

The Hereford Brand

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73rd Year No. 35

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Herd Opens Grid Season Friday



Lack Of Experience Worries HHS Coach

By DAN WELTY
Sports Editor

It seems as though summer has only just begun, but already the kids have been back in school over two weeks and it's time for the fall football season to get underway.

Coach Larry Dippel and his '74 edition of the Hostile Herd, Hereford High School's Whitefaces, will march into battle Friday night with a 7:30 kickoff against the Harvesters of Pampa. The confrontation is set for Whiteface Stadium.

Pampa will bring 15 lettermen who have seen action before, although the Harvesters were 2-8 last year. A new coach, John Welborn, will also appear with the Harvesters, but Welborn's credentials include a 47-9 coaching record for the last five seasons.

HEREFORD, on the other hand, has only six returning lettermen, only three of those were starters, but from a team that went 10-1-1, finally bowing out of the state playoffs with a loss to El Paso Coronado on penetrations. Coach Larry Dippel and his Herd are no strangers to playoff competition, having traveled to the state quarterfinals in 1971 prior to the '73 visit.

Coach Larry Dippel feels Pampa's

experience could be the key to the ball game. "They've got some people who are capable of breaking for the big play. If Hereford is going to beat Pampa, we'll have to keep them from making the big play," said Dippel.

One of the Harvesters' biggest assets is split end Howie Lewis. Lewis is 6'6", weighs in at 180, and is capable of a sub-10 second 100-yard dash. "They're going to try to get the ball to him," said Dippel. "He's the kind of guy that can beat you and beat you pretty quick."

DIPPEL SAYS another player the Herd will have to keep from making the big play is Rick Leveich. Leveich, at 5'11" and 175 pounds, is a running back who played quarterback last year. "Again, were just going to have to keep Leveich from breaking loose for a long gain or he could hurt us," said Dippel.

Herd scouts have only seen the Harvesters twice, once in their spring game and last week when they scrimmaged Vernon. "They work a wishbone offense that breaks into a double wing formation. It could give us some defensive problems," Dippel said.

"They do have a new coach, though, and he hasn't had time to get his program completely established. The new coach and the new system are in our favor, but they've got the experience."

Building Permits Up In August

Building permits for Hereford totalled \$116,860 for the month of August, figures at city hall revealed this week, pushing the year's total to \$1.8 million.

Three residential starts—amounting to \$109,000—accounted for the major share of the new construction. The August total followed on the heels of the slowest month of the year, with only \$46,625 issued in permits for July.

THE TOTAL for eight months of 1974 was \$1,801,525—compared to \$2,903,145 for the same period last year. The total for August of 1973 was \$166,550. The building boom appears to have slowed considerably from last year, when the total wound up at more than \$4 million. The city's peak years came in 1965 and

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THE WHITEFACES have yet to prove themselves, but Dippel seemed optimistic about the performance of the Herd against Tascosa last weekend in a scrimmage. "Our throwing game looked real good. Both our quarterbacks, Mike Crim and Mike Artho, threw well. Our receivers caught the ball well and they ran good pass patterns.

The Herd could have problems with depth, though. "We had some good pass protection from our first group of linemen, but pass protection with our reserves was lacking.

"Defensively, we didn't tackle well, and fundamentally we didn't play our defense well. This is one area we're going to have to work on. Our ground game was inconsistent. We made some good runs, but not all the time."

OVERALL, Dippel said he was looking for more consistency from the Whitefaces, both on offense and defense. "Another factor could be our kicking game. It hasn't been tested yet, and it could make a difference."

The Harris Rating System has picked the Herd as an 11-point favorite in the contest.

Attorney General Sets Talk With County Demos

Deaf Smith County Democratic Club members urge local residents to hear an address by Attorney General John Hill during a barbecue Saturday at 8 p.m. in the high school cafeteria.

General Hill, who took office on Jan.



Attorney General John Hill

1, 1973, will speak on current issues facing Texans and Americans, according to Andy Shuval, District Attorney and DSCDC president.

JOHN LUKE HILL has been credited with significant achievements in the areas of environmental protection, consumer awareness, law enforcement, the legal opinions process and other matters involving his role as "lawyer for the people."

General Hill's Environmental Protection Division has secured judgments totaling more than \$1.7 million in air and water pollution cases through court-ordered abatement schedules expected to require tens of millions of dollars' worth of control equipment investments by the defendants. Hill and his Consumer Protection Division assistants helped to write and win legislative passage for the 1973 Texas Deceptive Practices-Consumer Protection Act, which has been hailed as a "model" among state statutes to protect the consumer, without vehicle to harassing the honest businessman.

In the past year, Hill has established regional offices in Houston, Dallas-Fort

Worth, San Antonio, Lubbock and El Paso, to bring to the people of the State's metropolitan areas the services of the Attorney General's consumer, environmental, law enforcement, crime strike force, and highway divisions.

An honor 1947 graduate of The University of Texas School of Law, John Hill was engaged in private practice as a trial lawyer in Houston for 27 years, taking time out in 1966-68 to serve as Texas Secretary of State.

HE IS A Fellow in the American College of Trial Lawyers; Fellow, International Academy of Trial Lawyers, and Member, Board of Regents, National College of District Attorneys. In June of 1974, Hill was appointed to a second term as chairman of the National Association of Attorneys General's Consumer Protection Committee, and he also serves on the N.A.A.G. Environmental Protection and Tidelands committees.

He is past president of the Texas Trial Lawyers Association; former vice-chairman of the American Bar Association's

(See HILL, Page 2)

Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says a deficit is what you've got when you haven't got as much as when you had nothing.

Friends and neighbors of Cecil Hart, who has been hospitalized for some time, got together Wednesday and sowed his wheat on a farm southeast of Hereford. That's the active way of "loving your neighbor as yourself."

Football makes its debut for Hereford fans Friday night when the Pampa Harvesters come to town for the season opener. The Herd is favored by some sports "experts"—probably on the basis of the 10-1-1 record of last season. Pampa is reported to have some fine athletes this year, and it should be a good game.

The Whitefaces weren't supposed to be very strong last year, but all they did was go to the regional playoffs before losing to El Paso Coronado on penetrations. Hereford will have a lot of new faces to make varsity debuts Friday night, but you can bet they'll be giving 100 per cent effort—that's a trademark of Coach Larry Dippel's teams!

A pessimist has been described as one who is seasick the entire voyage of life.

Bumper sticker: I am neither for nor against apathy.

"Two people can definitely live as cheaply as one," stated Junior, very unconvincingly.

"Of course," agreed his tired father. "Your mother and I live on just about the same amount of money it takes to keep you."

Several weeks ago it appeared the cattle market might at least climb back to a break-even level, but the situation still looked gloomy this week. Several feeders complain that "you can't even get a bid."

I don't know much we can do to help the situation except to urge people to eat more beef. Most of us in this area know that it is the underlying industry that supports thousands of other related industries. We need to get the message across to others that Texas not only makes beef, but also that beef contributes greatly to the economic well-being of everyone in the state.

There's not much sense in placing the blame on another segment of the economy since we are all dependent upon each other. Labor needs a good income; business needs a profit to continue to

(See BRANDING, Page 2)

MD Drive Nets Over \$5,000

Due to the dedicated work of 70 youngsters and 18 adults, more than \$5,000 were collected from local residents during the national Jerry Lewis Labor Day Telethon for muscular dystrophy.

This sum was added to other contributions in the Panhandle region for a total of \$78,000. Hereford's campaign, which was a \$1,000 improvement over last year's, was termed "a real success" by Mrs. Mazurek, event chairwoman.

"WE ARE so proud of everyone who helped, especially the kids who marched for MD," said Mrs. Mazurek. "This year's marchers did a great job. They raised more than \$2,900 and covered every street in Hereford with some individuals making several trips.

"We would like to express our sincere appreciation to Hereford State Bank for donation of their facilities. Also, thanks are due for the food and refreshments the volunteers received from the Coca Cola Company, Kentucky Fried Chicken, Troy's Sweet Shop and Wanda Brown," stated Mrs. Mazurek.

"But most of all, we'd like to extend a

(See MD, Page 2)

Event Set Sunday

Pets To Parade As Youth Program Ends

All sorts and sizes of pets will be put through their paces by young owners in a Pet Carnival on Community Center parking lot Sunday afternoon, the final event of the Summer Youth Program sponsored by the Women's Division of Deaf Smith County Chamber of Commerce.

Two awards will be made in each of 11 categories, citing pets for such qualities as best obedience or longest ears.

Mrs. Dan Warrick, chairman, announces that the carnival is open to all young residents of Hereford, tots through teens. It will begin at 2:30 p.m. Sunday.

CATEGORIES for the awards include: Most unusual pet, highest jumper, loudest, longest hair, shortest tail, cutest trick, most original name, most unusual physical trait and most unusual marking.

The Pet Carnival adds to a variety of activities for school-age residents of Hereford, embraced in the Summer

Youth Program. Mrs. J.W. Robinson, chairman of the Women's Division committee on education and youth, was leader in planning and carrying out the program.

Indoor and outdoor events to meet interests including art, bicycling, tennis, square dancing, drama, games and yoga, were included, with older youth assisting in direction of programs for the younger.

PLANS were made to conform to interests expressed by the young people themselves, in a survey made before school dismissed last spring.

Members of Mrs. Robinson's committee who shared in direction were Mmes. Eugene Hendon, Charles Hoover, Andy Shuval, Tdm Draper, Pete Caviness, Barbara Lomenick, Jim Conkright, Clarence Veazey and Clarkie Cook.

Many other adults of the city were volunteer leaders of the various activities.



All Sorts, Sizes Welcome

In what may be a preview of action at the Pet Carnival on Community Center parking lot Sunday afternoon, some young neighbors of Mrs. Dan Warrick, chairman, show their diverse pets at her home. Becca Gibson is assisted by Carla Driskill in restraining her great Dane, Obo, behind the gate so the smaller dogs and the rabbit can pose peacefully. Katie Rudder holds her rabbit, Thumper, and her sister Carol holds Carla's tiny dog, Dollie. Their basset, Bascomb, keeps his dignity in the photographic session.

Ex-Resident Roy Wagner Graveside Rites Conducted For Robert A. Goenne Is Buried

Funeral services for Robert Arthur Goenne, 61, of 1505 Park Ave., were conducted at the graveside in West Park Cemetery Wednesday morning, with the Rev. Herman Schelter, pastor of Immanuel Lutheran Church, officiating. Burial was directed by Gilliland-Watson Funeral Home.

Mr. Goenne died Sunday in Deaf Smith General Hospital after an illness of a few weeks. He was a truck driver, a resident of Hereford since 1968. He was a member of the Unitarian Church.

Survivors include a daughter, Arlene Foley, who lives in Mississippi, and a son, Fred, of Houston.

Funeral services for Roy Wagner, 82, of Amarillo, former Hereford resident, were conducted Wednesday morning in St. Mary's Catholic Church of Amarillo, where he was a member. The Rt. Rev. Msgr. Francis A. Smyer officiated and burial was in Memorial Park Cemetery.

Mr. Wagner died Monday morning in an Amarillo convalescent home. He was a native of Wisconsin, born at Benton, and was a retired farmer. He saw military service in World War I.

Survivors are his wife, Mabel Wagoner of Hereford; three daughters, Mrs. Ed Mitchell of Dallas, Mrs. Les Meyers of Littleton, Colo., and Mrs. Dewey Hayden of Kinder, La.; seven sons, Lester of Hereford, Lawrence of Nazareth, Clyde, Donald and Glenn of Amarillo, Keith of Pampa and Gerald of Grand Prairie.

Also surviving are four sisters, Mrs. George Backus of Happy, Mrs. Art Klemm of Tulsa, Mrs. Joe Birkenfield and Mrs. Johnny Stack of Nazareth; 38 grandchildren and 16 great-grandchildren.

G.E.D.
General Educational Development Tests will be given on the 3rd Monday and the following Tuesday of each month.

PLACE: Admin. Office of Hereford Independent School District
TIME: 8:30 A.M.

COME TO THE FUNK'S-G CORN SHOW

See Outstanding Funk's G-Hybrids Performing Under Local Growing Conditions.



Here's your opportunity to see the great line-up of Funk's G-Hybrids performing under local growing conditions. Come and see why the Big G is your right decision.

Get The Dependability of Proven Performance

Tuesday, Sept. 10
19 Funk's 'G' Corn Hybrids
LEON GEORGE FARM:
From Olton — 5 miles West on US 70, 2 miles North and 1 mile West.
From Springlake — 3 miles East on FM 2080 and 1/2 mile South.
TOUR — 10 a.m. LUNCH TOUR — 1:30 p.m.

Wednesday, Sept. 11
8 Funk's 'G' Corn Hybrids
4 Funk's 'G' Sorghum Hybrids
BEN ROMING FARM:
8 miles Northwest of Muleshoe on US 84.
TOUR — 10:30 a.m. LUNCH TOUR — 1:30 p.m.



Funk's is a Brand Name. Numbers Identify Varieties. Please observe trademark, registered, and International Headquarters, Birmingham, Illinois.

Rate Increase Vetoed By WTRT

Due to the continuing rise in costs of both labor, material and operations experienced locally and nationwide, the rates were reviewed here Aug. 28 by the Board of Directors of West Texas Rural Telephone.

In an effort to fight inflation the Board, at its regular meeting Wednesday, voted unanimously not to increase base rates at this time. The Board felt strongly that it was necessary for everyone to try to stem the tide of inflation and voted unanimously not to increase telephone base rates, although they agreed that a necessary review would be necessary in approximately six months.

King Hussein, King of Jordan, in Washington:
"It is the common desire to see the establishment of a just and durable peace in our part of the world."

Big blem buys. As low as 4/\$99

F.E.T. Included

Blems are tires with slight appearance variations. (They're also known as "seconds" in the trade.) This does not affect the quality construction of the tires in any way. They meet the high standards associated with the JCPenney tire. You get a good quality tire but at a lot lower price.

Our blems come in popular sizes. Whitewall or blackwall. Polyester or nylon cords. Steel or fiber glass belts. Hurry in, now. Quantities are limited.

MILEAGE MAKER 4 Ply Nylon 24 Month Guarantee P2012 205-14 P2014 205-14	4 \$99 FOR
2 Ply Polyester-2 Ply Fiberglass EL TIGRE BELTED P2012 205-14 P2014 205-14	4 \$133 FOR
JCPENNEY STEEL BELTED RADIAL 2 Ply Polyester-2 Ply Steel Nylon Cap Steel Sidewall Stabilizers 44 Mo. Guarantee P2012 205-14 P2014 205-14	4 \$188 FOR

EL TIGRE Mud & Snow **4 \$66.00** CARGOMASTER L.T. **4 \$99.00**
CARGOMASTER L.T. **4 \$70.00** CARGOMASTER II **\$74.50** F.E.T. incl.
CARGOMASTER L.T. **4 \$70.00** CARGOMASTER II **\$100.50** F.E.T. incl.

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Now ON Hanes Underwear · Better Knit Dresses & Slacks · HATS · Mens Better Shoes & Boots · Infants & Baby Dept. Including Shoes Luggage

No Lower Prices in Town!

PLACE: Admin. Office of Hereford Independent School District
TIME: 8:30 A.M.

Get The Dependability of Proven Performance

Tuesday, Sept. 10
19 Funk's 'G' Corn Hybrids
LEON GEORGE FARM:
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Men's Better Shoes and Boots Now 1/2 Price

Trovira 100% Polyester Fabrics DOUBLE KNITS Reg. \$6.99-\$7.99 yd. Was \$3.99 Father Reduced NOW \$2.47 yd.	Earrings Necklaces 73¢ Bracelets \$1.25	Ladies Better KNIT DRESSES Pant Suits Now 1/2 Price	Ladies SUMMER SANDALS NOW 4 \$1.00 Pr. For	Tennis & Track Shoes Now \$3 & \$3.50 Children \$1.37
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Felt Western HATS
Reg. to \$30.00
\$12.87

Levi's Knit Jeans and SLACKS
Reg. \$16 to \$22
\$8 to \$11

Western Straw HATS
Now **1/2**

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Hanes For Men and Boys
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Wester Shorts and T-Shirts
Pkg. of 3 Reg. \$4.99
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NOW **\$2.15**
Unheard Of Price

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Panhandle Builders Announce New Service For Homebuyers

The Hereford chapter of the Texas Panhandle Builders Association this week announced a new service for area homebuyers—the Bonded Registered Builders Program.

Builder members of the association who qualify will attain the status of Bonded Registered Builder. Qualifications are based on quality craftsmanship, high standards of business ethics, and financial responsibility.

New homeowners will be given a written one-year warranty with the assurance that the Registered Builder will meet his obligations as stated in the written warranty.

The Registered Builder Program, which is national in scope with approximately 145 local affiliates of the National Association of Home Builders sponsoring such programs, began in 1965 in Milwaukee and

Minneapolis. The experience of a number of these associations provided the format of the program adopted by the Texas Panhandle Builders Association.

Upon national approval and licensing, a 10-man council was appointed to administer the program. Past president Bill Simpson was named chairman with other members Gerald Boggs, Les Reeder, Dwight Turner, Bob Fenley, Paul King, Frank Wilburn, George Thornton, Carl Mitcham, and Jim Stevens. This council made further decisions as to rules and regulations which completed the program.

The Bonded Registered Builder Program was established to guarantee the homeowner the most for his money, whether his home has an \$18,000 or \$100,000 price tag. The entire program evolves around the basic provision that a builder must perform under a one-year Home Warranty and Service Procedure which goes into effect on the date of closing, as issued by the builder to the homeowner and backed by the Texas Panhandle Builders Association.

If a problem arises concerning the workmanship of the new home, the homeowner has an effective avenue of recourse open to him through this program. For example, if the problem appears within the one-year warranty period, the homeowner may file a complaint with the Texas Panhandle Builders Association. When the complaint is received, it is immediately answered. The builder is then notified in writing and given 10 days to reach an agreement with the homeowner.

Should the builder and homeowner not agree within that period, the homeowner may request formal complaint papers and procedures. An ethics and arbitration committee is formed by the Texas Panhandle Builders Association headquarters for the specific task of evaluating formal complaints such as this. The committee is composed of builder members and other businessmen related to the construction industry who make on-site inspections of the problems cited by the homeowner.

If in the opinion of the committee, any Bonded Registered Builder has failed to meet his obligations under the warranty, the builder will be notified and given a reasonable time to comply. If he still fails to meet his obligations, the homeowner will be protected by a bond that will make necessary repairs as covered under the warranty.

What happens to a builder who is found in default by not performing under the Home Warranty and Service Procedure?

Upon recommendation by the ethics and arbitration committee to the TPBA board of directors the builder can be terminated as a member of the Texas Panhandle Builders Association.

This termination means that he may never again be eligible for TPBA membership and loses all rights and privileges under the Bonded Registered Builder Program.

Consider that there are, on the average, 3,600 items needed to construct a modern home. About 30 sub-contractors are required to construct a home. Somewhere along the line something occasionally goes wrong. This is where the Bonded Registered Builder Program is ready to assist the homebuyer. When he buys a new home from a Bonded Registered Builder, he is protected by the TPBA which makes every effort to maintain the builder performance under the Home Warranty and Service Procedures.

To become a Bonded Registered Builder, his primary income must be from the building of dwelling units or related real estate activities. He must have experience in the industry, good credit, no justified complaints registered against him with the Better Business Bureau that have not been complied with and must be recommended by two present builder members.

The Lieutenant Governor Report For Labor Day

Report from Congressman Bob Price

Through the years, our State Capitol has drawn thousands of visitors to Austin.

On November 20, 1875, the Constitutional Convention, meeting in Austin, adopted a resolution that three million acres of the public domain be set aside for the purpose of building a State Capitol and other buildings necessary for housing the government. The voters approved this action in February of 1876.

Various problems delayed further progress until February of 1879 when the 16th Legislature enacted legislation authorizing the sale of 3,050,000 acres of the unappropriated public domain for the building of the Capitol.

The designated land was evaluated at 50 cents an acre and two building commissioners and a building superintendent were appointed.

On November 20, 1880, the commissions solicited building plans. Of the eleven sketches submitted, one by E. E. Myers of Detroit was finally selected. Myers was employed by the Capitol Board for \$12,000.

On July 1, 1881, the commissioners called for bids on supplying workmanship and material. The award was to go to the lowest bidder and payment was to be in lands.

January 1, 1888 was set as the completion date.

Progress on the project was encouraged following the destruction by fire of the existing Capitol, the

second built in Austin.

The original construction contract was given to Mattheas Schnell of Rock Island, Illinois, who later assigned it to the firm of Taylor, Babcock and Company of Chicago.

The 3,000,000 acres of land given to the construction company became the XIT Ranch of world-wide fame.

Excavation for the foundation and basement began in the Spring of 1882 and a small city grew up within the Capitol grounds to serve the workmen.

On March 2, 1885, the cornerstone of the Capitol was laid. The stone, weighing 16,000 pounds in the rough, was pulled by sixteen yoke of oxen from the quarry in Burnet County, fifteen miles distant, to the town of Burnet and shipped by rail to the Capitol grounds.

Cutters were brought from Scotland and convict labor was provided by the State.

The building was finally completed December 8, 1888—six years and ten months after it was begun.

It is 566.5 feet long, 288 feet 10 inches wide and towers 308 feet four inches from the grade line to the top of the star of the statue. At the time of completion, it had 392 rooms, 18 vaults, 924 windows and 404 doors. Its exterior walls contain more than 15,000 carloads of red granite.

The Capitol is still as majestic and impressive as it was, when completed, nearly 85 years

The Congress is currently in its Labor Day Recess. This is giving me an opportunity to return home and I look forward to visiting with as many citizens as I can.

In the last few days before the Recess, those of us who are working to reduce federal spending gained at least some ground with the help of a threat of Presidential veto. We succeeded in reducing the Federal Mass Transportation Authorization Act from \$20 billion to \$11 billion. I would have preferred an even lower figure and voted against the bill on final passage.

We simply cannot expect to wage an effective fight against inflation if we do not reduce federal spending. The Congress, thus far, has already appropriated a billion dollars in spending over and above the amount requested in the budget. That trend must be reversed.

This past week, the Congress did give the President the authority he requested to establish a Cost-of-Living Task Force to monitor the economy without authority to impose wage and price controls. Also, I voted against spending \$1.3 billion in appropriations for the District of Columbia, and an additional \$744 million in authorizations for the State Department, but both of these measures passed.

DURING THAT last legislative week, also: The House agreed to a bill to return to Standard Time during the four winter months of November, December, January and February. The Senate, however, referred the bill to its Commerce Committee. I have opposed Daylight Savings Time and hope the Senate will act quickly on this measure when it returns from the Recess.

The House also passed a Solar Heating and Cooling Demonstration Act similar to one I sponsored earlier, and sent it to the President for signature.

Congressional Reform legislation was not acted upon and remains pending in the Rules Committee. Democrat reformers have expressed fear the bill may be killed by party leaders in response to pressure from labor lobbyists.

ON THE AGRICULTURAL SCENE, farmers in Briscoe County have recently been declared eligible for 5 per cent-interest disaster emergency loans through the Farmers Home Administration, joining Swisher County as declared counties in the 13th District. FHA loan assistance can be declared under the law only after a request for such a declaration comes from the state governor. I am supporting such requests from Gov. Briscoe.

Recently, he asked declarations for Hartley, Dallam, Armstrong and Gray counties, which I am supporting. Reports are being readied for Ochiltree, King, Donley, Dickens, Hutchinson, Cottle, Hansford, Hall, Collingsworth and Oldham counties, but the governor has not made requests for these counties as of this writing.

The ASCS is also acting to aid drought-stricken producers by implementing two proposals I made earlier. The ASCS is now allowing producers to leave representative areas of damaged crops for later appraisal while salvaging what there is from the rest of the acreage.

Also, ASCS is declaring potential production as zero when characteristics of severe damage can be identified or when the stage of growth is such that the crop cannot mature by the normal harvest date.

The Congressional Rural Caucus has written President Ford expressing our wish to work with him on matters affecting rural areas. I was recently elected among the 10 members of the new executive committee of this 46-member bi-partisan caucus of Congressional members.

Also, I recently co-sponsored legislation designed to keep the Environmental Protection Agency from becoming further involved in state and local land use decisions. The measure would prohibit EPA from considering "indirect sources" of pollution in the granting of construction permits.

Less than a month after the House voted not to consider federal land use planning legislation, the EPA issued regulations which will allow that agency to become very much involved in the land use planning issue. This bill is designed to reduce or halt that involvement.

RURAL MAIL SERVICE is being extended as a result of action by the Postmaster General, E.T. Klassen. In a recent letter to me, Klassen reported that under former criteria, rural delivery extensions could be made only if at least one family would be served for every seven-tenths of a mile a rural carrier must go to the mail box and return to his line of travel. But Klassen says he is changing that guideline by extending the figure to a full mile. This will mean more rural families and businesses will be able to have carrier delivery service.



DANCE CLASSES

- TAP
- BALLET
- JAZZ
- TUMBLING
- BALL
- & AEROBATICS

Nancy McDonald - teaching
Ballroom will begin week of Sept. 16
Ladies Exercise classes going strong now.
We teach all types of dancing to all ages.

It is never too late to enroll in
LARRYMORE STUDIO
in VETERANS MEMORIAL PARK
364-4638 Hereford, Texas P.O. Box 1551

Hereford Rotary Club Says:

Help the Whitefaces
Kick-off another exciting season Friday Night and attend —

The Pre-Game BARBECUE
5:30 - 7:00 H.H.S. CAFETERIA
Friday Sept. 6

\$1.00 Buys:

- Delicious Barbecue-on-Bun Sandwich
- Potato Chips
- Coffee or Iced Tea

Proceeds will be used to support worth projects of Hereford Rotary Club.

PLEASE PAY AT THE DOOR: NO ADVANCE SALES
GO HERD!

FRIDAY & SATURDAY
SEPTEMBER 6 & 7

9.99

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Extra Charge for GROUPS

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TRY BIBLE-YOU WILL BE GLAD YOU DID

BIBLE FOR COLLEGE CREDIT
AMARILLO COLLEGE
ENROLL FOR BIBLE JUST AS YOU WOULD FOR OTHER COURSES

Registration starts at 6:00 P.M. Sept. 3rd, 1974 in the cafeteria, Hereford High School.

Bible Classes will meet at the Temple Baptist Church, 700 Ave. K. Hereford.

