



Introducing 'Friends'

Dorothy Conkwright presented the program by the local branch of the AAUW designed to initiate a Friends of the Library group here. Here she is introducing two Friends of the Library and the librarian from Amarillo who spoke to the organizational idea. Seated from the left are Dick Carter, Alice Green and Clark Woolridge.

Library Friends Group Initiated

Sam Morgan, county judge-elect, was named president of the Friends of the Library group in Hereford by the local group of American Association of University Women.

The move came at a combined AAUW business meeting and program in the Community Center, Tuesday night.

Rhonda Stewart, assistant librarian, was elected secretary pro-tem to keep a record of the further organizational moves. It is Morgan's task to appoint a nominating committee to come up with a slate of permanent officers for the new organiza-

tion. From those officers will come the actions necessary to establish by-laws.

Prior to the organizational move, an audience of some 100 interested persons heard from three speakers from Amarillo who are vitally involved in the Friends of the Library program in that city.

They were Alice Green, Amarillo librarian, Dick Carter and Clark Woolridge.

Woolridge set the stage in his opening address establishing the role of a library friend: "They serve to remind us we have an intelligence that thirsts ... and that the library with its

myriad volumes is the 'watering trough.'"

Carter recognized the maze one could wander through trying to define friends and quoted a speaker he had once heard observe: "Friends of the library? Surely, the library has no enemies!" Carter observed that while no personality would become enemy to the library, apathy on the part of anyone to the needs of the library could become antagonism to progress.

Alice Green explained the various ways a librarian benefits from such an organization whose members can sometimes "walk in where angels fear to tread."

Four-Month-Old Girl Dies Monday

Final arrangements for the funeral of Cynthia DeLos Santos, four-month-old daughter of Mr. and Mrs. Raymond DeLos Santos of 406 Long St., were pending Wednesday afternoon at Gilliland-Watson Funeral Home. Time has not been set for the service Friday in St. Joseph's Catholic Church.

The baby died Monday in Children's Hospital at Houston.

In addition to the parents, survivors are two sisters, Yvonne and Sabrina, of the home, and grandparents, Mr. and Mrs. Ruben DeLos Santos of Hereford and Mrs. San Juanito Hernandez of Indio, Calif.

She re-emphasized the many ways and promotions that Friends of the Library can add to the benefits the public realizes from use of the library. She concluded the visitors' part of the program with her definition of Friends of the Library: "I look upon them as sort of a benign pressure group."

ERROR IN OBITUARY

An error was made in the Charlie Sargent obituary which appeared in The Sunday Brand. Mr. Sargent was survived by a sister, Mrs. John Conyers of 1003 Sampson. Mrs. John Conger of 828 Irving is no relation to the deceased.

Cattle Feeders Meet Monday at Amarillo

A trio of timely topics for cattle feeders—exports, promotion and grading—will receive attention Monday and Tuesday when the Texas Cattle Feeders Association hosts its 1974 convention at the Hilton Inn in Amarillo.

After golf and tennis tournaments and registration the morning of Oct. 21, feeders from the Lone Star state will get down to the business of exports that afternoon. David Hume, administrator of the USDA's Foreign Agricultural Service, will lead off with an address on "Beef Exporting Opportunities." He will be followed by a panel: Akira Takagi of Japan talking on "Japanese Market Policy," Dr. Gerard Cullen of Ireland on "EEC Market and Policy" and Kenneth Monfort of Colorado on "Our Exporting Experiences."

"WE BELIEVE there is a great long-range opportunity for exporting U.S. beef," says Glenn Deen, president of the Texas Cattle Feeders Association, "because people the world-over are wanting more beef, their purchasing power is increasing and U.S. feeders have the know-how to supply it."

Prior to a cattle feeders get-together that evening, awards for the High Plains Fed Beef Carcass Show will be presented. The convention is being held in conjunction with the Sixth Annual Carcass Show and simultaneously with the Texas CowBelles' annual conclave.

On Tuesday morning, Oct. 22, the topic of beef promotion will be handled by Dr. Max Brunk, professor of marketing at Cornell University. This is timely, because cattlemen's groups throughout

the country are currently in the process of organizing a new and expanded national program for beef market development.

"BEEF GRADING Changes," topic of Tuesday afternoon's panel, is especially timely to feeders and consumers, because the USDA is now conducting hearings on proposed changes. Richard Hormaechea of Idaho will discuss "The Cattleman's Position," Cal Santare of California "The Packer's Position," Cecil Hellbusch "The Retailer's Position" and John Pierce of Washington, D.C., "The USDA's Position."

