power declined 2.9 per cent.



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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 3-0-10, Arney 3-4-10, Munnerlyn 3-2-8, Hull 2-6-10. 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.



OUTDOOR TOPICS

by Bob Brewster
MERCURY OUTDOOR CONSULTANT

SELECTING A FISHING ROD

Have you ever become frustrated when trying to buy a new fishing rod? The variety of sizes, weights and action: make it difficult to choose when facing a rack containing several hundred fishing rods. Where do you start? Which is the perfect rod for your type of fishing?

Unfortunately, store clerks don't always know about the products they're selling, and buying a fishing rod is almost like buying shoes; if it doesn't fit, it can hurt! Recognizing this problem, Mercury Outdoor's fishing department offers some tips that will help you get the right equipment.

There is no one rod that will do everything. Most experienced anglers own several fishing rods and have tailored them to fit their particular needs after years of trying various lengths and actions. The first thing you should do is determine what type of rod you want.



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

- Who was named the Amer-League's Most Valuable player?
- Who is the Atlanta Falcon's coach?
- Was Unseld plays basketball for what pro team?

Answers To Sports Quiz

- Jeff Burroughs, Texas Rangers.
- Marlon Campbell.
- Washington Bullets.

Dr. Milton C. Adams

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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. Rojas, 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.")

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The SEATON - Model F80W - Enjoy radio broadcasts and tapes with this Allegro. Solid-state AM/FM/Stereo FM tuner/amplifier with Digitize automatic dial scale selector, 8-track cartridge tape player. Two Allegro 1000 speakers. 8-track Two speaker matrix for "four dimensional" sound effect when you add two extra Allegro speakers. Woodgrained Walnut color cabinets.



Mrs. Brucie Rose
...retires after 17 years

Mrs. Blakey To Fill Post

As of today, Mrs. Brucie 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 1967, 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, 205 S. 25 Mile Ave., telephone — 364-6633.

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 there," 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 725 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 56 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 Low Turkey Prices City's Musicians Help Holiday Menu

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 Guiley, 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 Waser 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.

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.

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

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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.

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COW POKES

By Ace Reid



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



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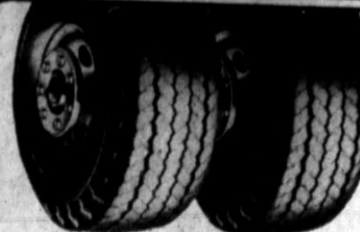
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C78-13	7.50	30.00	22.50	1.99	H78-14	9.75	39.00	29.25	2.77
C78-14	7.75	31.00	23.25	2.07	G78-15	9.50	38.00	28.50	2.63
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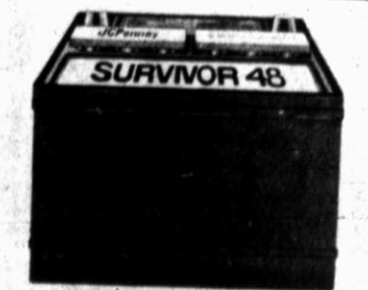
Tire size	Save	Reg.	Sale	+ fed. tax
670-15/8	10.99	43.96	32.96	2.36
700-15/8	12.49	49.96	37.46	2.77
650-16/6	10.49	41.96	31.46	2.52



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Cargomaster 930 wide truck tire. 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	46.96	35.71	2.71
700-15/8	13.24	52.96	39.71	3.11
650-16/6	10.74	42.96	32.21	2.90



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Reg. \$9.95. Sale \$7.44. Engine analyzer. Tests 4, 6, or 8 cylinder engines. 8V or 12V positive/negative ground. Checks point resistance, dwell, low RPM (0-1000), high RPM (0-10,000), volts, amperes.

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WITH EACH FILLED GOLD BOND
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NABISCO
1-LB. BOX

9¢

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ROUND STEAK	FURR'S PROTEN LB.	ADVERTISED SPECIAL	\$1⁰⁹
STEW MEAT	FURR'S PROTEN LB.		\$1⁰⁹
SIRLOIN STEAK	FURR'S PROTEN LB.		\$1⁰⁹
T-BONE STEAK	FURR'S PROTEN LB.		\$1⁴⁹
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FOOD CLUB
HEAT N SERVE
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BULK PAK
HEAT-N-SERVE
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BOLOGNA OSCAR MAYER 8-OZ. **74¢** OSCAR MAYER 12-OZ. **\$1⁰⁹**
FRANKS OSCAR MAYER MEAT OR BEEF LB. **\$1²²**

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

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1 FRIED CHICKEN
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1 PINT PLAIN JELLO

FURR'S DOUBLE YOUR MONEY BACK GUARANTEE!
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DOUBLE GOLD BOND STAMPS
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WITH \$2.50 PURCHASE OR MORE



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REGULAR 5-LB. BAG **98¢**

THIS COUPON ENTITLES YOU TO **SAVE 30¢**
MAXWELL HOUSE COFFEE
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expires 12-4-74
LIMIT ONE COUPON PER FAMILY

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

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

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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¢**

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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.
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Note: The only exceptions to our pricing policy is when price change timing is controlled by law.
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CHEWABLE VITAMINS UNICAP **\$2⁷⁷**

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COLOR TYPE 88 **\$3⁶⁵**

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

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 invite scandal similar to one in laws and practices to drift is 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 act 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 impounds 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. Ayoub, 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 Special Olympics programs 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.

Also Mr. and Mrs. Vernon Kaul, Sabetha, Kan.; Harold Stamer, Hiawatha, Kan.; Mrs. Paul Dientsbayer, Wichita, Kan.; Mrs. Joe McEaney, St. Joseph, Mo.; Mrs. Darwin Sprows, Portales, N.M.

Also Mr. and Mrs. Oren Stoner, Coffeyville, Kan.; Mrs. Charles Karr, Ft. Smith, Ark.; Mr. and Mrs. Joe Jaul, Lincoln,

Kan.; Helen Kaul, Barnard, Kan.; Mr. and Mrs. Leslie Broadbooks, Erick, Okla.

Also Mr. and Mrs. James Hooten, Richmond; Mr. and Mrs. Marlin Pierce, Amarillo; Donna Jones, Dumas; Deborah Shirley, Friona; Verna and Robert Schroeder, Pampa; Jimmy Clark, Lubbock; Mrs. Melvin McCuiston and Betty Talley, Miami.

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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
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SHOWING
TUES. DEC. 10
COWAN JEWELERS
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DOLLAR DAYS Sale

**CLOSE OUT!
DRESSES, PANTS
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Entire Stock of Teens and Petites

1/3 OFF!

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

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MONDAY
NIGHTS
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On Main Street Downtown

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**ONE RACK CHILDREN'S FALL
DRESSES & PANT SUITS**

1/3 OFF!

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

20% OFF

**EISENHOWER
DOLLAR
ONLY \$13.50**

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 Jewelers
MEMBER AMERICAN GEM SOCIETY

RECIPE
By Sarah Anne Sheridan

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.

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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 not 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 No. 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 Reinart, Dalhart, Texas—Milo—Average yield on commercial fertilizer program-5800 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. 364-5185 Bus.
Charlie Riffin 364-4047 Res.
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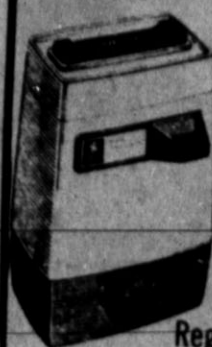


REMINGTON MARK I

This deluxe cord shaver gets more shaves at your beard and fewer shaves at your skin! 4 position comfort dial, advanced trimmer!

Reg. \$26⁹⁹

\$23⁴⁴



SHAVE CREAM DISPENSER

Uses any leading standard aerosol shave cream, 11 oz. or 6 oz. can! Hot, moist shave cream for smoother, more comfortable shaves! Completely waterproof design, SCD-4.

Reg. \$14⁹⁹

\$11⁴⁴

SUPER SAVINGS

DI-GEL

Liquid Antacid-Anti Gas
12-Oz.

Reg. \$1⁹⁹
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Vicks

FORMULA 44

Cough Mixture
3-Oz.

Reg. \$1⁹⁹
\$1¹⁷

Golden T

VITAMIN C

Chewable
100 Tablets

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FLEX

Non-Aerosol Hair Net
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13-Oz.
Reg. \$1⁹⁹
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Johnsons

BABY POWDER

24-Oz.

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Natural Wear Miss Clairol
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Reg. \$1⁹⁹
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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. \$1⁹⁹
\$1⁰⁷

COMET

Cleanser With Chlorinol
14-Oz.

\$1⁰⁰

4 or 5 Roll
GIFT WRAP

Choose 4-roll, 25 sq. ft. foil wrap or 5-roll, 50 sq. ft. paper wrap. 26" wide.

YOUR CHOICE
87¢



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

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HAIR DRYER

500 Watts of power dries hair super-fast

\$10⁹⁹



NEW! AUTOMATIC COOKER FRYER



CF18
Full range temperature control. Deep-fry basket. See-thru glass cover. Signal light. Cooking guide. Great for a gift!

5-1/2 Qt. Capacity
Cooking GUIDE
\$9⁸⁸ Each

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50 miniature lights with cactus reflectors. Burns steadily or twinkles.

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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



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21 Ct. 1 Design

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DOOR MIRRORS

11" x 47"

2⁹⁹ each

SHATTER PROOFED FOR SAFETY
WOOD GRAINED FRAME

Lady Schick Mist
HAIRSETTER

Reg. \$20⁹⁹

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HOLSTER SET

\$2⁴⁴

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

FUN TOYS

Mattel

\$8⁴⁴

Your Choice

Reg. 51¢

BATHROOM TISSUE

2 Roll Pkg.

38¢

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



Girl's SWEATER SET

100% Acrylic, machine washable asst. styles, colors, Sizes 7-14 Reg. \$4⁹⁹

\$4⁴⁴



GLASSWARE

Crystalware with gold lip edging. Gondola Bowl, Lombardi Bowl, Cornucopia, Fentic Bowl, or Candy Bowl & Cover. Great buy!

YOUR CHOICE! **\$1⁸⁷** Ea.

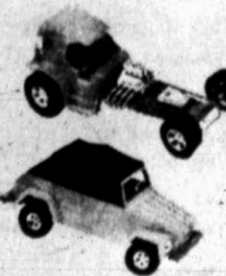
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FUNNY CARS

Molded poly cars. Assorted styles to see. Moveable wheels.

Reg. \$1²⁷

88¢



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

\$14⁸⁸



Ladies' CARDIGAN

Hand washable, V-Neck, button front, 2 front pockets, nylon sleeve, In Navy, Brown, White, Camel, Black, Burgandy

Sizes 36-40

Reg. \$7⁹⁹

\$6⁸⁸



Ladies' CARDIGAN

100% Hand washable, long sleeve shawl collar, two front pockets, Colors White, Brown, Black, Burgandy, Gold, Green,

Sizes 34-40

Reg. \$10⁹⁹

\$9⁸⁸



Mr. Scott

Polyester

DRESS SLACKS

Reg. \$11⁹⁹

\$9⁸⁸



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 foods 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 anything 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."

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Calendar Of Events

- SUNDAY**
St. Thomas Episcopal Women of Church, parish hall, 9:30 a.m.
Hereford Country Club, 7:30 p.m.
VFW, VFW clubhouse, 8 p.m.
AARP covered dish dinner and fun party, Community Center, 6:30 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Civic Club Center, 8 p.m.
Women's Golf Association, John Pitman Municipal course, 9 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 Afflatus 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, KC 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, 9:30 a.m., for tour of Amarillo Garden Center.
Young Homemakers Extension Club Christmas party, home of Mrs. Sam Mazurek, 7:30 p.m.
Patricarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Kiwanis 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 Noland, 3 p.m.
Bud To Blossom Garden
- 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-Castro Counties 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 Sheffy 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 \$15. Anyone interested in this course should contact Mrs. Wanda Spain, Chairman, 213 West Third, or Mildred Sheffy, PLS, 104 Aspen. Enrollment deadline is December 17.

Hao 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."

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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 Fullingim and Mrs. Mary Haraden.

Candor 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, Floydada 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 "gouging 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 Bazaldua, 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 43-45 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 Puppeteers 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 no 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 Puppeteers 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 Puppeteers 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 Puppeteers 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 Harkness, 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, gave his 40 employees dinner and drinks and then announced that he was giving each employe a \$50-a-week raise. He paid the first installment in cash at the dinner.

SHOP EARLY BE SMART
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The Hereford Brand, Hereford, Texas, Sunday December 1, 1974

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 great 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.

between wearings. 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 constating colored collars and cuffs.

Long sleeves get dirty faster than short or three-quarter length.

Leather, fur, sheer chiffon, wool crepe, pleats, beading and intricate designs usually add to the cleaning cost.

Remove any buttons or trim yourself that cannot be dry cleaned.

Deliver your own clothing to the dry cleaners, because deliveries mean extra charges.

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."

Non-governmental organizations of women in several countries promoted the idea that the United Nations should designate a year for women. Years have been set aside previously for human rights, population, and international cooperation, she said.

Observance of 1975 as International Women's Year will involve stock-taking to determine progress made on the rights and responsibilities of women, and on steps which still need to be taken.

"The year can be a staging time for new programs and ideas which would be set in motion and continue past 1975. The Year should involve men as well as women. Men have a stake in International Women's Year, because the

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. Wissler 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):
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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

Size	Description	Price	F.E.T.
3-JR70-15	Radial V-1 (BLEMS) White	41.71	3.09
44-G-70-15	Radial 500 (BLEMS) White	50.75	3.03
50-MR70-15	Radial 500 (BLEMS) White	54.11	3.24

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 5tk WS	33.37	2.50

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Plus 80c est tax exp. and recappable exchange tire.
RETREADS ON YOUR OR OUR SOUNDING CASINGS

Firestone SERVICE COUPON
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
LIMITED TIME OFFER

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?

Choose darker clothing that does not show soil easily. Avoid constating colored collars and cuffs.

Long sleeves get dirty faster than short or three-quarter length.

Leather, fur, sheer chiffon, wool crepe, pleats, beading and intricate designs usually add to the cleaning cost.

Remove any buttons or trim yourself that cannot be dry cleaned.

Deliver your own clothing to the dry cleaners, because deliveries mean extra charges.

INDIAN JEWELRY SHOWING
TUES. DEC. 10
COWAN JEWELERS
DOWNTOWN

WE'VE GOT A GREAT SELECTION OF GIFT IDEAS

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

- Jewelry
- Hosiery
- Bags
- Scarves
- Shevelva Robes
- Long Dresses

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

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

Remember her with a gift from the VOGUE

THE Vogue
Bess Moore Owner
Downtown

WHY PAY MORE

THRIFTWAY

A BETTER WAY TO SAVE

- BATHROOM TISSUE**
Softlin
2 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**
Longhorn 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 **\$4.98**
72"x90"

- 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
78c
10 LB. BAG

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

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

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

- 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**

PLAYTEX LIVING GLOVES
SMALL MEDIUM LARGE PAIR **\$1.09**

SPECIALS GOOD DECEMBER 2-7, 1974

THRIFTWAY
426 N. MAIN
HEREFORD, TEXAS

MARGARINE MAZOLA W/COUPON **69c**

10c VALUABLE COUPON 10c
MAZOLA-QTRS. **MARGARINE** LB. CTN. **69c**
WITH THIS COUPON VOID AFTER DEC. 7, 1974 THRIFTWAY FOOD STORES
10c THRIFTWAY 10c

20c VALUABLE COUPON 20c
NO. 51616 GOLD MEDAL **FLOUR** 5 LB. BAG **69c**
WITH THIS COUPON VOID AFTER DEC. 7, 1974 THRIFTWAY FOOD STORES
20c THRIFTWAY 20c

79c

Holiday Homes Tour In View



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.

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.



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



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.



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 Zimmermann, 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.