THURSDAY EVENING
(first class meeting, Sept. 5)
6:00-6:50 Bible 111-003
Biblical Teaching on Marriage and Family
7:00-9:45 Bible 139-003
The Prophets

FOR FURTHER INFORMATION CONTACT:
Richard Robinson 364-5112

INSTRUCTOR IN BIBLE
Julian C. Traweck, Jr. of the Amarillo Baptist Bible Chair of Amarillo Baptist Association.

THESE BIBLE COURSES MAY BE TAKEN NON-CREDIT IF ARRANGEMENTS ARE MADE WITH THE PROFESSOR

The Hereford Brand

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STATE CAPITAL Highlights AND Sidelights

by Lyndell Williams
TEXAS PRESS ASSOCIATION

AUSTIN, Tex. — Battle lines are drawn for the State Democratic Convention here September 17.

Liberal delegates, although apparently outnumbered, asserted their intentions at a recent meeting in San Antonio to claim their full share of convention plums.

— First, they made clear, they will fight for proportional representation on the State Democratic Executive Committee, the party's policy-making and house-keeping body in Texas.

— Second, they are demanding their share of the 76 delegates to the national Democratic mid-term mini-convention in Kansas City next December.

— The liberals also made preparations for expressing their views on the party platform, resolutions and rules.

— Finally, they indicated they may challenge Gov. Dolph Briscoe's choice for SDEC chairman and other top committee officers.

Choices of incumbent governors for these posts traditionally have gone unchallenged where they have majority control of conventions.

The "open party" Democrats at the San Antonio session adopted a platform committing themselves to a state party organization that will support Democratic candidates and principles at all levels rather than "promoting the policies of incumbent governors."

Bob Bullock of Austin, Democratic nominee for comptroller, is being urged to oppose incumbent SDEC Chairman Calvin Guest of Bryan, Governor Briscoe's choice for a second term.

Meanwhile, the national Democratic charter commission broke up in anger when party regulars and reformers clashed over reform measures in the proposed Democratic constitution.

GOVERNORS TO MEET — Governors of the southern states, Puerto Rico and the Virgin Islands will meet here September 8-11 to discuss a wide range of problems, including economy and energy.

Governor Briscoe is host to the Southern Governors Conference which will meet at Lakeway, a luxury resort on Lake Travis 20 miles northwest of the Capital City.

About 300 reporters will join the 19 governors and their staffs for the three-day business meeting, and the social rounds of tennis, golf, sailing and parties.

Gov. Melvin Evans, governor of the Virgin Islands, is chairman of the Southern Governors Conference for 1973-74.

INSURANCE JARGON HIT — The State Board of Insurance is declaring war on "the fine print, double talk and gobbley-gook" in insurance policies, according to Board Chairman Joe Christie.

Christie said the average policy holder cannot understand policy jargon, and recent tests show Einstein's theory of relativity is more readable than an average hospital insurance plan.

Christie said efforts will be made in the next session of the legislature to improve

"the readability factor" of insurance policies. He recommended that other state agencies give some attention to similar readability problems involving documents over which they have jurisdiction.

No-fault auto insurance will be another subject for legislative consideration in 1975, Christie told Texas Bankers Association at a conference here. He said a recent study on the subject by the Lyndon Baines Johnson School of Public Affairs will be of major help to lawmakers.

AG OPINIONS — The University of Texas must give a legislator access to files on UT land leases, but may keep confidential land appraisals and sealed bid contents, Atty. Gen. John Hill held.

In other recent opinions, Hill concluded:

- Records of a city's exercise of licensing authority over

electrical installations is public information and should be disclosed.

- Police supplementary reports of accidents, including witnesses' statements and photographs, although involving possible litigation against a city, are part of the official record and are not excepted from disclosure.

- A faculty member who fails to exercise the option to participate in the optional teacher retirement system does not have the right to a second opportunity to exercise that option on returning to teaching in Texas after terminating previous employment and leaving the state to seek an advanced degree.

- Whether a water pump

and irrigation casing are fixtures within terms of taxation depends on facts in a particular case.

- An individual who is not a registered engineer may not display or use membership in or certification by an association using the term "engineer" in its name in his professional or business activities.

COMMITTEES NAMED — State Democratic Chairman Calvin Guest named an election advisory committee to plan statewide rallies and extensive voter registration and get-out-the-vote campaigns to help Democratic nominees.

A pre-election statewide telecast is also under consid-

eration for the party's nominees.

Members of the committee include all statewide Democratic nominees, Guadalupe County Democratic Chairman Lem Allen, Travis County Chairman Ken Wendler, Midland County Chairman Vann Culp, Tarrant County Chairman Estil Vance, Swisher County Chairman R. T. O'Daniel.

Also Democratic Congressional Candidates Bob Krueger of New Braunfels, Jack Hightower of Vernon and Mike McKool of Dallas and seven members of the State Democratic Executive Committee.

SCHOOL AID APPROVED — Seven Texas school dis-

tricts and four regional education service centers will receive a total of \$191,091 in federal funds to develop modern planning, budgeting and program evaluation techniques in 1974-75.

The grants will go to El Paso, Galveston, Birdville, Waxahachie, Irving, New Caney and Lockhart and to ESC regions in Edinburg, Corpus Christi, San Angelo and El Paso. A second round of grants totalling \$79,599 will be awarded later this fall.

SHORT SNORTS

A Houston federal court decision held unconstitutional a requirement that campaign literature contain

both the name of the person paying for it and identification of the printer or publisher who prepared it. The state will appeal.

Texas Republicans generally expressed disappointment that National GOP Chairman George Bush of Houston did not get the vice presidential nomination, although most had no objection to Nelson Rockefeller.

Joe Bill Watkins is resigning as executive assistant to Attorney General Hill, and will be succeeded by David Kendall. Watkins will return to law practice in Houston.

Businessmen cheer nomination of Rockefeller.

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LEO--July 23 to Aug. 22 -- Friends may try to get you to shirk responsibility. Don't do it! You may feel frustrated when you make the decision, but you'll be glad you stayed with your duties.

VIRGO--Aug. 23 to Sept. 22--Domestic disagreements can be avoided if you watch for the signs. Harbor no bitterness in your heart.

LIBRA--Sept. 23 to Oct. 22 -- Someone may try to convince you of the necessity of over-extending your resources on a financial deal.

Proceed slowly.

SCORPIO--Oct. 23 to Nov. 22 -- Slow down long enough to listen to the advice of well meaning friends. They know of whence they speak.

SAGITTARIUS--Nov. 23 to Dec. 21 -- Cooperate with the inevitable. Show associates that you are a good sport. Satisfaction comes to you from good relationships with others.

CAPRICORN--Dec. 22 to Jan. 19--Relief should come soon for these trying times. Plan now to continue your education in some way, to reach even greater heights of understanding.

AQUARIUS--Jan. 20 to Feb. 18 -- An easy, relaxed week should be in store for you. Invite friends. This is only a quiet prelude to a much faster moving fall season.

PISCES--Feb. 19 to March 20 -- New ideas come into being. Success in your chosen endeavor seems assured. Your persistence pays off.

ARIES--March 21 to April 20 -- The long siege of personal disappointment to which you have been subjected may be at an end. Some sort of public honor or recognition can be expected.

TAURUS--April 21 to May 20 -- Get rid of unpleasant memories by putting them out of your mind and replacing them with newer ideas and experiences.

GEMINI--May 21 to June 20 -- Stop coming on so strong with your temper. Even if you have a legitimate reason for feeling the way you do, nothing can be resolved by such actions.

CANCER--June 21 to July 22 -- If loneliness is your problem, reach out to help others. Giving monetary assistance is very fine, but your greatest satisfaction will come if you give of yourself.

AUSTIN--A 10-week aerial spraying of the imported fire ant will begin Sept. 4 and will cover 2.6 million acres in seven counties if sufficient bait is available, Agriculture Commissioner John C. White has announced.

Counties to be sprayed are Austin, Washington, Montgomery, San Jacinto and Walker. Parts of Grimes and Madison will be sprayed also if bait is adequate.

White said a limited supply of Mirex bait for distribution by hand is again available through the offices of county agents or other local officials.

Aerial spraying will be supervised by the Texas Department of Agriculture and the U.S. Department of Agriculture Animal and Plant Health Inspection Service.

The counties involved will pay 25 percent of the cost.

Fire ants are aggressive insects with a powerful sting. Their mounds, which range from six inches to three feet high and to two feet wide, often cause damage to agricultural machinery. Ants currently infest East Texas most heavily, but go as far north as Denton County and as far South as Nueces.

Ants invaded 10 additional counties this year, increasing the number to 60. New counties are Ellis, Limestone, Wood, Burleson, Marion, Bandera, Guadalupe, Gonzales, Erath and McLennan.

10-Week Fire Ant Program To Begin

Alcoholism Attacks All Types

This article is part of a series on "The Progression of Alcoholism" produced by the Alcoholism Council of San Fernando Valley, Calif. The stories are made available locally by the Deaf Smith Council on Alcoholism.

The telephones of the Alcoholism Council of San Fernando Valley bring heart-warming calls for advice and assistance with the disease of alcoholism in a way that proves daily that this killer illness takes no recognition of a generation gap.

Recently, a volunteer worker spoke to a woman who said, "both my son and I have determined we are alcoholics. My son says it is too late. Is it?" "Certainly not. How old is your son?"

"Fifty-eight."

"And...and... how old are you?"

"Eighty-two."

Both mother and son found help. So, too, did a girl of only 14 who came with her mother troubled from the addiction to alcohol and complications and barbiturates and tranquilizers.

Hits Early, Late

None of these cases had progressed to the chronic stages of the disease, symptoms of which have been discussed in the latest of these articles published by the Hereford Brand.

Chronic alcoholism encompasses both an early and late stage. Signs indicating the start of this most tragic phase include the drinker's attitude changing to feeling that life interferes with drinking, destruction of family relation, self-pity, escape through moving from city to city and the appearance of ailments because of malnutrition (i.e. cirrhosis of the liver.)

This leads to some complicating pathology. The first manifestations of this become evident. About this time come the first confinements to hospitals for the relief of obvious alcoholic ailments.

The problem drinker's dismal condition usually becomes drastically aggravated by a rough and prolonged drinking bout.

Confronts Reality

If the progress is patient rather than acute, the alcoholic need not be smug. The more subtle and persistent complications will surely come in latter stages.

In the hospital, there will be no booze. The victim cannot run from himself and circumstances by the simple act of guzzling. Whether he likes it or not, he confronts reality and chances are this makes him uncomfortable.

He must face up without his friendly crutch of liquor. There's no place to hide. Naturally, he becomes increasingly jittery and feels a great "need."

Once free from the hospital, he is not likely ever to forget he was denied alcohol and received sedation only on doctor's orders. Perhaps the stay was long enough to put him in better physical condition than he has been for years.

He may even come to believe he now can control his drinking.

But a few drinks will prove him wrong. He's back in the old rut. And once resumed drinking, he feels liquor can free him from reality quite easily.

Two fears have followed his hospitalization:

□ That he again will be deprived of alcohol.

□ That alcohol itself can let him down - that it will fail to provide the satisfaction and relief he must have.

The first fear sends him to storing and hoarding liquor in secret caches so he'll never be caught short. The second fear may haunt him all his drinking life because there is nothing he ever can do about it.

A further frustration comes because alcohol decreases the sex drive. This serves only to make him hostile toward his wife. He puts the blame on her. He is sure it is not his fault. Nothing will convince him that his wife hasn't collected an array of lovers. Self-pity increases. "Alcoholic jealousy" arises.

He Smuggles Supply

Suspicion, fear, resentment, frustration and remorse become so intermingled in the alcoholic's experience that his need for liquor is increased. He can no longer wait until he gets home to have that drink. He sneaks them throughout the day.

When circumstances prevent him running out to a bar, he smuggles bottles in with his lunch or stashes them in various coat pockets and desk drawers. Yet there are times when he winds up short of the needed drink.

At last, he gets that proper head start by fortifying himself the first thing each morning. It is the necessary eye-opener to "set himself up" for a long, tedious day.

It is a short step to the late chronic stage now, the end of the line for many. Yet even here, recovery can be a telephone call away. Deaf Smith Council on Alcoholism can be reached at 364-4540.

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20% off all men's casual slacks.

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Reg. \$7.98 to \$9.98. Now's the time to build up your wardrobe and save. Choose from a great selection of the latest styles and easy-care fabrics. Find your favorite colors and patterns, too. So hurry in soon. At prices like these, you'll want more than one pair!

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Sale 12⁸⁰ to 19²⁰

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20% off boys' jackets.

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CHARGE IT

NEWS REPORT

WASHINGTON, D.C.--Before he had completed his first month-in-office the first doubts about President Ford's political charisma and his tactics--became hot subjects in the national capital.

There is still no question that the President has solid support among the vast majority of Senators and Congressmen on the Hill; they like and know him and even Senate Majority Leader Mike Mansfield says Ford is the best man the G.O.P. has, that he'll be hard to beat in 1976, whenever the Democrats nominate.

But Ford's politically bent, a series of quick shifts to the left in contradiction to his past record, just after assuming office, have puzzled some conservatives and some moderates--who while they don't necessarily object to the Ford position are still surprised at the quick change of character.

The Ford switch can be accepted, on the basis that he now represents all the people which justifies a more liberal posture than when he represented his old Michigan district.

But it won't be accepted by many because they have always looked to Ford as a man who votes his convictions; what the nation wanted, and what many thought they had in Ford, was a man who would continue to vote his convictions.

They see Ford's quick moves to bar chrome purchases from Rhodesia, his immediate wooing of minorities and women (by backing the controversial equal-rights amendment now going in reverse), his quick pitch to draft dodgers now in exile, etc., as all too reminiscent of the standard presidential political approach taken by most Presidents (but not Nixon) in recent decades. That is disappointing.

As some of his critics put it, they feel the nation needs a strong man not a hard-politicking candidate for 1976 in the White House at the present time. They are both surprised and somewhat disappointed that Ford is talking about 1976, planning for 1976 and openly wooing every block and pressure group and former anti-Nixon element.

They are also fearful that if Ford cuts back on spending too much, with his conservative economics, he might bring on a severe recession.

Farmers Union To Meet Monday

Texas Farmers Union District I Director Henry Hamly, of Pampa has announced that a district meeting will be held in Amarillo at Colonial Cafeteria, Woflin Village Monday. A Dutch treat luncheon will precede the noon meeting.

The district farm organization leader said that the district meeting is being held to set the stage for the pre-state convention activities. According to Hamly, county organizations will soon be adopting resolutions and electing delegates to attend the state convention in Houston during December.

"In view of the current farm situation and Farmers Union's efforts to secure a more stable economic situation for producers, I believe this district meeting will provide a rallying point to plan our fall program to benefit family farmers and ranchers in this region," stated Hamly.

Hamly went on to say, "It is very important that all farmers, Farmers Union members, and others come to our district meeting to see what Farmers Union is doing and to learn how a farm organization can make it possible for a farmer or rancher to represent himself better."

A team of Texas Farmers Union leaders and staff will attend the Amarillo meeting. Included in this group are Texas Farmers Union President Jay Naman of Waco, Texas Farmers Union Vice-President Joe Rankin of Ralls, Director of Organization Chester Jones of Waco and staff Assistant Bob Mullins.

Others that will participate in the meeting in addition to District Director Henry Hamly will be District Vice-Director Anthony Paschel of Hereford and District Secretary Mrs. Clinton Jackson of Hereford. The state farm organization president has joined the District I director on calling on all

farmers, regardless of farm organization membership to attend the Farmers Union District Meeting. Naman states that he has invited the leadership of Texas Farm Bureau to attend these meetings for purpose of a "free-wheeling" discussion of the views of the two organizations.

Naman said, "I hope that Mr. Woodson, President of the Farm Bureau, will join me at the meeting to present his views on farm policy, so that those attending the meetings can compare the views of our two organizations and question the leadership. If we can point up the differences between the organizations, it is likely that we can determine areas on which we can agree, so that the organizations can work together," Naman said.

Naman emphasized that it is important with a new administration in Washington that the effort of the farm organizations be consolidated, so that a common front for agriculture can deal with the new administration.

The Amarillo meeting is one of nine scheduled throughout the state during September.

District I is comprised of Armstrong, Carson, Collingsworth, Dallam-Hartley, Deaf Smith, Gray-Robers, Limscomb, Moore, Oldham, Randall and Wheeler counties.

Pesticides Indexed

AUSTIN—Registered peanut pesticides are indexed by product and generic name and active ingredient in a new publication of the Texas Department of Agriculture, "Pesticides Registered For Use On Peanuts in Texas."

Additional listings tell what type of pesticide the chemical is and the name of the insect, nematode and fungi on which it has been cleared for use.

Health Food Blossoms Into Rich Business

By JOHN L. HILL
Attorney General

The health food industry has become a billion dollar business in the past few years, for a number of reasons.

Perhaps one of the most significant is the desire of some persons to return to a simpler, more natural way of living.

Also, some people are concerned about the state of the environment and its effects on the foods that are available for human and animal consumption. In addition, some people want to protest the increased use of food additives and the advertising claims for certain foods by choosing alternatives to "supermarket foods."

Yet sometimes, the consumers purchasing "health" or "organically grown" foods and frequenting "natural food stores" don't really have a clear idea of what such terms mean.

ACCORDING TO the White House Office of Consumer Affairs and many health food advocates these distinctions should be made:

1. "Natural" foods have no preservatives, stabilizers, or artificial ingredients. They are as unrefined as possible, but aren't always "organically grown." Honey, blackstrap molasses, whole wheat flours, and brown rice are examples of "natural" foods.

2. "Organic" foods are virtually the same as natural foods, but this term also means they have not been treated with pesticides or chemical fertilizers. They are usually grown with natural fertilizers such as animal manure or compost. This definition excludes just about everything you could buy in a supermarket, but it also excludes a lot of what many health food stores sell.

3. "Health" foods can include both natural or organic

foods but can also refer to vegetarian and dietetic foods. Yoghurt is often thought of as "health" food, but it isn't "natural" if it has sugar, and it isn't "organic" if it contains preserved fruit that was sprayed with a pesticide.

Consumer experts point out that comparative shopping indicates health foods can cost an average of 15 to 25 per cent more than regularly processed foods. Meat and some dairy products may even be twice as expensive. It's necessary for consumers to decide if such foods are worth this extra cost.

While health food enthusiasts acknowledge that prices are higher, they say it's because without chemical pesticides or fertilizers crops are smaller, making expenses per product greater.

Some items that show the biggest difference between supermarket prices and health food store prices are sugar, preserves, juices, butter and margarine, all meats, bread, and peanut butter.

HEALTH FOOD advocates point out that a health food diet can often cost less on the whole than a regular one, however, because meat substitutes such as soybeans provide enough protein so high-priced meats may be eliminated from the diet. Such meatless meals then would cost about the same as a regular diet with meat.

Consumers should be aware that many nutritionists and medical authorities feel health food proponents sometimes exaggerate the benefits of health foods.

Many health food enthusiasts claim that natural fertilizers are safer healthier, that modern food processing destroys vitamins and minerals in foods, that natural vitamins are better than synthetic vitamins, and that natural foods are safer and more nutritious.

But nutritionists from the Food and Drug Administration dispute these claims and say that processed "supermarket"

foods can provide a nutritious, balanced diet if properly selected and prepared.

The Attorney General's Consumer Protection Division advises consumers who are considering a total or partial switch to "health" or "natural" foods to:

1. Get all the facts necessary to make an informed decision about the advantages and disadvantages of such foods;
2. Consult your physician about using any special diets, diet supplements, or vitamins to correct a health problem;
3. Patronize a reputable merchant or supplier to make sure you get what you pay for;
4. Examine food labels to see that ingredients are as represented; and
5. Check the shelf life or expiration date of health foods carefully. Since some contain no preservatives, this is important. Perishable foods must be used quickly or refrigerated.

Communities in action: better health planning

Health costs rising rapidly? They may not, if a growing number of American communities have anything to say about it. Their views are being expressed through a network of more than 200 community health planning agencies known as CHP.

Health insurance companies actively encourage the work of the agencies by supporting them financially, augmenting federal and state funds. The companies also make executive manpower available for consultation and share information on health planning and needs, reports the Health Insurance Institute.

Mentally retarded insurable

Most mentally retarded persons can obtain health insurance coverage to help pay their medical costs, reports the Health Insurance Institute.

While it is not a well-known fact, a great many mildly retarded people are in the labor market, says the Institute. Some 87 per cent of the adult males, in fact, are employed as are 33 per cent of females. (Many of the women are homemakers and therefore do not have outside jobs.) All of these persons who work where health insurance is provided through the employer or union are insured along with the rest of the employees.

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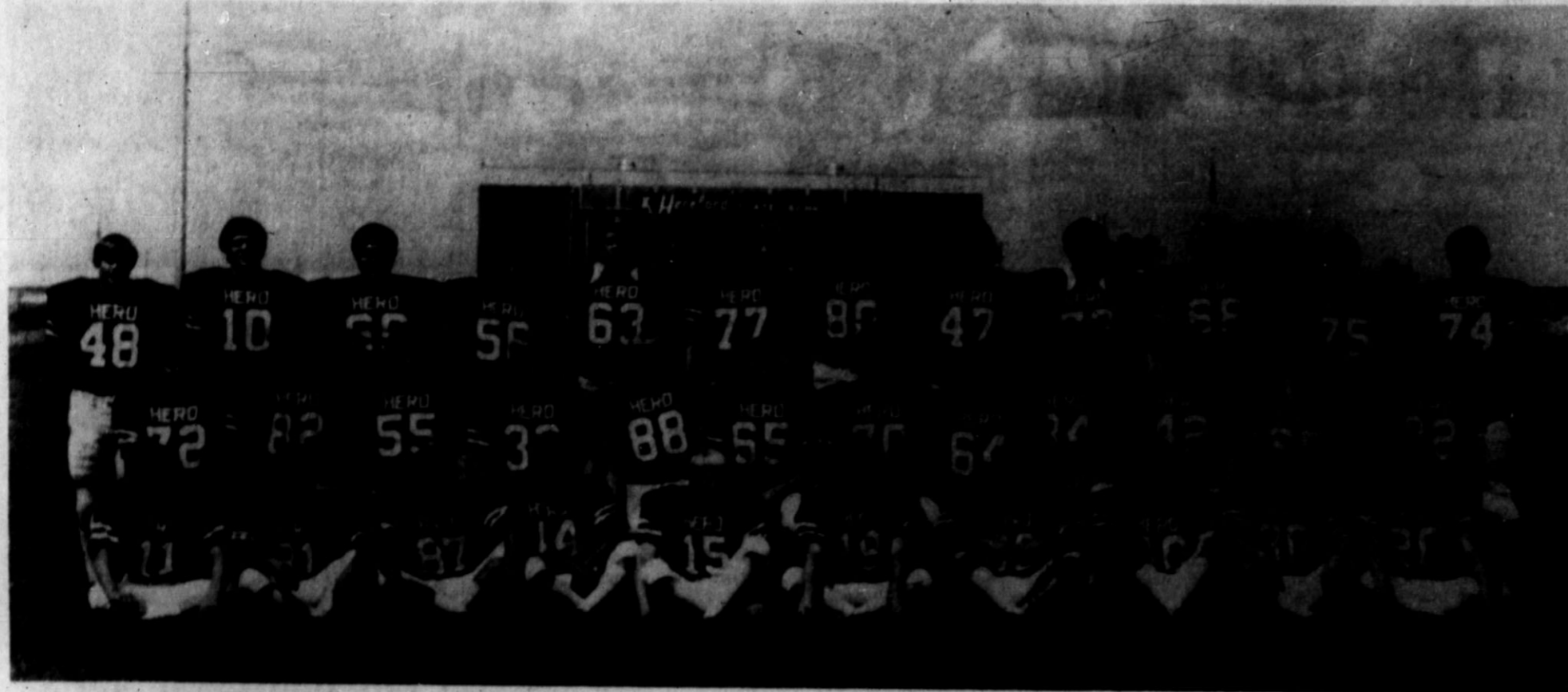
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CR ANTHONY CO



1974 Hereford Whitefaces

The 1974 edition of the Hereford Whitefaces will get their first taste of competition as they meet the Pampa Harvesters in the season opener Friday night at 7:30. Back row, left to right, are Bobby Fields, Mike Crim, Luis Marquez, Kevin Compton, Danny Collins, Vance Hennington, Kevin Malone, Robert Scott, David Fish, Clifford Fangman, John Paetzold, Melvin Betzen. Middle row, left to right, are Jerry Reyna, Gary Schumaker, Dennis Evans, Brian

Edwards, David Jones, Kevin Fox, Danny Jones, Stan Fry, Terry Bell, Mike Munnerlyn, Doug Charest, Ronnie Ohlig. Bottom row, left to right, are Albert Gonzales, Harvey Torres, Jimmy Sanchez, Alfonso Gamez, Mike Artho, Kirk Spain, Feanando Rocha, Roy Martinez, David Artho, Kent Hollingsworth. Not pictured are Dave Charest and Greg Yosten.

Dippel Rates Herd; Pampa

BY DAN WELTY
Brand Sports Editor

Coach Larry Dippel rated the performance of the Whitefaces in Friday night's scrimmage against Tascosa as good and bad before the Tuesday night meeting of the Whiteface Booster Club.

Dippel said their performance improved as the session went along, as the young players gained confidence in their abilities. "Things this time of year are good and bad," Dippel told the group of about 50 boosters, "but I think the boys came back and played better. We had more consistency in our offense as the session went along and the boys showed a lot of hustle on defense."

Tascosa's James Mayberry took the opening play of the scrimmage 70 yards to score a touchdown, and Dippel said the quick score hurt the Herd. "With our young club that opening play hurt. But the boys were able to come back and adjust."

Dippel praised the throwing game, saying his staff was pleased with the way the Herd threw and caught the ball, and that the offensive line did a fair job of protecting the quarterback. "Our first offensive line gave Mike Crim fair protection, but we still have to work on some of our techniques."

Crim, junior quarterback, completed eight of 10 passes during the evening, foreshadowing a Hereford club that

will spend more time attacking from the air this fall.

Dippel told the boosters that no injuries were suffered during the scrimmage, but that Mike Munnerlyn had undergone a tonsillectomy Tuesday morning. Only a few minor problems were all the injuries the squad sustained.