Other speakers during the convention will include U.S. Senator John Tower of Texas and Drs. Zerie Carpenter and L.S. Pope of Texas A&M University.

A TCFA business meeting, followed by a reception and dinner dance, will close out the 1974 convention.

"The program is attracting cattlemen from throughout Texas and the nation," says Deen. "We're expecting a record attendance."

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Ford Blamed For Lower Crop Price

The president of the Texas Farm Bureau has warned that the Ford Administration "must accept responsibility for the unusually sharp price declines in certain crops that are dependent upon foreign markets."

J.T. (Red) Woodson said the "so-called voluntary system for limiting exports of wheat, soybeans and feed grains will not be acceptable to American farmers if this plan results in continued disastrous price drops and loss of future export markets."

In a telegram sent to President Ford on Tuesday, Woodson said, "We respectfully request that you not use Presidential powers to restrict legitimate dollar sales of any farm commodity to any nation."

The president of the state's largest farm organization said the best solution to economic problems is non-interference by the federal government.

"The current supply-demand situation in grains and the problems in the livestock and dairy industries mostly have resulted from price controls and government-caused inflation," Woodson said.

"We must let the market system work if we are to have adequate supplies of food and fiber for the American people with enough left over for earning much-needed dollars in foreign markets," the farm leader said.

"All farm exports represent a significant part of the total market for our agricultural production," Woodson continued. "If this hard-earned foreign market is taken away by Presidential decree, it will disrupt the entire agricultural economy for years to come. In this era of shortages, the greatest shortage of all may then be a shortage of food."

Some believe that kicking a cat will cause rheumatism!

an invitation

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Happy Occasion

Jim Conkwright, (right) and his wife find mirth in the address of Kenneth Wyatt, Tulsa, guest speaker at the Kings Manor Founders Day banquet Tuesday night. Conkwright, chairman of the manor's board of directors, announced that gifts over the past year had offset rising costs that presented problems during the year.

Slaughter Plants Report 74 Red Meat Production

Commercial slaughter plants in Texas reported 204 million pounds of red meat produced during August, according to the Texas Crop and Livestock Reporting Service. This is below last month by 3 per cent but 13 per cent higher than last year at this time.

To date (January-August) total production is 1,545 million pounds — 6 per cent more than the eight month period of 1973. Slaughter of cattle in August at 342,000 was nearly the same as July but 10 per cent above a year ago. The January-August cumulative total is 2,472,000 head — an increase of 6 per cent from the same months a year ago.

Commercial production of red meat in the United States totaled 3.1 billion pounds in August, 16 per cent more than a year earlier, 1 per cent below August 1972, and 4 per cent more than July 1974. Commercial meat production includes slaughter in Federally inspected and other slaughter plants, but excludes animals slaughtered on farms.

August 1974 included 22 weekdays and 5 Saturdays compared with 23 weekdays and 4 Saturdays for August on each of the two previous years.

Beef production totaled 2.0 billion pounds, an increase of 17 per cent from August 1973 but 2 per cent below August 1972. Cattle kill totaled 3,167,000 head, up 17 per cent from a year ago, but 1 per cent below August 1972. Live weight per head was 1,028 pounds, equal to a year ago and 2 pounds above August 1972.

Federally inspected slaughter as a per cent of total commercial slaughter in August 1974 and August 1973 is as follows: Cattle, 90.8 and 87.7; calves, 77.7 and 72.7; hogs, 94.3 and 94.5; sheep and lambs, 96.3 and 95.1 per cent.

Burglary Is Easy Crime To Prevent

Burglary constitutes between 40 and 70 per cent of the reported index crimes for any law enforcement agency. The most common type of crime in the United States — burglary — is one of the easiest to prevent.

Short of turning your home into a fortress, there's no way you can make your home absolutely thief-proof. There are, however, many things you can do, often very economically, to discourage burglars and other intruders, and protect your possessions and homes.

The Consultants Against Crime, the crime prevention specialists of the Deaf Smith County Sheriff's Department, point out that burglary is most often a crime of opportunity. Close to half of the daytime burglaries here are committed by burglars who don't have to do a thing to gain entrance except walk through an unlocked door.