Holt Home Scene Of Holiday Tea

A gala beginning for the Christmas party season was a tea in the Earl Holts' 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 glistened with gold metallic threads. Miss Holt was at home from Oklahoma City for the weekend.

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 Meses. Troy D. Moore, Rudy Metz, Les Combs, C.J. Crump, Edward Allison, D.C. McWhorter, R. Paul Coneway and J.H. McCrary.

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.

PARTY PLANNED
Members of Merry Mixers 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 Sonny Evers 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 Tims, 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 5.

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.

Escorting guests to their seats were the bridegroom's brother, Ross Baird and Jerry Homfeld.

Candle lighters were Francis Burris and the bridegroom's niece, Cindy Baird of Amarillo.

The bride's brother, Joe Weaver, Bobby Boyd and Mrs. Joe Carthel sang "We'll Walk With God, Wedding Song and Wedding Prayer."

Mrs. H.E. Owens was organist and Mrs. Bill Devers played the piano.

Given in marriage by her father, the bride wore a floor-length gown of bridal satin designed and made by her mother. Chiffon covered the bodice lantern sleeves which were gathered to lace cuffs.

Chiffon ruffles trimmed a squared yoke and edged the hem of the A-line skirt. Lace and seed pearl appliques decorated bodice, sleeves and skirt.

Layers of net formed the full-length bridal veil. Lace flower appliques ornamented the veil which was attached to a caplet of lace flowers outlined with seed pearls.

She carried a bouquet of yellow silk roses with accents of brown and green tufts. As luck pieces the bride wore in her shoe an 1851 penny which her mother had worn in her wedding and a tourmaline ring which was a gift from her sister Charlene.

Maid of honor wore an orange velvet bodice and a floral crepe skirt of orange, green, gold and brown.

The matron of honor's dress, in the same style, had a brown velvet bodice. Each carried a bouquet of velvet flowers.

For her daughter's wedding, Mrs. Weaver chose an aqua green floor length skirt and a

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 Meses. W.B. Nunley, C.F. Homfeld, Jimmie Bradley, Wheeler Davis, Jewel Bean of Plainview, Rick Bradley of Lubbock, Deway Nolan, R.M. Mason, Walter Kuper, Kenneth DeHart

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

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 "Aletheia" and "Charakter" 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. Wendall Cain, professor of speech, is a member of the Alpha Chi National Council.

Over 500 Watches to select from

COWAN JEWELERS
Downtown

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 Trevino are the parents of a son, Leon Jr., born Nov. 26.

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 over ahead.

Cowan Jewelers
MEMBER AMERICAN GEM SOCIETY
DOWNTOWN

TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown

Seasonal
This is the time of the year when the boys feel gallant and the girls feel boy-ant.
-Pilot, Norfolk.

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.

There are so many pleas for funds in the mail these days that nobody could give to them all, and it would take a Philadelphia Mwyer to decide which are worthwhile and which are probably gyp schemes. Even the legitimate ones are mixed up, so the Easter Seal campaign is in the pre-Christmas mail.

In fact, it has come to the point that my reaction is to give to nothing by mail and save what money I have, to give to local people who come around with a story I can trust.

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 Girlstown you can see for yourself, know where the money goes and turn it over to people you know. Same 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 Madre Mia 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 P'ry want to show it to the kinfolks, 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.

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

IMPORTANT ANNOUNCEMENT
December 24th is the last day of business for **HEREFORD HARDWARE!**
unless we have found a buyer for the store before that date
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, Electric Tubs, Fence Chargers, Blue Lustre Shampoo, Vacuum Cleaner Bags, Pocket Knives (case or queen) Braces, Locks, Nails, Ice Cream Freezers, Brooms & Mops, Paint, Hobby Supplies, Shot Gun & 22 Shells, Hemp Rope Rope, Pipe Fittings, Valves, Faucets, Garden Hose
- HOUSEWARES**
Discounts of 25% to 50%
Electric Appliances, Ovens, Toasters, Mixers, Blenders, Can Openers, Pop Corn Poppers, Skillets, Coffee Makers, Deep Fryers, Crock Pots, Ice Crushers, Egg Poachers, Bean Pots, Warming Trays, Stainless Steel Flat-Ware, Farbware, Kitchen Gadgets, Step Stools, Pot Holders, Aprons, Water Glasses, Cannister Sets, Cookie Jars, Mug Sets, Ironing Boards, Irons, Covers, Kromex, Trays, Candy Dishes, Bowls, Cream & Sugars, Candle Sticks, etc.
Decorative Casseroles, Fondue Sets, Wooden Craft, Salad Bowls, etc.
Wall Decorations, Clocks, Trivets, Wilton Armetale, Thermo Meters, Cake Plates, Covers, Bread Boxes, Viking Glass, Goblets, Sherbets,
- HOUSEWARES CONT.**
Stem Ware, Candy Dishes, Ashtrays, Pitchers, etc. Meat Choppers, Presser Canners, Pyrex, Corning Ware, Corolle, Contact Paper, Cosco Utility Tables, Clothes Hampers, 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 Freshener, Electric Yogurt Maker, Franciscan Earthenware, Cookware, All Brass Items.

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

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

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

Hospital, is a 1974 Hereford High School graduate. The bridegroom is employed with Jake Diel Construction.

Special guests included the bride's paternal grandmother, Mrs. Mae Hare, and her godmothers, Mrs. W.S. Fluitt and Mrs. C.M. Hicks.

The rehearsal dinner was a smorgasbord in the home of the prospective bridegroom, with Mmes. Bill Allen, Mae Hare, Izora McLaughlin and Miss Naomi Hare as hostesses. Prenuptial parties for the bride included a shower in the home of Mrs. Henry Solomon.



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.

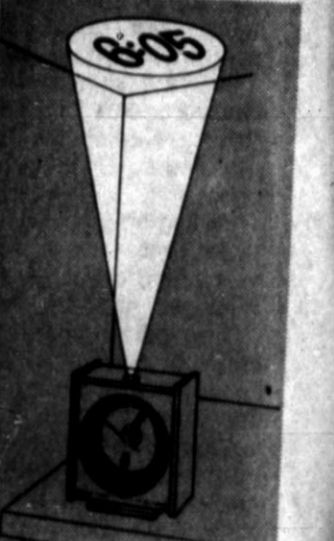
FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown

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

Witnesses Attend Area Convention

Approximately 40 members of the Spanish-speaking Jehovah's Witnesses congregation here have returned from a convention at Lubbock where 1,369 persons gathered from over West Texas and New Mexico and 36 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.

Cowan Jewelers
MEMBER AMERICAN GEM SOCIETY

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.

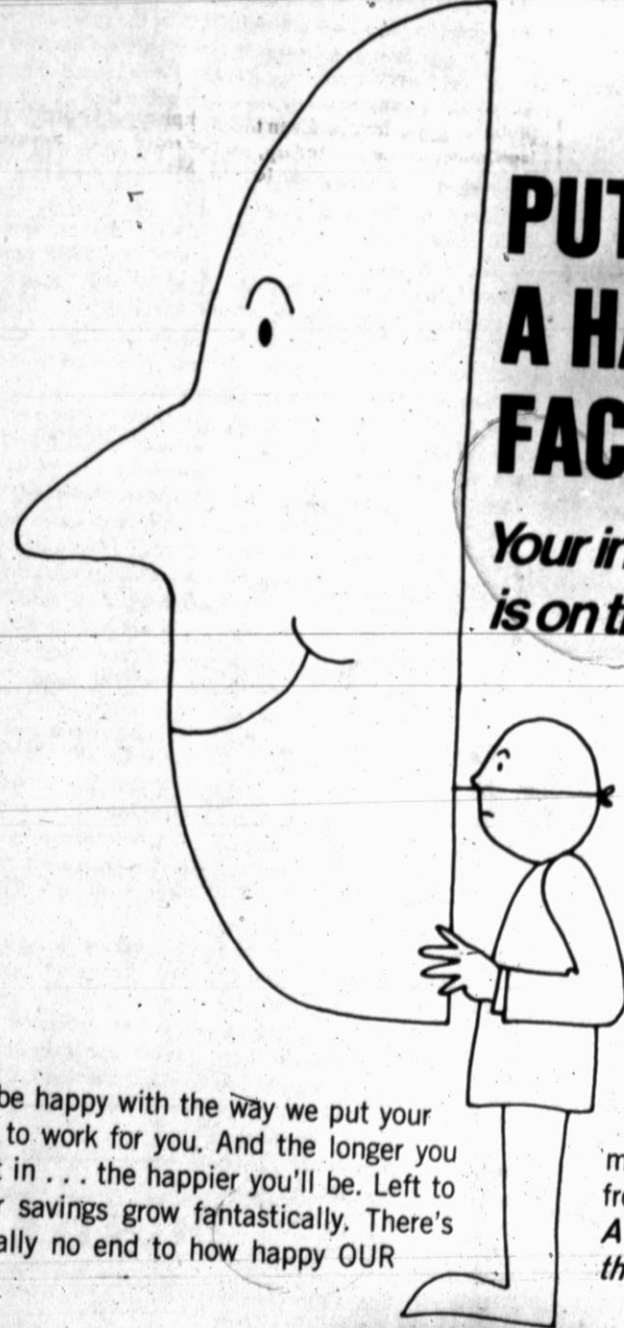
Over 500 Watches to select from
COWAN JEWELERS
Downtown

Thanks

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- Melinda



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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.

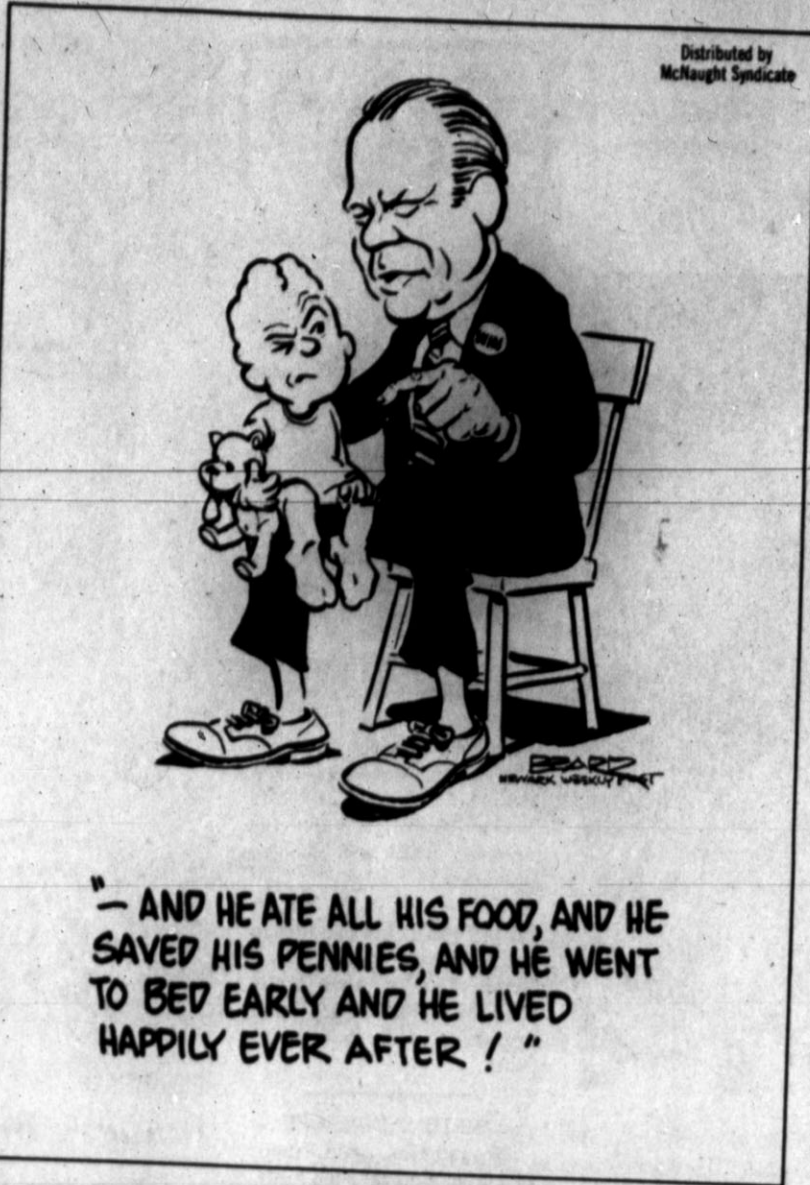
Advertising took 2 per cent of the food dollar and advertising costs are three times greater for television than for newspapers and other print media.

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.



The Sunday Brand Editorial Forum

Hereford, Texas, Sunday, October 27, 1974

Safety Important..... Aspect Of Toys

As the Christmas season approaches, millions of doting 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 have 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 are 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 L. 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., 109 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 Burgett.

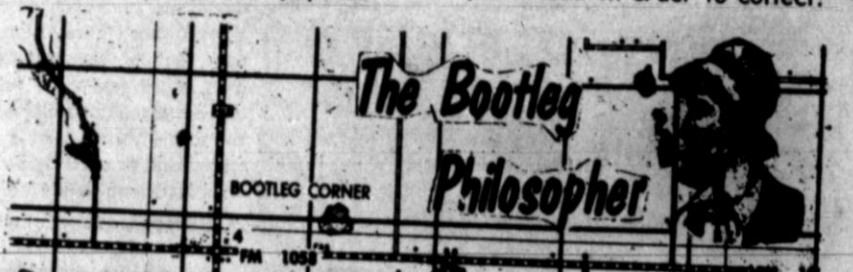
TOUGH TEXAN — Shine Popejoy, gambler, bank robber and bootlegger who operated in the Hutchinson County oil fields in the late 1920's and early 1930's, never objected to killing man when necessary. In one instance, he shot a friend as a favor.

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 Deaf Smith grass farm on Bootleg Corner 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 gone 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 long on grain, and there was Russia long on oil and short on grain.

Shortages Trouble Russians Too

BY ARCH BOOTH
If you were appointed the Central Economic Planner in Charge of Meat Grinder Production, would you know how many meat grinders to produce?

The question is not as silly as it sounds. It is, in fact, at the heart of a debate of great importance to all of us. In dispute is 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 of an economy eliminates mistakes. It does not. It merely insures that those mistakes which do occur will occur uniformly, throughout the economy.

THUS, WHEN someone in Gosplan — 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 decreed that meat grinder production be curtailed. And it was. By 1965, only 90,000 were manufactured. The number kept falling and today it is almost impossible to find a meat grinder in a Soviet store. Soon, no doubt, the cycle 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.

NOR 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 if 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, 1020 Schley St., is assigned as a field wireman in Company C, 2nd Battalion of the 8th Infantry Division's 13th Infantry in Manheim, 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 1908th 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, Ima, 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.

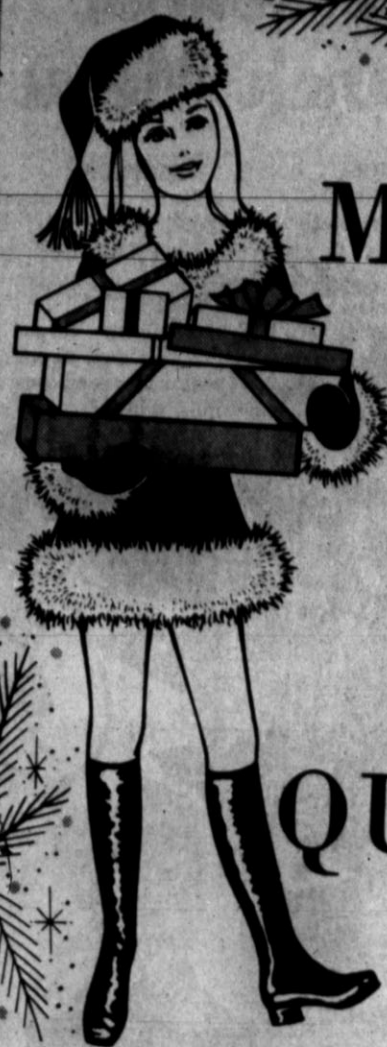
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- ☆ Ships
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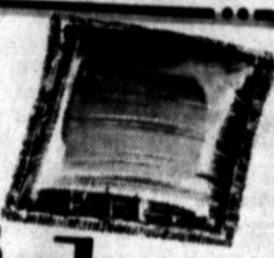
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Church Ceremony Unites City Couple In Marriage

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 his 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 Dzuk, pianist. A solo, "First Time I Ever Saw Your Face," was sung by Miss Gussie 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 Curtisinger.