Dippel turned the podium over to assistant coach Rick Stewart, who had led a scouting party to the Pampa-Vernon scrimmage last week. Stewart told the boosters that Hereford would have problems with three athletes on the Pampa team, Rick Levereich, Howie Lewis and Chuck Quarles.

Levereich, a former quarterback who is playing running back this year, runs well out of

the wishbone formation, especially when the Harvesters break the 'Bone into a double wing set. Quarles runs the triple option out of the wishbone well, with his primary receiver being 6'6" Howie Lewis.

Stewart said Hereford could cut off the main force of the Pampa attack if the Herd secondary was able to contain these three players; Quarles, Lewis and Levereich.

Pampa, Stewart said, basically used a 5-2 defense, utilizing the shift and stack. In the scrimmage Stewart scouted, Pampa scored 26 points to 6 points scored by Vernon.

Booster club president Tom Simons named the first Booster of the Week as Pinky Matthews. The award will be given each

week during the football season to persons who have supported Hereford athletics in outstanding ways.

Simons reported that booster club memberships had reached 75, and that all the booster club caps have already been sold.

Mens City Golf Tourney Slated

The annual Hereford Men's City Golf Tournament will be held this weekend at John Pitman Municipal Golf Course, a 36-hole tourney to determine the men's champion of the city.

According to Mike Horton, assistant golf pro, the tourney will be played Saturday and Sunday, Sept. 7 and 8. Playing times each day will be 9:30 and 2:00 with shotgun starts. Golfers will be flighted by handicaps, with only city male

After a break for refreshments, film of the scrimmage was shown with Dippel commenting. Dippel pointed out techniques Hereford will have to work on as a young team, but throughout the film commented on the confidence and hustle of the team.

residents eligible to enter in the tourney. Registration fee is \$12.50, and entrants may call the golf course anytime between now and Saturday to enter.

Prizes will be awarded in the form of merchandise from the pro shop.

It is difficult to keep quiet if you have nothing to do. -Arthur Schopenhauer.

The Hereford Brand
SPORTS
Hereford, Texas, Thursday, September 4, 1974

Rated No. 76

Harris Poll Favors Herd

The Hereford Whitefaces have been ranked 76th in the state by the Harris Rating System, with three opponents in the upcoming season rated higher.

The Harris poll also lists Hereford as an 11 point favorite in Friday night's contest against the Pampa Harvesters, the season opener. Hereford's power rating under the Harris poll is 132, six points higher than last year's team.

The Harris ratings are such that if any two teams are playing, regardless of class or division, a point spread can be determined by subtracting the lower rating from the higher. The team with the higher rating is expected to win by the number of points of the difference.

Thus, Hereford's power rating of 132 matched with Pampa's rating of 121 would give the Herd an 11-point advantage as far as the poll is concerned.

Lubbock Monterey, Lubbock Coronado and Amarillo Palo Duro all received higher ratings in the poll than did the Herd. Palo Duro was listed 53rd in the state with a power rating of 136, giving them a four point spread over Hereford. The Herd will meet Palo Duro a week from tonight.

Lubbock Coronado also was given a 136, listed in 57th position, and Lubbock Monterey was listed in 66th, with a power rating of 134. According to the poll, the Herd will have a 7-3 season, losing to the three teams listed above.

Tyler John Tyler captured the first spot on the poll with a power rating of 161. Odessa

Permian was in 10th, with two Wichita Falls schools in 13th and 14th. Below are listed some schools of area interest in their order of ranking on the Harris poll.

Rank	Team	Power Rating
1	Tyler J. Tyler	161.6
2	Brazoswood	156.1
3	SA Churchill	150.2
4	Conroe	148.9
5	Arlington Lamar	148.7
6	San Antonio Lee	146.9
7	San Antonio Jay	146.7
8	Texarkana	146.1
9	Galena Park	145.6
10	Odessa Permian	145.3
11	San Angelo Central	145.2
13	W. Falls Rider	144.4
16	Abilene Cooper	144.2
37	Midland	139.1
49	Odessa	137.6
53	Amarillo Palo Duro	136.9
54	Midland Lee	136.7
57	Lubbock Coronado	136.1
66	Lubbock Monterey	134.8
76	Hereford	132.9
80	Big Spring	132.0
106	El Paso Burges	129.6
113	Plainview	129.1
115	Amarillo Tascosa	128.9
121	Lubbock	128.2
130	Borger	127.5
133	Abilene	127.3
147	Amarillo	126.0
149	Amarillo Caprock	125.8
189	Pampa	121.4

Rank	Team	Power Rating
1	Beaumont So. Park	152.2
2	Iowa Park	144.1
3	Brazosport	143.5
4	Friendswood	141.9
5	Cuero	141.6
6	Mount Pleasant	141.3
7	Brownwood	138.7
8	McKinney	138.0
9	Snyder	136.7
10	Sinton	135.9
15	Lubbock Estacado	133.5
18	Lamesa	131.9

(see Poll next page)

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Herd Thrower

Mike Crim, number 10, heaves a pass downfield to Ronnie Ohlig for a big gain against the Tascosa Rebels in last Friday night's scrimmage. Coach Larry Dippel praised the throwing game, saying the quarterbacks threw well and the receivers caught well. The Herd will carry their throwing game against the Pampa Harvesters tomorrow night in Whiteface Stadium.

Poll *****

25. Pecos 129.3	90. Lubbock Roosevelt 106.4	89. Bovina 92.2
29. Monahans 127.3	93. Tahoka 105.8	101. New Deal 91.5
30. Fort Stockton 127.1	105. Tulia 103.8	131. Sanford-Fritch 86.2
42. Seminole 123.7	126. Lockney 100.8	137. Wheeler 85.2
44. Canyon 122.7	127. Frenship 100.5	141. Wellington 84.6
48. Lubbock Dunbar 121.9	133. Quanah 100.2	143. Gruver 84.2
53. Kermit 120.8	136. Stamford 99.5	144. Springlake-Earth 84.1
56. Andrews 120.2	154. Panhandle 96.6	150. Ralls 82.9
62. Brownfield 119.0	174. Phillips 93.5	167. McLean 79.8
81. Odessa Ector 115.6	179. Abernathy 91.2	
87. Sweetwater 114.4	181. Boys Ranch 90.9	
90. Dumas 113.4	184. Slaton 90.1	
91. Levelland 113.3	200. Idalou 84.9	
96. Muleshoe 110.8		

1. Hooks 128.9	1. Royal 121.1	1. Big Sandy 102.1
2. Alpine 127.2	2. Memphis 117.7	2. Groom 100.8
3. Linden-Kildare 126.8	3. Aledo 116.9	3. Worthan 98.9
4. Hearne 126.2	4. Falls City 114.0	4. Lefors 96.6
5. Caldwell 125.6	5. Vega 113.5	5. Rule 96.5
6. Newton 125.6	6. Stanton 113.5	6. Meadow 96.3
7. Needville 125.2	7. Plains 112.2	7. Sundown 95.7
8. Cameron Yoe 124.8	8. Clarendon 112.0	8. Eden 94.2
9. East Chambers 124.6	9. Lake Dallas 109.8	9. Celina 93.9
10. Coahoma 123.7	10. Schulenburg 108.3	10. Harmony 91.5
25. Post 115.9	11. Stratford 108.3	15. Sudan 89.4
26. Sonora 115.9	12. Canadian 108.3	17. Bronite 89.2
28. Comanche 115.6	13. Stinnett 108.2	22. Jayton 87.5
29. McCamey 115.5	14. Hale Center 103.9	33. Booker 82.5
30. Regan County 115.4	22. Sunray 103.7	38. Wilson 80.6
37. Floydada 114.4	28. Shamrock 102.3	40. Amherst 80.4
41. Crane 113.8	33. Crosbyton 101.4	47. Dawson 78.3
42. Dimmitt 113.8	40. Seagraves 100.3	51. Whiteface 76.9
45. Denver City 113.3	49. Petersburg 98.2	59. Textline 74.3
55. Littlefield 111.8	50. Hart 98.1	68. Happy 72.3
57. Hamlin 111.7	61. Paducah 96.4	79. Chillicothe 69.6
62. Friona 111.3	75. Lorenzo 94.8	80. Ropesville 69.6
65. Lubbock Cooper 109.9	81. Shallowater 94.0	87. Nazareth 67.9
74. Morton 108.7	83. O'Donnell 93.4	90. Lazbuddie 67.6
	86. White Deer 92.4	

Team To Host Rodeo

The Hereford High School rodeo team will play host to other high school youngsters from three states during the Tri-State Rodeo to be held Sept. 12-14.

Four performances are scheduled, with shows at 8 p.m. Thursday, Friday and Saturday nights. A matinee performance will be offered at 2 p.m. Saturday.

High school participants from Texas, Oklahoma and New Mexico will compete for belt buckles in their events. In addition, saddles will be awarded to the best All-Around cowboy and cowgirl. About 30 members of the HHS team will compete in various events.

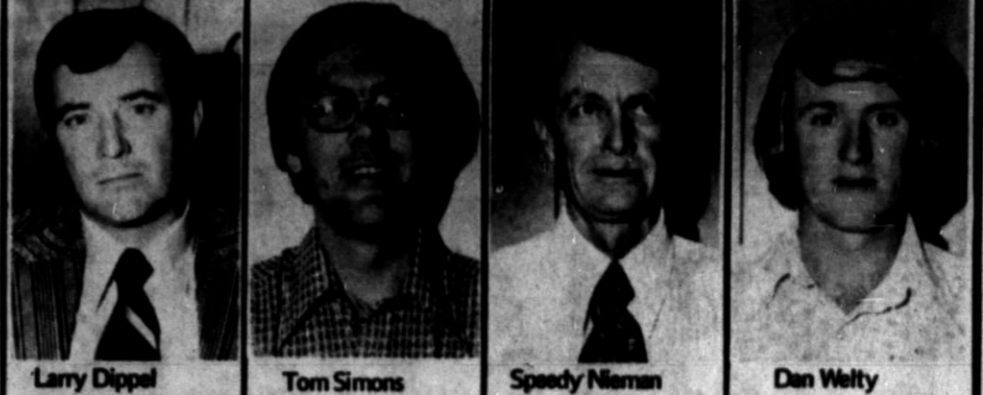
A special feature of the rodeo will be the specialty act presented by rodeo clown Bill Thorpe. Thorpe will not only protect participants from injury by the animals, but will also entertain the crowd.

The event is sanctioned by the Tri-State High School Rodeo Association, the third held this year. Stock will be provided by James Martin of Spearman.

Tickets will be available at the gates of the Rider's Club Arena. Admission for adults is \$2 and children over six years of age, \$1.50.

Fearless Forecasters

This Week's Picks



Monterey at Canyon Lubbock at Midland Lee Coronado at Wichita Falls Plainview at Lubbock Estacado Amarillo High at Odessa Tascosa vs. Midland Palo Duro at Duram Caprock vs. Odessa Ector Borger vs. Perryton Levelland vs. Brownfield Muleshoe at Dimmitt Snyder at Monahans Oilton vs. Tulia Friona at Farwell Hart vs. Anton Bovina at Boys Ranch Vega at Groom Nazareth vs. Textline Lazbuddie at Whiteface Houston at Arxona State Tennessee at UCLA Notre Dame at Georgia Tech Pittsburgh vs. Dallas Philadelphia vs. Jacksonville Houston vs Memphis	Monterey Midland Lee Wichita Falls Estacado Odessa Tascosa Palo Duro Caprock Borger Levelland Dimmitt Monahans Tulia Friona Hart Bovina Vega Textline Lazbuddie Houston Tennessee Notre Dame Pittsburgh Jacksonville Memphis	Monterey Midland Lee Wichita Falls Estacado Odessa Midland Palo Duro Caprock Borger Brownfield Dimmitt Monahans Oilton Friona Hart Bovina Vega Textline Whiteface Houston Tennessee Notre Dame Dallas Philadelphia Memphis	Monterey Midland Lee Coronado Plainview Amarillo High Midland Palo Duro Caprock Borger Levelland Dimmitt Snyder Oilton Friona Hart Boys Ranch Vega Textline Nazareth Lazbuddie Houston Tennessee Notre Dame Dallas Jacksonville Memphis
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TIPS FOR OUTDOORSMEN

You don't like venison? Trace the events that take place from the crack of the rifle to the time of cooking and you may learn that the fault is not with the deer but with the hunter. So states Gus Albright, news editor for Arkansas Outdoors. He makes these points—and they make sense.

In the first place, accurate shooting provides the best venison. When a wounded animal runs off to die at a distance, his physical exertions send blood flowing fast through his body and into his muscles. This makes the meat tough and coarse.

Secret is to get the meat to the table in good eating condition. Many thousands of pounds are wasted, allowed to rot, or are so poorly cared for that few people will eat it. And this should not happen.

Proper field dressing is important. Without that, regardless of later care, the cooked meat will not be as it should. A deer must be bled as soon as it is killed. In most cases an accurate shot will take care of this. But if it doesn't then a knife should be inserted at the base of the neck and the artery cut. Keep the wound open and free of clot.

With the insides removed (not difficult if done in a

proper and orderly fashion) prop open the chest cavity and wipe with a clean cloth. Trim away any gunshot damaged flesh and allow to cool.

Fles are often a problem, says Albright, but black pepper applied to exposed flesh will keep them away. A common practice out West is to skin and wrap the deer in clean cheese-cloth.

All blood and hair should be washed from the animal before transporting it home. Water won't hurt the meat if allowed to drain off.

Much meat spoilage occurs while moving the carcass from the hunting area to its final destination. Albright warns to never transport the carcass on the hood of your car or even on the fender. This subjects it to undesirable heat and dirt.

Upon reaching home the deer should be hung immediately and the cooling process continued for several days. An ice house or other means of artificial refrigeration may be necessary. If you wish to make it prime—let the venison hang for about three weeks.

Before processing, trim away all fat. Once these basics are accomplished, you will have plenty of good venison—one of the choicest of all meats.

Pattern Shotgun For Better Shooting

Most bird hunters would have to admit that they know little if anything about what comes out of their shotgun when the trigger is pulled.

But it only takes a few minutes to learn exactly what kind of pattern a shotgun tosses and it could mean the difference in the number of clean kills scored this hunting season.

With dove season beginning today in the North Zone, hunters are advised by the Texas Parks and Wildlife Department that patterning can be accomplished anywhere that shooting is permissible. All that's needed is a roll of wrapping paper or several sheets of newspaper. Draw a 30-inch circle and pin the paper target to a frame or suitable stand; never shoot at a tree or anything else which could be damaged by a load of birdshot.

Since most doves are taken at a range of about 40 yards, pace off 40 steps for the first shot at

the circle. Be sure to use the exact loads you will be shooting during open season. The number of pellet holes within the 30-inch circle shows the effective pattern you can expect on a well-placed shot at a flying target.

Around 50 per cent of the shot will be within the circle. Surprised? Most gunners are. The percentage varies with the choke and can range from almost 75 per cent of full choke to only 40 per cent with cylinder bore (no choke).

To determine percentage, divide the circled holes by the shot pellets contained in the load you shoot. For example, a 12-gauge shell with 1 1/8 ounces of No. 7 1/2 shot contains some 395 pellets (consult a chart in a good gunning book). If the circle has 229 holes, the percentage is 58.

A couple more shots on fresh paper at 20 and 30 yards are equally eye-opening. Even

improved cylinder barrels "tighten" considerably at shorter ranges where the shot string, like a stream of water from a garden hose, is beginning to disperse.

While you're at it, it's worth the time to pattern shotguns with various choke settings, tubes or barrels and the different shotshell loads to be used later for ducks, geese and quail.

Knowing your shotgun, perhaps it will be less of a mystery why some birds last season flew right on through a sure shot.



A Pennsylvania court heard a case in which the defendant was accused of witchcraft in 1949!



Hit From Blind Side

The life of a junior varsity quarterback is not an easy one. Herd varsity defenders close in on a JV quarterback as he releases a pass during an intrasquad scrimmage session. The Whitefaces are readying for their first competition this season.

Comment On Sports

BOXING
By Pete Fritchie

WASHINGTON, D. C. -- George Foreman is favored to win, maybe via a K.O., over Muhammad Ali, in their African-go-September-25th. One won't feel too sorry for Ali if he loses, for each fighter is expected to take several million back home for his effort.

Ali's current propaganda line is that Foreman is a dirty fighter. But it isn't convincing many. Maybe it will irritate Foreman and maybe he will be so angry and not at his best. That's the idea.

Nevertheless, Foreman is too strong and young for Ali, and if he could wither Joe Frazier in a round or two, the man who whipped Ali in their first fight and sat him on his pants, he is too strong for Ali.

The fight is expected to feature Ali dancing. It may be that Ali's footwork can keep him out of danger. But Frazier finally caught him in their first fight, and Foreman is considered a better stalker than Frazier, though he likes to counterpunch, and whipped Frazier that way.

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Tickets on sale at Sears. Phone 352-2774 or write Box 1087, Amarillo, Texas 79105. Please send self-addressed stamped envelope.

GERM TEST PLANNED
 DOWNEY, CALIF.--United Soviet scientists are preparing joint experiments for next year's rendezvous of space ships in orbit, including one to see what happens when Russian germs meet American germs in space.

MAN'S DIET
 CHICAGO--In the latest issue of the Journal of the American Medical Association a team of researchers from England and South Africa says that many of 20th century-man's diseases may be caused by the lack of indigestible fibers in his food.

TELESCOPE LOFTED
 CAMBRIDGE, MASS.--Scientists working in Canada launched an X-ray telescope with a giant balloon to study the Crab Nebula, one of the most colorful stellar outbursts.

GRIZZLY FOOD
 YELLOWSTONE NATIONAL PARK, WYO.--Yellowstone's grizzly bears have gone back to the wilds. The park's assistant superintendent, Vernon Hennessy said this proves the grizzlies wouldn't starve by closing the garbage dumps.

Job Training Helps Slow Learners

TURNING THE DISADVANTAGED AROUND
 Proprietary (profit-seeking) trade and technical schools are successful in training dropouts and slow learners for jobs which take these individuals out of the disadvantaged category. This fact has important implications for vocational education.

An illustration of this is the Culinary Institute of America. In an experiment, this school accepted randomly 30 students ranking near the bottom of their high school class. At the end of the training period, the results of the experiment indicated that a substantial percentage of the students were average or better in their class.

A few students even took honors, and only three of them dropped out. Some students who were below average could often perform well in the practical phases of cooking and baking, even though they had trouble with cost control and management courses. Although it is unlikely that these students will become executive chefs, they can look forward to successful careers in less responsible jobs.

A STUDY conducted at the Center for Research and Development in Higher Education at the University of California, Berkeley found a clear tendency for the least advantaged student to choose the relatively expensive private profit-seeking schools over the nearby inexpensive community colleges and technical schools which are publicly supported.

An examination of the elements involved reasserts the validity of the profit motive on the American scene. These schools survive because of their students' performance in the marketplace. If the students do not perform well, the schools soon fold. Why do they succeed?

Proprietary schools have tunnel vision. They are concerned only with training the student for a specific job and ignore nonemployment-related course work to enrich the "whole" person, a basic part of the philosophy of most public school educators. If punctuality is needed to succeed on the job, a portion of the student's grade is based on how punctual he is.

On the other hand, if the student does not need to read to do the job, he will get no remedial reading as part of his training. The course length is short, usually lasting from four months to a year. Similar training in a public junior college is a minimum of two years.

Also frequent registration for classes permit students to start soon after they decide to do so. So the disadvantaged student is always conscious of why he is enrolled in a proprietary school -- to learn to do the job.

THE MARKET encourages private schools to use new methods in training. The breakdown of a course into short, sequential units or topics is one of the effective methods they have developed. One school in electronics technology has a program consisting of 150 assignments.

The longest segment of a two-year course in culinary skills is only two weeks. Thus student motivation develops through a constant flow of positive feedback, giving the student a sense of achievement.

The training is also direct. Eighty per cent of National Association of Trade and Technical Schools (NATTS) surveyed in a study of proprietary vocational schools indicated that a typical full-time student spends a minimum of 41 per cent of each day in direct training. The private schools simulate shops, laboratories, hotels, department stores, whatever is needed to give the student actual experience with the job he will be expected to do when his training is completed.

Proprietary schools do not tolerate failure. They screen students before they accept them and accept only those students who have the potential to learn to do the job. This is to the advantage of the disadvantaged, however, because these schools screen them only for the skills needed to do the job and admission policies in practice are often more liberal than in other postsecondary schools.

ONE REASON they can be generous is that these schools often offer training at various levels within their occupational group. For example, schools teaching automotive mechanics often have programs for automobile mechanics, body fender repair work, machinist, and machine operator, as well as other related occupations.

Students are placed, after their screening tests, into notches where they are most likely to succeed. Marginal students may be given a probationary period and terminated early in the course if they are not succeeding.

Proprietary schools do not wait until the end of the course to tell a student he is a failure. Frequent, often daily, checks are made on student progress. Teachers provide individual assistance to wobbly students because they are not on tenure and their continuance employment depends on the level of skills their students achieve.

What are the implications of these facts for vocational education? With focus on the skills needed, these private vocational schools find the task the student can learn to do, and see that he learns it. Whatever basic changes are occurring in our society, one truth persists. Nothing succeeds like success, and success does turn the disadvantaged around.

Plainview Schedules Farm Research Tour

Agricultural Research that is not used is wasted. Many times this is the case because farmers are not aware the certain research projects are being conducted. The Annual Field Day and Open House of the High Plains Research Foundation, Halfway, scheduled for next Thursday, is held to give area people an opportunity to see what is being researched that may benefit their own farming operation or the agricultural economy in general.

sorghum stands and yield has shown some startling results and can be seen by Field Day visitors. These, along with tests on weed control, minimum-tillage, irrigation, new crops, variety testing, insect control, and many others, will highlight a very informative tour.

Field tours are set to begin at 1:30 p.m. A member of the scientific staff will conduct each tour and try to acquaint each group with most of the projects underway. One truck will depart each 20 minutes and the tour will last from 45 minutes to one hour. At the conclusion of each tour, a drawing will be held for a \$25. Savings bond, courtesy of area banks. An excellent equipment exhibit and farm show will be set up for those who want to see the latest in farm equipment, agricultural chemicals, seeds, fertilizers, and other farm-related products.

Expenses for conducting the Field Day will be paid by the Plainview Co-op Compress, First National Bank, City National Bank, and Hale County State Bank, all of Plainview.

ON HIGHWAY DEATHS

WASHINGTON -- Despite heavy summer vacation driving, the highway death toll for July dropped by 16 per cent--the ninth consecutive monthly decline, the National Highway Traffic Safety Administration reports.

Dr. Milton C. Adams

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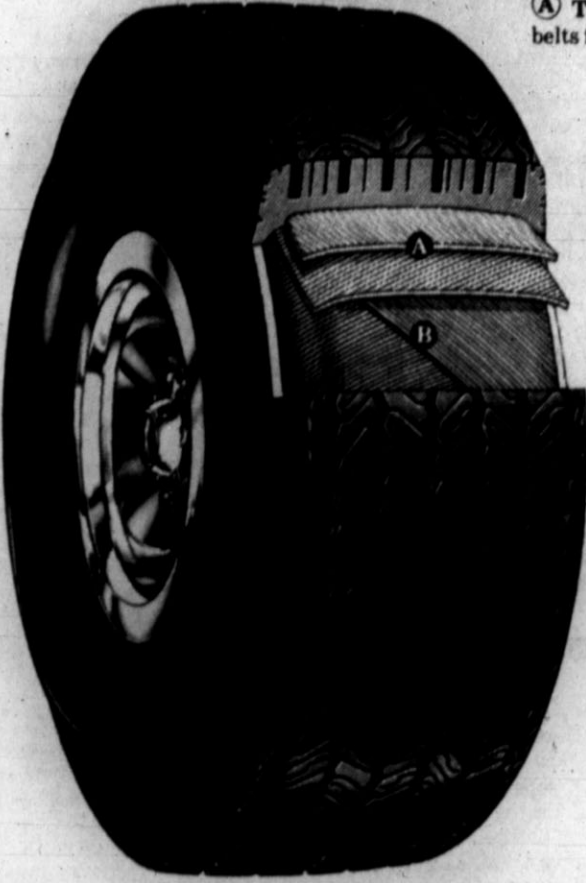
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B78-13	6.50-13	\$32		1.88
D78-14	6.95-14	\$33		2.25
E78-14	7.35-14	\$34	\$49	2.33
F78-14	7.75-14	\$36		2.50
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G78-15	8.25-15	\$40		2.74
H78-15	8.55-15	\$43	\$59	2.97

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C78-14(6.95-14)	19.99	2.07
E78-14(7.35-14)		2.24
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*With trade-in tire. Whitewalls \$3 more each.

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For as long as you own the car on which installed, Montgomery Ward will furnish a free replacement for any Wards Supreme Muffler which fails for any reason. If Montgomery Ward originally installed the muffler, it will install the replacement free. Return muffler to any Montgomery Ward branch (any branch having installation facilities. If free installation included) with evidence of purchase. This guarantee does not apply to mufflers installed on commercial vehicles or to mufflers damaged in an auto accident.