The first thing the homeowner can do to protect his property is to participate in Operation Identification. An engraving pen is available at no charge from the Deaf Smith County Sheriff's Department to engrave your property with your driver's license number (such as TX5551212) on all valuable equipment such as tape recorders, stereos, television sets and other valuables.

You can take photographs of possessions which cannot be engraved, such as jewelry, fine silver and antiques.

A list of your property and photographs should be stored where they cannot be lost even in case of fire, such as with your insurance agent, a relative, or in a safety deposit box.

As soon as your property is marked, vinyl decals are available at no charge to be placed on a prominent place on your home which warn potential intruders that your property is properly marked, which heightens the risk of their being "stuck with the goods" or caught.

This will deter many would-be intruders since any sensible burglar wants only property which he can get rid of easily with no questions asked. In case the property is stolen, however, it is quickly and easily traceable because most states have a computer system which will tell them within a few seconds the name and address of the operator's driving license.

Marking deters the burglar because people are wary about purchasing marked equipment — and that includes the "fence" used by the professional burglar.

The next step in discouraging the intruder is to "lock up and lock out."

Rule number one is to keep doors and windows locked — even when you're home. Some burglars specialize in small items such as purses or money they can pick up while residents are working in the yard, hanging up laundry, or visiting with friends.

Most people are unaware that most locks on their apartments and homes no matter how new or expensive the home is, are what the burglar refers to as 10 second" locks. That is approximately how long it takes him to open the door and gain entrance.

The crime prevention unit suggests these precautions:

Ideally, doors should be of solid, heavy wood without a window. If your home is not constructed in this manner, there are still steps you can take to protect your home.

The stronger and more sophisticated the lock, the better your protection. A burglar cannot risk the noise required to force or break down a solid door with a good lock.

Instead of replacing the principal lock on outside doors if they do not already have a deadbolt, install a secondary security device with a minimum one-inch throw deadbolt.

All deadbolt locks should have hardened cylinder guards. The crime prevention unit has a booklet showing how locks should be installed and what to do for special situations, such as doors with glass panels, sliding glass doors or windows, lowered doors and windows, and garage doors.

Install a wide-angle peephole in your front door so you can identify callers before unlocking. A peephole or a door knocker with a peephole and grill your can talk through can be purchased very inexpensively and is simple to install yourself.

Chain locks on the side of doors do not offer any protection. They can be easily forced, unlatched, or cut.

Garage doors are just as important as other outside doors. Once a burglar gets in the garage, he has complete privacy to break into your home. A single lock or padlock on the outside of your garage is not sufficient to protect your home.

Windows should be secured with locking devices or with a pin placed through special holes drilled in the frame. The crime prevention unit booklet also illustrates how this is done.

The finest locks in the world will not keep out an intruder if a burglar gets possession of your keys. When you change residences, have a locksmith re-key your outside locks. It is not necessary to have the entire lock replaced. Former residents, apartment complex employees of building contractors may still have keys in their possession.

To learn more about Operation Identification and other crime prevention programs sponsored by the Deaf Smith County Sheriff's Department, contact them at (806) 364-2311, or drop by their office.

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Exhaust Fumes Bother Calves

Height of exhaust stacks on livestock tractor-trailer rigs apparently can have some bearing on how well calves gain after arriving at the feedlot.

Such effects have shown up in Texas Agricultural Experiment Station feeding trials of calves hauled on the top and bottom decks of trailers pulled by tractors with high or low exhaust pipes.

In eight loads pulled by high stack tractors, average daily gain (ADG) of calves from the top deck has been 0.16 pounds more than the ADG of bottom deck animals during the first 70 days after arrival.

In two loads pulled by low stack tractors, the ADG of top deck calves has been 0.14 pounds less than the ADG of calves from the bottom deck during the first 53 days on feed.

The differences relate consistently with exhaust stack height and demonstrate the need for engineering studies on cattle trailers to determine the precise causes for the decreases in early ADG of calves exposed to diesel exhaust fumes.

Morton Acquired By Missouri Beef

President David J. La Fleur of MBPXL Corporation has announced the acquisition of Morton Meats of Omaha Inc., a manufacturer of corned beef. Morton had sales in excess of five million dollars in its last fiscal year.

La Fleur stated that the acquisition of the Morton brand would further the goal of the MBPXL Corporation of providing more consumer-ready products. He was particularly pleased to announce that the previous president of Morton, Morton L. Glass, had accepted a position as vice president in charge of the Morton Division. Manufacture of corned beef will continue in the Omaha plant of this Division.