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

laded 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 Heindol 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	WEDNESDAY — Hot dog with chili or fish dog with tartar sauce, potato stix, cabbage-apple salad, apple pie, bun, milk.
HIGH SCHOOL	THURSDAY — Chicken casserole or Vienna sausage, beans, glazed sweet potatoes, seasoned green beans, fruit, hot rolls, milk.
MONDAY — Pork steak and gravy or beef and gravy, mashed potatoes, peas and carrots, rosy applesauce, hot rolls, milk.	FRIDAY — Beef vegetable
TUESDAY — Western beans or hot tamales, seasoned greens, buttered corn, orange juice, cornbread, milk.	

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

stew or chicken and dumplings, blackeyed peas, cole slaw, peanut-butter bar, cornbread, milk.

ELEMENTARY SCHOOLS
MONDAY — Pork steak 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.

casserole, glazed sweet potatoes, seasoned green beans, fruit, hot rolls, milk.
FRIDAY — Beef vegetable stew, blackeyed peas, cole slaw, peanut-butter bars, cornbread, 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 salad, cookies, cornbread, milk.
THURSDAY — Baked turkey and gravy, peas, carrot sticks, brownies, roll, milk.
FRIDAY — Hamburgers, potato chips, apple pie, milk.

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.

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ember 1, 1974
 mbread, milk
 Baked turkey
 carrot sticks,
 ilk.
 Hamburgers,
 ple, milk.
 wife--I want
 use.
 s, ma'am:
 wife--Oh,
 part you eat

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

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 trees were foliage favorites, maple 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.

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."

Fashion

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.

LOT LIKE
WAS
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 Botany 500
 ALL WOOL & DOUBLE KNITS
 \$125.00 to \$150.00
 You want a suit that reflects your personality, your life style, your taste. It's not difficult to find what you want with 'Botany' 500 suits.

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PULL-ON VESTS
 All Acrylic
 \$7.99 to \$9.99
 Arayle designs 'n' plains. Great color combos, solids. Sizes S, M, L, XL
 Mit Classic
TURTLE NECK SWEATER
 acrylic knit
 \$9.99 to \$7.99
 and design for fit. Choose many colors.
 BOY'S
 2.99 & 3.69
 NO-IRON WESTERN SHIRTS also DOUBLE KNITS
 \$9.95 to \$15.00

Harman's
 SUGARLAND MALL AND DOWNTOWN
QUALITY COST NO MORE
 Night and Day
ARIS ISOTONER GLOVES
 with ISO-MASSAGE ACTION \$13.50

airly 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-G's separates are 100% double knit polyester in a lovely big over-size plaid in pastel blue with pale pink... a new look for the holidays or winter resorting. **Jac shirt \$39.00**
 Pants \$21.00. Sleeveless rib knit shirt, \$13.00, 6-18 \$39.00 Jac Shirt \$21.00 Pants \$13.00 Shirt

A STAR'S CHOICE
 Rex Allen, "Mr. Cowboy", has been thrilling Western fans as an entertainer for years, and he knows what his appearance can mean to his act. That's why he continues to choose world-famous Tony Lama handcrafted boots—the undisputed leaders in style, comfort and craftsmanship. Take a tip from the stars. Play your starring role in Tony Lama boots.
 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.

Giftificate
 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 9½D. And what an A-number-1 gift idea!
NUNN BUSH
 Large Selection of Styles & Colors
 From \$24.95 to \$34.00

center stage
 DIVISION OF SUE ANN, INC.
 VARIATIONS ON A THEME IN ENCRON®. Choose your own special look from three by Center Stage. Each trio of separates become totally different looks when Center Stage coordinates in double knits of 100% Encron® polyester, the fiber that lives. Left: Yellow/bone 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 8½ to 3 and 3½ to 6
 Several Select Styles
 From \$10.99 to \$27.95
GOOD SELECTION MEN'S COWTOWN BOOTS
 Hand Made
 Prices From \$37.95 to \$59.95

HARMAN'S



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

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

SELL IT FAST! BUY IT RIGHT! USE WANTEDS!

Phone 364-2030

CLASSIFIED ADVERTISING RATES
 Readers Ads (Minimum 10 words) 1st insertion per word 10c
 Additional insertions, when paid in advance: per word 8c
 Classified Display (8 pt. type under a specific heading, 1 column width only — no art or signature cuts) per col. inch \$2.00
 Repeat insertion without copy change per col. inch \$1.50
 Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.54
 Deadline for Classified Advertising in the SUNDAY BRAND.
 5 p.m. Friday
 Deadline for Classified Advertising in the HEREFORD BRAND.
 5 p.m. Tuesday

1. FOR SALE Miscellaneous

FIRE WOOD
PINON - OAK
 Seasoned
 Bud Sparks — 364-1264
 Dean Herring — 364-2203
 B-1-13-tfc

For Sale: Like new 1972 Chemetro portable 200 amp arc welder on excellent two wheel trailer which includes cutting torch. Call 364-2947.
 B-1-22-45-tfc

!! CARPET !!
 We have moved to
 310 North 25 Mile Avenue
C & W CARPET
 364-3448
 B-1-14-tfc

For Sale: New 1/2 h.p. compressor, \$120.00. Like new General Electric Dishwasher, harvest gold, \$150.00. Call 276-5802.
 B-1-17-20-tfc

"THE SADDLE HOUSE"
COMPLETE Riding Equipment
 New & Used Saddles
HIGGINS & SOUTH TEXAS ST.
 PHONE 364-3583
 B-1-5-tfc

WE BUY AND SELL USED FURNITURE
BARRICK FURNITURE
 WEST HWY 60
 PHONE 364-3552
 B-1-37-tfc

!!WE HAVE MOVED!!
 TO
KNOWLES AUCTION BARN
 ON MISSION ROAD
 We have a full line of new & used furniture and appliances at bargain prices.
 Open for business 6 days a week
 8:00 a.m. to 8:00 p.m.
BIG JIM'S FURNITURE
 Phone 364-1873
 B-1-31-tfc

FOR SALE
 1-21" Color Console TV
 1-19" B&W Portable
WE MAKE HOUSE CALLS
 Repairs on all makes & models, color, B&W and radios.
TOWER TV
 248 Northwest Drive
 Phone 364-4740
 B-1-25-tfc

For Sale: Simmental Hereford cross bull calves. Call 276-5605.
 B-1-10-21-tfc

For Sale: Good alfalfa hay, \$65.00 per ton. Phone 364-1596 after 7 p.m.
 B-1-12-21-3c

Steel belt radial at reduced prices. Hurry while supply lasts. 50-HR78-15 and 50-GR78-15. Firestone. Call 364-4333.
 B-1-17-45-tfc

For Sale: Baling wire, \$33.50 per roll. 16 ft. well casing, 1/4 wall, new \$12.50. Farwell Pipe & Iron, Farwell, Texas Phone 481-3287.
 B-1-21-46-tfc

LEFT IN REPAIR
 We have several unclaimed stereos left in our repair shop that must be sold. For example — an electronic component with 8 track tape player, deluxe turntable and two speakers. Only \$98.00 or \$10.00 monthly at:
MARTINS SOUND CENTER
 Corner of Georgia & I-40
 Amarillo, Texas
 B-1-45-tfc

VICTORIA HOUSE OF ANTIQUES
 Antiques and gifts, New shipment of cut glass
 For appointment: Call 364-5636
 B-1-46-tfc

For Sale: Size 7-8, 4 long dresses, 3 short party dresses, wedding dress - Chantilly lace bodice, long train, hair piece. Call 364-1238.
 B-1-22-21-tfc

Baled milo stubble. \$32.50 ton. Phone 357-2344.
 B-1-10-21-tfc

New G.E. TV's—Special prices: 10" color portables, \$199.95 25" color consoles, \$499.95 with trade.
TAYLOR FURNITURE & APPLIANCE
 603 Park Avenue
 B-1-22-21-tfc

FREIGHT DAMAGED
 New 1975 model stereos damaged in shipment. Electronic console models with 8 track tape recorder, AM-FM stereo radio, 4 speed record changer and 10 speaker system. List price \$369.95, now only \$185.00 or \$10.00 monthly at:
MARTINS SOUND CENTER
 Corner of Georgia & I-40
 Amarillo, Texas
 B-1-45-tfc

FOR SALE
 New ski coats, wool plaid jackets.
 Western and Wellington boots and lace type.
 New & used western and work shoes and boots for boys and men, also new and used better wear work and dress for entire family.
THE NEW AND USED STORE
 1221 East First or Hwy. 60
 B-1-48-2c

For Sale: 14x70 mobile home, 2 bedrooms, 2 baths, unfurnished. Call 276-5865 after 5 p.m.
 B-1-14-48-2c

For Sale: 3 poodle puppies to persons offering good homes. Phone 364-0863 or 511 Willow Lane.
 B-1-16-22-1c

For Sale: Motorcycle trailer, 15" wheels, 2" ball hitch, good tires. \$75.00. Call 364-6266.
 B-1-48-2p

For Sale: 70 yds carpet. Good condition. \$2.00 yd with pad. Phone 364-2284.
 B-1-48-2p

TAKE up payments on repossessed Kirby. 226 Main. Phone 364-4051.
 B-1-11-48-4c

PILE is soft and lofty... colors retain brilliance in carpets cleaned with Blue Lustre. Rent electric shampooer \$1.
Duckwals, Sugarland Mall
 B-1-22-48-2c

For Sale: Avocado green 30" gas range. Automatic pilot, self-cleaning oven. 2 years old. Call 364-5380.
 B-1-17-48-tfc

FOR SALE
 New wood panelings just arrived - many pattern colors to choose from - \$3.95 per sheet and up.
ROCKWELL BROS & CO.
 104 So. Main, Hereford
 Phone 364-0033
 B-1-48-tfc

For Sale: 195 bu. Caprock seed wheat. Clean, double treated and bagged. Call 364-4327 nights, or see at Scott Seed Company.
 B-1-21-48-tfc

For Sale: 2 year old registered gelding. Phone 364-3583.
 B-1-10-48-2c

CARPETS a fright? Make them a beautiful sight with Blue Lustre. Rent electric shampooer \$1.
McCaull Lumber
 B-1-19-48-2c

SNACK BAR TRAILER
 with 2 serving windows, ice cream machine and ice machine, cook stove and large grill. French fryer, large ice box with large freezing compartment, malt machine and bathroom, 3,000.00.
 Call 267-2646 after 5 p.m. week days, all day Sunday
 B-1-48-2c

For Sale: Several used wall heaters, also some furnaces and used water heaters. Jesse Barrett Plumbing, 364-1818.
 B-1-48-4p

DISHWASHERS... the place to buy
CRIST APPLIANCE
 112 Miles Ave.
 Phone 364-6285
 after the SALE its the SERVICE that counts.
 B-1-48-8c

LADIES, are you interested in earning free SARAH COVENTRY Jewelry for Christmas? Get in on the big Christmas sale. For information, call 364-6404.
 B-1-23-48-2c

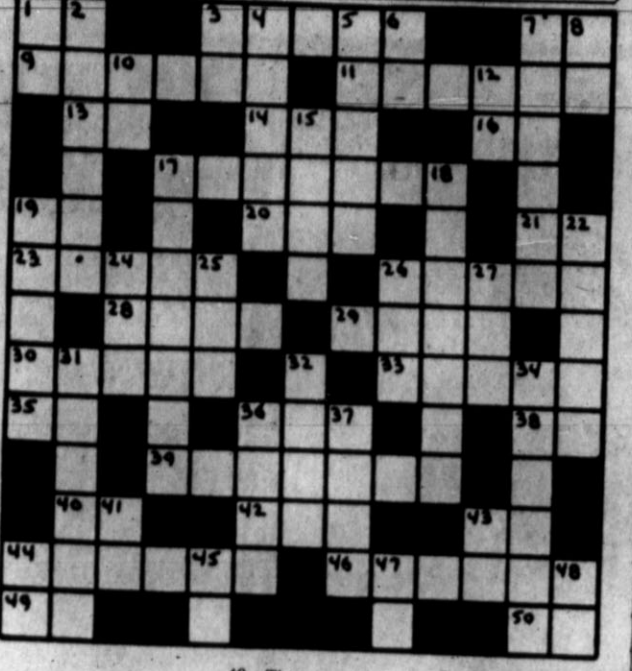
Portable FRIGIDAIRE Washer. Compact & Family Size \$228.00.
CRIST APPLIANCE
 112 Miles Ave.
 364-6285
 B-1-48-2c

For Sale: formal beige divan; washing machine. Phone 276-5605.
 B-1-10-48-tfc

MAYTAG Washers, Dryers & Dishwashers. Congratulations!!!!!! Proud MAYTAG Owners! These fine Folks are your neighbors who are enjoying MAYTAG... the one to buy in the first place.
CRIST APPLIANCE
 112 Miles Ave.
 364-6285
 B-1-48-3c

For Sale: 38" white gas cook stove. Good condition. 230 West 4th.
 B-1-12-22-1c

CROSSWORD By A. C. Gordon



ACROSS
 1 - Type of electric current
 3 - Penitence
 7 - Musical note
 9 - Net
 11 - Servile fellow (two words)
 13 - Erbium (chem.)
 14 - Body part
 16 - Argon (chem.)
 17 - Transferrers of property
 19 - Cycles
 20 - "herring"
 21 - Economic Co-operation (abbr.)
 23 - Articles
 26 - Condition
 28 - Estimate
 29 - Small quantities
 30 - Financial transaction
 33 - State
 35 - City of "The Golden Gate" (abbr.)
 36 - Snake
 38 - Thoroughfare (abbr.)
 39 - Stored

DOWN
 1 - A month (abbr.)
 2 - Repair
 3 - Roman 101
 4 - Additional
 5 - Symbolized
 6 - Compass point
 7 - To merchandise
 8 - Proposition
 10 - Either
 12 - Parent
 15 - Mental concept
 18 - Came to an agreement
 19 - Legislative proposal
 22 - Transferred
 24 - Time period
 25 - Thoroughfare (abbr.)
 26 - Distress signal
 27 - Man's name
 31 - Counterbalance
 32 - What?
 34 - Barbers
 36 - To direct
 37 - Similar
 41 - Asiatic river
 42 - Argon (chem.)
 43 - Law enforcement officer (abbr.)
 45 - Preposition
 47 - Male nickname
 48 - Perform

FOR SALE
 Choice native pregnancy tested cows. Ideal for wheat or stalk fields. Several loads on hand. Sorted to suit. Also can sort up small bunches of strictly choice young or bred heifers.
PHONE 505-762-4445
 Clovis, N.M.
 B-1-22-4c

For Sale: Tulsa winch, 9 tons, used. \$275.00. 364-4603.
 B-1-10-22-4c

"NEVER used anything like it," say users of Blue Lustre for cleaning carpet. Rent electric shampooer \$1.
Hereford Hardware
 B-1-20-22-2c

For Sale: 500 gal. butane tank; 3-leg T.V. tower; 6 heaters, freshen in spring. 289-5515.
 B-1-16-22-1p

CHRISTMAS GIFT!!
 Victor personal electronic calculators; also printing electronic calculators. We have a limited supply.
DENNIS OFFICE MACHINE
 620 Park Avenue
 Hereford, Texas
 S-1-22-1c