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BELL PEPPERS FRESH GREEN PODS 2 PODS	BARTLETT PEARS WASHINGTON STATE LB.
25¢	39¢
SWEET CORN COLORADO FANCY EARS 6 FOR	89¢
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CUCUMBERS FANCY SLICERS 2 LBS.	37¢
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BANANAS CENTRAL AMERICAN GOLDEN RIPE LB.	16¢
VIENNAS LIBBY'S SAUSAGE NO 1/2 CAN 3 FOR	\$1
APPLE JUICE FOOD CLUB 32 OZ. BOTTLE 2 FOR	\$1
SPINACH FOOD CLUB NO. 303 CAN 4 FOR	\$1
CORN FOOD CLUB GOLDEN CREAM STYLE OR WHOLE KERNEL, NO. 303 CAN 4 FOR	\$1
BEANS GREEN DEL MONTE CUT 31¢	79¢
MACARONI & CHEESE KRAFT DINNER 7 1/2 OZ. 4 FOR	\$1

GROUND BEEF FRESH GROUND LB.	89¢
BEEF ROAST FURR'S PROTEN SEVEN BONE SHOULDER CUT LB.	\$1.09
CHUCK STEAK FURR'S PROTEN LB.	89¢
RANCH STEAK FURR'S PROTEN LB.	\$1.19
DELUXE RIBS FURR'S PROTEN FOR BARBECUE LB.	79¢
SIRLOIN STEAK FURR'S PROTEN LB.	\$1.29

Shop Our Delicatessen

1 FRIED CHICKEN	SERVES FOUR	
1 PT. PINTO BEANS	FOR	\$3.69
1 PT. COLE SLAW	ONLY	
MACARONI SALAD		69¢ PT
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FURR'S DOUBLE YOUR MONEY BACK GUARANTEE!
Should you not be satisfied with any purchase of beef in Furr's meat department you will receive double your money back and no questions asked.
DELI. HOURS: 8-7 DAILY 9-8 SUNDAY

WE GIVE GOLD BOND STAMPS
DOUBLE STAMPS TUES. & WED. WITH \$2.50 PURCHASE OR MORE

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DINNERS Patio, Mexican, Beef Enchilada Combination or Cheese Enchilada, Each	49¢
AWAKE Orange Drink Fresh Frozen 12-OZ. Can	29¢
CORN ON COB Top Frost 4-ear pkg.	59¢
PATIO MINI TACOS FRESH FROZEN 6-OZ. PACKAGE	\$1.08
WEIGHT WATCHER LUNCHEON TURBOT PERCH OR FILLE-O-FISH SOLE OR FLDUNDER	82¢ 87¢

TOMATOES
CONTADINA 14 1/2 OZ. CAN
4 FOR **\$1.00**

PEAS & CARROTS
FOOD CLUB NO. 303 CAN
28¢

VEGETABLES
FOOD CLUB, MIXED NO. 303 CAN
4 FOR **\$1**

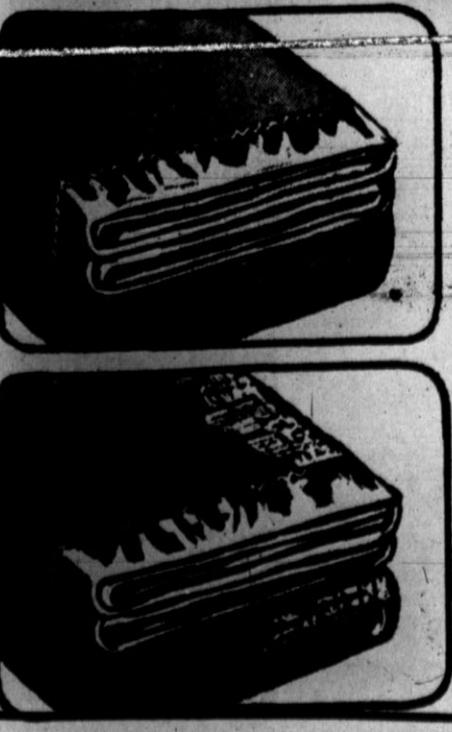
GLADE ROOM DEODORANT
ASST. SCENTS 7-OZ.
49¢

SAVE 50¢
THIS COUPON ENTITLES YOU TO
2 KING SIZE with coupon **78¢**
3 LB. 2 OZ. each **\$1.28**
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LIMIT ONE COUPON PER FAMILY

SAVE 25¢
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SPRINGCREST PRE-WINTER BLANKET SALE

CHECKMATE WOVEN GINGHAM PLAID
100% Acrylic, 5-inch Nylon Binding, 72"x90" size, 2 1/2 lb. weight, Blue, Yellow, or Red. **\$6.99** each.

MISTY NEEDLEWOVE
Solid Color, 50% Orlon, 50% Nylon, 4-inch Nylon Binding, 2-lb. weight, 72"x90" **\$5.99** each.

STARBUST THERMAL
100% Acrylic 5-inch Nylon Binding, 2-lb. weight, Tangerine, Blue, Yellow, Lime, 72"x90" **\$6.49** each.

Alka-Seltzer
25-COUNT PACKAGE **59¢**

LISTERINE MOUTH WASH
20-OZ. **99¢**

NYQUIL COLD MEDICINE
10-OZ. **\$1.69**

BODY ALL DEODORANT
5-OZ. **\$1.13**

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4-OZ. **93¢**

CREME RINSE
BEACON 16-OZ. **3 FOR \$1.00**

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America's Cup 1974

Vocational Schools — New Innovation In Learning

INNOVATION IN EDUCATION:
A LOOK AT PROPRIETARY
SCHOOL TRAINING

Discouraged educators would do well to note that innovative education is being widely practiced in the United States today. Proprietary trade and technical schools are proceeding to innovate with little fanfare and virtually no recognition for the contribution they are making to the evolution of education.

The fact that over 5,000 of the 8,000 vocational schools listed in the Directory of Postsecondary Schools with Occupational Programs published by the U.S. Office of Education are proprietary (profit-seeking) indicates that these innovations are successful. How else can profit-seeking schools attract students when they are in competition with public schools which provide training free or at subsidized costs?

THE BASIC philosophy is pragmatism and the motive is profit. Such goals are in themselves innovative. No saber-toothed tiger curriculum could possibly enter the door of a proprietary school. A saber-toothed curriculum refers to education practices of native tribes in India who taught their children the skills needed to capture the dangerous saber-toothed tiger. Long after the tiger became extinct, these skills continued as the basic education of the youth of the tribes.

Proprietary schools, on the contrary, design curriculum in response to the job market. The only philosophy administrators have to contend with is what works is good.

Since their goal is to make money, curriculum that attracts students is the one that will make money, and is therefore good. Curriculum that attracts students is curriculum that trains students for paying jobs when they finish. Florida, for example, has twelve aircraft maintenance schools listed in the U.S. Office of Education Directory, and all of them are proprietary.

A view of the variety of curriculum offered in proprietary schools reveals that they are in tune with the times. Cosmetology, electronic technology, scientific data processing, commercial pilot, air operations, advertising, commercial art, painting, personal service, business data processing, barber, secretary, air conditioning repair, hotel management, police science, accounting, food service technology, practical nurse, market technology, general merchandising, dental assistant, medical assistant, insurance, home furnishing management. The list could go on and on, and you don't find a proprietary school listing a curriculum for out-moded training.

ADMISSION POLICIES are also innovative. Administrators are more interested in whether the student can learn to do the job for which he is willing to pay for training, than intelligence quotients, other degrees, or other experience.

They do have screening examinations, but they screen only for the specific skills needed to learn the curriculum. They are even generous about interpreting the results of those. If the student's ability is in doubt, they frequently will provide a trial period. At the end of that period if the student isn't doing well, he is asked to withdraw and given most of his money back. These schools know they will not survive long if they produce graduates who cannot perform well on the job.

To illustrate, a hotel-motel school turned down a candidate who was not very bright and who had language

problems. "He was just interested in front desk work," the manager explained, "and he just did not have the qualifications needed to learn that job."

"We would have been glad to train him for kitchen work, but he was not interested in that. So we did not enroll him."

PROPRIETARY SCHOOLS are innovative in developing faculty. Untainted with tenure, the schools keep teachers as long as they are successful and not longer. A successful teacher is one who has successful students. Anyone with a high percentage of failures either must change or get out.

The most important qualification sought in teachers is knowledge of subject matter. Direct on-the-job experience is a must, while the number of academic degrees and hours of credit in education courses is usually irrelevant. A survey of National Association of Trade and Technical School member schools revealed that only 60 per cent of the instructors had any college education, and only about one third had four years of college.

On the other hand, states that have regulatory provisions dealing with private vocational schools require instructors to have work experience (ranging from two years in Colorado to eight years in Massachusetts) in the vocational area they are teaching. Instructors are also required to keep abreast with current techniques and processes within their field.

Proprietary schools are also innovative in teaching methods. They have to be because of the flexible schedules they maintain. In many schools, students are continuously entering and leaving. They join in the group process part of the training at whatever state it is in and develop the individual material at their own pace with the assistance of individual counseling as needed.

Teachers do much of their training through individual counseling and tutoring. This is possible because their student load is light. Sixty per cent of the private schools surveyed in a Ford Foundation study have a ratio of 24 or fewer students per instructor.

Wherever possible, instruction is given with direct experience with equipment used on the job. The motel-hotel school, for example has a restaurant kitchen, a hotel room, a motel room, and switchboard equipment which the students use to learn the skills they need for such jobs.

Proprietary schools are not as much concerned about academic subjects in order to develop "the whole student;" they are principally concerned about the training that is necessary for the student to get and keep a job. They want to know whether or not the student has learned what he is supposed to learn and most of them check each day so that the student can pick up what he missed right away.

The effect of all this innovation is impressive. By zeroing in on the pertinent, these schools are also successful in teaching dropouts, disadvantaged members of minority groups, handicapped, and other victims of our present public education system.

Nothing does more for "the whole student" than to find that he can do a job that is important enough to society to provide him an income. Nothing is more important to a teacher than to be able to see concrete progress of his students.

In short, proprietary schools are often able to compete with free public education because they do a good job, and do it faster.

Paper Drive Delayed

The annual muscular dystrophy paper drive has been delayed due to a later opening of the Panhandle Recycling Center in Amarillo.

Residents are urged to keep newspapers and magazines until the Center opens. At that time, paper should be delivered to 109 Aspen.

Cardboard and heavier paper items will not be collected this year.

Holly Promotes Purchase Agent

William J. Keaton has been promoted to purchasing agent of Holly Sugar Corporation, John L. Bushnell, vice president-staff services, has announced.

Keaton had been assistant purchasing agent and succeeds Ted Middle who has retired after more than 45 years service with the corporation.

Timothy R. Robbins, formerly western district buyer, was promoted to assistant purchasing agent, replacing Keaton.

Stanley Stankus was promoted to fill Robbins'

position as western district buyer-expeditor. He joined Holly on June 20 as a buyer-expeditor trainee.

Ever Since Eve
When misfortune comes along, take it like a man—blame it on your wife.
—Record, Columbia, S.C.

Ambition
The modern girl's ambition is just what her mother's was—to make some man a good husband.
—Courant, Hartford.

Best Of Press

Load & Clear
The average citizen hears a lot more about budget reduction at electiontime than he does when tax bills are due.
—Union, San Diego.

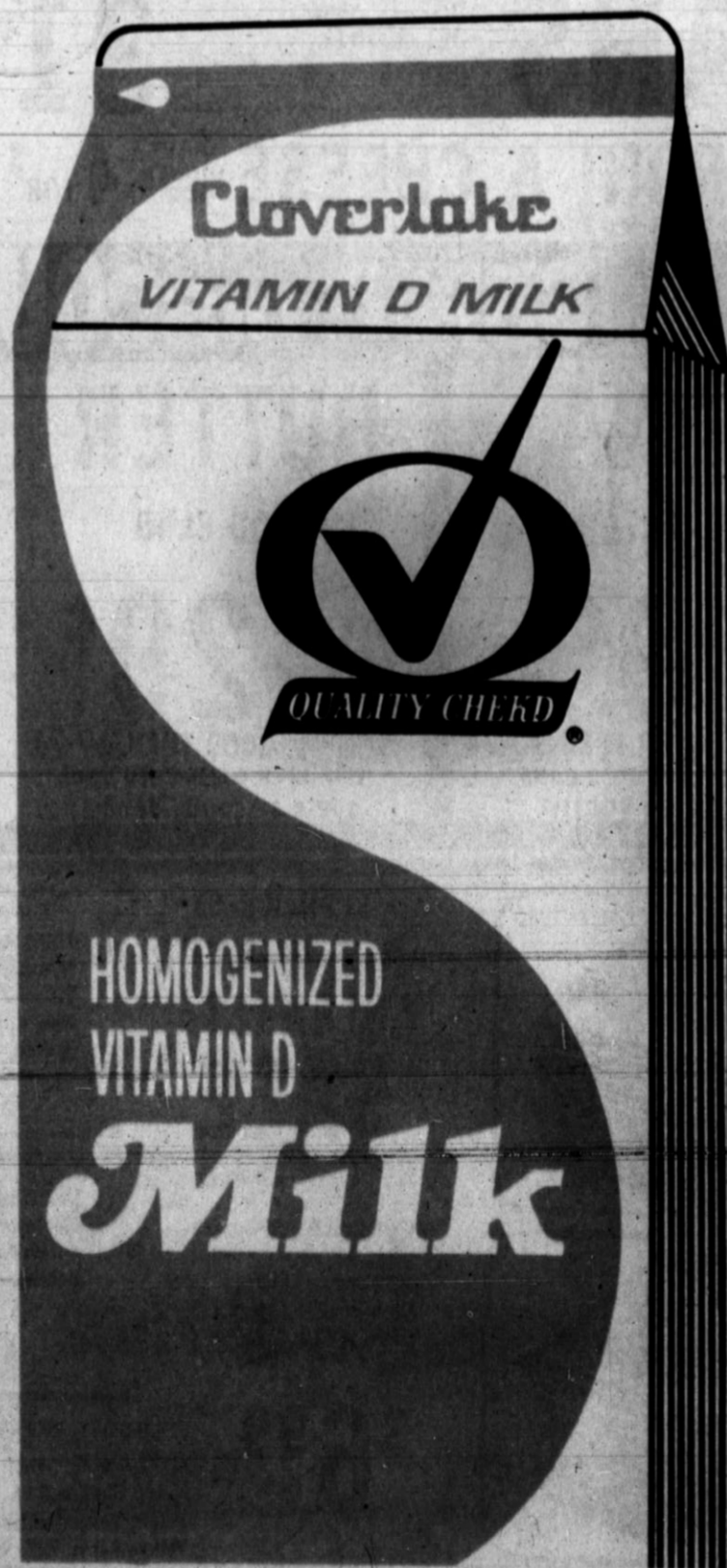
Fit And Form

Income tax is like a girle. If you put the wrong figure in it, you're apt to get pinched.
—Globe, Mason City, Ia.

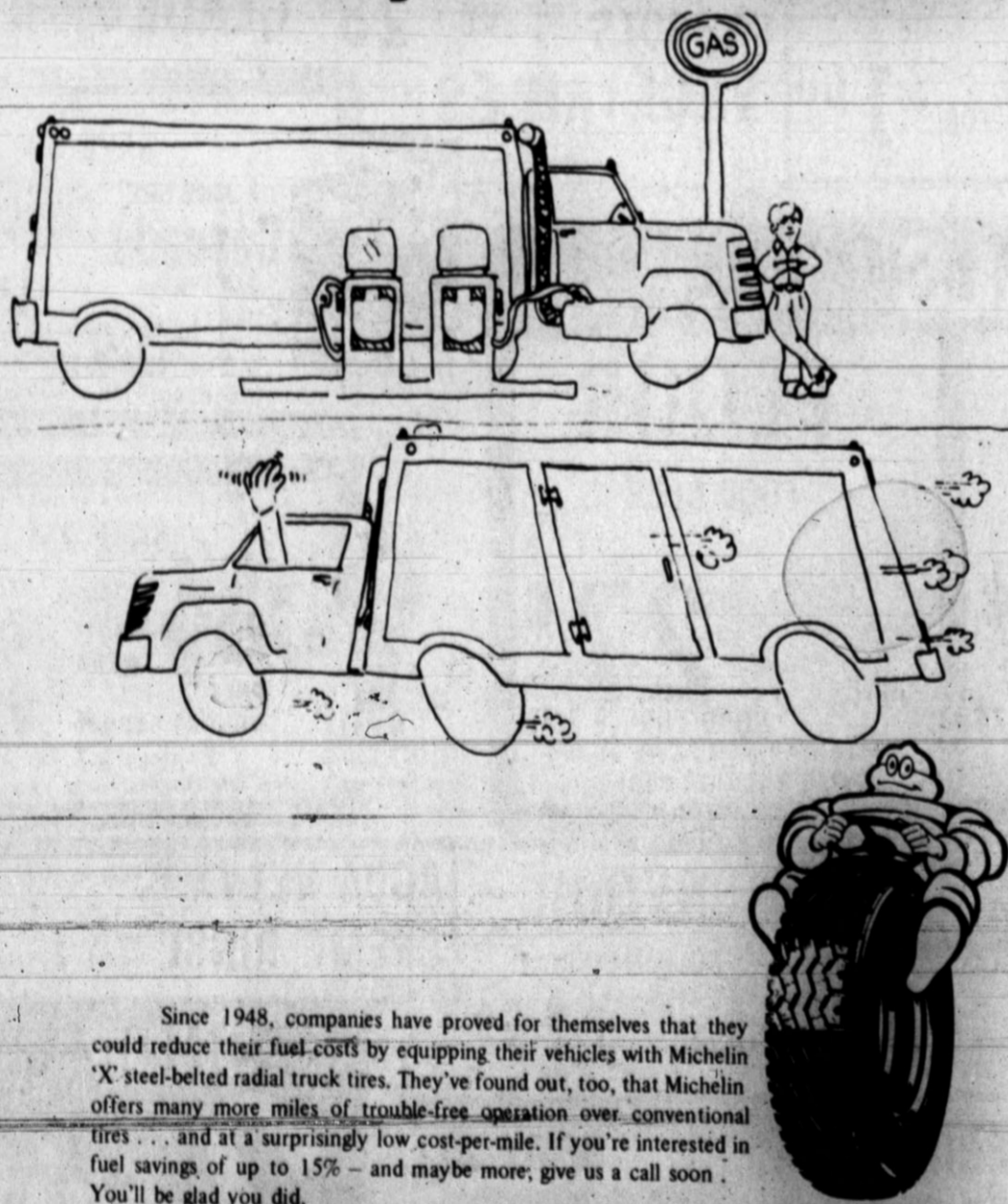
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Think Radial...and look to the leader.
MICHELIN'S been proving
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Since 1948, companies have proved for themselves that they could reduce their fuel costs by equipping their vehicles with Michelin 'X' steel-belted radial truck tires. They've found out, too, that Michelin offers many more miles of trouble-free operation over conventional tires... and at a surprisingly low cost-per-mile. If you're interested in fuel savings of up to 15% — and maybe more, give us a call soon. You'll be glad you did.

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Mrs. W.F.
VFW,
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4-Hers' Visit Lions

Terry Barrier, left, and Sandra Stallings were presented for a program at Hereford Lions Club last week by Ray Seale. The two showed slides and told about their 4-H "Citizenship Tour" to Washington, D.C. this summer. Seven Hereford 4-H students made the trip, and helped earn expense money by working at the Lions' concession stand.

Small Talk

By SUE COLEMAN
Women's Editor

WELL, it was a short winter but a nippy one, wasn't it? Since cold weather is always my choice over hot, Monday was my idea of a beautiful day, a perfect holiday.

But I do have sympathy for all the folks who planned picnics, water sports and other outdoorsy things that are usually suitable for Labor Day. It wasn't the best weather for the big Boys Ranch rodeo, either.

JoAn Dwyer reports that 20 shivering members of Big Brother-Big Sister of Hereford went by bus to the rodeo and in spite of chilling temperatures and wind enjoyed it thoroughly.

Most of the Little Brothers and Sisters had never attended a rodeo before so it was probably exciting enough to keep them warm. The group toted sack lunches on the bus for an "on board" picnic at a

roadside park and had plenty of fun going and coming, as well as at the performance in Boys Ranch Arena.

A FORMER resident who moved to Colorado from Hereford 15 years ago, Leo Gallagher is spending several days here on business connected with farm and ranch property he still owns in this neighborhood, and just visiting around with old acquaintances.

He and Mrs. Gallagher, who live in Pueblo, are house guests of his sister-in-law, Hattie Gallagher, and visiting the families of her sons, Vincent, Brendon Pat and Gallagher.

MAYBE the definitive statement on the Watergate affair came from my high school freshman nephew the other day when he was listening to adults hash over some of the same old points.

Somebody mentioned the view that was stated in a dipped item on the Brand editorial page lately, that President Nixon could have saved an awful lot of grief to himself and others if he had only foreseen the continued hassle and taken those tapes, which were his to dispose of before they became a bone of legal contention, and burned them or sunk them in the ocean.

"But he couldn't do that!" the teenager interposed. "He'd have been arrested — for pollution!"

Did you hear the one about the rooster who discovered a basket of Easter eggs near his coop? So he went next door and beat heck out of a peacock.

Wife (heatedly) -- You're crazy, you're worthless, you're bad tempered, you're shiftless, you're a thorough liar.

Husband (reasonably) -- Well, my dear, no man is perfect.

Calendar of Events

THURSDAY
Hereford Study Club salad supper, honor of Mrs. Richard Winget, 7:30 p.m.
Music Study Club past presidents' luncheon, home of Mrs. W.T. Carmichael, 12 noon.
VFW, VFW clubhouse, 8 p.m.
Kiwanis Club, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m.
Duplicate Bridge, 309 Western, 7:30 p.m.

FRIDAY
Kiwanis Whiteface Breakfast Club Dickie's Restaurant, 6:30 p.m.
Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Hereford Rotary Club pre-game barbecue supper, Hereford High School cafeteria, 5:30 to 7 p.m.
Campfire Girls Leaders Association, CFG lodge, 9:30 a.m.
Bud to Blossom Garden Club, home of Mrs. Ray Polan, 119 Kingwood, 9:30 a.m.

SATURDAY
Story hour for children, grades 1 through 4, Deaf Smith County Library, 10 until 11 a.m.
Deaf Smith County Historical Museum open to public, free, from 2 to 5 p.m.

MONDAY
Kickoff Coffee for Hereford Community Concert Association Membership Drive, Chamber of Commerce building, 9:30 to 11:30 a.m.
VFW Auxiliary, VFW clubhouse, 7:30 p.m.
Palo Duro Extension Club, home of Mrs. State Norvell, 736 Ave. G, 7:30 p.m.
Rotary Club, Civic Club Center, noon.
Odd Fellows Lodge, IOOF Hall, 8 p.m.
Evening Lions Club, K-Bob's

Restaurant, 7 p.m.
Masonic Lodge, Masonic Hall, 7:30 p.m.
Easter Lions Club, Easter clubhouse, 7:30 p.m.

TUESDAY
Hereford Newcomers Club luncheon, Community Center, noon.
Order of Eastern Star, Masonic Hall, 7:30 p.m.
County 4-H Adult Leaders Association, Community Center, 7:30 p.m.
Hereford Board of Realtors luncheon, Dickie's Restaurant, noon.
Rebekah Lodge, IOOF Hall, 8 p.m.

WEDNESDAY
Ceramic Art Club, home of Mrs. W.C. Hromas, 307 Sunset, 1:30 p.m.
Noon Lions Club Civic Club Center, noon.
Deaf Smith County Museum, open to public, free, 2 to 5 p.m.
Story hour for children aged 3 to 5 at Deaf Smith County Library, 3 to 4 p.m.

Hereford Tops Club, Community Center, 11 a.m.
BPOE Lodge, Elks Hall, 8:30 p.m.
Weight Watchers Club, First Baptist Church, 10 a.m. and 6:30 p.m.

Day of beginning for Xi Epsilon Alpha Chapter, Beta Sigma Phi, the traditional social event which opens a new season, was a breakfast Sunday morning in the home of Mrs. Jim Cramer, president for the coming year.
Hostesses with Mrs. Cramer were other members of the executive board, Mmes. James Horton, Kenny Ruland and Archie Dwyer.
Special guests were Mrs. Warren Hall, a newcomer to Hereford, Mrs. Bobby Jones and Mrs. Fred Ruland. Other chapter members at the breakfast were Mrs. Fred Mulkey Jr. and Mrs. Jim Aldridge.
A three course breakfast was served to begin the new sorority year, and yearbooks outlining 1974-75 events were distributed and reviewed.
One highlight of the year will be a repeat of a project which has thrilled many Hereford youngsters for several Christmas seasons past, visits by Santa to homes in the city, arranged by chapter members for a small fee which goes to the treasury for financing charitable and civic projects.

Xi Epsilon Alpha is the exemplar chapter of Beta Sigma Phi in Hereford. Its members have completed prescribed activity in a ritual chapter.

XEA Chapter's Season Opened

KITCHENS 'GO NATURAL' FOR LOOKS, PRACTICALITY

Naturalness has taken over in foods, clothes and now in the heart of the home — the kitchen. Gone are the days when kitchens resembled sterile laboratories completely devoid of any character or personality. The "everything-out-of-sight look" is out and good looks and practicality are in.

Today's kitchens are cozy places where families enjoy cooking together. Often bedecked with plants, pictures, pots and pans, and copper molds, these are rooms that are pleasant to be in.

Anthony's HOME FURNISHINGS



Liven Up Your Windows!

\$288 - \$388

5-piece natural color osnaburg cafe curtain, complete with tie backs. Ruffle trim edged in red, gold, green, or brown. Reg. 3.99 to 4.99. A complete window treatment at a super value price.

Utica® by J. P. Stevens Rose Plisse Sheets

50% cotton, 50% polyester no-iron muslin-printed sheets—Sweet flowers surrounded by a delicate criss-cross pattern of seersucker-look plaid. Dreamy garden colors of pink, blue, or yellow.

Twin reg. 3.99 2 FOR \$6.
Full reg. 4.99 Queen reg. 7.99 King reg. 10.49
2 FOR \$8. 2 FOR \$13. 2 FOR \$17.

42" x 36" cases reg. 3.49 King cases reg. 3.99
\$3. PAIR 3.50 PAIR

Add Color to the Bath!

Bath towel reg. 2.49 **1.97**
Hand towel reg. 1.49 **1.17**
Wash cloth reg. 69¢ **57¢**

Ball Fringe PILLOWS Velvet \$1.88

FIVE PIECE BOXED BATH SET 11c.
Completely coordinate your bath with our smart looking 21" x 34" rug, 21" x 24" contour rug, lid cover, tank top and tank cover all of 80% Polyester and 20% Nylon shag pile. Rugs feature FIRM-A-GRIP backing for safety. Gold, Blue, Green and Pink.

REG. \$8.99 7.88

Blanket Bargain!

Reg. 4.29 **3 FOR \$11.**

Come in during our Home Furnishings Sale and stock up on blankets at a real savings! 72" x 90" fiberwoven blankets of 100% polyester or 100% acrylic. Selected colors, slight irregulars.

SUGARLAND MALL and DOWNTOWN

YOUR PERSONAL INVITATION COME GROW WITH US

SUPER SUNDAY SEPT. 8 HEAR J. L. BOZEMAN 11 A.M.

"I AM A BAPTIST"

Biblical-Traditional-Relevant

Goal 250

in Sunday School 9:45 A.M.



TEMPLE BAPTIST CHURCH
AVE. K at FORREST

Coffee Is Season Opener

Discoveries about their home community, made last year in a program series for La Afflatus Estudio Club, so impressed members that they will continue the studies through another season which began Tuesday morning with a coffee in Mrs. A.N. Hopson's home.