For Sale: Story and Clark solid pecan piano. Call 364-5280.
 B-1-10-22-tfc

For Sale: Cook top and oven; new Singer vacuum cleaner attachments. Call 364-3770.
 B-1-13-22-2c

RED BRAHMAN BULLS
 We now have a selection of over 80 quality service age bulls for sale. Buy a Brahman bull now and produce your own F-1 replacement heifers while cattle prices are down. Solve your calving problems by breeding your heifers to a Red Brahman Bull.
BEN FITZGERALD
 P.O. Box 3127
 Tyler, Texas
 Phone 597-2515
 B-1-22-3c

Use the most modern method of carpet cleaning in America today. "Steam clean" your carpets with the Trex Hydro-Mist System. Do it yourself. Save money. Easy to use. Fantastic results. Available for rental at
THE SHERWIN-WILLIAMS CO.
 Sugarland Mall
 Phone 364-4484
 S-1-16-7c

REMEMBER!
 Call Fuller for Fuller Brush products. Jessie Fuller, 578-4377; or Cecelia Fuller, 578-4374.
 S-1-14-14-tfc

FOR THE BEST BUY IN
 Pre-owned and personally selected cars
Contact
COMBS USED CARS
 F.D. "Chick" Holbert (Owner)
 1503 Park Avenue
 Hereford, Texas 79045
 Office Ph. 364-1310
 Home Ph. 364-1797
 Bank Rate Financing Available
 B-3-13-tfc

1968 IHC F-1800 series. Twin screw. Excellent condition. 1973 F-250 Ford, LWB. Power steering, 4 speed 390 engine. 364-0951.
 B-3-19-47-tfc

1971 Dodge Polars. Steel belted radial tires. 32,000 miles. Excellent condition. Call 364-4342 after 4 p.m.
 B-3-15-21-tfc

1963 GMC, V-8, 1 ton, flatbed with 1967 250 AMP welder. Good shape and ready to go. Must sell, together or separate. Call 267-2183, Vega.
 B-3-47-8c

1974 Ford 390, V-8 four speed, 1 ton welding truck with 200 AMP Lincoln Welder, 6,000 miles. Nice rig. Call 267-2183, Vega.
 B-3-47-8c

FOR SALE: 1969 Chev. tandem truck. See at 100 North Cherokee Drive. Call 364-2948.
 B-3-15-47-4c

For Sale: 1973 Buick LeSabre. 37,000 actual miles, radial tires. Can be seen at 1209 Grand. 364-3744 or 364-0160.
 B-3-19-21-tfc

For Sale: 1965 Pontiac Catalina, 4 dr. Good air conditioner, heater and radio. Fair condition, excellent motor. 364-5610.
 B-3-18-21-tfc

MILBURN MOTOR COMPANY
 We pay cash for Used Cars
 136 Sampson
 Phone 364-0977
 B-3-33-tfc

For Sale: 1970 Dodge Crew Cab. 3/4 ton, SWB, \$1395.00. Call 276-5802.
 B-3-12-20-tfc

1971 La Sabre, loaded.
McGee Furniture
 B-3-10-48-tfc

For Sale: 1973 Ford Courier Pickup. Call 364-4243.
 B-3-10-48-3c

1969 Mercury Marquis for sale. Very clean, good motor, new tires. Phone 364-2546.
 B-3-12-48-2c

FOR SALE
 '66 Chevy Pickup with 68 model 307 motor; automatic, completely overhauled.
 B-3-48-2c

1966 Impala SS, 2 dr. ht, has hi-rise manifold, 780 Holly Carb, 4 speed with 327 motor.
 B-3-15-48-tfc

1968 Chevella, 2 dr. ht, with 396 motor, standard transmission.
 B-3-8-48-tfc

1967 Chevy Pickup, LWB.
 PHONE 364-2044 after 5 p.m.
 B-3-48-2c

For Sale: Good used tires, \$5.00 and up. FIRESTONE; 364-4333.
 B-3-10-43-tfc

'68 Chevy Impala. All power. \$775.00 cash. Phone 364-1590.
 B-3-22-3p

FOR SALE
 '63 Chevy Pickup with camper top, and 17 ft. Glastron Boat & Trailer, outboard-inboard 150 V/6 Buick Engine, Easyload drive on trailer.
 CALL 364-0235 after 4 p.m.
 S-3-22-tfc

For Sale: 1965 Pontiac LeMans. 364-4667.
 B-3-22-1c

4. REAL ESTATE For Sale Or Trade
FOR SALE
 1500 Acres new farm land, shallow irrigation water, 2,000 plus gallons per minute at 40 ft. All in Buffel and Klein Grass. Excellent hunting. \$375.00 per acre.
 CALL 512-866-2444 or 512-896-3264
 B-4-19-10c

HEREFORD HARDWARE FOR SALE.
 Owner has other business interests.
 Phone 364-4042.
 B-4-18-tfc

I have Farm and Ranch Buyers; I need your listings.
J.M. HAMBLY
 REAL ESTATE
 Phone 364-3566
 Res. 364-2553
 B-4-20-tfc

EXCLUSIVE LISTING
 On this 3 bedroom brick home, sharp inside and out, has lots of rose bushes and fenced back yard. Priced \$19,750.00 has existing loan.
DOUBLE SHARP
 This 3 bedroom, 1 1/2 bath, new paint, carpet, double garage, fenced yard. Buy Equity and assume loan. Priced \$23,500.
 Realtor, 364-6633
 B-4-22-tfc

CLOSE TO SCHOOL AND HOSPITAL
 3 bedroom home, single car garage, nice yard front and back, fenced, also good neighborhood. Has a small loan at 5% interest. Priced \$15,500. Owner will carry some second loan. Call for details.
CLOSE TO GROCERY STORE AND SCHOOL
 3 bedroom, 1 bath with new paint and carpet, also has fenced back yard with storm shelter. Has existing loan with payments of \$165. Priced \$16,500.
 B-4-22-tfc

OWNER ANXIOUS
 to sell this duplex, 1 bedroom-kitchen and living room on both sides. Furnished with double garage and car port. \$1,500. down and \$125. per month. Rented now for \$230. per month. Priced \$14,000.
 B-5-12-46-tfc

LOOK \$49,000. DOWN
 Will buy this 1/2 section with nice brick home and machinery barn, 3 wells with tail pit. You need to see this place. Priced \$550. per acre. Good terms on balance.
FARMER WANTING TO LEAVE
 Says sell this 1/2 section for \$300 per acre. Has 3 bedroom home with 5 small wells, land lays real good. Call for terms.
 B-5-15-10-tfc

1/2 SECTION ON PAVING
 With 3 bedroom home and some corrals, has some small wells. Has wheat on land ready to graze. Wheat goes with sale. Priced \$325. per acre. Call for details.
HAMBLY REAL ESTATE
 1/2 Mile South of Underpass on Hwy 385
 OFFICE — 364-3566
 Calvin Edwards — 364-1017
 Gerald Hamby — 364-1534
 J.M. Hamby — 364-2553
 EQUAL HOUSING OPPORTUNITY
 B-4-16-tfc

HOUSE FOR SALE
 3 bedroom brick, 1 1/2 bath, all modern conveniences. 1768 P. floor space, immediate possession. Loan available.
 CALL 364-3166
 B-4-21-3p

FARM FOR RENT
 Choice irrigated section. Fully developed, Hereford area. Past high yields in sugar beets, corn and wheat. Fine house & barns. Consider selling.
 Write: P.O. Box AR-673, Hereford, Texas 79045
 B-5-21-9c

UTILITIES FURNISHED DEPOSIT REQUIRED
 2, 3 & 4 bedrooms, stove, refrigerator, garbage disposal, central heat and air conditioner.
 B-5-20-tfc

TRAILER SPACES FOR RENT
 Northwest Mobile Lodge
 Phone 276-5518
 B-5-10-13-tfc

FOR RENT
 Storage for rent. Phone 364-1483 or 364-3837.
 B-5-10-50-tfc

New Listing! 4 BR, Brick. 2 Baths. Assume 7% Loan with \$135 Per Month Payments Less Than \$7,000 Equity. 1400 Sq. Ft. Plus Garage - \$21,500.
 Extra nice 2 bedroom home, Avenue C. \$15,000.

Large 3 bedroom home - Irving St. \$159.50 - assume FHA or VA.

Beautiful 3 bedroom, 2 bath. Stanton St. Assume loan.

1700 sq. ft. 3 bedroom, 2 bath brick. Only 10 years old. \$23,000 with massive living and dining area. Vicinity Tierra Blanca.

If you need room - take a look at this two story home, well worth the asking price of \$12,000.

Nice 3 bedroom home with one acre-no restrictions, \$17,500-close in.

CARTEL REAL ESTATE
 206 North 25 Mile Avenue
 Henry Reid — 364-5344
 Al Wiley — 364-4985
 Wayne Carthel — 364-0944
 B-4-42-tfc

FOR SALE BY OWNER
 640 Acres of good level land, southeast of Dalhart. Best water. Three 8" wells, return system, also 2 miles underground tile.
 Phone 364-2510
 B-4-48-tfc

360 CHOICE ACRES IRRIGATED. Strong water. Beautiful wheat crop. Goes with sale. 364-0491.
 B-4-22-3p

Commercial Building. 6,000 ft. of floor space, fire proof, quality built, heated, cooled, rest rooms, offices and lounge, etc.
 Realtor, 364-6633
 B-4-22-tfc

10 Acre tract on Holly Road. Can be sold on Texas O.I. Call 364-1404.
 B-4-11-22-1p

FOR SALE
 Two four-plex apartments, located in Buena Vista. Fenced yards, stoves, refrigerators. Located at Nos. 334 thru 340 Lake; Nos. 333 thru 339 Adelito Streets.
 Call 364-0404
 B-4-22-tfc

APARTMENTS, FURNISHED. 1 and 2 bedrooms with kitchen, dinette and bath. Also 2 bedrooms, living room, kitchen, dinette and bath.
FORREST AVENUE APARTMENTS
 Phone 364-1887
 B-5-4-tfc

SUMMERFIELD MOBILE MANOR
 Water furnished. 7 miles West on Hwy. 60. Phone 357-2552.
 B-5-15-10-tfc

BLUE WATER GARDENS
 612 Irving
 364-6661

UTILITIES FURNISHED DEPOSIT REQUIRED
 2, 3 & 4 bedrooms, stove, refrigerator, garbage disposal, central heat and air conditioner.
 B-5-20-tfc

FARM FOR RENT
 Choice irrigated section. Fully developed, Hereford area. Past high yields in sugar beets, corn and wheat. Fine house & barns. Consider selling.
 Write: P.O. Box AR-673, Hereford, Texas 79045
 B-5-21-9c

STATED MEETING
SECOND MONDAY
 7:30 P.M.
 Thursday
DEGREE WORK
 L.J. Clark W.M.
 W.A. Phipps Sec.
 Hereford Rotary Club
 meets every Monday at 12:05
 Civic Club Center (Jim Hill)
 Lions Club meets each Wednesday, 12 Noon
 Civic Club Center (Jim Hill)

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

2 bedroom mobile home, 1 1/2 bath, 1 1/2 blocks from new school and TG&Y. Furnished or unfurnished. Deposit. Call 364-0863.

For Rent: 2 bedroom unfurnished apartment, \$100.00 per month. Must furnish references. 364-6798.

Clean, furnished one bedroom apartment. No children, no pets. 606 East 3rd.

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, Sioux & Cherokee, 700 Block Avenue G.

HERFORD MINI STORAGE. Economical storage facilities for furniture, boats, motors, homes or any storage needs.

BACHELOR APARTMENTS. Carpeted-private entrance, private bath, 821 South 25 Mile Avenue.

2 bedroom furnished duplex, 300B East 7th. Adults, no pets. Shown by appointment.

6. WANTED. WANT TO BUY: Old gold, rings, watches, old class rings, etc.

WANT TO BUY: Spangler's Diamonds Sugarland Mall Phone 364-0070

WANT: To buy coins. Double your money on all 1964 and earlier silver coins; 1959 and earlier pennies.

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 578-4361 or 364-0165.

WANTED: Custom farming. Nelson Hall, 276-5502.

Want to lease 20 to 80 acres of land for vegetables. Write Box 405, Hereford or call 364-1233 after 6 p.m.

Need wheat pasture for 1000 calves and 500 cows. Phone 806-763-4868. J.C. Mills, Aberrath, Texas.

Want to buy - used trampoline. Call 276-5606.

Would like to cash lease small or large acreage land with good water in Hereford area. Phone 364-5438.

Want female to live-in and do light housework. Call 364-2063.

WANTED: Yard work and odd jobs. Walker Boston, 364-4164.

8. HELP WANTED. 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. Please apply in person.

SALES MANAGEMENT TRAINERS UP TO \$800/MONTH. An 18-year-old national company requires a sales manager trainee for this area.

NEED school bus drivers. See Eldon Owens at school bus shop.

NOW HIRING. Fry and broiler cooks, waitresses, busboys and dishwashers.

CAISON STEAK HOUSE. 828 West First

9. SITUATIONS. State Licensed Child Care For Working Mothers Hereford

Day Care Center 6 months through 8 years After school care available.

FOR HIRE: truck and driver. Will haul sugarbeets, grain or anything.

EMPLOYMENT WANTED: Male, 27 years old, married, children, Animal Science Degree.

10. NOTICE. ALCOHOLISM INFORMATION. For information on alcoholism, referrals for help, counselling, or programs on the subject of the disease of alcoholism.

A UNITED FUND AGENCY. For the convenience of you, our customers, we now have truck scales to weigh your scrap iron.

HERFORD IRON & METAL. North Progressive Road by City Dump

Want to buy - used trampoline. Call 276-5606.

11. BUSINESS SERVICE. We buy old gold rings, mountings, etc., for West Refinery.

B.L. Jones CONCRETE CONTRACTOR. We will do your finishing or give you a turnkey job. Free Estimates.

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL CLIFF JOHNSON, 364-2111

WILL PICK UP JUNK CARS FREE. Call 364-3350 or 364-3777

BOBBY GRIEGO DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS

LOADER DOZER. Day Phone 364-0574 Night - 364-2322

WANTED. 100 to 150 watches a week to repair by latest approved methods.

We Fix. Sash-Weights, Gates; Doors, Floors; Walls, Halls; Shutters, Gutters;

Call: Robert Betzen. Phone 289-5500. All kinds Home and Building repair and remodeling.

KLEMMER CATTLE CO. Stocker & Feeder Cattle. W. eat & Pasture Calves

JOHNSON IRRIGATION. Peerless PVC Plastic Pipe. Don Johnson, 364-2870

Custom swathing, stacking and hauling. Alfalfa, milo and corn stubble.

13. LOST & FOUND. LOST: Set of keys, one key numbered 2402. Please return to Hereford Branch, \$10.00 REWARD.

14. CARD OF THANKS. Thank you all my friends who visited me, brought gifts, sent flowers and cards and showered me with so many kindnesses during my stay in the hospital.

FRANK WESTER CEMENT CONTRACTOR. 107 BRADLEY Residential-Commercial Turnkey Job

PORTABLE WELDING. Any kind of welding - Steel barns, sheds, all livestock pens, panels, etc.

HARVEY ROWLAND. 840 AVENUE F Phone 364-1189

AGRICULTURAL GYPSUM COMPANY. Highest quality gypsum now available to area farmers.

HEARING AID BATTERIES. For all makes sold and tested at THAMES Pharmacy

HEREFORD WRECKING CO. New & Used Parts WRECKER SERVICE

COMPLETE Turn Key Installations of Pumps and Gear Drives

HEREFORD DIMMITT FRIONA. 364-0353 647-3444 247-3311

ROWLAND STABLES. Stall rentals - Boarding - Breaking - Training - Fitting for show - Horses for sale

TURNER WELL SERVICE. Submersible pumps Repair & Exchange

CALL: Doyle Turner - 364-0811 Scott Turner - 364-4447

HEREFORD ELECTRONICS. State License No. 1129 Douglas M. Kelley Owner COMPLETE ELECTRICAL SERVICE

CONCRETE WORK. STUCCO, PLASTERING, STORM SHELTERS. Turn key jobs or straight finishing

FOR ALL YOUR INSURANCE. The La Plata Agency 914 East Park Avenue

FOR UPHOLSTERING. try 364-3749

13. LOST & FOUND. LOST: Set of keys, one key numbered 2402. Please return to Hereford Branch, \$10.00 REWARD.

14. CARD OF THANKS. Thank you all my friends who visited me, brought gifts, sent flowers and cards and showered me with so many kindnesses during my stay in the hospital.

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PORTABLE WELDING. Any kind of welding - Steel barns, sheds, all livestock pens, panels, etc.

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CALL: Doyle Turner - 364-0811 Scott Turner - 364-4447

NEXT WEEK'S HOROSCOPE. By Clay R. Pollan. Note planetary ruler of your birth symbol. FOR WEEK BEGINNING MONDAY, DEC. 9, 1974. * If your birthday occurs this week...

Along The Frio. By MRS. OWEN ANDREWS Brand Correspondent. Mr. and Mrs. Kirk Mobley and Cammie, of Farmington were here recently visiting his grand mother, Mrs. H.M. Mobley, and others of the Mobley family.

TRACTION AUCTION. FARM EQUIPMENT - SHOP EQUIPMENT. Tuesday, Dec. 3, 1974 - Sale Time: 11:00 a.m. LOCATED: From Umberger, Texas, 4 miles Southwest on Highway 60 or 16 miles Northeast of Hereford, Texas on Highway 60.

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

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Specializing in all makes and models of color and Black & White Televisions

137 N. Sampson 364-5821

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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 of 2700 sq. ft. with richly decorated decor. Plenty of extras. Large basement bedroom. 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.

Mohin 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

Brezhnev 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) Rhoton
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.

364-0990 364-1222



Marn Tyler
Real Estate
111 Ranger
364-0153

10 Acres with 3" well
Large 3 bedroom, 1 1/2 bath, brick, den, L.R. and Play Room, 2 car gar., covered patio. F.H.A. Appraisal for \$30,000.00

3 Bdr on large lot - V.A. Loan. Listed for \$13,000.00

2 Bdr. Owner will carry papers.

2 Bdr. house & 2 Extra lots-Good location for Mobile Homes.

FOR RENT
1 Bdr. apt. Newly redecorated-Furnished-\$100. Mo. Bills paid.

IRRIGATED FARMS-Hereford, Muleshoe area, Dalhart and Sunnyside.

RANCHES
Good Arkansas Ranch.
Some from 50 to 100 miles of Hereford.

Melvin Tiemann
364-6555

COKER REALTORS

364-6061

Hwy 60 & Main E.H.O. **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.

1800 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
340 acres dryland N.W., Deaf Smith County. \$125.00 per acre. \$12,500.00 down, owner will carry paper.

322 acres-choice irrigated land Oldham county. No improvements. All in cultivation. Possession. Priced right. 320.00 per acre.

100 acres of dryland with water underneath-test hole confirmed-unimproved-\$210.00 per acre. Immediate possession.

Jeanne Coker	364-5439	Merlin Weber	364-2713
Loreta Swanson	364-4857	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.

ON CHANGE IN SEX LAW
The director of the United States Office for Civil Rights says the Ford Administration will support Congressional efforts to amend the law prohibiting sex discrimination in schools and colleges.

West Germany eases anti-inflation policy.

FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

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 - 8 wells
449 Acres N. of Umbarger good water area. 2-8" wells 2 return pits. 1 1/4 high pressure and tile 302.4 acres cultivated. 40 x 60 Quonset Barn. 500.00 an acre.

102 acres 8 1/2 miles from Hereford. Good 6" well. Priced \$480.00 an acre. 29 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 house for you either at 813 or 815 Baltimore. Both Houses are Beautifully decorated. Different decor, isolated bedrooms huge baths and closets. GE appliances, self cleaning ovens, dishwashers, refrigerated air, fireplaces, patios, and all the extras. Call us now to see these houses.

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
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You've Never Seen Such Thorough Service

STOP IN SOON

Phillips "66" Products
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1303 E. 1st. 364-2644

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

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 Niagara 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.

When potted plants are moved into the house, be sure and give them added attention for a while. Turn them to light exposure; remove all dried leaves and other debris; cultivate the soil in the pot, lightly. There is danger of injuring the roots if care is not exercised.

Remove faded blossoms and feed for flowering. Hyponex is an excellent food for foliage plants. It can be purchased at nurseries and floral shops. I have used it many years. Also foliage should be cleaned by a soft cloth (damp) or cotton ball. The plants breathe through their leaves, therefore if there is dust it should be removed.

Share your garden knowledge with neighbors, friends and new gardeners, tactfully and when asked. This pays off. Last week one of the winners of the Beauty Spot, told me he owed me thanks because he followed the column eagerly and carefully each week.

Roses responded and bloomed lavishly just about the time of the judges' visits. I was grateful and very humble. In truth it is my desire to help when possible, if I can't find the answer to questions or problems, I will search until I find something beneficial.

All gardeners seek to achieve beauty and healthy plants, and all citizens should be interested in making our home town one of beauty, cleanliness and attractive to newcomers and homefolk.

Now is the time to cut the spikes of digitalis or foxglove. The colors are very pretty, beautifully blended. It is excellent for permanent arrangements. Provides one of our best spike materials. Cut spikes, tie in bunches and hang for drying, or make the arrangement and let it mature in this placement. If any one should like a start, I would gladly share.

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. Eduardo 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?"
Mable: "Our dog just had pups."

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 cal., 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

 1807 W. HENNING ST.
 HEREFORD, VA

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, 1/4 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. \$650 -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 \$225.00 mo. Excellent location. Well built 3 BR, 2 bath home. New carpet. Lots of storage. Call to see your next home today. H-30172

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 \$15,000.

BUYING YOUR FIRST HOME?
 Consider this very attractive 3 BR home. New carpet of the highest quality in gold coloring. Ref. air conditioner stays. Close to school. Will go FHA or VA. Priced at only \$18,300.00. A good house to start with. Call today.

FARMS

\$525.00 PER ACRE
 This good laying land is located near Hereford on the pavement. 320 acres with 4 six inch wells. 150 feet of water. Owner will sell for 29 per cent down and carry some second. Assume Federal Land Bank loan. F-3124

UNDEVELOPED LAND
 with 250 ft. of water, now in grass, located near Hereford, fenced, no improvements. This is an excellent alfalfa farm. Take investment credit & depreciation to fully develop. F-4120

DAWN AREA
 802 acres, 9 wells, pavement, 2 houses, barns, corrals, \$250.00 per acre. \$111,000.00 loan can be assumed. This farm should be a bargain at today's prices.

240 ACRES
 3 wells, 2 miles tile, natural gas, pavement. 29 per cent dn. Owner finance balance.

640 ACRES
 North of Black, 5 wells, good soil, 2 return pits, clean, house and large barn. See it if you like good land.

Tommy Bowling 364-5638
Virginia Holmes 364-6520
Sam Long 364-0381
Ralph Owens 364-2560

PROPERTY ENTERPRISES
 205 S. 25 Mile Ave. List With Us For Quality Service. 364-6633

REAL ESTATE INSURANCE
MOBILE HOMES
 Equal Housing Opportunity

LEE UMSTED 364-6113
CAROL ROSE 364-0362
364-6633

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.

Only \$10,900.00
 2 bedroom will sell on new FHA or VA loan. Call today.

2 BEDROOM - N.W. - VACANT
 Small home in excellent location - good price - all today.

5000 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
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 REALTOR
 E.H.O. 218 West 3rd Street, 364-0780

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
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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. \$40,000.00.
- LAND BARGAIN! Nearly 658 acres of irrigated farm land. 5 good wells, underground tile, good Pullman soil. Really a good farm for only \$450.00 per acre.
- RENTAL OR INVESTMENT property - your choice of two good duplexes, identical in floor plan and price - \$11,500.00.
- ELEGANT OLDER HOME. High quality throughout; quiet, sedate 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 1/4 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! \$33,900 buys completely redecorated 4 bedroom, 3 bath home, NW location, ref. air, fireplace, all new kitchen, carpet and over 2,000 square feet.

WE CAN SELL YOUR PROPERTY!

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 candleabra 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 Waiser playing the organ.

Given in marriage by her brother, Terry Hill, the bride wore a floor-length candlelight gown of gros d' lardre with accents of lace, seed pearls and applied lace flowers.

The molded bodice featured a wedding band neckline of lace, a Swiss net yoke with pearl beaded scrolls and Guipure 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 pompons 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.



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 the Garmisch, Germany, Mr. and Mrs. Fields will be at home in Irving.

She was graduated from Hereford High School in 1970, 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."

The Hereford Brand, Hereford, Texas, Sunday December 1, 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 thermometer will please a weather enthusiast. Also consider outdoor furniture," suggests Janne.

Terrariums, outdoor plants, a 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 pageant 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.

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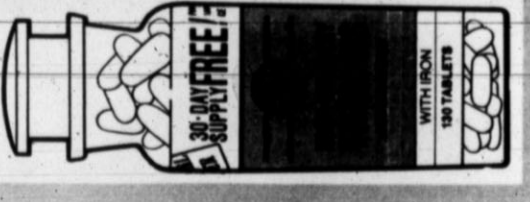
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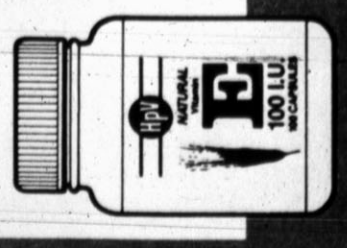


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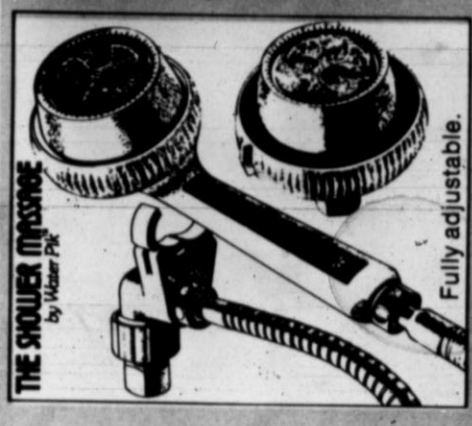
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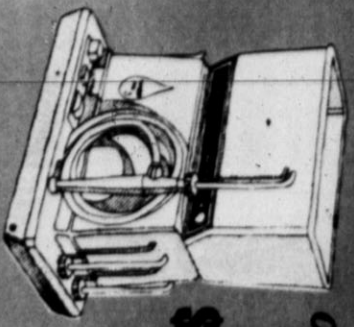
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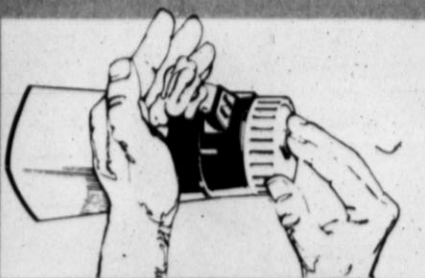
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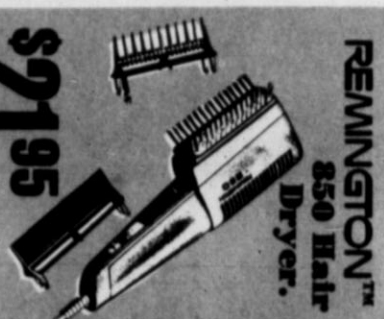
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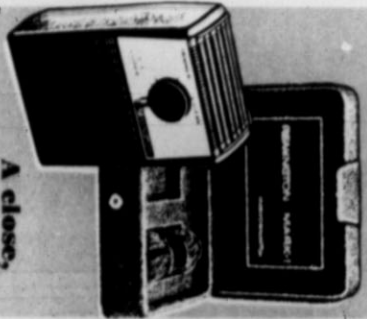


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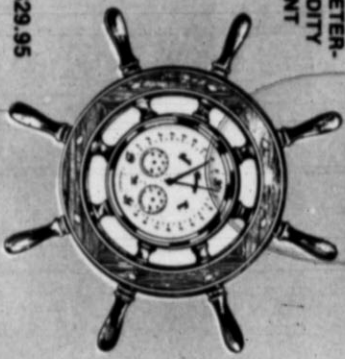
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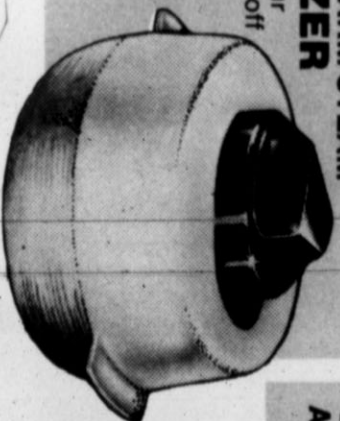
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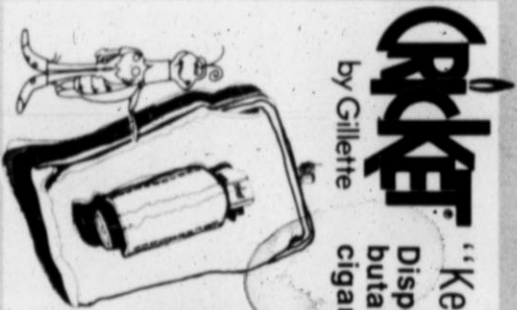
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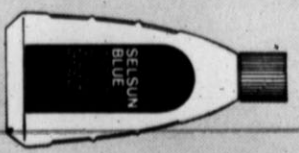
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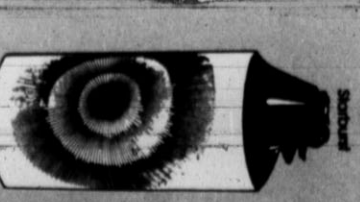
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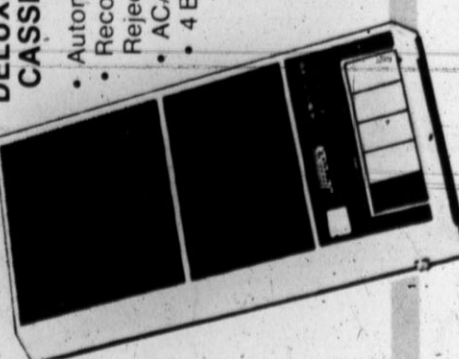
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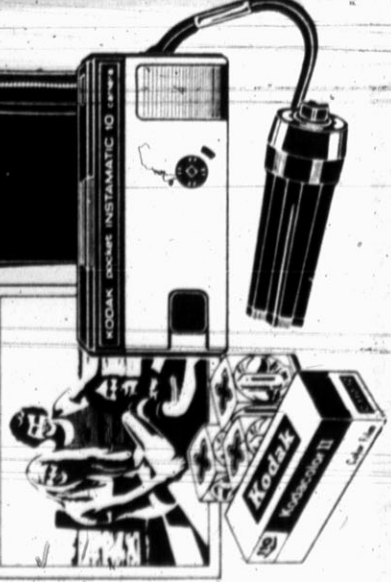


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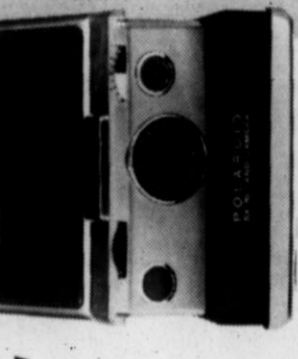
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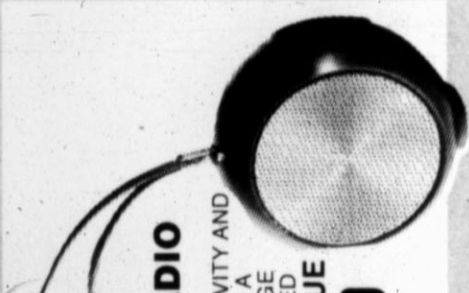


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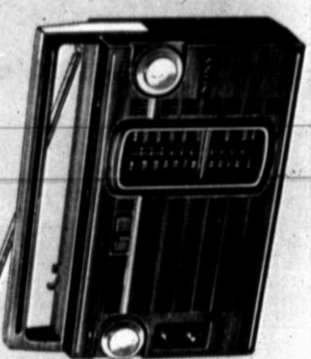
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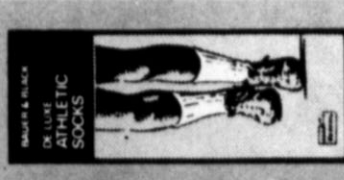
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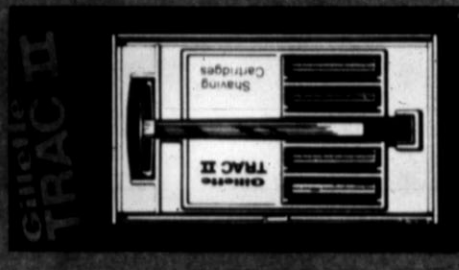
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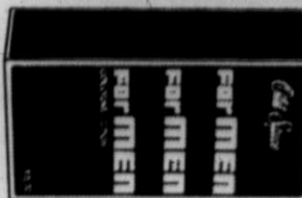
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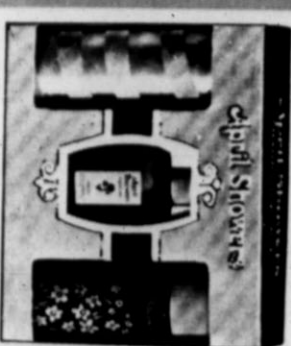
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Extra large currency section holds letters and outsize currency, two card and photo pockets, 16-photo card case, special thumb slot card pocket.