Mrs. Hopson, yearbook chairman, presented the new books which outline programs with the general theme, A New Look At Our Community. It will follow last year's plan of surveying civic and welfare organizations with a look below the surface into operations which the public seldom sees.

Service activities which the club will also continue were planned, as members volunteered for supplying transportation at Kings Manor this month, and for serving as Deaf Smith County Museum hostesses the last half of September.

Highlights of the summer vacation were reported by

members in answer to roll call, including trips and entertaining visiting relatives.

Della Stagner, Madeline Bell and Mrs. W.F. Johnson were hostesses with Mrs. Hopson.

First Meeting Is Held

Getting the new season started, Kappa Iota Chapter of Beta Sigma Phi met Tuesday evening in REC Medallion Room to discuss plans for their annual benefit bridge in October.

Mrs. James Head presented a program describing the body

Other members at the initial meeting were Mes. Cecil Braly, A.H. Cook, Marlin Gilliland, Emmitt Hale, B.F. Markham, Sam Morgan, Ira Ott, S. C. Ramey and A.B. Higgins.

beautiful. Mrs. Don Childers, hostess, welcomed a visitor, Mrs. Charles Boyd, and these members: Mes. Tom Bullard, Kirk Owsley, Nelson Kendall, Davy Sorrels and Gary Royal.

Next meeting of Kappa Iota is scheduled on Sept. 16 at First National Bank.

Duplicate Players Change Game Day

Meeting days have been changed from Fridays to Thursdays for Hereford Duplicate Bridge Group, beginning today. The group meets weekly and welcomes all duplicate players in the com-

munity. Games are scheduled to begin at 7:30 p.m. today at the regular meeting place, 308 Western.

Use of solid waste and sludge as fuel urged.



Mrs. David Vines
...gas attendant turned cashier

Let's Cook

Woman Works Her Way Up From Attendant To Cashier

BY SANDY INMAN
Brand Staff Writer

KATHY Savenko before her marriage over two years ago is of German and Russian descent and attributes her love of cooking to her mother, whose parents are from Germany.

A recipe she and her husband especially enjoy on chilly days in Enchilada Casserole and a dessert recipe which is nice to have on hand for company is Lemon-Lime Sheet Cake.

ENCHILADA CASSEROLE

Brown 1 lb. ground beef with chopped onion. Line casserole pan with tortilla shells. Heat 1 can cream of chicken soup with 1/2 can milk and let simmer.

Put ground beef on tortillas, and pour soup over mixture and sprinkle chopped green chilies

and cheese on top. Bake in 350 degree oven for 45 minutes.

LEMON-LIME SHEET CAKE
Mix 1 box lemon cake mix and bake according to directions on box. Let cool and make fork holes in surface of cake.

Frosting:

Beat together lemon instant pudding, 1 package dream whip and 1 1/2 cups milk.

Dissolve 1 package lime Jello with 1 1/2 cups water and pour over cake. Cake is now ready to be frosted. Keep refrigerated until ready to serve.

ANOTHER pastime which occupies Mrs. Vines is making art foam animals. "These foam cut-outs are easy to make and make very nice gifts," says the pretty working wife.

Mrs. Vines draws patterns for owls and peacocks and pins them on thin foam sheets using double thickness. After one animal pattern is cut out she then glues them together.

By using sequins and different colored art foam she creates attractive applique appliques. Magnets for the backs of the foam figure can be found at any variety store and can be bought with cut-off strips or can be glued on.

AS AN accomplished seamstress, Mrs. Vines makes many of her clothes. If she sees a pattern and material she especially likes, she goes home that evening and completes the garment in time for work the next morning.

She and her husband reside at 118 Ranger and are members of Central Church of Christ. Vines is employed with Doyle Vines Earth Moving.

Since moving to their three-bedroom home over a year ago, the couple has antiqued the kitchen cabinets and converted one of the bedrooms into a study-den.

"Our main project was landscaping the yard. Since we both work outside the home, it's sometimes difficult to find time to get out to the yard," states Mrs. Vines.

Dine Graciously And Colorfully

An attractively set table at mealtime can work wonders to create a relaxed atmosphere that will help to push aside the cares of the day. Once upon a time, linens had to be ironed and silver polished, but today there's little effort involved in giving tabletops a bright fresh look. Dining can still be gracious despite short-cuts, whether your family eats at a butcher block table in the kitchen, in a dining alcove off the living room, or in a traditional dining room.

Placemats, tablecloths and napkins have never been more cheerful, colorful or carefree. And you'll never have to take an iron to them. Pretty and practical, stainless steel flatware adds its gleam to tables... without any worry whether it needs cleaning.

snacking in the kitchen adds pounds! be satisfied, yet stay slim

If you're trying to diet to lose weight, but like most of us have to spend time in the kitchen fixing meals for the family, you may have trouble reconciling these two activities. To help solve this dilemma here are certain habits you can establish that will make your diet life easier.

First, resolve not to eat anything while you are in the kitchen. No more reaching into the refrigerator and breaking off a bite of something. No munching on the run between stove and counter.

Civic Gift, Tour In Women's Plans

Wooden screens made of doors hinged into two sections, each nine feet wide, were ordered by the executive committee of Deaf Smith County Chamber of Commerce Women's Division Tuesday, to be used to screen dressing rooms at the annual Miss Hereford pageants and also to screen the end of the County Bull Barn during programs.

Mrs. Kenneth Gooch reported at the executive luncheon in Dickies Restaurant Tuesday after checking various types of screens. These will be constructed so they are easily moved, and varnished to match paneling on the Bull Barn stage.

They will be available for use at civic programs and banquets. Other committee reports were made at the lunch, with Mrs. O.G. Nieman presiding. Fall activities were announced, including the quarterly membership meeting Oct. 1 and a bus tour to Texas Tech Ranch Museum Oct. 5. Directors for next year are to be elected at the membership meeting.

Another bus tour of historical spots in Deaf Smith County was suggested for later in the fall, by Bill Albright, Chamber of Commerce manager, and will be considered by the tour committee. This would be of a type conducted a few years ago.

Albright thanked the Women's Division for help with the recent dinner for new teachers, and urged members' attendance at the fall Chamber's membership meeting Sept. 10 in Civic Club Center.

White House press operation revised.

Reporting on the Miss Wheatheart contest at Perryton last month, when the Women's Division and Jaycees sponsored Susie Hickman, Miss Hereford 1974, Mrs. Melvin Hoover said the Hereford entrant, who was third runnerup, was favorably impressed with the event.

She recommended that the Women's Division sponsor entrance of Miss Hereford and Miss Teenage Hereford in such area contests in future years.

Mrs. W.E. Sparks, public affairs chairman, announced that a pet carnival at Community Center Saturday will be the final event of the Summer Youth Program sponsored by the division with the youth and education committee, headed by Mrs. J.W. Robinson, in charge.

She also reported that a continuing paper drive is underway by a Boy Scout troop here and pickup may be arranged by calling Walter Craig, the Scoutmaster.

Mrs. Nieman reminded the group that nominations for Woman of the Year will be received beginning this month and the award presented at the January membership meeting. Other board members present were Mes. Joe Henry, Rex Lee and Betty Wilson.

Hemlines are mid-knee or just below this season. Some of the clinging skirts are mid-calf length.

Auto executives indicate more price rises.

Special Luncheon Planned For TOPS Members Guests

A luncheon with a demonstration of a low-calorie meal is planned by the Hereford TOPS Club for its next meeting, Sept. 10, at Community Center. Time will be 11 a.m. instead of the usual 9 a.m. meeting hour.

Katherine Berry of Odessa, home economist for Furr Food, will prepare the meat dish for the lunch and each member is to bring a low-calorie salad. Mrs. Berry will show a short film after lunch and give suggestions for appetizing foods for weight losers.

Former members and anyone interested in club membership is invited, along with present TOPS members. Information

may be obtained from Mrs. Ancil Greenway, club leader, or a member of the luncheon committee, Mes. Mark Koenig, Hugh Davies and Owen Andrews. A sitter will be present to care for small children.

The Club is giving awards in a series of contests to encourage members in their goal of weight loss. Mrs. Davies won the latest and received a stack of bath towels. She was also the August queen, with the greatest weight loss for the month, and Mrs. Arthur Blackburn was runnerup.

TOPS is a national organization with its name derived from initials of its slogan, Take Off Pounds Sensibly. The Hereford group meets each Tuesday morning at Community Center and is open for membership to all residents, men or women, of any age.

When waitress--did you order this sundae, sir?
Customer--No, late Saturday afternoon, I think.

U.S. urges business to aid fight on alcoholism.

White House press operation revised.

Janette Caviness School Of Dance

ANNOUNCES FALL CLASSES

Beginning Sept. 9, 1974

Ages 4-Adult

<p>BALLET</p> <p>MODERN</p>	<p>JAZZ-TAP</p> <p>ACROBATICS</p>
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Buy any 3-piece Regular Dinner or 5-piece Jumbo Dinner and get another just like it absolutely free with coupon.



Take this coupon to any participating store and get a delicious Kentucky Fried Chicken Dinner Box free, when you buy one Regular Dinner or Jumbo Dinner. Each dinner includes 3 or 5 pieces of chicken, mashed potatoes and gravy, cole slaw and rolls. Offer good on Original Recipe and Extra Crispy through Sept. 9, 1974

One Regular or Jumbo Dinner Free.

Kentucky Fried Chicken®

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OFFER GOOD IN HEREFORD, AMARILLO and CANYON STORES

Mr. Farmer: "FALL PLANTING SEASON" IS HERE!

- WHEAT
- RYE
- BARLEY and OATS
- ALFALFA
- HAIRY VETCH
- COOL SEASON GRASS

Wheat in TASCOSA, STURDY, CAPROCK, CONCHO, CENTURK, and others.

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to guide you to greater food values!

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Doverstone
IMPORTED STONEWEAR
HANDSOME DINNERWARE FOR ALL OCCASIONS... CRAFTED IN HIGH-FIRED, UNDERGLAZED POTTERY. BUILD YOUR SET WITH OUR PIECE-A-WEEK PLAN...
featuring this week:
DINNER PLATE
59c WITH \$3.00 PURCHASE
EACH BASIC PIECE
ACCESSORY PIECES AVAILABLE

DEL MONTE CUT
Green Beans 4 16-OZ. CANS **\$1**
DEL MONTE WHOLE OR CREAM
Golden Corn 4 16-OZ. CANS **\$1**
DEL MONTE
Sweet Peas 4 16-OZ. CANS **\$1.00**
DEL MONTE
Spinach 4 16-OZ. CANS **\$1.00**
DEL MONTE CRUSHED, SLICED, CHUNK
Pineapple 3 15 1/2-OZ. CANS **\$1.00**
RED TAG SALE, ALL VARIETIES
Keebler Cookies 2 PKGS. **\$1**

TROPICANA BREAKFAST
FRUIT DRINKS..... **4 \$1**
LIMIT 4 WITH \$5 PURCHASE 32-OZ. BTL.

CAMELOT
TOMATO CATSUP..... **59c**
FAMILY ECONOMY SIZE 32-OZ. BTL.

MEADOWDALE
Enriched Flour..... **64c** 5-LB. BAG
MEADOWDALE
Pure Shortening..... **\$1.29** 3-LB. CAN

MEADOWDALE
Salad Dressing..... **68c** QUART JAR
CAMELOT, LIMIT 8 WITH \$5 PURCHASE
Tomato Sauce..... **8 \$1** 8-OZ. CANS

CAMELOT GREEN, LEMON OR PINK
Dish Detergent..... **58c** 32-OZ. BTL.
SQUIRE BLUE
Detergent..... **72c** 49-OZ. BOX
SOFT PLY ASSORTED
Bath Tissue..... **2 99c** 4-ROLL PKGS.

Camelot Soups
CHICKEN NOODLE, TURKEY NOODLE, CHICKEN WITH STARS, CHICKEN WITH RICE, MIX OR MATCH
Tomato Soup..... **7 \$1** 10 1/2-OZ. CANS
CAMELOT
Tomato Soup..... **7 \$1** 10 1/2-OZ. CANS
CAMELOT SALTINE
Crackers..... **2 87c** 1-LB. BOXES

FOLGER'S, ALL GRINDS
Coffee..... **\$3.26** 3-LB. CAN
CAMELOT
Tomato Juice..... **2 91c** 46-OZ. CANS

WILSON'S CORN KING
Boneless Hams
FULLY COOKED ... WHOLE, 11 TO 13 LBS. average
or halves, 5 TO 7 LBS. AVERAGE
\$1.19 LB.
WATER ADDED
SMOKED CENTER CUTS
Ham Slices
Thrif-T-Price **\$1.39** LB. WATER ADDED

FILL YOUR FREEZER BEEF BUNDLE SALE!

- 3 LBS. ROUND STEAKS
- 7 LBS. CHUCK ROAST
- 5 LBS. SHORT RIBS
- 8 LBS. GROUND BEEF
- 3 LBS. RIB STEAKS..... **94c**

26 POUNDS OF MEAT-MASTER BEEF ... CUT & PACKAGED FOR YOUR FREEZER!

BLUE MORROW COOKED BEEF OR BULK PACK
PORK FRITTERS..... **89c** LB.
MEAT-MASTER BEEF
CUBE STEAKS..... **\$1.69** 3-LB. PKG. OR MORE

HALF OR WHOLE
Pork Loins..... **\$1.09** SLICED INTO CHOPS LB.
FRESH FROZEN TURKEY

EMPIRE BRAND TOM
Drumsticks..... **29c** BULK PACK LB.

EMPIRE BRAND TOM
Turkeys..... **46c** 16-22 LB. AVG. LB.

RANCH 'N RAIL
SLICED BACON..... **\$1.99** HICKORY SMOKED 2-LB. PKG.
MEADOWDALE HICKORY SMOKED
Sliced Bacon..... **\$1.09** 1-LB. PKG.
RODEO
Skinless Franks..... **69c** 12-OZ. PKG.
OSCAR MAYER
Cotto Salami..... **89c** 8-OZ. PKG.
OSCAR MAYER PICNIC, FAMILY OR
Luncheon Loaf..... **89c** 8-OZ. PKG.
OSCAR MAYER
Sliced Bologna..... **75c** 8-OZ. PKG.
WINCHESTER IMITATION
Chunk Bologna..... **59c** LB.
OSCAR MAYER PICKLE, OLIVE OR
Liver Cheese..... **75c** 8-OZ. PKG.

Thrif-T Frozen Foods
ALL VARIETIES
Banquet Dinners 2 **95c** 11-OZ. PKGS.
CHEESE, HAMBURGER, SAUSAGE, PEPPERONI
Jeno's Pizza..... **78c** 12 1/2-OZ. SIZE
TROPHY SLICED
Strawberries..... **3 \$1.00** 10-OZ. PKGS.

Thrif-T Quality Products
ALL FLAVORS
Camelot Gelatin 6 **69c** 3-OZ. PKGS.
MEADOWDALE
Pancake Syrup..... **62c** 32-OZ. BTL.
CAMELOT
Pancake Mix..... **52c** 3-LB. BOX
CAMELOT LONG SPAGHETTI OR
Elbo Macaroni..... **78c** 3-LB. BOX

U.S. NO. 1 COLORADO NOROGOLD
RUSSET POTATOES 10-LB. BAG **89c**
FRESH COLORADO
Elberta Peaches 3 LBS. **\$1**
COLORADO BARTLETT
PEARS 2 LBS. **45c**
THOMPSON SEEDLESS
GRAPES.....LB. **39c**
WASHINGTON
Prune Plums..... 2 LBS. **29c**
CALIFORNIA
Casselman Plums.....LB. **39c**

Thrif-T Dairy Foods
CAMELOT INDIVIDUALLY WRAPPED
American Slices..... **98c** 16-OZ. PKG.
CAMELOT COLBY OR MILD
Longhorn Cheese..... **72c** 10-OZ. PKG.
FRESH GRADE A
Medium Eggs.....DOZ. **59c**
FRESH GRADE A
Large Eggs.....DOZ. **65c**
MEL-O-CRUST
Canned Biscuits 5 **58c** 8-OZ. CANS
IDEAL LARGE OR SMALL CURD
Cottage Cheese..... **83c** 24-OZ. CTN.
IDEAL
Half and Half..... 3 PINTS **\$1.00** CTNS.

MEADOWDALE QUARTERED
Margarine..... **3 \$1** LIMIT 3 CTNS. WITH \$5 PURCHASE 3-LB. CTNS.
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Orange Juice..... **6 \$1** GOLDEN GOODNESS FROM FLORIDA 6-OZ. CANS

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Ice Milk..... **74c** ALL YOUR FAVORITE FLAVORS 1/2-GAL. CTN.

La Plata Begins Year At Dinner

A dinner was the opening event of a club year for LaPlata Study Club members Tuesday evening, when the yearbook committee was hostess in Mrs. Don Taylor's home. Others on that committee are Mmes. Ray Seale, Ansel McDowell and Louis Woodford.

Yearbooks were distributed to members, who informally surveyed the listed programs on topics ranging from Economic Conditions to Folk Medicine, all scheduled under general subject. Bits 'n' Pieces.

Vacation experiences of members in summer '74 were

related in response to roll call, with only two absent. Mrs. Harlan VanderZee presided for routine business.

Dinner was served to Mmes. W.D. Askew, Doug Bartlett, Jack Brown, Emil Dettman, Pat Hughes, Charles Kelley, O.G. Nieman, Lewis McCustian, J.D. Neill, Elmer Patterson, Frank Prowell, Nancy Rickie, Ken Rogers, Major Schroeter, Philip Shook, Raymond White and VanderZee.

L'ALLEGRA MEETING

Launching a new year of study and work, L'Allegra Study Club will meet in the home of Mrs. Jim Conkwright at 9:30 a.m. today. This club has regular meetings on first and third Thursdays of each month from September to May and stages one major fund-raising project each year to support its aid to community causes.

Crushed leather boots with the sports clothes for winter add an elegant touch to a costume.



DAWSON CLARKE
...Supports fight against Muscular dystrophy

Youth To Hold Carnival

Auxiliary Talks Business

The new president of American Legion Auxiliary, Mrs. James Jesko presided for business as a year began Tuesday evening. The meeting was in the Legion Hall.

Budget and activities of the coming year were discussed and members were reminded that yearly dues will be \$4.50 if paid before Oct. 10, \$6 after that date. New members are being received now also.

Hazel Sparks, flag chairman, announced that U.S. Flags of any size from 3 by 5 feet up, can be obtained through her committee for any organization or individual wanting one.

Judge: Are you ready for the trial?
X--Yas suh.
Judge: Haven't you a lawyer to represent you?
X--No, suh. I thought that I would tell the truth.

Joey Mazurek, local muscular dystrophy patient, will be an honored guest at a Jerry Lewis Carnival to be given by Dawson Clarke on Sept. 14 from 2-5:30 p.m.

Dawson, 12-year-old son of Mr. and Mrs. Richard Clarke of 133 Ave. J, will be ringmaster at the benefit which will be held at his home. He will be assisted by his younger brother, Mitchell.

A variety of events, including raisin relays, pie tosses and penny passes, will cost five cents each for single admission. All proceeds from the carnival will be given to the Muscular Dystrophy Association of America (MDAA).

Dawson urges local merchants or individuals who are interested in donating food, prizes or money for the MD carnival to contact him at 364-3710 after 4 p.m.

"WE REALLY want the kids of Hereford to come to the carnival and support MDAA and children like Joey," Dawson said. "We're hoping to provide a lot of fun while supporting this worthwhile cause."

The carnival's are sponsored nation-wide by McDonald's and MDAA. All activities at the benefits utilize household materials.

Dawson is a seventh grade student at Stanton Junior High School and is an avid collector of rocks and bottles.

don't forget windows when remodeling kitchen

Of all the remodeling projects undertaken each year by homeowners, kitchen remodeling remains the

most popular. Too often, though, hard-to-open windows with small panes of glass that are difficult to wash and keep clean are ignored.

The purpose of most kitchen remodeling jobs is to bring the kitchen up to date by providing more cheerfulness, light and views in addition to convenience and comfort. Ignoring the windows in a kitchen remodeling job is like buying a refrigerator that doesn't have a freezer.

Good Riddance

Smart Alex Tourist: What's your speed limit here?
Native: Ain't none. You fellows can't go through here too fast for us.

At The Library

Scotland Sets Scene For Book

I Came To The Highlands by Velda Johnson and The Masters Of Bow Street by John Creasey are two books being featured at the Deaf Smith County Library this week.

The library is open to the public, free of charge, on Mondays from 9 a.m. until 9 p.m., weekdays from 9 a.m. until 6 p.m. and Saturdays until noon.

I CAME TO THE HIGHLANDS

By Velda Johnson

Here, set in Scotland during the tumultuous years after Bonnie Prince Charlie's defeat in 1746, is a story of a girl alone among hostile strangers.

Elizabeth Longan was 18 the day she and the barefoot, cheerful young man named Charles Stuart met by chance at a river's edge. Neither had any idea that their paths would cross again. He was a royal fugitive, with a price on his head. She was an American, bound with her father for Bowain Castle in

the Western Highlands. She traveled with a heavy heart. Back in the American colony which had banished her father, she had parted bitterly from the man she loved. Too, she could not understand her father's obvious dread of returning to his birthplace. All her life he had talked of his boyhood as the nephew of Sir Jams Macduveen, laird of Bowain Castle, and the magical loveliness of the Highlands. Why was it, then, that he had avoided taking her there until, mortally ill and destitute, he had no other choice.

At the castle she learned of the staggering dimensions of her father's life-long lie to her. But after his death left her penniless in a strife-torn land, she had no choice but to stay there, working in the castle kitchen, even though it soon became plain that someone harbored a deadly hatred for her. Who was it? Sir Donald Macduveen, the lecherous young laird of Bowain Castle? His seemingly palid mother? Clarence MacElvin, once the

husband of tragic Arabella Macduveen, the girl who had committed suicide a few months after her marriage? Or was it a jealous servant?

It was not until much later, after a change of fortune had elevated Elizabeth from kitchen wench to rich man's ward, after a third-and-fateful-meeting with Charles Stuart, and after she had learned the full horror of Arabella's fate that Elizabeth found herself locked in a deadly struggle with her enemy one icy winter night. Then at last she knew why her very existence was a threat to those who had hated her for so long.

THE MASTERS OF BOW STREET

By John Creasey

The date is 1739, the place Tyburn Fields, where a notorious highwayman is to be hanged in the squalid and raucous celebration of a public execution. Amidst the screaming mob of pickpockets, thieves, gentry, prostitutes, vendors, soldiers, and haughty aristocrats, three people watch the hanging with a special personal interest: Ruth Marshall, whose husband the highwayman has murdered; her son James; and John Furnival, a Chief Magistrate of Bow Street and member of the great house of Furnival whose passion is justice and whose obsession is the punishment of crime.

On this bright spring day, in the savagery of a public execution the lives of these three people are joined by an accident of fate. Their descendants, from generation to generation, on both sides of the law, will be caught up in the epic struggle between justice and crime, law and order, peace and violence that was the subject of John Creasey's work and the central concern of his life.

Throughout his prolific and extraordinary career, John Creasey was preparing himself for the writing of this family saga—a book that would contain all his knowledge of crime, of his beloved London, and of the police force which he knew and understood as an outsider ever have. The Masters of Bow Street is about nothing less than the creation of Scotland Yard and the London police, as seen through the lives of two families.

It begins in the Hogarthian squalor of early 18th-century London, with its riotous and dangerous streets, and ends in the Age of Victoria with the creation of a police force that has endured into the present with a tradition of impeccable fairness. At its center is the Furnival family—deeply involved in affairs of state; moved and sometimes agonizingly split by the passion to see London's streets made free of crime and violence and to end a system of justice that is antiquated, corrupt and predatory.

Moving from the glistening, elegant world of the rich and powerful to the nightmare life of the slums and the sordid chaos of the courts and prisons, The Masters of Bow Street is rich in characters: old John Furnival, who befriends the widow of a constable, and whose child by her is the Furnival bad seed, Johnny; John's adopted son James Marshall, whose father was murdered by a highwayman and who makes old Furnival's dream of a police force his life's work; Jacob Rackham, the Bill Sykesian ringleader of a gang of thieves; Mary the quiet young clergyman's daughter who marries James; and the Furnival sons and grandsons, legitimate and illegitimate, who take over the stewardship of the vast Furnival interests and finally see old James dream come true with the passage of a police bill that creates a unique force of untrained men dedicated to the protection and the rights of every citizen, including the guilty themselves.

Threaded through Creasey's masterly narrative are the real characters (and the historical events) of the period—Fielding, the novelist-magistrate; Wellington; Peel—as well as a huge cast of criminals, heroic Bow Street Runners (the precursors of the London Bobbies), ordinary men and women. The Masters of Bow Street has the scope and breadth of a Dickens novel: it is the great multigenerational Masterpiece that triumphantly crowns the career of a distinguished and world famous writer, the great long, romantic and richly detailed saga that Creasey has always longed to write and finally did—with dazzling success.

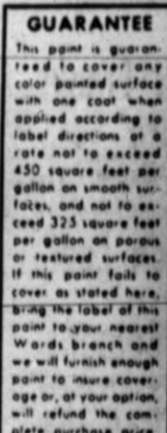
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LA MISION DE SAN JOSE - COLONIA SAN JOSE
S.W. of City
DESPUES DE LAS MISAS EN EL SALON
DOMINGO el 8 de September 1974
a las 10:00 a.m.
a la 1:00 p.m.
a las 6:00 p.m.

REGISTRATION FOR
CHRISTIAN DOCTRINE CLASSES
LA MISION DE SAN JOSE - COLONIA SAN JOSE
S.W. of City
AFTER MASSES IN ST. JOSEPH'S HALL
SUNDAY 8, September, 1974
10:00 a.m.
1:00 p.m.
6:00 p.m.

3 DAYS ONLY Beauty, protection and savings.

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Save \$2.
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Exterior Latex flat.
Use on wood, stucco or masonry. Easy latex application. In white only.

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Interior latex 1-coat.
Guar. to cover in 1 coat. Dries in 30 min. to a flat finish. 15 colors.

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Guar. 1-coat exterior.
Latex flat paint resists mildew, blistering. Easy clean-up. In 30 modern colors.