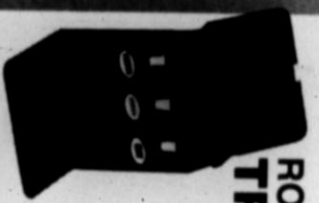


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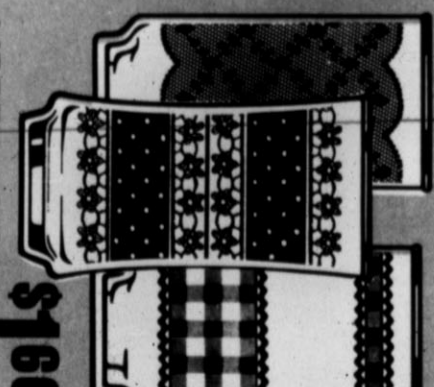


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Hospitality Set

41-pieces
Set Consists Of:
8 each Beverages, 10 oz.; Cooler, 15% oz.;
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**LIBBEY 4-PIECE
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12 OZ. GLASSES IN ASSORTED
COLORFUL PATTERNS

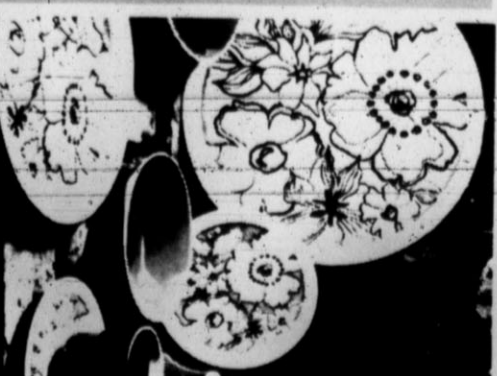


\$160

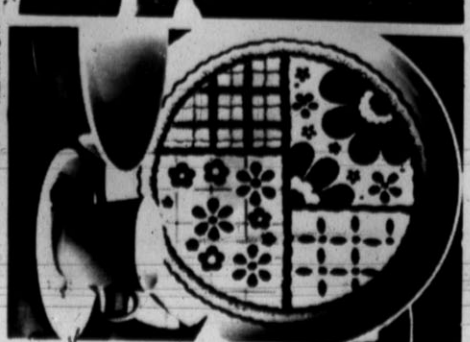
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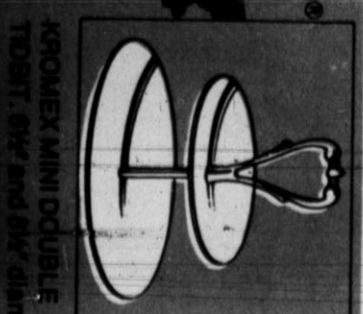
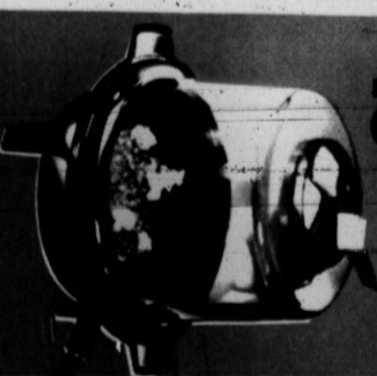
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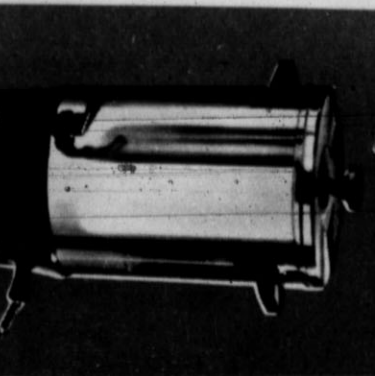
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4 dinner plates • 4 cups
4 saucers
4 bread and butter plates
4 soup/cereal bowls

**WEST BEND
BUTTER-MATIC®
CORN POPPER**
\$1988
\$16.95 VALUE



KNOREX MINI DOUBLE
TOAST, 8 1/2" and 6 1/2" diam.



**WEST BEND
30-CUP PINK**
\$16.95 VALUE
\$1999
\$1498



Asterizer
\$32.95 VALUE

**Enjoy the
delicious
family food
creations of
CONTROLLED
CYCLE
BLENDING**

**10-speed
"Pulse-Matic" 10**

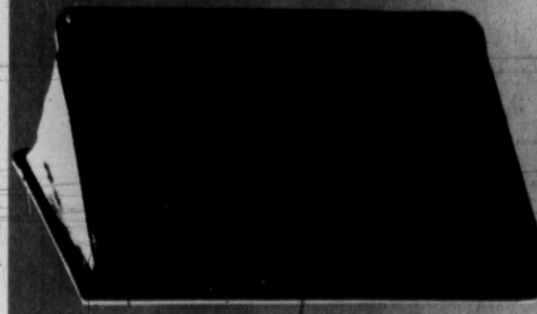
Enjoy exclusive controlled cycle blending on all 10 speeds for perfect size food pieces for salads, main dishes, desserts! For smoothly blended preparations, choose any of 10 continuous speeds. Large 5-cup container opens at both ends for easy emptying and cleaning. 2-oz. measuring cap in cover. Spin Cookery cookbook; cord storage.



**C. R. GIBSON MULTIVIEW
EXPANDABLE, 20-PAGE
PHOTO ALBUMS**

Upholstery grade vinyl covers padded and gold stamped. 8 1/4" x 7 1/2" holds two 3 1/2" x 3 1/2" prints to the page.
\$3.99
MFG. SUGG. LIST \$5.00

10 ADDITIONAL REFILL PAGES \$2.50



**COLLINS WORLD
HERITAGE
FAMILY
BIBLE
GOLD EDGE**
\$8.95



**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
\$3.95

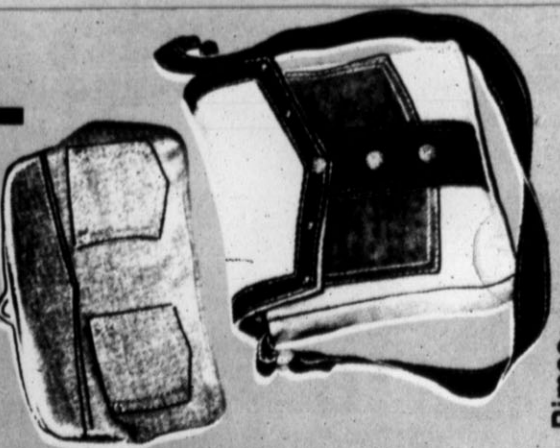


**ASSORTED
DESIGNS
MFG. SUGG.
LIST \$3.00**
\$2.49
WITH COUPON
COUPON WORTH 51c
GOOD DURING CHRISTMAS SALE ONLY



**Silly-Old-Grandmother
with Pictures-In-Pocket
PHOTO
ALBUM**
3 1/2" x 3 1/2"
Assorted colors
\$2.25
HOLDS 20 PRINTS.

**Rimco
BRUSHED DENIM
COSMETIC TOTE**
WITH DOUBLE-STITCHED, METAL-RIVETED "HIP POCKETS," ASSORTED COLORS
\$1.99
MFG. SUGG. LIST \$2.50



**Rimco
GENUINE SUEDE & DENIM
SHOULDER BAGS**
• Heavy duty zippers
• All-metal fittings
• Assorted colors
MFG. SUGG. LIST \$4.00
\$3.59



PRESTO
**SLOW
COOKER**
5 Q.T.
• Brown and cook in same cooker
• Reduces shrinkage and tenderizes
• No stirring, watching or timing
• Dinner is ready when homemakers gets home
• No-stick lining, completely submersible
MFG. SUGG.-LIST \$33.50
\$29.95

TOASTER BROILER
• Cooks quick, easy meals without heating up the kitchen
• Dependable heating unit - fast, even broiling or toasting
• Inexpensive, easy to store
• Clean, easy to store
\$10.99
9" x 10 1/2" x 4 1/2" / 120v AC, 800 watts
\$13.50 VALUE



**3 APPLIANCES IN 1
HANDSOME UNIT!**
\$15.99



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, too... "Touch-A-Matic" control automatically pierces the lid, opens can, and shuts itself off! Magnetic lid lifter securely holds lid. MFG. SUGG. LIST \$21.95



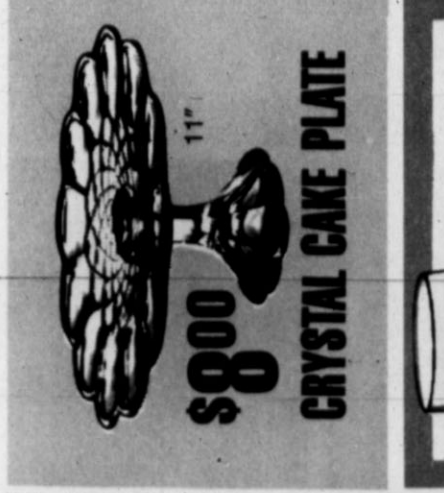
3-PIECE SALAD SET
Silverplated base with 10 1/2" crystal bowl, includes two 9 1/2" English silverplated servers.
GIFT BOXED.
\$8.00



BOWL-O-BEAUTY
"AMLING ORIGINAL"
6" TERRARIUM WITH
CHERRY BLOSSOM
MING TREE
\$8.99



**MATSON 3-PIECE
DRESSER SET**
Mirror, Brush, Comb
Assorted designs on bright gold finish.
\$19.50
3-PIECE SALT & PEPPER SET
Includes 5" high silverplated holder and two strawberry-colored, 3" high glass snakers. GIFT BOXED.
\$5.00



11"
\$8.00
CRYSTAL CAKE PLATE



**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
\$14.88



\$7.50
**CRYSTAL
COMPOTE**
5" BOWL ON
GOLD-FINISH
FOOTED BASE



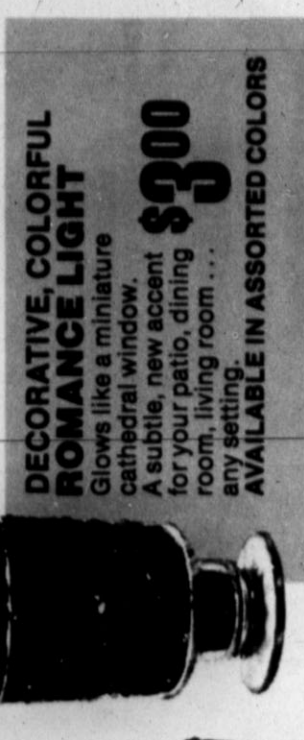
**5-PIECE SALAD OR
CHIP 'N DIP SET**
Mt. Vernon Pattern
Includes: 10" bowl with Lucite fork and spoon.
MFG. SUGG.
LIST \$4.85
\$3.99



MATSON Antique Gold finish
4"x6", rectangle
JEWEL BOX
\$21.50



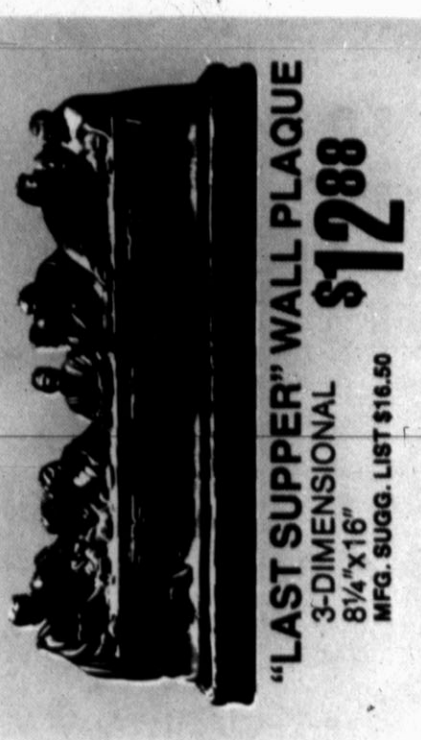
**DIAMOND POINT PATTERN
CRYSTAL CANDY JAR**
WITH COVER
12 1/4" TALL
\$2.99
MFG. SUGG. LIST \$4.25



**DECORATIVE, COLORFUL
ROMANCE LIGHT**
Glow like a miniature cathedral window.
A subtle, new accent for your patio, dining room, living room...
any setting.
AVAILABLE IN ASSORTED COLORS
\$3.00



FAMILY-PHOTO-TREE
Holds 3 photos on sculptured, Florentined 24-Karat gold-plated tree, 4" tall.
MFG. SUGG. LIST \$7.50
\$6.88



"LAST SUPPER" WALL PLAQUE
3-DIMENSIONAL
8 1/4" x 16"
MFG. SUGG. LIST \$16.50
\$12.88

BATTERIES ARE NOT INCLUDED IN TOY PRICES



2 for ONLY \$1.18

9 VOLT 88c
SIZE "C" & "D"
4/\$1.00

MFG. SUGG. LIST 2 FOR \$1.18
MFG. SUGG. LIST 2 FOR \$3.60

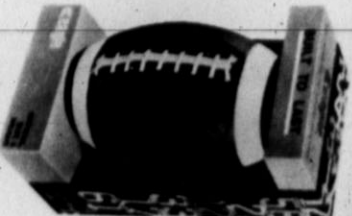
USLTA APPROVED
PENN Centre Court
Heavy Duty Yellow Tennis Balls
MFG. SUGG. LIST \$3.75

\$2.99



EAGLE
OFFICIAL SIZE OR WILSON
JIM PLUNKETT YOUTH SIZE
FOOTBALL

\$4.99

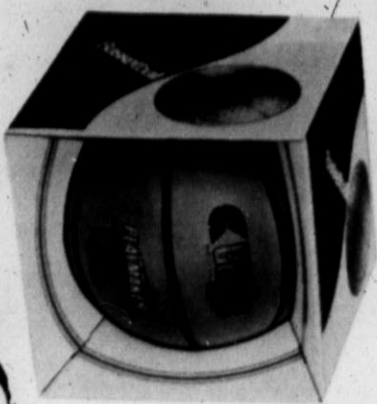


MFG. SUGG. LIST \$6.00

EAGLE PLAYMAKER OR
WILSON SCOREMAKER
BASKETBALL

\$4.99

MFG. SUGG. LIST \$6.00



COUPON
ASSORTED RUSHTON
PLUSH ANIMALS

\$100 OFF

ON PURCHASE OF \$5.00 OR MORE
GOOD DURING CHRISTMAS SALE ONLY



BUCKY THE BASETHOUND

The finest, most realistic animated dog ever made

\$19.95

Amazing dual leastr 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

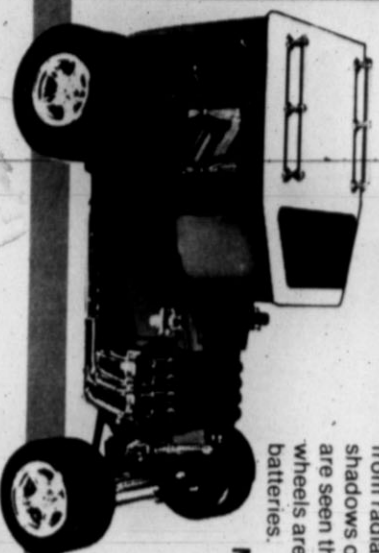
SMOKING TAXI

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.

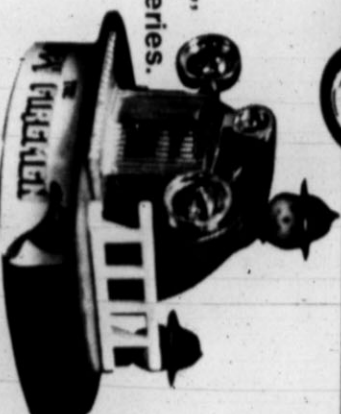
\$9.95

MFG. SUGG. LIST \$12.50



Bright red, "Mystery Action" toy. 5 1/2" x 5", uses 2 "C" batteries.

\$4.95



HAPPY FIRE HAT



Locomotive with blinking light and authentic train whistle. Engineer rings bell. 16" x 5 1/2", uses 3 "D"-cell batteries.

\$11.95

SPECIALS

HEMENWAY
RAGGEDY ANN

RAGGEDY ANDY

BATTERY-OPERATED
TOOTHBRUSH

MFG. SUGG. LIST \$7.95

\$6.99



#7001
#7002

RETIREMENT BANKS
MAN OR WOMAN

Vacuum-plated gold
paper mache.
MFG. SUGG. LIST \$5.00

\$3.88



AMI-THERM™

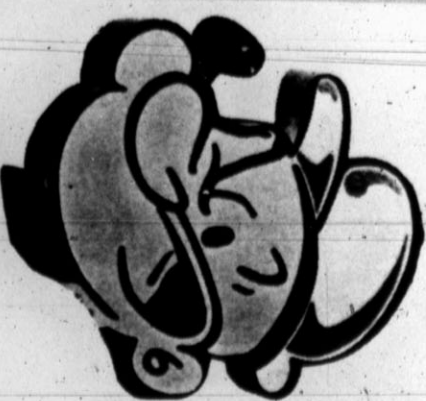
AUTOMATIC FEVER THERMOMETER

\$19.98

No glass to break.
No mercury to swallow.
Uses safe oilable plastic tip.
More accurate.
Easier to read.
Takes only 30 seconds to read.
Hospital tested.
Available in either oral or rectal models.



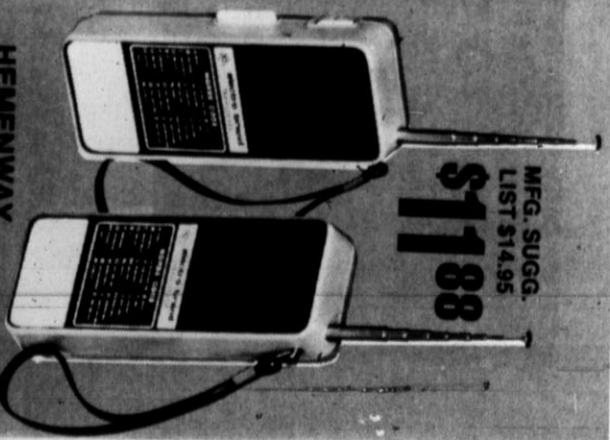
COMIC STRIP RADIOS



\$8.88

SOLID STATE
PORTABLE RADIOS
WITH WRIST STRAPS
MFG. SUGG. LIST \$9.95

MFG. SUGG. LIST \$14.95
\$11.88



HEMENWAY
WALKIE TALKIE

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



HE FLIPS!

\$5.95



He actually somersaults! Wind up this brown and white plush puppy and stand back. 7" x 6 1/2"



your BANKAMERICARD welcome



Kodak CAMERA Instamatic X-15 Color Outfit Reg. \$15.97

\$12.99 G.D.P.

Your Christmas Shopping Headquarters In... HERFORD-DIMMITT CANYON-TULIA TUCUMCARI

Large Selection Of LP Stereo RECORDS

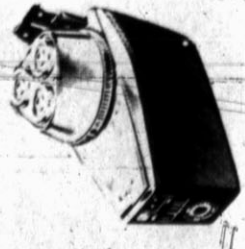
RETAIL	GIBSON'S	SALE
\$9.98	\$7.97	\$6.57
\$6.98	\$5.47	\$4.87
\$5.98	\$4.87	\$3.87
\$4.98	\$3.97	\$3.27
\$1.98	\$1.57	\$1.28

JOHN TEJNERS GREATEST HITS
MCA
MARCINI COUNTRY
12-2-74 Thru 12-7-74

Complete Assortment Of STEREO TAPES

Reg. \$7.98 \$6.98 Sale \$5.99 \$4.89

EIGHT TRACK STEREO TAPE RIOT



Norelco VIP

SHAVERS \$27.97 G.D.P.

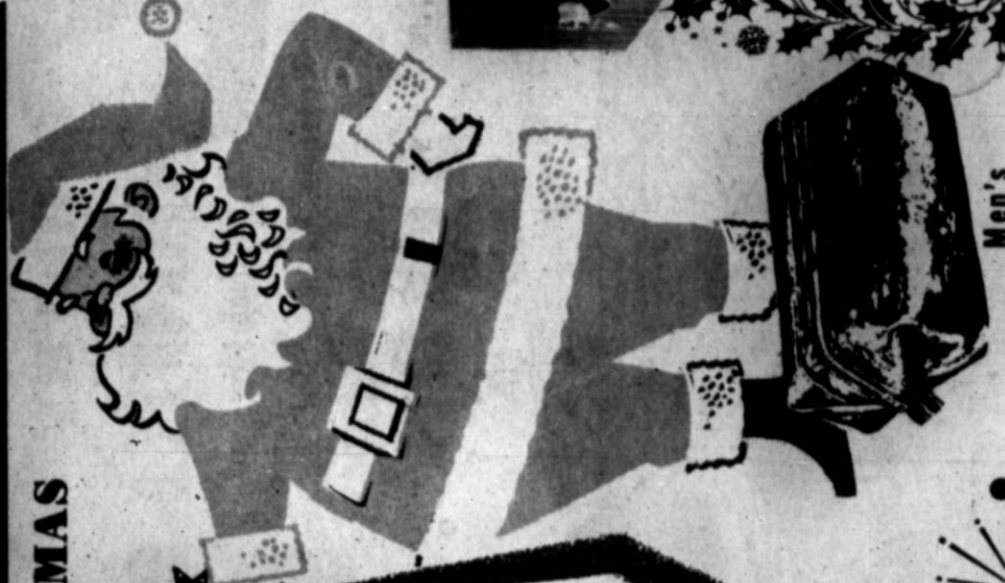


Lady Princess

RAZOR \$7.47 G.D.P.

Christmas Gift Sale!

MAKE GIBSON'S YOUR CHRISTMAS HEADQUARTERS



No. M25-S123-F24-DC27 PHOTO ALBUMS by Crest \$13.37 G.D.P. Reg. \$11.97



Pocket Instamatic PHOTO ALBUMS by Holes Webway Reg. \$16.47 G.D.P. \$14.47



Vanity Mirror TRAY SETS \$17.77 G.D.P. Reg. \$12.77



Double Knit CLUTCH PURSES \$29.97 G.D.P. By C&C Mfg.

Men's SHAVING KIT

From WSC Corp. No. 1239 Reg. \$13.97 G.D.P. \$22.97

Polaroid SQUARE SHOOTER II CAMERA \$19.97 G.D.P. Reg. \$22.97



Polaroid Type 108

FILM \$3.97 G.D.P. Reg. \$4.77

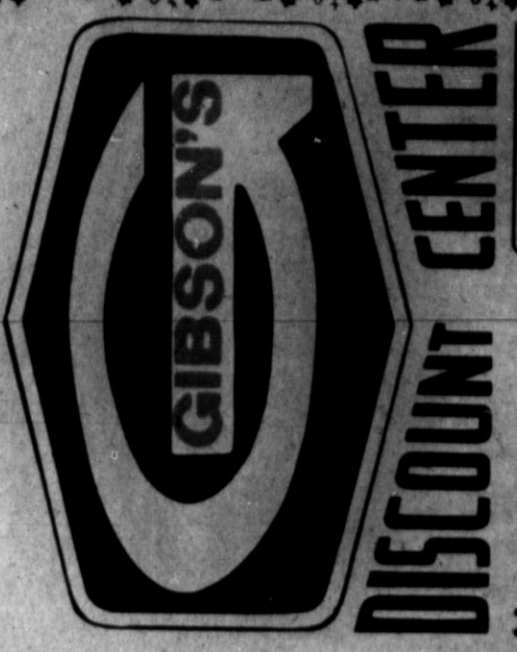
3 Pack Bargain

Cassette BLANK TAPES \$1.67 G.D.P. Reg. \$2.27



DIGITAL ALARM CLOCK by Cuckoo Clock Reg. \$15.97 G.D.P. \$11.97

Choose What You Want And LAY-A-WAY NOW!



No. X4256 From United China

JEWELRY BOX \$7.57 G.D.P. Reg. \$10.97

CLOCK RADIO \$25.97 G.D.P. Reg. \$34.97



SALES ARE NOT INCLUDED IN TOY PRICES



DISCOUNT CENTER

YOUR BANKAMERICARD welcome master charge

Sunbeam Professional Style
HAIR DRYER
Model No. HD10VA



Reg. Price \$21.97
\$14.97 G.D.P.



HI-FRY COOKER
Deep Fryer
Model No. M200
Reg. \$11.97
\$8.99 G.D.P.

Conwall
BROILER
Boilermaster Broiler
Cleans itself.
Model No. 7455-10
Reg. \$29.97

Presto 4-Qt.
PRESSURE COOKER
Model No. PCC4A
Reg. Price \$15.97

Model No. MM100W
Reg. Price \$49.97
\$39.97 G.D.P.

Walnut
Model No. 1596
Without Chairs
FOLDING TABLE
Samsonite

Model No. 4596
Folding
CHAIRS
Samsonite

Reg. Price \$18.97
4-8 Cup
by Regal
POLY PERK
\$6.99 G.D.P.

Fluorescent
Model No. 401
Smartly Styled
to accent Home,
Office or
Work Shop
Reg. Price \$13.97
\$9.99 G.D.P.

Advertised Prices Good
12-2-74 thru 12-7-74
in Hereford, Dimmitt, Tulia, Canyon and
Tucuman, New Mexico

Make Gibson's Your
CHRISTMAS GIFT
HER/QUARTERS
for ONE STOP SHOPPING



DISCOUNT CENTER

Modern Men's Quilted
REVERSABLE JACKET
Asst. Colors
S-M-L
Retail \$13.97
G.D.P. \$10.97



Men's
Insulated
and
Quilted

JACKET
Zippered Front
Sizes S-M-L-XL
Retail \$9.97
G.D.P. \$5.97



Fruit of The Loom Men's Initial
HANDKERCHIEF
Box of 3 Retail \$1.97
G.D.P. \$1.99

All Men's & Boy's
SHIRTS
Long or Short Sleeve
Asst. Patterns
Retail \$2.97
G.D.P. \$1.50 OFF



Lace embroidered Trim Asst. Sizes
Retail \$1.97
G.D.P. \$1.87c

Gold Neckwear Men's
100% Polyester
Large Selection
Retail \$2.97
G.D.P. \$1.69

Big Selection
Men's and Boy's
GLOVES
New Fleeced Lined
Rich Leather grained vinyl
with hand sewn detailing
Asst. Colors
Retail \$2.97
G.D.P. \$2.50 OFF

LAY-A-WAY
for Christmas
NOW!!

Men's Dress
Large Assortment of Patterns and Colors
Retail \$3.97
G.D.P. \$1.97

master charge

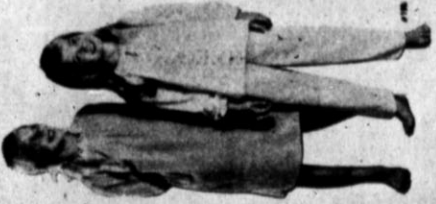
Advertised Prices Good
12-2-74 thru 12-7-74
in Hereford, Dimmitt-Tulia-Canyon
and Tucuman, New Mexico



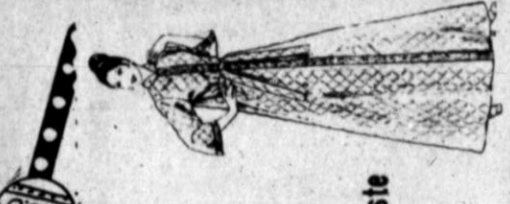
DISCOUNT CENTER

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 \$4⁹⁷ G.D.P. \$4⁴⁵



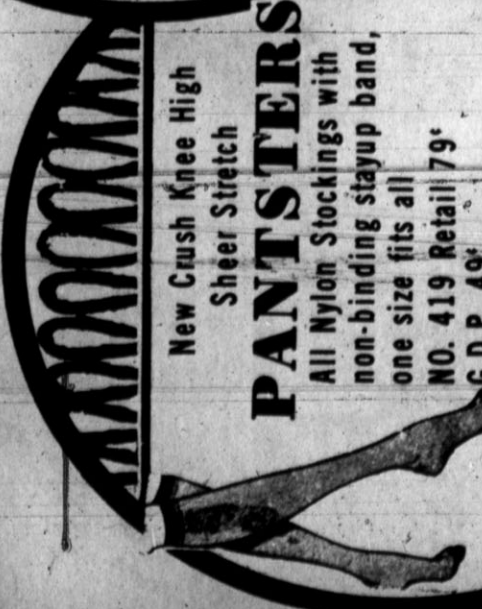
Raymond Halpern Women's Quilted or Fleece
ROBES
SHORT or LONG
Asst. Colors
100% Kodel Polyester Fibre Fill
G.D.P. \$9⁹⁷



\$6 97

\$3 44

New Crush Knee High Sheer Stretch
PANTSTERS
All Nylon Stockings with non-binding stayup band, one size fits all
NO. 419 Retail \$9⁹⁵
G.D.P. 49⁹⁵



3 PR / 79 c

Gibson's One Size Fits All SHEER
PANTY HOSE
Fabulous fit, luscious look
NO. 469 Wonderful wear
Retail 87⁹⁵ G.D.P. 59⁹⁵