WARDS 1-MIL. PLASTIC DROPCLOTH.
Heavy enough to be re-usable. Embossed to slow down paint spills. Holds better to furniture and rugs. Measures 9x12'.
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New 1974 Pickups

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- 1 Impala, 4 Dr, Sedan
- 2 Impala Coupes
- 1 Impala, 4 Dr, Demo
- 1 Impala, 2 Dr, HT, Demo
- 2 Chevelle Coupes
- 2 Nova Coupes
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- 1 Vega GT
- 1 Suburban, 9 Passenger
- 3 1/2 Ton Pickups

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Koenigs At Home After Marriage

Mr. and Mrs. Richard Alan Koenig are at home at 1410 Alegria, Austin, after their marriage Saturday evening in Trinity Episcopal Church of San Antonio. The bridegroom, formerly of Hereford, is the son of Mr. and Mrs. Mark Koenig, southeast of the city.

The bride is the former Miss Nancy Marion McLellan, daughter of Mr. and Mrs. Oliver McLellan of San Antonio. She is a graduate student in the University of Texas at Austin.

Mixed flowers decorated the foyer and altar of the church where the Rev. Harold B. Nickle and the Rev. Joe Smith conducted the marriage service.

Miss Celeste McClellan was her sister's maid of honor and Daniel Koenig, brother of the bridegroom, was best man. Bridesmaids were Misses Cathy Crouch, Barbara Lau and Marsha Kelman of Austin and Lynette Williams of San Antonio.

Also Koenig's brothers, Tim was ring bearer and Wayne was groomsman with Billy Ray Betzen of Irving, Tom Salat and Terry Epperson. Ushers were the bride's brother, Barr McClellan of Austin; her brother-

in-law, Joe Bruns of Seguin, and Pierce Marshall of Houston.

The bride's gown of white nylon was fashioned with high neckline, two rows of pearl trim on the bodice and attached train. A cap of the same fabric with a rose to one side held her fingertip veil. She carried a Bible topped with a cluster of baby's breath.

Bridesmaids' dresses were of cotton print in peasant style with laced bodice. The maid of honor was dressed in blue, other attendants in pink, and all carried bouquets of mixed flowers.

The bride's sisters, Mrs. Bruns and Miss Gigi McClellan of San Antonio, and sister-in-law, Mrs. McLellan of Austin, headed the reception house-party which served the traditional tiered bride's cake and a double wedding ring groom's cake.

After the reception the couple left on a trip to New Orleans.

Mrs. Koenig received the BA degree in psychology from UTA and her graduate study is in communications. An employee of Superior Dairies in Austin, Koenig has a degree from UTA in political science.



Mr. and Mrs. Richard A. Koenig ...wed in San Antonio

CLUB LUNCH TODAY

North Hereford Extension Club will have its first fall meeting at noon today, with a covered dish lunch in the home of Mrs. Paul Hoff, 113 Fuller.

Mrs. T.E. Brisenden, president, requests all members to attend.

Paying debts should be a pleasure to an honest man.

CHAPTER TO MEET

Alpha Iota Mu Chapter of Beta-Sigma Phi sorority will meet at 7:30 p.m. today in the Community Room of First National Bank. The chapter is beginning its season's program series after a recent social meeting. Mrs. Ken Waiser is president for the year.

The optimist believes in luck; the pessimist in fate.

School Scares Some Children

The first few days of school are often an anxious time for a child—especially if he's going to school for the first time or changing schools, according to one family life education specialist.

"Parents can prepare their child for going to school and reduce some of the anxiety he experiences," Ilene Carrington with the Texas Agricultural Extension Service, The Texas A&M University System, said this week.

The specialist suggested parents could arrange a visit to school before the school year begins. Some schools have orientations or open houses for new students and their families.

"Visiting with the teacher can answer many questions parents have, and will also give parents a chance to share information about their child with the teacher. Parents may also want to ask the teacher about her expectations for the children in her class," Miss Carrington noted.

If parents and teachers are aware of the variety of ways children express their anxiety, they can make adjustment to school easier for each child.

"Some children will be shy and withdrawn from new classmates and the teacher. Other children may cry, refuse to eat or sleep. Some children

become too excited or rough with others in the class.

"But the important thing for adults to understand is the cause of the behavior. Understanding the reason for the unusual behavior helps adults deal effectively with a child in difficult situations," the specialist said.

Best Of Press

Most Will
Most any man will love his neighbor as himself—if she's pretty enough.
-Tribune, Chicago.

Date Bait
Landing a man is like catching fish, you have to wiggle the bait a little.
-Tiger, U.S.S. Barry.

In An Orderly Manner
If you want a job done, give it to a busy man. He'll have his secretary do it.
-News, Kreeolite, Ia.

Frightening
To those little kids, blithely trudging to school, these are normal times. What scares the rest of us is that maybe they are.
-Journal, Washington, Ia.

BIRTHS

Mr. and Mrs. Juan Jose Hernandez are the parents of a daughter, Maribel, born August 31. She weighed 6 lbs. 15 1/2 oz.

Cortez, born August 31. He weighed 6 lbs. 1 1/2 oz.
Mr. and Mrs. Keith Weldon Taylor are the parents of a son, Kyle Jay, born August 31. He weighed 6 lbs. 13 oz.

Hints for Carving Your Jack-O'-Lantern

Clean your pumpkin with a vegetable brush and soapy water to remove grease and dirt.

A sharp knife with a blade at least 3 inches long is best for carving.

Cut a five or six-sided top, slanting the walls of the top in (toward the inside of your pumpkin.) so the top won't fall in.

Remove all seeds and scrape clean interior walls.

Pencil a face on the flattest side of your pumpkin, then cut the face so the inside of the cuts are larger than the outside (just opposite to the way you cut the top), then push the cut pieces through to the inside and remove.

Use your imagination with vegetables, steel wool, yard, and what-have-you to give your jack-o'-lantern ears, eyebrows, hair... and extra character.

PROPERTY ENTERPRISES

INSURANCE of All Kinds
Car, Home, Crop, Life
Liability, and Hospital

364-6633

Avis Blakely 364-1050

Amarillo To Host Big Brother Meet

Big Brothers of Amarillo will host a regional meeting of Big Brothers of America, Sept. 17, 18, 19 at the Ramada Inn, Camelot.

Mrs. Jo An Dwyer, program coordinator, and Rodney Laubhan, local council president, will attend the meeting.

The Region Ten meeting will include representatives from Texas, New Mexico, Colorado and Oklahoma according to Gary McDade, executive director of the Amarillo agency.

McDade stated that 80 to 100 people are expected to attend

the two-day meet.

Topics will include: problems of the one-parent family discussed by Dr. Ross Staton of West Texas State University, sessions for local board and council members with David Long, MidAmerica Director and attitude changes in case work by Wayne Weaver of the Amarillo program.

The Big Brother movement in America started in 1903 and the Amarillo agency was begun in 1971. Approximately 1,500 fatherless boys have received special friendship from the Amarillo agency since 1961.

Founders Dinner Date Set

Date of the annual Kings Manor Founders dinner will be Oct. 15, to climax a drive for enlistment of founders, it is announced by Jimmie Allred, president of the Founders Association of the Methodist retirement home here.

Members of the association from over West Texas and Eastern New Mexico are expected for the dinner, which will be held again in Lamar Memorial Garden Room of the Manor. The room is usually filled to its capacity of 400 diners.

Purpose of the Founders Association is to help meet needs of the 147 residents of Kings Manor and its hospital unit. Westgate Membership is open to everyone, on four different plans.

Annual membership fee is \$10.75 amount over that figure pays for a sustaining membership, which accumulates to attain a life membership of \$1,000. A gift of \$10,000 or more

makes the contributor a memorial founder or a founder's donor.

Kenneth Wyatt of Tulsa, well-known Western artist, will be the speaker at the dinner.

The best way to get your share of the wealth is to work hard for it.

Graciousness is a virtue many people mistake for weakness.

Time isn't so scarce, what is rare is the proper and intelligent use of time.

Errors often arise when men try to prove that they have been right.

The man who earns what he gets will be under obligations to no man.

It's a poor brain that has to be fired by alcohol before it can function.

Get Together with financial house and get all your bills together.

If every month brings a flood of installment payments, pay them off all at once with a loan from financial house. Borrow what you need, up to \$2,000 or more. The larger your loan, the lower your interest rate. And chances are, you'll have more money left to spend on the things you want.

Get Together with

Leon Richards,
Branch Mgr.
615 S. 25 Mile Ave.
364-4432



financial house

Ashley Days

Save over 60%. Dress and sport styles.

KNIT SHIRTS

Without a little flaw, you'd pay \$5 to \$11

\$1.88

Choose from plaids, stripes, solid colors. Long point collars. Full-button fronts. Sizes S, M, L and XL.

Save over 75% on every tie in the store!

TIES 3 for \$1.88

Without a little flaw, you'd pay \$3 to \$5 EACH

Save over 50% Every pair on sale!

Men's Polyester Double-knit SLACKS \$5.88 and \$7.88

Without a little flaw, you'd pay up to \$18.97
Our best. On sale for a whole lot less. Choose from a big assortment of patterns and colors. Wide belt loops or beltless. Flare legs. Some with cuffs. Sizes 30 to 42.

Save over 50% on winter-weight jackets.

Boys' Lined Athletic JACKETS \$7.88

Without a little flaw, you'd pay up to \$17
Heavy weight woolen-blend. With leather-look vinyl sleeves and pocket trim. Quilted lining. Rugged-wearing. And warm! Comfortable cotton knit collar, cuffs and waistband. Snap front. Sizes 2-20.

Unbelievable savings! Up to 80%!

JUNIOR BLOUSES \$2.88

Without a little flaw, you'd pay \$6 to \$15
No-iron cotton and cotton blends in more styles and colors than we can list. Sizes 5-15 and S, M and L.

Save over 50% on every pair during Ashley Days

JUNIOR SIZE JEANS

Without a little flaw, you'd pay \$11 to \$16

\$3.88 and \$4.88

Famous jeans. Without the famous name patch. We rounded up every pair we could for Ashley Days. True blues, navy, black and whites. Choose from flares and cuffs. Boy cuts. Sizes 5-15.

Save over 60% on new fall styles

LADIES' BLAZERS & SHIRT-JACS \$5.88

Without a little flaw, you'd pay \$15 to \$20
All-purpose jackets to top your favorite skirts, dresses and slacks. Gathered-waist styles. One- and two-button blazers. Denim shirt-jacs. In polyesters and acrylics. All washable. Sizes 8-18.

Polyester DOUBLE-KNITS.
Save over 70% on every pair.

Our Best Ladies' SLACKS

Just \$4.88 Without a little flaw, you'd pay up to \$17 a pair
The finest slacks we've ever had. At the lowest price. Just for Ashley Days. Choose from patterns or solid colors. A big selection. Sizes 5-15, 8-18 and 32-38.

LOOK FOR MORE BARGAINS THROUGHOUT THE STORE DURING ASHLEY DAYS!



where little flaws let you save

SUGARLAND MALL

WITH FLAWBUCKS
Spend a sawbuck (\$10) at Ashley's. And get a Flawbuck—good for 10% off your next purchase.

Little Flaws let you save. Ashley Days let you save even more!
EXTRA SAVINGS SEPT. 5 thru 11

Jaycees Book Stars

Hank Snow, of western music fame, will headline the Jaycees' Country Western Concert on Nov. 22 as a benefit for Deaf Smith County's Kids Incorporated, announced Harvey Milten, publicity chairman.

Tickets for the concert, which will begin at 8 p.m. in the Bull Barn, will go on sale about one in October.

Providing back-up music for Snow will be the Rainbow Ranchboys. Also appearing will be the Country Playboys, Frank Hobson and Becky Durning.

Proceeds from the four-part show will go to the local chapter of Kids, Incorporated, an organization which embodies youth sports activities.

Mrs. Lang Is Artist Of Month

Peggy Lang, who paints the Southwest she knows from the Texas Gulf coast to the Colorado mountains, is the Artist of the Month for September in Deaf Smith County Library. The public is invited to view there each month the work of a different artist living in this county.

Most of Mrs. Lang's paintings which have been hung on walls of the new library building have not been seen before in local exhibits. Her landscapes and still life studies present subjects familiar to Texans, in her individual style which adds its own interest.

Wife of the Rev. William Lang, rector of St. Thomas Episcopal Church, the painter grew up in Corsicana in northeast Texas and lived at Refugio on the coast before moving to Hereford. The Langs spend vacations in Colorado to give her another field for painting.

Her paintings have been shown in Fort Worth, San Antonio and other downtown cities as well as in this area, including one-man exhibits in Hereford.



It's time to choose your rings



Keepsake assures perfect clarity, fine white color and precise cut.

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



Hank Snow

Plainview Slates Sunday Air Show

The 7th Annual Plainview Air Show will be held Sunday at the Hale County Airport in Plainview.

Gates will open at 12 noon with the show starting at 2 p.m. Admission charges are \$1 for adults and \$50 for children under 12.

The two-hour show is sponsored again by the Plainview Kiwanis Club with proceeds going to the club's many civic projects.

Jim Franklin of Lovington, N.M. heads the list of aerial performers with two of the most dangerous events being performed in the U.S. today, the first motorcycle-plant transfer and a five foot inverted ribbon pickup. Low-level aerobatics and a wing-walking act will also be conducted by Franklin and his troupe. The inverted ribbon pickup will be done by flying a plane upside down over the

runway at an altitude of five feet to snare a ribbon strung between two bottles.

Other performances will include a glider demonstration, a hot air balloon exhibit, radio-control model airplanes, two sky-diving events and a high-speed jet aircraft display. Many interesting aircraft will be on exhibit including antique and experimental planes from a five-state area. Another large crowd of several thousand persons are expected for an afternoon of unique family entertainment.

The leaders in every community talk only when they have something to say.

Everyone is against inflation in general but anxious for a little of it personally

WOMEN GOLFERS LUNCH POSTPONED A MONTH

Because Hereford Country Club is closed this week, the monthly luncheon of the Women Golfers Association is postponed to the first Thursday in October. Mary Gibson, president, announces. A nominating committee is being appointed this month for the election of new officers at the October luncheon.

Brief, Very Brief

U.S. to send Egypt 100,000 tons of wheat.

Senate and House back anti-inflation panel.

Ford finds Presidents travel first class.

Housing bill would aid 3 biggest cities.

Democratic campaign heats up a bit more.

Soviet-Iran agreement spurs gas costs.

Phone Installations Limited, Says Bell

Telephone installations will be temporarily limited because of a strike-related shortage of instruments, cords, bells and other equipment. Southwestern Bell said today.

The company said tentative agreement has been reached in a nationwide strike of the International Brotherhood of Electrical Workers against Western Electric that has caused the shortage.

"We don't know exactly how long it will take to return equipment inventories to normal," a company spokesman explained.

Western Electric is the Bell System's manufacturing and supply unit.

"Under the procedures we've established, installations will be limited to one line and one telephone per customer," the spokesman said. "When inventories return to normal, and equipment becomes available, we will complete the installations that customers requested without additional charge."

The company said customers will be billed only for one line and one telephone until any additional equipment they have ordered has been installed.

"We regret not being able to furnish all the equipment our customers request at the time they want it," the company official said. "However, the policy is temporary. Meanwhile, we'll be able to provide good, basic service until the equipment situation improves."

OVERWASHED

MEDINA, OHIO -- Mike Wantz's wife put his 8 new pairs of uniform pants in her new washing machine, set the cycle for six minutes and went to bed. The next morning the washer was still going—the pants were shredded into about a bushel of lint.

The Funk & Wagnalls New Encyclopedia

ON SALE NOW AT SAFEWAY!

Volume #1 **49¢**
Volumes #2-25 **\$1.99** Each
plus index and Bibliography
(Volume #3 Now Available!)

SAFEWAY

Prices Effective Thru Saturday, September 7, 1974
HEREFORD, TEXAS

Sales in Retail Quantities Only!

SAFETY SAVER

FRESH FRYERS

Whole Body **39¢**
(Cut up lb. 45¢) lb.

WIENERS

Safeway Meat

SAFETY SAVER 12-oz. Pkg. **65¢**

Pork Sausage **69¢**
Sausage **99¢**
Bacon Ends **89¢**
Fish Sticks **89¢**
Game Hens **\$1.19**

SAFETY SAVER Hawthorne **MO-A-ROMA** SLICED BACON

SLICED BACON

SMOK-A-ROMA **99¢**
(2-lb. Pkg. \$1.99) lb. Pkg.

QUALITY

- Soft Drinks **2-49¢**
- Mayonnaise **\$1.03**
- Dill Pickles **59¢**
- Tomato Paste **46¢**
- Tomato Sauce **17¢**
- Hamburger Chips **50¢**
- Picante Sauce **41¢**
- Catsup **68¢**
- Peanut Butter **\$1.75**
- Grape Jelly **69¢**
- Bath Tissue **65¢**
- Aluminum Foil **29¢**
- Dog Food **15¢**
- Charcoal **99¢**
- Liquid Bleach **35¢**

TOWN HOUSE APPLESAUCE

Low Price!

39¢

16-oz. Can

DEL MONTE GREEN BEANS

Quality Cut!

31¢

16-oz. Can

KITCHEN CRAFT FOOD BAGS

Food Storage

SAFETY SAVER

59¢

50 ct. Pkg.

TOWN HOUSE PEAS

Low Price!

29¢

17-oz. Can

WHITE MAGIC DETERGENT

Laundry Detergent

89¢

49-oz. Box

- Fabric Softener **98¢**
- Chocolate Syrup **34¢**
- Gelatin Mix **16¢**
- Fluffy Whip **7¢**
- Tea Bags **59¢**
- Instant Tea **99¢**
- Edward's Coffee **\$1.08**
- Safeway Coffee **\$1.05**
- Wheat Bread **45¢**
- Special Formula **39¢**

Safeway's Fine Frozen Products!

ICE CREAM

Lucerne Brand Assorted Flavors

98¢

1/2 gal. Ctn.

ORANGE JUICE

Scotch Treat

6 \$1

6-oz. Cans

100% Florida Orange Juice

CORN ON COB

Bel Air Brand

82¢

8 ct. Pkg.

- Eskimo Pies **47¢**
- Whip Topping **55¢**
- Strawberries **43¢**
- Orange Juice **\$1.00**
- Orange Juice **52¢**
- Orange Juice **34¢**
- Lemonade **20¢**
- Broccoli **32¢**
- Broccoli **37¢**
- Cut Corn **31¢**
- Cut Corn **89¢**
- Cut Okra **79¢**
- Sweet Peas **49¢**
- Shoestrings **56¢**
- French Fries **75¢**
- Meat Pies **28¢**
- Brownies **\$1.09**
- Dessert Cake **\$1.09**
- Cooking Bags **35¢**

Safeway's Dairy Items!

MARGARINE

Coldbrook Quarters!

39¢

lb. Ctn.

BISCUITS

Mrs. Wrights Brand!

13¢

8-oz. Can

- Lucerne Milk **\$1.54**
- Whip Cream **43¢**
- Cinnamon Rolls **45¢**
- Roka Spread **53¢**
- Sharp Singles **56¢**
- Sliced Pimento **55¢**
- Sliced Jalapeno **59¢**
- Sliced American **55¢**
- Biscuits **14¢**
- Biscuits **14¢**
- Squeeze Parkay **75¢**
- Cheese Spreads **53¢**
- Sliced Swiss **79¢**
- Mozzarella **67¢**
- Longhorn Cheese **\$1.45**
- Mozzarella **49¢**

CREAM CHEESE

Kraft Brand

19¢

3-oz. Pkg.

MARGARINE

Empress Soft

69¢

2-8oz. Tubs

TV COMMENTARY

By John Smiley

MUTUAL OF OMAHA'S WILD KINGDOM begins its thirteenth season this fall, bringing a study of the life and habits of wildlife to millions of television viewers every week.

THE SHOW, ranked number one among all syndicated programs in terms of viewing audience during the past three years, will be shown on over 220 television stations across the nation.

AN INCREASING emphasis on current research and conservation efforts to preserve and protect the animal kingdom has marked the program, first offered for syndication by Mutual of Omaha during the 1971-72 season. The show had been a regular fall series on the NBC network prior to that time.

WHILE MAINTAINING the action and adventure found among wildlife, the show will continue to work with skilled scientists and researchers in promoting environmental concern. Travel-

ing around the globe, the program will offer viewers an in-depth look at present studies designed to accomplish an ecological balance in today's world.

MARLIN PERKINS, world-famed zoologist, returns to host the program, a role he has filled since the program's inception in 1963. Since his original television debut in 1945, Perkins has journeyed to different parts of the wild kingdom, making first-hand observations on wildlife habitat.

THE UPCOMING SEASON will feature a trip to the National Parks in South Africa in an effort to restock and relocate large, endangered animals; a two-part presentation studying the life and habits of the humpback whale in the Caribbean Sea; and a look at the unusual animals—from wombats to platypuses—found on the Fumeaux Islands south of Australia.

WHO KNOWS?

1. What is the meaning of the words "caveat emptor"?
2. What is the French word for teacher?
3. Define wigwagging.
4. How long does it take the moon to circle the earth?
5. What would the ailment be if you were suffering from odontodynia?
6. Name the 23rd President of the U.S.
7. Who is known as the "Lion of Judah"?
8. How many drops are there in a teaspoon?

Answers to Who Knows

1. "Let the buyer beware."
2. La maitresse.
3. A method of signaling or sending messages by waving one or more flags.
4. Twenty-seven days, seven hours and 43.2 minutes.
5. Toothache.
6. Harry S. Truman.
7. Haile Selassie, Emperor of Ethiopia.
8. From 40 to 50 drops.



Singers At Church

Coming to Hereford for programs at the Nazarene Church at 7:30 p.m. Saturday, 10 a.m. and 7 p.m. Sunday, the gospel singing Western Aires are members of Central Church of the Nazarene in Dallas. Members of the group are Roger and Nelda Bell, Martha Bell, David Leverett, Stan Bennett Sr. and Stan Bennett Jr. They have presented concerts and taken part in revival services over the United States, in Panama and Hawaii.

leftover turkey needn't spell hash! here, three off-beat exotic recipes for you to try

Even though turkey may be 'king' for the holidays at your house, both on the table and tinkling with ice in the glass, turkey leftovers aren't royal to anyone.

Yet the nutritious remains of a juicy bird can be made just as appealing as the original without resorting to turkey hash. In fact one can go into gourmet flights of fancy with a dish such as turkey and chutney salad, for instance.

Turkey - sausage squares have an extra flavor which appeals to appetites somewhat weary of the bird. Turkey Hawaiian couldn't be simpler or more different from the Pilgrim Father's dinner.

If you make a holiday Gobbler punch with a fine 101-proof Bourbon like Wild

Turkey any leftover amount (which you refrigerate, of course) should not have watered down too much, which is the advantage of using a high-proof, eight-year old Bourbon around ice and mixers. To start off a 'left-over' dinner with the good cheer of a smooth Kentucky Bourbon punch is good psychology. Add some fresh fruit to each glass and a bit more bourbon if you wish.

Serve the 'eating' turkey leftovers with baked acorn squash, mixed green salad and grapes. Forget the cranberry sauce unless you're an addict.

Turkey and Chutney Salad
Toss chunks of white and dark turkey meat with sour cream or yoghurt to coat and a good sweet chutney which you can get bottled at

gourmet shops. Serve on watercress.

- Turkey-Sausage Squares**
- 1 lb. sausage meat
 - 1 onion, minced
 - 2 cups soft, stale bread crumbs
 - 1 cup diced celery and leaves
 - 1 cup plus of turkey gravy
 - 2 eggs beaten
 - 2 cups diced cooked turkey
 - 1 cup milk
 - 1 tsp. poultry seasoning
 - salt and pepper to taste

Cook sausage until done, breaking up with fork. Remove meat, pour off all but two tbsps. fat. Cook onion in fat for five minutes. Mix meat and onion with all ingredients; stir in gravy, salt and pepper. In shallow baking dish bake in 350 degree oven for 45 minutes. Cut in squares, serve with additional heated gravy. Serves 6-8.

Record Crop of Bicyclists

This year's bumper harvest of academicians will be pedaling back to school — and never before in history has the traditional two-wheeler been so "souped-up," sophisticated with jet-set hardware, painted and decal-ed.

The sweeping trend to "customize" the campus bike is nationwide. Responsible wheelers must remember that the two-wheelers, substantial as they are, have been put through one summer of happiness and "wear and tear" and should be thoroughly checked before school opens.

An inspection will detect flaws resulting from wear; repairs made now will avoid annoying breakdowns and expense later. Bikes should be taken to a competent repair shop.

Few people respect intelligence, and fewer possess it.

Be as anxious to help others as you are to accept favors.

Really cultured persons never mistake vulgarity for originality.

Religion is one thing no one can take from you—if you have any.

There's no way to economize without doing without something.

Hard work is not as tiring as incessantly thinking about your work.

After all, it's possible to get an education without playing football.

Never try to imitate someone else; he may be doing the same thing.

You might as well laugh at yourself at times—every one else does.

Never induce a person to make a promise you know will not be kept.

ODD CHALKINS

THE U.S. WHICH BOUGHT ONE FROM WILBUR WRIGHT IN 1903 WAS THE FIRST GOVERNMENT TO BUY AN AIRPLANE

MOBILE HOME OWNERS Who BUY INSURANCE From Us, Have Bought ONE CUSTOM-DESIGNED PACKAGE OF PROTECTION, COVERING ALL HAZARDS, AT A REASONABLE COST!

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USDA CHOICE

ROUND STEAK

Full Center Cut **\$149**

(Bone-In) lb.

RIB STEAK

USDA CHOICE

\$149 lb.

Chuck Roast **93¢**
7-Bone Roast **\$1.09**
Round Bone Roast **\$1.19**
Boneless Rump **\$1.69**
Heel of Round **\$1.39**

100% BEEF

GROUND BEEF

Regular Any Size Pkg. **78¢** lb.

SIRLOIN STEAK

USDA CHOICE

\$149 lb.

Sirloin Tip **\$1.89**
Rib Steak **\$1.89**
T-Bone Steak **\$1.89**
Porterhouse **\$1.98**
Cube Steak **\$1.89**

Oscar Mayer Meats From Safeway

Weiners **\$1.09**
Bologna **69¢**
Liver Cheese **69¢**
Cotto Salami **79¢**
Chopped Ham **89¢**
Smokie Links **\$1.09**
Sliced Bacon **\$1.39**
Ham Steak **\$2.29**

AND SAVINGS!