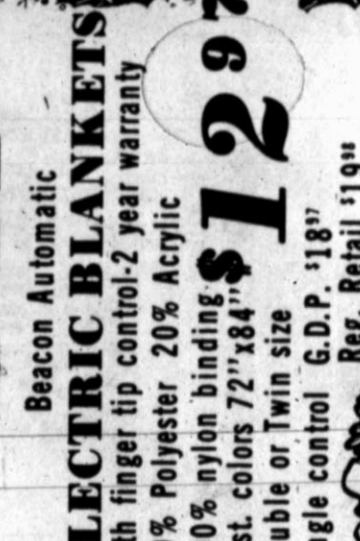
2 PR / 69 c

Gibson New Crush BIG GIRL
PANTY HOSE
New Soft Sheer
NO. 499 Retail
G.D.P. 59⁹⁵ \$1⁹⁵



2 PR / 69 c

Beacon Automatic
ELECTRIC BLANKETS
with finger tip control-2 year warranty
80% Polyester 20% Acrylic
100% nylon binding
Asst. colors 72" x 84"
Double or Twin size
single control G.D.P. \$18⁹⁷
Reg. Retail \$19⁹⁷



\$11 97

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. \$26⁹⁷ \$18 97



2 FOR \$7 49

Beacon
Gingham Weave or Capri
BLANKET
Therma Weave
80% Polyester
20% Acrylic
100% Nylon Binding
Asst. colors Retail \$7⁹⁵
G.D.P. \$4⁹⁵



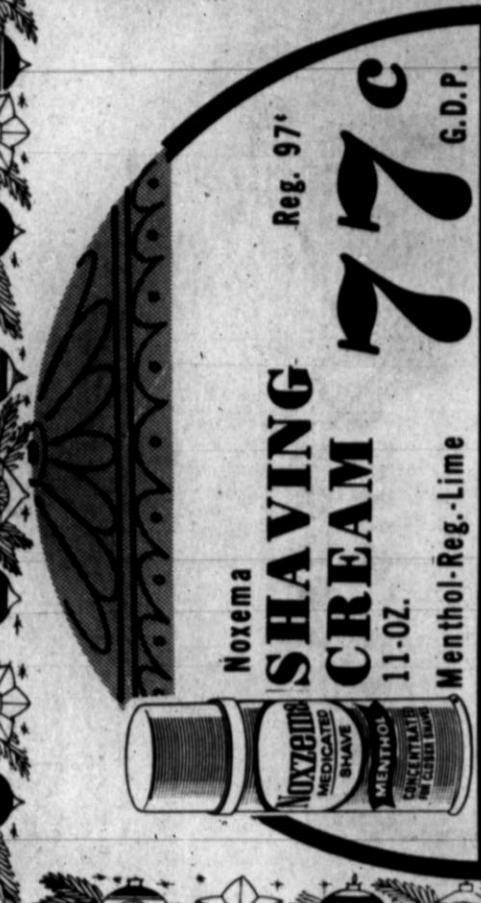
2 FOR \$7 49

Men's & Boy's Hi Bulk Orion
Quality Crew
SOCKS
Asst. Colors Retail \$1⁹⁵
G.D.P. 89⁹⁵



2 / 97 c

Noxema
SHAVING CREAM
11-Oz.
Menthol-Reg.-Lime
Reg. 97⁹⁵
77 c G.D.P.



Dippity Do
SETTING GEL
8-Oz.
Reg. \$1¹¹
69 c G.D.P.



Breck
HAIR SPRAY
20-Oz.
Mouthwash & Antiseptic
Reg. 67⁹⁵
57 c G.D.P.



Automatic Steam
VAPORIZER
Reg. \$7¹¹
\$4 99 G.D.P.



Reg. \$1¹¹
89 c G.D.P.

Clairol Herbal Essence
SHAMPOO
8-Oz.
Normal-Oily or Dry
Reg. \$1¹¹
97 c G.D.P.



So-Soft
HAND LOTION
16-Oz.
Reg. 57⁹⁵
39 c G.D.P.



GIBSON'S
DISCOUNT CENTER

master charge
your BANKAMERICARD welcome

Advertised Prices Good thru 12-7-74 In Hereford-Dimmitt-Canyon-Tulia & Tucumcari New Mexico
Jergens Pretty Miss Dress Up
BUBBLE BATH
Good Groomers Gift Set
Reg. \$1¹¹
79 c G.D.P.



Curly
SUPER SOFT PUFFS
260's or 100's
Reg. 67⁹⁵
39 c G.D.P.



Aqua Velva or Letric Shave
BEER STEIN
Reg. \$2 77
\$2 77 G.D.P.



Reg. \$1¹¹
89 c G.D.P.

Reg. \$1¹¹
89 c G.D.P.

Reg. \$1¹¹
89 c G.D.P.

Reg. \$1¹¹
89 c G.D.P.

master charge
THE INTERSTATE CARD



DISCOUNT CENTER

CORN POPPER

Model No. CP84A
Flame or Avocado
Reg. '13"



Presto



TOASTER BROTILER

Model No. TOB1A
Reg. Price '89

Presto

\$6 99
G.D.P.



12 Ga. SHOTGUN

Mossberg Bolt Action Repeater
Model No. 395T
\$41 97
G.D.P.



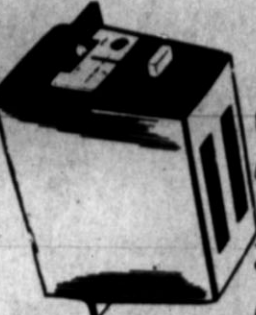
20 Ga. SHOTGUN

Mossberg Bolt Action Repeater
Model No. 385T
\$39 97
G.D.P.

TOASTER

Reg. Price '14"
Toasts Two Slices

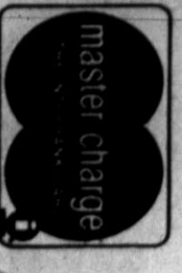
\$11 97
G.D.P.



BASKETBALL and GOAL SET

Model No. G0222

\$9 99
G.D.P.



12-16-20 Ga.
F126-F163-F204

SHELLS
YOUR CHOICE

\$2 39
G.D.P.



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, Tulla and Tucumcari, New Mexico

Advertised Prices Good 12-2-74 thru 12-7-74
in Hereford, Canyon, Dimmitt, Tulla and Tucumcari, New Mexico



PAINT BY NUMBER SET
Gallery 1
Model No. 10314
G.D.P.
47c



NO. 425 **PAY HAULER**
NO. 426 International Harvester **PAY LOADER**
NO. 428 International Harvester **TRACTOR LOADER**
BACKHOE,
NO. 452 International Harvester **TD CRAWLER BLADE,**
NO. 504 John Deere **MOTOR GRADER**
By The Ertl Co.

Reg. Price '17"
YOUR CHOICE \$5 99
G.D.P.

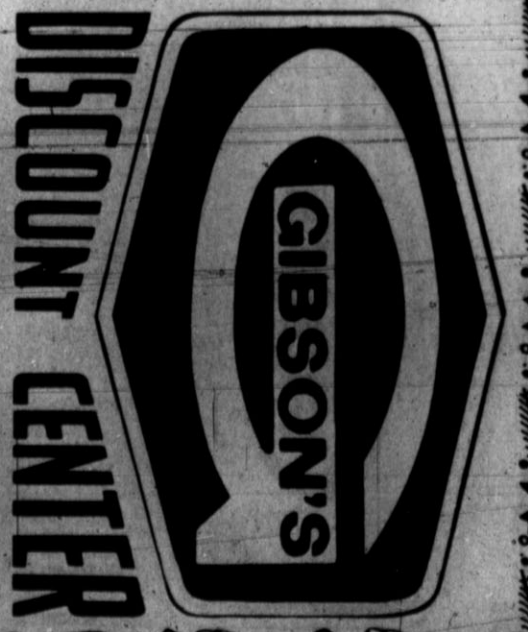


NATURE DOME KITS
Dimensions of Nature, See-Through
3 Kits, Model No. 300-301,
Morriss Co.,
Reg. Price '13"
\$2 79
G.D.P.

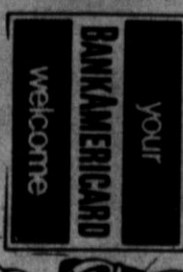
HBLA CHRISTMAS LIGHTS
35 LIGHTS
99c
G.D.P.



Lay-Away FOR CHRISTMAS



DISCOUNT CENTER



LAY AWAY FOR CHRISTMAS

TILE COUPAGE

Craft Master Corp.
Model No. 49490

\$1 25
G.D.P.



BOW 'N RIBBON

Perfect for Christmas, Mix or Match
Retail 39¢ & 49¢
YOUR CHOICE



15c EACH
OR
7 99c
FOR

TREE SKIRT

Polytex Christmas Tree Skirts, Flame Resistant! Skirts Split Into 2 Pieces to encircle tree
Reg. Price '15"
52" diameter
99c
G.D.P.



TREE TOPS

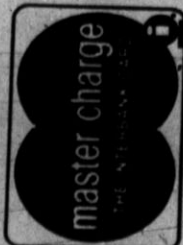
11" Tree Top by Kurt S. Adler
Reg. Price '15"
69c
G.D.P.





DISCOUNT CENTER

Gift



BIG

Christmas SAVINGS

Headquarters!



TOOTHBRUSH

by Kenner Reg. '81 \$6.97 G.D.P.



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, Tullia, Dimmitt and Tucumcari, New Mexico

MTD TODDLER TODDLER BARROW TODDLER TRIKE TODDLER KART Your Choice

\$5.49 G.D.P.

GARLAND

by Paulanne Industries, Tinsel Garland, Flameproof, Reusable, Colorfast, 50' Long 3" Wide

69c G.D.P.

Reg. 97'

TYKE TRIKE

by Playschool Model No. 504

\$6.97 G.D.P.



BELL CHIME Model No. 138, Reg. '17

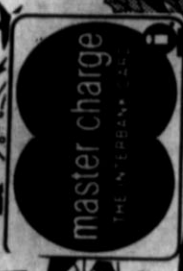
\$1.37 G.D.P.

IRONING SET

by Western Stamping Corp. Model 1121

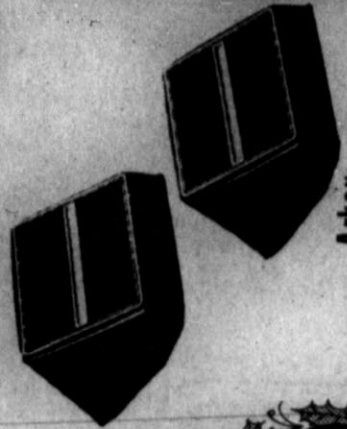
\$3.47 G.D.P.

Reg. '41



TAPE PLAYER by Automatic Radio Model No. 1179

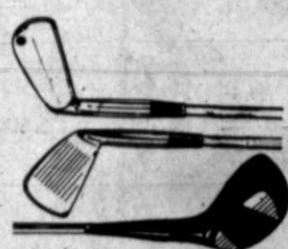
\$19.95 G.D.P.



WEDGE SPEAKER

Model No. COW6

\$5.87 G.D.P.



Wilson's Walker Cup GOLF SET

\$35.97 G.D.P.



DRILL Model No. 1710

\$8.88 G.D.P.



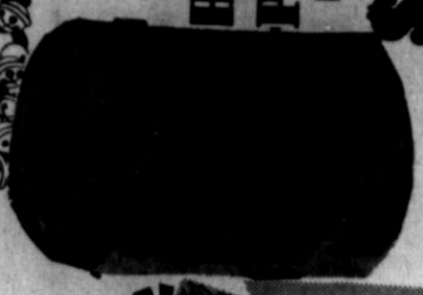
STARTING FLUID Model No. A5236 15-Oz.

69c G.D.P.



DE-ICER

69c G.D.P.



Gibson's HOUSE PAINT Model No. 450

\$4.99

Ray-O-Vac BATTERY Size D



2/33 G.D.P.



Wizard CHARCOAL LIGHTER 32-Oz.

39c G.D.P.

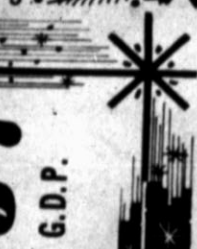


Squirrel Brand CHARCOAL LIGHTER 10-LB. BAG

69c G.D.P.

Advertised Prices Good 12-2-74 thru 12-7-74

In Hereford, Canyon, Tullia, Dimmitt and Tucumcari New Mexico



YOUR
BANKAMERICA
welcome

A Steepful of Savings
TUNA
Carnation
Star Kist
Chicken of the Sea
Van Camps
Del Monte Light Chunk

2/97c
G.D.P.



MORSELS
Nestlé
SEMI-SWEET
12-OZ.
Reg. 89¢

G.D.P.



DISCOUNT CENTER

Advised Prices Good thru 12-7-74
in Hereford, Dimmitt, Canyon, Tulia and
Tucuman, New Mexico

FOLGERS COFFEE
SPECIAL
Folgers
COFFEE
10-oz. Instant
\$1.89
G.D.P.

3-LB. Can
\$1.79
OR



Gladiola
FLOUR
5-LB. Bag
\$1.99
G.D.P.



Lipton or Nestlé
INSTANT TEA
3-OZ. Reg. '17"
\$1.99
G.D.P.



Switt's Premium
BACON
1-LB. PKG.
\$1.99
G.D.P.



DISCOUNT CENTER

Advertising Supplement to
Hereford Brand,
Canyon Sunday News,
Tucuman Daily News
Tulia Herald
12-2-74 thru 12-7-74

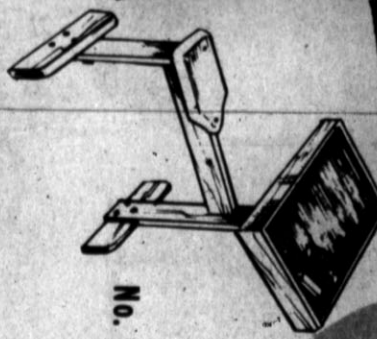
6 Ft. Kennedy Pine
ARTIFICIAL
CHRISTMAS TREE
Reg. '29"
\$21.97
G.D.P.



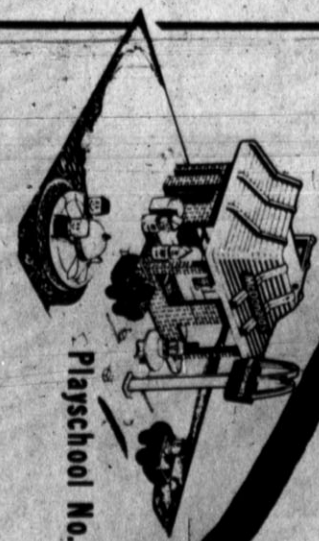
75 Sq. Ft.
WRAPPING PAPER
(10 yds. x 2'6")
Reg. '11"
\$3.99
G.D.P.



American Toy & Furniture Co.
MAPLE PEG TABLE
No. 86
\$5.89
G.D.P.



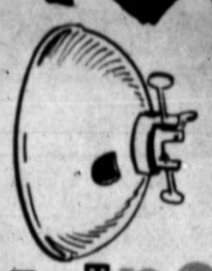
Master charge
MCDONALD'S
Playschool No. 430
Reg. '14"
\$10.97
G.D.P.



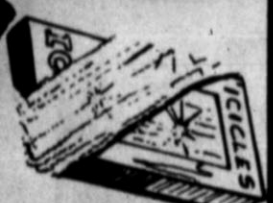
Ideal Toy Co.
SCARE CROW TARGET SET
No. 4115
Reg. '17"
\$5.69
G.D.P.



No. 7010
CHRISTMAS TREE STANDS
By Hamilton Monroe
Reg. '11"
\$1.49
G.D.P.



150-18" Long
ICICLES
Tangleproof-Bright
Flameproof-Reusable
& Colorfast
Kaycrest Reg. 29¢



\$1.99
G.D.P.

YOUR
BANKAMERICA
welcome

Hasbro No. 6608
BLASTERS
Action Toy
Reg. '12"
\$7.27
G.D.P.



MTD No. 614-440-060
10" TRIKE
\$8.88
G.D.P.



master charge

master charge

orders