Tang Orange **\$1.43**
Peaches **57¢**
Asparagus **57¢**

Beets **25¢**
Green Beans **27¢**
Peas **31¢**

Hominy **17¢**
Tomatoes **29¢**
Pork & Beans **27¢**

Viennas **35¢**
Pinto Beans **\$1.09**
Cat Food **23¢**

Mac Dinner **65¢**
Spaghetti Dinner **33¢**
Noodle Dinner **59¢**

MRS. WRIGHT'S BREAD

Large Loaf **43¢**

Cragmont Fruit Drinks

Low Price! **39¢**

46-oz. Can

Lucerne Dry Milk

1.69

8 Qt. Box

SEA TRADER TUNA

Light Chunk! **56¢**

6 1/2-oz. Can

40¢ OFF LABEL TIDE

Laundry Detergent **\$3.01**

10-lb. 11-oz. Box

Coffee Tone **31¢**
Evaporated Milk **27¢**

Dry Milk **69¢**
Hi-C Drinks **47¢**

Grapefruit Juice **49¢**
Tomato Juice **55¢**

Chunk Tuna **59¢**
Chunk Tuna **83¢**

Miracle Whip **98¢**
Sandwich Spread **65¢**

Safeway's Health & Beauty Aids!

HEAD & SHOULDERS Lotion Shampoo **83¢**

INTENSIVE CARE Vaseline Lotion **53¢**

Aspirin **51¢**
Color Film **\$4.29**
Color Film **\$3.19**
Color Film **\$1.19**

HAIR SPRAY Truly Fine **59¢**

SURE DEODORANT High Quality **91¢**

Flash Cubes **99¢**
Motor Oil **56¢**
Floor Finish **79¢**
Lemon Polish **61¢**

Safeway's Fresh Produce Items For You!

CABBAGE For Cole Slaw **10¢** lb.

Lettuce **29¢**
Honeydew **69¢**
Celery **33¢**
Red Onions **35¢**
Tomatoes **39¢**
Orange Juice **98¢**
Acorn Squash **29¢**

SEEDLESS GRAPES Sweet Thompson **39¢** lb.

COLORADO PEACHES Juicy Elverta **3 lbs. \$1**



Back to School Special!

SAFEBAY BRAND PANTY HOSE

Buy 2-Get 1 FREE!

Buy Two Pair of Safeway Panty Hose And Receive A 3rd Pair FREE! Offer Ends Saturday Night Sept. 14

Folgers Coffee

This Coupon is Worth Toward the purchase of a 3-lb. can of **FOLGERS**

One Coupon Per Customer Coupon Expires Saturday, September 7 Redeemable Only At Safeway

50¢

POTATOES All Purpose Russet's **89¢** 10-lb. Bag

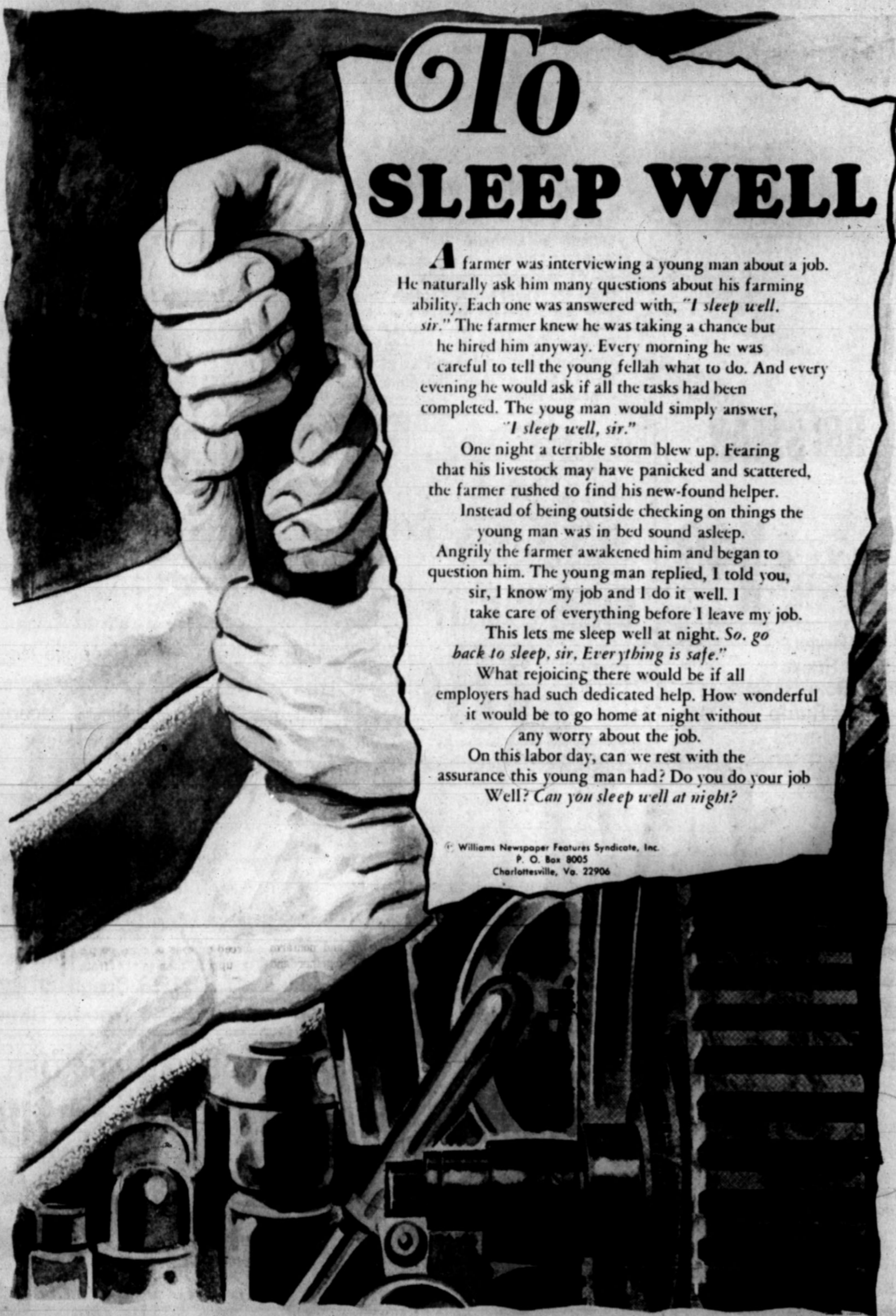
SCHEFFLERA Umbrella Tree **\$3.98** 6" Pot

SWEET CORN Tender Ears **8 Ears \$1**



For God So Loved The World

- FIRST BAPTIST CHURCH**
Doug Manning, Pastor
Fifth and Main Streets
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Rev. Samuel B. Ogan, Pastor
Frio Community
- WESTWAY BAPTIST CHURCH**
- MT. SINAI BAPTIST CHURCH**
Rev. C. H. Frost, Pastor
302 Knight Street
- SUMMERFIELD BAPTIST CHURCH**
Bill Broxson Jr. Pastor
- TEMPLO CALVARIO
ASAMBLEA DE DIOS**
13th & Ave. H
Ignacio Vasquez
- CHURCH OF JESUS CHRIST OF
LATTER DAY SAINTS**
(Mormon)
Country Club Drive
- TEMPLE BAPTIST CHURCH**
Rev. J. L. Bozeman
Forrest Ave. and Ave. K
- GREENWOOD BAPTIST CHURCH**
"A Bible Baptist Church"
Rev. Prentice D. Smith, Pastor
- IGLESIA METODISTA SAN PABLO**
Rev. Thomas Balderas, Pastor
- LA IGLESIA DE SAN ANTONIO**
North 25 Mile Avenue
- TEMPLO BAUTISTA MEMORIAL**
Pablo Garcia, Pastor
- LA IGLESIA DE CRISTO**
Sunset and Plains Ave.
Pete Reyna, Minister
- CENTRAL CHURCH OF CHRIST**
J.T. Marlin, Minister
148 Sunset Dr.
- PARK AVE. CHURCH OF CHRIST**
On Harrison Highway
- TRINITY BAPTIST CHURCH**
Southern Baptist
Rev. C.F. Powell
4th and Jackson
- SAINTE JOHN BAPTIST CHURCH**
400 Mable St.
Rev. C.W. Allen, Pastor



To SLEEP WELL

A farmer was interviewing a young man about a job. He naturally ask him many questions about his farming ability. Each one was answered with, "I sleep well, sir." The farmer knew he was taking a chance but he hired him anyway. Every morning he was careful to tell the young fellah what to do. And every evening he would ask if all the tasks had been completed. The youg man would simply answer, "I sleep well, sir."

One night a terrible storm blew up. Fearing that his livestock may have panicked and scattered, the farmer rushed to find his new-found helper. Instead of being outside checking on things the young man was in bed sound asleep. Angriely the farmer awakened him and began to question him. The young man replied, I told you, sir, I know my job and I do it well. I take care of everything before I leave my job. This lets me sleep well at night. *So, go back to sleep, sir. Everything is safe.*

What rejoicing there would be if all employers had such dedicated help. How wonderful it would be to go home at night without any worry about the job.

On this labor day, can we rest with the assurance this young man had? Do you do your job Well? *Can you sleep well at night?*

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Garrison Fined For Violation

A judgment of \$750 for violation of the Federal Seed Act has ended a case against Garrison Seed and Company of Hereford, the U.S. Department of Agriculture (USDA) announced this week.

USDA's Agricultural Marketing Service (AMS) said the case involved three shipments of agricultural seed into Oklahoma. Two shipments of sorghum-sudangrass hybrid seed, when planted in field tests, were found to be falsely labeled as to the percentage of pure seed that was hybrid. A shipment of sorghum seed was found to be treated with pesticides but was not labeled with the names of the treatment substance and with a caution statement as required under the Federal Seed Act.

The judgment was entered in the U.S. District Court for the Northern District of Texas. The Oklahoma Department of Agriculture cooperated with AMS in the investigation.

The Federal Seed Act is a truth-in-labeling law designed to protect farmers and consumers in the purchase of seed. In part, it requires that seed be truthfully and completely labeled.

Nelson Rockefeller, Vice Presidential nominee:

"If I am confirmed, it will be my great honor and privilege to serve you (President Ford) and through you serve all the great people of this country."



Deaf Smith Corn

Earl Holt, Deaf Smith County Commissioner, shows off a healthy corn stalk from his farm east of Hereford. Three big ears of corn can be seen on the tall stalk. Holt wishes all his corn looked like this, but only a portion of a field fed by tailwater grew this well. The corn was being cut this week for ensilage.

Nation Eyes Area Market

Folks in the livestock and meat trade, all over the country, pay close attention to market news reports from the Texas and Oklahoma panhandles.

Volume of trading in the 60,000 square mile "beef factory," from Seminole, north to the Kansas line, ranks this as one of the largest cattle markets in the nation. Thus, it has a significant impact on trading at markets in all parts of the world.

"There is intense interest in all livestock and meat market news, these days, as production costs are so critical and as consumers are so aware of increased food costs," points out Jerry McCarty, in charge of the federal-state livestock market news office in Amarillo.

The Panhandle area always has been known as "cattle country," but never to the extent it is today. Only a dozen or so years ago, the booming cattle industry around Amarillo was just a dream among a few enterprising persons. Realization of that dream is reflected in hard facts gathered and told by McCarty and his professional staff of two others — Gordon Duty employed by the U.S. Department of Agriculture (USDA) and Ed Wright, a Texas Department of Agriculture (TDA) marketing specialist — with invaluable help from two office clerks, Edans Davis and Margie Barron.

In 1973, McCarty's office reported sales, prices, grades and trends on 3,141,217 cattle and calves. This included 2,611,055 head sold directly to meat packers from the area's 110 huge feedlots, and 530,163 head, mostly feeders, sold at auction in Amarillo. This volume is almost three times the 1,110,433 head reported in 1968, just five years earlier. In addition, the Amarillo staff reports carlot meat sales at 12 modern meat packing plants in the area.

The volume of livestock trading reported in the Panhandle area was 10.8 percent of the total number of cattle and calves reported by the 60 market news offices of USDA's Agricultural Marketing Service (AMS), including 26 cooperating state departments of agriculture, according to Paul M. Fuller, chief of AMS's livestock market branch, Washington, D.C.

"So the Amarillo reports definitely are of the bell-weather type, of interest and value to anyone who buys or sells livestock and meat at any market in the country," Fuller says.

Information gathered by the Amarillo market news team is sent immediately to all major markets in the country by USDA leased wire, and to cooperating wire service, newspapers, radio and television stations and livestock publications. Printed weekly summaries on this and other Southwest livestock markets are available by mail from the Texas Department of Agriculture in Austin.

In addition, market data from the Panhandle "beef factory" are incorporated with other statistics that become the basis for national studies on long-term trends, feed ratios, farm-to-table prices spreads, and similar economic research.

"We tell it like it is, whether it is good news or bad news," McCarty points out in explaining philosophies of the 58-year-old USDA market news

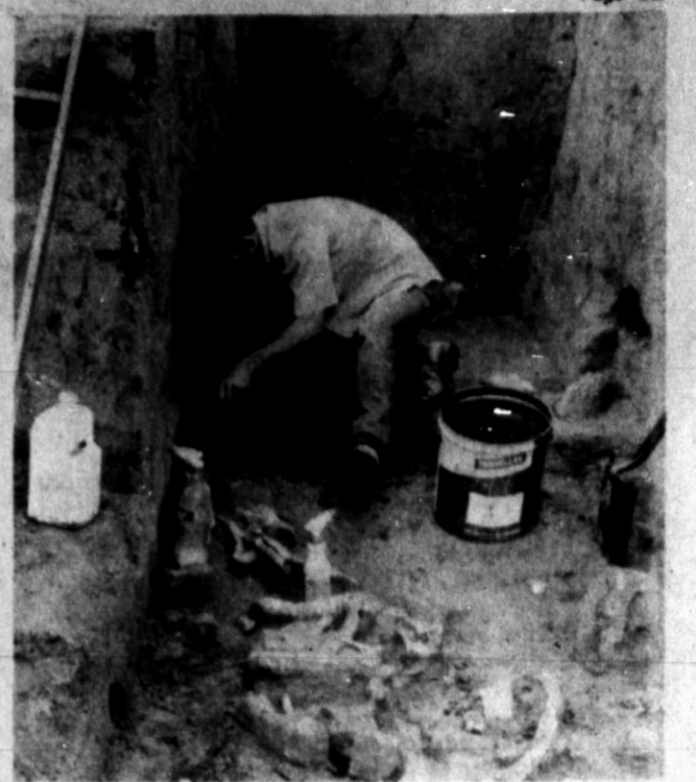
service.

"Our reports have to be timely, accurate and completely unbiased if we are to maintain the respect of sellers, buyers and consumers, alike," McCarty adds.

A new pamphlet, "State-Federal Livestock Market News from the Texas and Oklahoma Panhandles," explains how the Amarillo office does its job.

It lists the seven daily and two weekly reports issued, and what each contains; and it explains how persons interested in these reports can obtain them, by listening to radio or television stations, reading newspapers or other publications, or by making a telephone call to the office's recorded "instant market news" system — phone (806) 372-3494.

Copies of the leaflet are available from County Extension Agent's offices in the area; directly from the Livestock Market News Office, Box 9175, Amarillo, Tex. 79105; or from the AMS Regional Information Office, 1100 Commerce Street, Room 5C40, Dallas, Tex. 75202.



Searching For Fossils

Eddy Kiser, student from Canyon, scrapes and digs at the bottom of a pit in quest of bison bones and spear points. Earth is moistened by water from a household spray bottle then scraped away with a small trowel.

Rural Residents Not All Farmers

Farmers and rural America are one and the same. Believe that and you are 82 percent wrong. Farm people are now outnumbered better than four to one by nonfarm rural residents, according to the U.S. Department of Agriculture.

Here's the way the numbers stack up: Census officials place the declining farm population currently at less than 9.5 million — down from 15.6 million in 1960. Contrast this to the present 45 million nonfarm, rural population — up from 38.5 million in 1960 — and you get the picture.

Farmers are not only outvoted four to one by their nonfarm rural neighbors, but all rural Americans — farm and nonfarm alike — are outvoted three to one by city people.

Figure it this way: Add the farm and nonfarm rural population together and you come up with roughly 55

million people. This is 26 percent of the nation's total population of 212 million.

And, according to Assistant Secretary of Agriculture Will Erwin, nonfarm segments of rural regions have, over the years, been largely overlooked. "These areas are vastly underestimated and often neglected by government," he explains.

"Farmers," he said, "are mostly well liked and appreciated by nonfarmers. Food problems get the attention of Congress and Government officials. But the problems of millions of nonfarm rural Americans are often crowded out by other pressing matters."

"For instance, from the beginning, national policies contributed to the development of the lion's share of the nation's nonfarm jobs in cities. This forced millions of rural people to uproot themselves from family and community ties —

migrating there in search of employment. Only recently have rural job opportunities increased at a rate exceeding that of urban areas. Pregnant and unmarried? Don't despair — call 1-800-692-4458, a Suicide Prevention-Crisis Intervention unit, for confidential counseling.

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"If you think the death toll in the North Ireland conflict is a disgrace, you are right. In five years, since 1969, it has taken the life of 1,017 people. But murder in New York City alone in one year, 1972, cost 1,726 people their life. Your chances of being murdered are 3 1/2 times greater in a big city than they are in a rural area," said Will Erwin, assistant Secretary of Agriculture of Rural Development.

The unemployed are not all eager to find what they're looking for.

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SANDERS Bone Foot, w/Black Top, Round Toe 14" Top	\$64 ⁹⁵	\$44 ⁹⁵
SANDERS Chocolate Elk Hide Foot and Top, Round Toe 14" Top	\$64 ⁹⁵	\$44 ⁹⁵
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The Hereford Brand, Hereford, Texas... customers, we now have truck scales to weigh your scrap iron... One mile North of Big Daddy's Truck Stop.

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JONES TAILWATER PIT CLEANING SERVICE Cliff Jones, 114 Cherokee Phone 364-5746 B-11-34-tfc

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13. LOST & FOUND Strayed South of Adrian, Texas - one red corrie rope steer, branded "Lazy T" left shoulder...

14. CARD OF THANKS We would like to express our deepest appreciation for flowers, cards and calls received at the loss of our Dear Mother and Grandmother.

CARD OF THANKS We wish to express our sincere appreciation for the kindness shown during the illness and loss of our beloved wife and mother.

WANT ADS GET RESULTS CALL 364-2030

A Career With A Future PINKERTON'S INC. Now has several full time and part time openings in it's Hereford Security Force.

You've Never Seen Such Thorough Service STOP IN SOON Phillips "66" Products EAST SIDE "66" Rocky Stewart

RUIDOSO CABIN FOR RENT Large Cabin, 2 bath, fireplace Special off season rates Rent by day, week, or month Call 364-4078 after 5 p.m. all day week-ends.

EXPERT REPAIR ON QUICK PONTIAC GMC TRUCKS JOHN ORSBORN Free Pickup Phone 364-0990

Youngsters Should Be 'Safety-Proofed'

It's that time of year again when parents should attempt to "safety proof" their youngsters - many of whom are entering Hereford schools for the first time.

DARTING ACROSS streets without looking, crossing at mid-block from between parked cars, and doing bicycle tricks in traffic are just a few of the pitfalls to be avoided, advises the Health Department.

Parents can caution their children about all careless practices, and they also can show them. If your child is starting to school - or going to a new school - it's a good idea to make the trip at least once with the child.

WHAT ARE the trouble spots for bicyclists and motorists? Collisions between motor vehicles and bicycles occur about as follows:

Well over half at intersections. Seven out of ten during daylight hours. Most bicycle riders killed or injured in traffic accidents, were violating a traffic law at the time of the incident.

Half of the motor vehicle-bicycle accidents involved a violation on the part of the motor vehicle operator. One out of five bicycles involved in accidents had some mechanical defect.

SOME OF THE most common traffic violations of cyclists are (not in order of frequency): Failure to yield right-of-way.

TO AVOID such situations as just described, here are some safety rules for bicyclists: A skilful bicycle rider always has his bike under control.

Cyclists must ride on the right side of the street with the flow of traffic; not on the left, facing traffic. Hand signals should be used by the cyclists, and are now commonly accepted as a safe riding practice.

Cyclists should avoid crowding between cars at stop signs, or between an automobile and the curb. Carrying more passengers than a bicycle is designed and equipped for is dangerous and illegal.

Never hold onto a moving vehicle nor in any way attach the bike to the vehicle. Always ride single file.

Trick riding is always dangerous. Drivers of hi-risers are especially cautioned against making the bike rear up and riding on back wheels only, or jumping the bike over obstacles.

TV COMMENTARY ABC has a documenical special about railroading whistling down the TV track on November 22, called "Ridin' the Rails."

Studios has been properly patched. HAVING RECEIVED a Masters Degree from The Citadel, a military college in Charleston, South Carolina, this writer was tickled to learn Fall will film his third show for the new season on campus there.

THOSE WHO ENJOY the NBC series, "Columbo," will be pleased to learn Peter Falk will return next season. His snag with Universal

Hot Weather Got You Down... Is your present cooling system enough and if so is it in proper condition.... if not call a professional 364-4714

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Highway Vandals Rob Taxpayers

By DAN M. SLAK TEXAS HIGHWAY DEPARTMENT

Spraying dust, a pickup churns the earth. It's roundup time. Out comes a lasso which is tossed with dazzling effectiveness. Roped and pulled to the ground is a maverick...

Contrary to popular belief, the excitement of vandalizing signs leaves a lot to be desired. The thoughtless action can amount to possible property damage, personal injury or a loss of life.

Amazingly, six of every 10 highway signs in the Texas Panhandle have to be replaced because of vandalism. More often than not it is the vandalized sign brought in for repair rather than the one deteriorated by time and atmospheric forces.

Signs are stolen, splattered with eggs, riddled with gunshot, drenched with soda pop, splintered with pop bottles, sprayed with paint, lassoed or knocked down one after another with a car for "fun."

THE DEBT CREATED by highway sign vandalism adds up, too. Records show that the following incidents occurred during the past few years in the Texas Highway Department's Amarillo District (17 Panhandle counties):

LOWELL ROBERTSON, Perryton maintenance section foreman, said publicity by local news media stirred up the return of the signs. The news coverage "made believers out of them (the vandals-thieves)," he said.

In one article in the Perryton newspaper, Joe Hataway, Department of Public Safety Patrolman, was effectively

quoted: "I don't want to have to work an accident that was caused because of a missing highway sign."

THE DIFFICULTY of documenting vandalism plagues the Highway Department as well as law enforcement agencies. Knowledge of the crime, as with most offenses, rests with the criminal or a witness. A felled sign or a row of bent over delineators can be caused by accident or intentionally.

E.E. Hackler, Amarillo District sign supervisor, said highway signs in general cost about \$1.50 per square foot to replace. Typical highway speed limit signs, for example, measure about 20 square feet in area.

Stop signs, advisor speed on curve signs and U.S. 66 route markers have been most sought after by vandals and thieves. The latter became a college student's bedroom wall hanging status symbol. Spray painting upon highway signs the high school graduation year such as '54, '68 or 1974 has been popular.

Signs on the perimeters of small towns are struck most often. Although those on farm, ranch and county roads are most vandalized, larger signs on U.S. and interstate highways are occasionally objects of pot shots in broad daylight, from a moving vehicle!

Historically, a person named Vandal led a Germanic tribe that sacked Rome circa 455 A.D., hence the term used for those who commit vandalism. The disease, sort of a temporary insanity, annually results in unnecessary material replacement and maintenance work hours.

DANCE MOONLIGHTER BACK ON TRACK 1 HEREFORD'S OWN "SOUND EXPRESS" FEATURING: CHUCK, CECIL LEWIS, & MARTY

Hot Weather Got You Down... 364-4714 Robert (Bob) Rhoton R & R REFRIGERATION AND HEATING SERVICE

FOR THE BEST DEALS ON NEW or USED CARS JOHN ORSBORN BUICK-PONTIAC-GMC at 142 N. MILES or 221 N. 25 Mi. Ave.

quoted: "I don't want to have to work an accident that was caused because of a missing highway sign." In May 1974, two youths decided to flatten every sign, delineator and mail box on both sides of a nine-mile stretch of highway in Carson County...

COMMONWEALTH THEATRE Fri. Sat. Sunday IT'S NOT EVERY DAY YOU TAKE A RIDE LIKE THIS! GOLDIE HAWN THE GIRL WHO KNEW TOO MUCH

BLACK CAESAR BLACK WHITE MAMA TOWER DRIVE IN THURS. FRI. SAT. Godfather of Harlem! ...the cat with the .45 caliber claws!

WRESTLING WWA WRESTLING SATURDAY SEPT. 7 9:00 PM MAIN EVENT RICKY ROMERO vs. MICHEL (The Judge) DUBOIS

Take your pick! AND SAVE

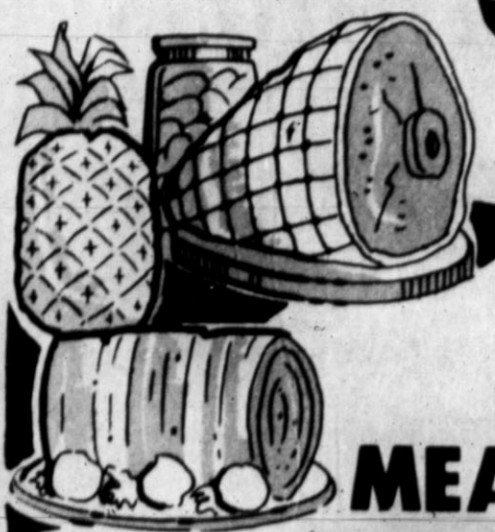
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TOP QUALITY REGULAR OR THICK SLICED
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SHASTA DIET DRINKS 12 OZ. ASST. FLAVORS **8\$1 FOR**
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BLACKBURNS
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FLAME TOKAY GRAPES LB. **39¢**
NEW CROP RED DELICIOUS APPLES 3 LB. **\$1.00**
COLORADO ALBERTA PEACHES 3 LB. **\$1.00**
ALL PURPOSE POTATOES 10-LB. BAG **79¢**

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JUMBO ROLL
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ORANGE JUICE
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 12 OZ. CAN **59¢**

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BETTY CRUCKER CAKE MIX ASST. LAYER **49¢**
BODEN'S FRUIT DRINK 64 OZ. 3 FLAVORS **59¢**

TUNA
CARNATION LIGHT CHUNK
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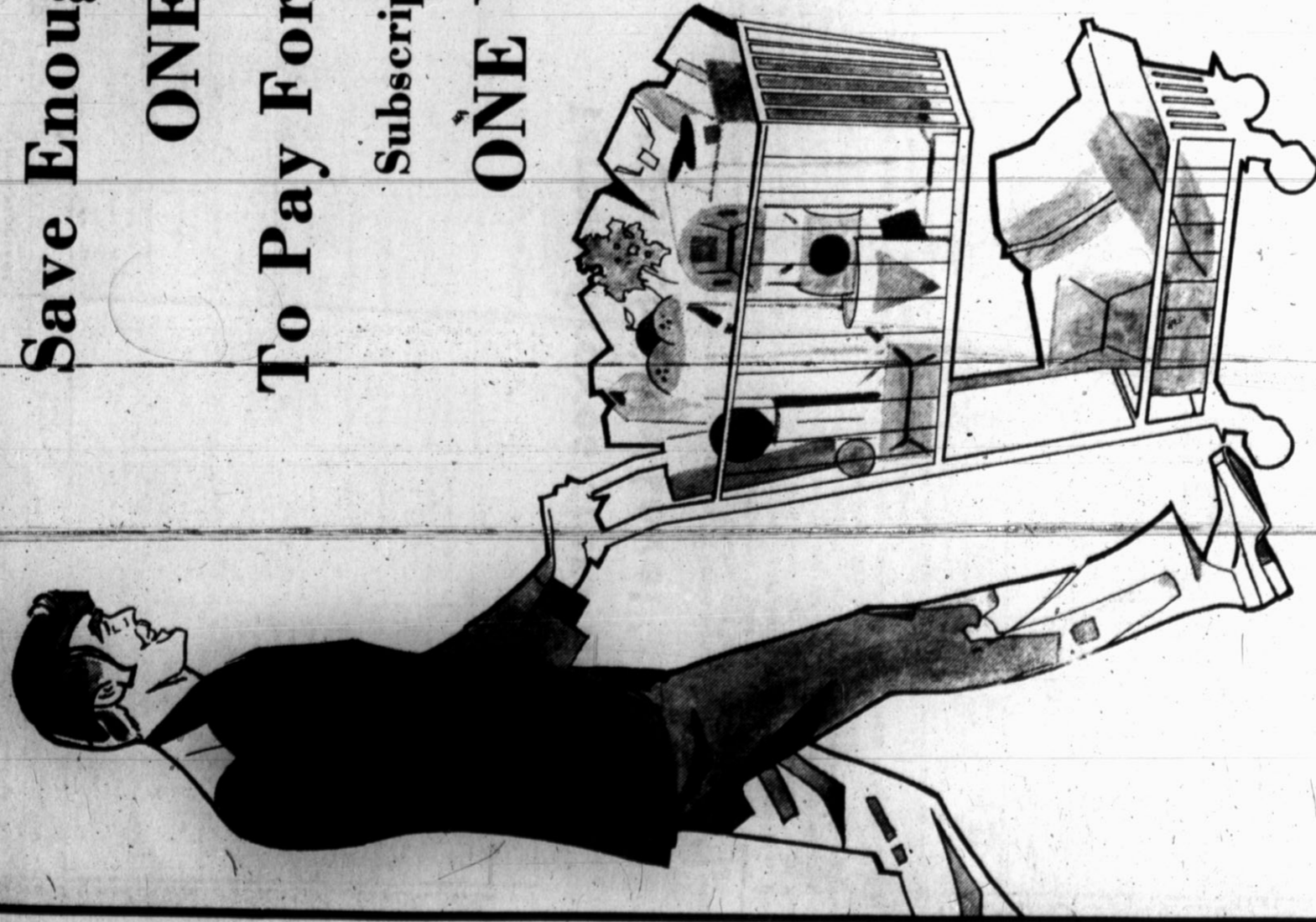
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Weekly Television Magazine

The Hereford Brand

THURSDAY SEPTEMBER 5, 1974

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Jack Elam (seated) and Gary Bussey star in
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NFL College Football **WFL**
ALL

The Best Football Action

CABLEVISION CALL 364-3912

Page 2
Thursday Program Notes

7:00...ABC...BELL SYSTEM FAMILY
THEATRE
 "Peggy" Fleming visits the Soviet Union...
7:00...ABC...THE WALTONS
 "The Car" Hyder Rudge offers a car he no longer needs to John Boy in exchange for a roof repair job...
MONDAY THRU FRIDAY

4	5	6	7	8	9	10	11	12
4:00-4:30 KONC NBC	5:00-5:30 KVI ABC	6:00-6:30 KID CBS	7:00-7:30 KTV KTV	8:00-8:30 KTV KTV	9:00-9:30 KTV KTV	10:00-10:30 KTV KTV	11:00-11:30 KTV KTV	12:00-12:30 KTV KTV

On The Cover

"The Texas Wheelers," an earthy contemporary comedy series centering on the Wheeler family of Lamoni, Texas, premieres on the ABC Television Network, Friday, Sept. 13 (8:30-9:00 p.m.).

The half-hour program follows the lives of the four motherless Wheeler children and their problems of growing up with the most irresponsible, no-account, indolent BUT lovable father in the Lone Star State—Zack Wheeler—who shrinks from work as he would shun the plague.

In the first episode, "Wallin' Wheeler Is Dead," Truckle, the eldest brother and chief breadwinner for his younger brothers and sister must deal with his 16-year-old brother, Double, who wants to quit high school, and cope with the return of their "irresponsible but lovable daddy" after his four-month absence in the Superstition Mountains.

THURSDAY

CHANNEL	4	5	6	7	8	9	10	11	12
4	KONC NBC	5	6	7	8	9	10	11	12

NIGHT MOVIES—"VILLAIN"
 Starring Richard Gere...
8:00...ABC...THE STREETS OF SAN FRANCISCO
 Tonight's episode is "Harem," Rick Nelson stars as the leader of a crooked gang planning to pose as a crooked stunt driver...
8:00...NBC...PRE-SEASON FOOTBALL GAME
 Tonight the Pittsburgh Steelers meet the Dallas Cowboys...
8:00...ABC...THE DICK CAVETT SHOW

"Evel Knievel: One Man... One Canyon"
 "Evel Knievel: One Man... One Canyon," an ABC Sports television special profiling the world-famous motorcycle daredevil on the threshold of his Sunday, September 8 attempt to jump Idaho's half-mile wide, 600-foot deep Snake River Canyon, will be telecast Thursday, Sept. 5 (7:00-8:00 p.m.) on the ABC Television Network.

Narrated by Knievel himself and by ABC Science Editor Jules Bergman, the television special examines the man and the myth he has created for himself, spotlighting some of his more spectacular successes—and failures—to date, and analyzing the prospects for him to achieve his ultimate goal, and escape alive.

For several years, Evel Knievel has been a cult hero, particularly among the young, as he traveled around the country performing his awe-inspiring motorcycle jumps, frequently suffering broken bones and other severe injuries when some of his breathtaking stunts failed. He was then featured several times on "ABC's Wide World of Sports."

Last September, the ABC Television Network presented a former theatrical motion picture about Knievel's life as an "ABC Special Movie Presentation."

Tuesday Program Notes

7:00...NBC...WORLD PREMIERE MOVIE—"BORN INNOCENT"
 Starring Linda Blair as a scared young girl who is kidnapped by a group of juvenile delinquents...
7:00...CBS...GOOD TIMES
 There's a totally different Florida starring the original "Good Times" cast...
7:30...ABC...TUESDAY MOVIE OF THE WEEK—"THE UNDISCOVERED COUNTRY"
 Starring Barry Sullivan, Frank Sutton and Will Geer...
7:30...CBS...MASH
 Harry Morgan guest stars as a new area commander who seems to most as being a quack, but not to Hawkeye, who believes he's slipped out...
8:00...CBS...HAWAII FIVE-O
 "The Young Assassins," Danny Williams and a college professor are kidnaped by a group of young radical militants seeking release of two of their arrested members...
8:00...ABC...POLICE STORY
 A dangerous age, starring Edward Asner as a veteran policeman who refuses to accept the fact that he's not the man he used to be...
9:00...NBC...KID STORY
 "A Dangerous Age," starring Edward Asner as a veteran policeman who refuses to accept the fact that he's not the man he used to be...
9:00...ABC...LITTLE HOUSE ON THE PRAIRIE
 Starring Michael Landon as Charles Ingalls, who takes his family to Plum Creek, Minn., in 1878 to try farming...
9:00...NBC...THAT'S MY MAN
 "That's My Man," starring Alan Fudge and Kip Niven...
9:00...ABC...THE WHEELERS
 "The Texas Wheelers," an earthy contemporary comedy series centering on the Wheeler family of Lamoni, Texas, premieres on the ABC Television Network, Friday, Sept. 13 (8:30-9:00 p.m.).

TUESDAY

CHANNEL	4	5	6	7	8	9	10	11	12
4	KONC NBC	5	6	7	8	9	10	11	12

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Teresa Graves stars in "Get Christie Level"

Wearing sexy clothes, a sassy smile and a \$12,000 pair of huge collection of stolen gems, En route to make the deal earnings, police detective Christie Love goes undercover and gathers evidence she is relieved of \$250,000, the insurance company's buy-back money, by Alec Palmer, a member of the jewel fence ring, later, posing as the girlfriend of a jewel thief and wearing earrings from the ring, she infiltrates the fence ring where she recognizes her from an earlier ripoff in "Market for Murder," premiere episode of the ABC Television Network's new series, "Get Christie Level," Wednesday, September 11 (9:00-10:00 p.m.).

In the guise of an insurance company representative, Christie is sent by Lt. Matt Reardon to purchase part of a huge collection of stolen gems. En route to make the deal and gather evidence she is relieved of \$250,000, the insurance company's buy-back money, by Alec Palmer, a member of the jewel fence ring, later, posing as the girlfriend of a jewel thief and wearing earrings from the ring, she infiltrates the fence ring where she recognizes her from an earlier ripoff in "Market for Murder," premiere episode of the ABC Television Network's new series, "Get Christie Level," Wednesday, September 11 (9:00-10:00 p.m.).

Teresa Graves stars as Christie Love and Charles Cloff as Matt Reardon.

WEDNESDAY

CHANNEL	4	5	6	7	8	9	10	11	12
4	KONC NBC	5	6	7	8	9	10	11	12

7:00...CBS...SONS AND DAUGHTERS
 Starring Bob O'Connell and Geraldine Barr...
7:00...NBC...LITTLE HOUSE ON THE PRAIRIE
 Starring Michael Landon as Charles Ingalls...
7:00...ABC...THE WHEELERS
 "The Texas Wheelers," an earthy contemporary comedy series centering on the Wheeler family of Lamoni, Texas, premieres on the ABC Television Network, Friday, Sept. 13 (8:30-9:00 p.m.).

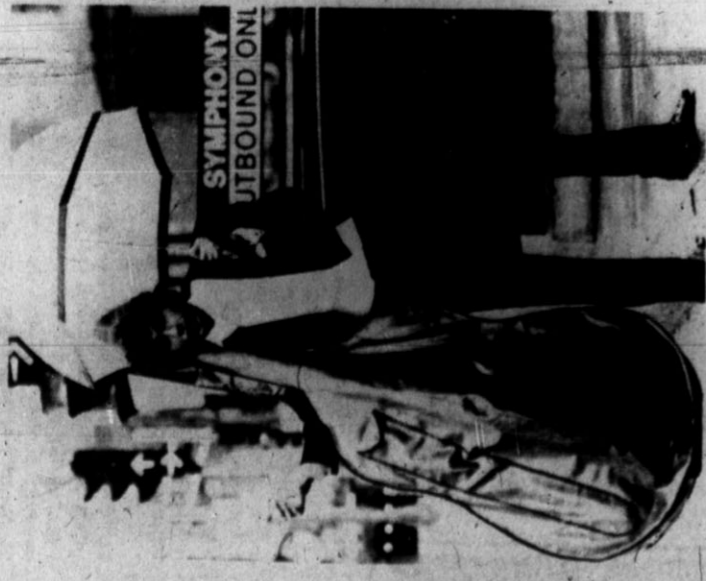
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"Paul Sand in Friends and Lovers"



Paul Sand

Tony Award winner Paul Sand stars as Robert Dreyfuss, a bass violinist with the Boston Symphony Orchestra, who falls in love with a prima ballerina and soon learns that "happily ever after" is not all that it's made out to be, in the premiere of "Paul Sand in Friends and Lovers" Saturday, Sept. 14 (7:30-8:00 p.m.) on the CBS television network.

Robert Dreyfuss' attempts to play Prince Charming to the lovely dancer lead to some unexpected turns when she makes a sudden and surprising choice between career and romance.

Joining Sand in the regular cast of the new series are Michael (Pat) as his aggressive and over-protective brother Charlie, and Penny Marshall as Charlie's glib, wisecracking wife Janice. Steve Landesberg is also seen in the recurring role of Fred Meyerbach, a viennese violinist, as is Dick Wesson as Jack Riordan, the harried stage manager of the Boston Symphony.

"Paul Sand in Friends and Lovers" was created by James L. Brooks and Allan Burns, the creators of "The Mary Tyler Moore Show" and "Rhoda," which premieres Sept. 9 on the network. Steve Pritzker is the producer of the series. Robert Moore directed the premiere episode from a script by Gordon Farr and Arnold Kane.

The series is a production of MTM Enterprises, Inc. Robert Dreyfuss Michael (Pat) Charlie Dreyfuss Penny Marshall Janice Dreyfuss Steve Landesberg Fred Meyerbach Dick Wesson Jack Riordan Blythe Morrow Andrea Marcovici

Monday evening programs schedule table with columns for Channel, Cable, and Time slots (7-12 PM) listing various shows like 'The Lucy Show', 'The Tonight Show', 'The Dick Cavett Show', etc.

Angie Dickinson stars as undercover police woman



Angie Dickinson stars in "Police Woman."

This marks Miss Dickinson's debut as a star of a regular series. She has starred in a number of motion pictures, including the soon-to-be-released "Big Bad Mama," and has guest-starred in several TV series. Her appearance last season as star of "The Gambler" segment of NBC-TV's "Police Story" led to her police woman's role in the new series.

Paul Burke, a frequent guest star on television, was the star of the "Naked City" series. He also starred in "Noah's Ark," "Harbor Master," "Five Fingers" and "Twelve O'Clock High."

Jonelle Allen, relatively new to television, received national recognition as the female lead in the Broadway play, "Two Gentlemen of Verona."

In "The End Game," John Finner (Burke), Laurette Blake (Miss Allen), Karen Wilson (Susanne Benton) and Larry Chambers (Scott Walker) make up a team of bank robbers who kidnap bank employee Joanne McCormack (Dierdre Lenihan).

Series stars Angie Dickinson and Earl Holliman pose as bank employees in order to trap robbers (portrayed by guest stars Paul Burke and Jonelle Allen) in "The End Game," the premiere episode of NBC Television Network's new series "Police Woman," Friday, Sept. 13 (9:00-10:00 p.m.).

Monday Program Notes

7:00...NBC...BORN FREE Gary Collins and Diana Muldaur star as George and Joy Adamson in a dramatic adventure series, filmed on location in East Africa, based on the adventures of the Adams. "Elephant Trouble." The Adams told to move Elsa the lioness to another part of Kenya after she is accused of spoiling crops and killing animals, must try to find her before she is shot by local officials.

7:00...CBS...GUNSMOKE "Matt Dillon Must Die." Matt Dillon finds himself in the revengeful hands of a half-crazed widower who plans to hunt Dillon down and kill him in revenge for the death of his first son, a CBS murder victim.

7:00...ABC...THE SIX MILLION DOLLAR MAN Tonight's episode is "Burning Bridges." It is the first of a new series in which a man with a superhuman strength and control over people's minds, William Shatner guest stars. (R)

7:30...NBC...THE HOLLYWOOD MORNINGS Preview Revue The Hollywood Mornings Preview Revue featuring a variety of acts, including the famous Hollywood landmark, acts include Lizzi and Charley Messina, Al Green, Loggins and Messina, the Pointer Sisters, Sly and the Family Stone, the Smothers Brothers and Richard Thomas.

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8:00...CBS...MAUDE "An Ugly Way to Die." This season premiere episode introduces Bruce Fairbairn as cookey. Chris Owens joining Officers Webster and Danko in a case involving an arsonist sniper whose targets for death are city hall and the state capitol.

8:00...NBC...THE JOE KIDDER Starting Clint Eastwood as a hunter, guide involved in tracking down a revolutionary leader in New Mexico, co-starring Clint Eastwood and John Saxon co-star Universal, 1972

8:00...CBS...MEDICAL CENTER "Adults Only." Guest stars Monte Markham, Joan Van Ark, Gale Sondergaard and Tony Young. A protégé of Dr. Gannon is dumbfounded to see his wife in a film shown at a bachelor party. "The Victim" is a young doctor who discovers the movie and strikes her, causing a serious head injury.

8:00...CBS...THE CBS LATE MOVIE "The Victim" starring Montgomery Clift, Elizabeth Montgomery, and Sue Anne Langdon. A woman who is violent storm to visit her sister, who is having domestic problems. When she arrives, she is unaware that her sister has been murdered and is trapped inside with no electricity or phone. The murderer is waiting for the opportunity to make her his next victim.

8:00...CBS...THE CBS LATE MOVIE "Born Free." Monday, Sept. 9 (7:00-8:00 p.m.) on the NBC Television Network.

The Adams (series stars Gary Collins and Diana Muldaur) try to find Elsa before district agricultural officer Alan Kamante (Harri Rhodes) does, because he has ordered her killed.

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PRINTING & OFFICE SUPPLY advertisement with address 144 W. 4th 364-0430 and services like Photo Offset Printing and Ink Spots.

Friday Program Notes

7:00...ABC...FUNSHINE SATURDAY SNEAK PEEK This program will introduce five new Saturday morning children's programs scheduled for this fall. Lee Majors is the host and he also appears in his character role of Colonel Steve Austin. The guests will be The Ace Family, The Brady Bunch, and The Partridge Family.

7:00...CBS...GOOD TIMES "The Big Day." The Adams family is preparing for the wedding of the bride and groom. The bride is a woman named March Jones is featured.

7:30...ABC...THE SIX MILLION DOLLAR MAN Tonight's episode is "Burning Bridges." It is the first of a new series in which a man with a superhuman strength and control over people's minds, William Shatner guest stars. (R)

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Friday evening programs schedule table with columns for Channel, Cable, and Time slots (7-12 PM) listing various shows like 'The Lucy Show', 'The Tonight Show', 'The Dick Cavett Show', etc.

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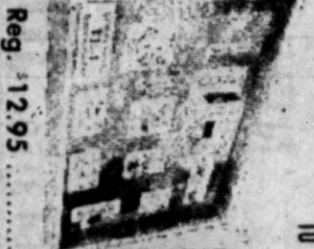
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SATURDAY

Table with columns for Channel, Time, Program Name, and Description. Rows include programs like 'The Merv Griffin Show', 'The Dick Cavett Show', 'The Tonight Show', etc.

Saturday Program Notes

8:30...NBC...RUN, JOE, RUN... The Bounty Hunter... A reward is offered by Sgt. Cory (Arch Whiting) for the recovery of his valuable army-trained German shepherd, Joe, and a bounty hunter with his Doberman Pinscher hunt him down in the live-action adventure.

9:00...NBC...WIDE WORLD OF SPORTS... ABC Sports will provide live coverage of this game between Tennessee and UCLA at UCLA, with a studio and expert commentary by Coach John McKay.

10:00...NBC...WORLD SERIES OF GOLF... Live coverage from the Firestone Country Club in Akron, Ohio. (Coverage continues Sunday, Sept. 8 from 4:00-5:30 p.m.)

11:00...NBC...EMERGENCY!... A feature film drama based on the exploits of the motorcyclist known as 'America's King of the Stuntmen,' starring George Hamilton in the title role. Sue Lyon, Ron Madorski and Bert Freed. The story follows through his from his turbulent life, Knievel's first stunts that have made him famous.

12:00...CBS...ALL IN THE FAMILY... The family is finally facing the prospect of his college graduation. It should be a red-letter day for the Bunkers, but something's wrong—only Archie seems happy.

1:30...CBS...MASH... Loretta Swit, Mary-Linne and Gary Leroi Walker. Espionage, secrecy but spide envelope the 407th compound when an investigative officer starts poking into the surgical hospital's affairs. (R)

2:00...CBS...THE MARY TYLER MOORE SHOW... In her recurring special guest-starring role as Mary's neighbor in an affair with the star of UJM-TV's "Happy Homemaker Show," and demands Mary's help in saving her marriage. Betty White guest stars in the episode. (R)

3:00...NBC...ANDY WILLIAMS SPECIAL... Andy Williams stars in a one-hour musical special, emphasizing the musical world and related areas.

8:30...CBS...THE BOB NEWHART SHOW... Howard falls head over heels in love with Bob's sister Ellen, and under most circumstances, Bob would find this perfectly acceptable—except that Ellen is getting married to someone else. (R)

9:00...CBS...BARNABY JONES... Bradford Dillman, guest stars as a charming con man who borrows the identities of successful men and marries rich women—a scheme that works to his own enrichment until the day the wives hires Barnaby Jones. (R)

9:00...NBC...THE 54TH ANNUAL MISS AMERICA PAGEANT... Bert Parks emceeds the annual finale of the pageant. Miss America's Phyllis Yarnall (1971) and Terry McGovern (1972) are co-hosts. Rebecca Ann Kimp, Miss America of 1974, will participate in crowning her successor in the live telecast from Atlantic City, N.J.

11:00...CBS...Star Trek... M. Spock will die unless he receives medication in time—medication that has been hijacked by "The Phelias of Orion." The second season premiere of NBC Television Network's animated "Star Trek," Saturday, Sept. 7 (10:30-11:00 a.m.).

Sunday Program Notes

10:30...ABC...MAKE A WISH... Tom Chapin hosts the series and performs the original songs which are written by his brother Harry Chapin. The topics for the premiere episode will be "Lock" and "Head."

11:00...CBS...OPEN TENNIS CHAMPIONSHIP... Men's singles, with Pat Summitt, and women's, with Julie Heldman as the commentators. (From the West Side Tennis Club, Forest Hills, N.Y.)

1:00...NBC...STONE IN THE RIVER... One-hour special dramatic production examining the racial identification of the American prisoners. The script was written by Emmy Winner Allan Soren.

4:00...NBC...WORLD SERIES OF GOLF... Live coverage from the Firestone Country Club in Akron, Ohio. RETRO.

5:00...CBS...NEWS... A tracing of the continuing influence of that fateful year's extraordinary events; the defeat of the Axis; paving the way for the United Nations; and the beginning of the Atomic Age. (R)

6:30...ABC...WONDERFUL WORLD OF DISNEY... "Davy Crockett at the Alamo," starring Fess Parker as Davy Crockett. The legendary frontiersman turns his back on politics and heads for Texas to help defend the Alamo. (R)

6:30...ABC...THE FBI... "The Animal," with guest stars Gary Lockwood, Meg Foster, Roger Perry, and special guest stars William Reynolds and Peter Mark Roman. Inspector Elyse attempts to find Ben Siltman, a psychopathic enforcer for the mob, before he can get out of the country. (R)

7:30...ABC...THE ABC SUNDAY NIGHT MOVIE... "GOOD TIMES" A raucous parody of Hollywood movies, with snappy fantasizing himself as a gun-slinging sheriff, as king of the jungle, and as a hard-nosed private investigator.

8:00...CBS...SWAN SONG... Starring Peter Falk as Columbo. Johnny Cash guest stars as a country music singer who takes an airplane accident to get rid of his wife (guest star Ida Lupino) who has been black mailing him. (R)

8:00...CBS...MANNIX... Mannix becomes an apparent narcotics addict and pretends to murder his pal, Del. Lt. Art Malicki, as the private eye participates in a policy trap designed to bag some big-time merchants. (R)

9:00...CBS...NFL PRE-SEASON GAME... Atlanta Falcons vs. Denver Broncos. Jack Butler presides over the analysis. (From the Denver Mile High Stadium.)

9:00...CBS...Evel Knievel... George Hamilton roars across the screen as America's most famous stunt rider in "Evel Knievel," an ABC Special Movie Presentation of the film drama based on the life of the daring young man on the flying motorcycle. Saturday, Sept. 7 (7:00-9:00 p.m.) on the ABC Television Network.

10:00...CBS...That's My Mama... Clifton, Mama and Tracy face hilarious consequences when they agree to be totally fruitful for a day on the ABC Television Network's "That's My Mama," Wednesday, Sept. 11 (7:00-7:30 p.m.). In "Honey Day," after an evening of saying polite lies it

11:00...CBS...Star Trek... M. Spock will die unless he receives medication in time—medication that has been hijacked by "The Phelias of Orion." The second season premiere of NBC Television Network's animated "Star Trek," Saturday, Sept. 7 (10:30-11:00 a.m.).

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"Chico and the Man"
Irascible Ed Brown (Jack Albertson), operator of a one-man garage in the barrio of East Los Angeles, is approached by Chico (Freddie Prinze), an energetic young Chicano (Mexican-American), who proposes a partnership in "The Man Meets Chico," the premiere colorcast of NBC Television Network's "Chico and the Man" Friday, Sept. 13 (7:30-8:00 p.m.).

SUNDAY

Table with columns for Channel, Time, Program Name, and Description. Rows include programs like 'The Merv Griffin Show', 'The Dick Cavett Show', 'The Tonight Show', etc.

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"The Hollywood Palladium"

"The Hollywood Palladium," a variety event special spotlighting John Davidson as host-anchorman, will be colorcast on the NBC Television Network Friday, Sept. 6 (8:00-9:00 p.m.). There will be 15 top acts, utilizing nine different stages at the famed Hollywood Palladium. In addition to Davidson, the acts include (alphabetically) Arturo, Lizi and Charley Charles, Al Green, Gabriel Kaplan, Kokavina and Fedin, The Lockers, Loggins and Messina, The Pointer Sisters, Sly and the Family Stone, The Smothers Brothers, Swing, Richard Thomas, The Untouchables, and Mark Wilson.

"Star Trek"

M. Spock will die unless he receives medication in time—medication that has been hijacked by "The Phelias of Orion." The second season premiere of NBC Television Network's animated "Star Trek," Saturday, Sept. 7 (10:30-11:00 a.m.).

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