Operation Identification

Operation Identification is a program that allows you to mark your property with your driver's license number. This makes it easier to identify stolen items and helps law enforcement track them down. The program is free and available to all residents. For more information, contact the Deaf Smith County Sheriff's Department at (806) 364-2311.

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Digital Watches Dominate Field

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The digital watch, operating on the principle of the quartz crystal, has revolutionized the watchmaking industry in the past two years. Thus far, digital watches have been an expensive luxury with demand far outstripping supply. But get ready for bargain prices in the digital watch field.

Just two years ago, producers of integrated circuits began making electronic calculators and marketing them through high-volume retail outlets. The result has been a complete dominance of the electronic calculator market by such companies as Rockwell International, Texas Instruments and National Semiconductor and a drop in prices of 66 per cent from the earlier models. Now these integrated circuit giants are moving into the \$5-billion worldwide market for watches, so prepare for some ferocious price cutting.

National Semiconductor has announced a price list which shows just how tough the competition is going to be for the established watch manufacturers. The price list

starts at \$125, which is half the current retail price tag for watches displaying the time with light-emitting diodes. And that is just a starting point because prices are expected to drop sharply as the other integrated circuit companies start up production.

Some experts believe digital watch sales could hit 5-million units in 1975 and spokesmen at National Semiconductor think the digital watch could capture 20 per cent of the world watch market, (50-million units) by 1980. National is already in production and will ship its first watches in November. They estimate 20,000 will hit the stores in time for Christmas shoppers.

There's no question the demand for digital watches is booming. Digital watch sales will top 1-million units this year, a 400 per cent increase over the 1973 sales figure.

KANSAS CITY, KAN. -- After firemen tried for two days to get a cat down from a tree—with a ladder, then water, 21-year-old Richard McClain climbed up the tree and just shook it loose.



Ribbon Cutting Ceremonies

Ribbon cutting ceremonies Monday morning officially opened the new location of Flowers West in the Park Plaza Shopping Center. Attending the ribbon cutting were Hereford Hustlers from the Chamber of Commerce and persons connected with the store. From left to right are Opal Norton, Peppy Blocker, Ed Coplen, H.R. Fulton, Billie McCauley, Betty Willson, Carla George, Joe Frank Clark and Sarah Clark, store managers, Katherine Kester and Tom Burdett.

Course To Explain Stock Investment

"Investment Opportunities in Today's Economy" is a five-week course oriented to the practical side of investments to be offered each Thursday night beginning Oct. 17 at West Texas State University.

"Many people in today's society have experienced sharp declines in the market values of their common stocks and bonds," WTSU Business Professor Jerry Miller, the course instructor says.

"In fact, many of these professionally administered funds have lost from 50-75 per

cent of their values during the past six years."

Miller maintains, however, that "today's market offers greater investment opportunities than at anytime during the past 20 years" only the "need for selectivity is greater today than in the past."

"This five-week course will assist investors in taking advantage of the attractive markets that lie ahead," he says.

The topics to be included are the short and long-term outlook for stocks and bonds, analysis of

individual common stocks, evaluation models for common stocks and warrants, portfolio packages suited to various investors and technical charting for common stocks and commodities.

Dr. Miller's classes will meet five weeks from 7-9:30 p.m. each Thursday night beginning Oct. 17 in Room 101 of the University Complex South. The cost is \$50 per person with advance registration requested. A minimum deposit of \$10 can be made, with the balance due on Oct. 17.

Contact the WTSU Business Administration Department telephone number 656-2317 for registration information.

Not Worth It
Aunt—No man would catch me running along a beach in a costume like that!
Niece—I don't think he would try Auntie.

Could Be True
"How'd you come out in that fight with your wife the other night?"
"Aw, she came crawling to me on her hands and knees."
"What did she say?"
"Come out from under that bed you coward."

Gilliland Stresses Hunting Hazards

The millions of sportsmen who take to the countryside in quest of wild game this fall are urged by John Gilliland to carefully heed the dangers involved, so they won't end up the target of their own or another's gun.

"Hunting can be a dangerous sport," declared Gilliland, first aid chairman of Deaf Smith County Red Cross chapter. "Every precaution should be taken by hunters to insure against fatal or serious accidents caused by improper handling of firearms, or other carelessness in the field."

"Of the 2,400 or more accidental deaths from firearms each year, many occur in the hunting field," Gilliland added. "Weapons used for hunting are designed for expeditious killing. They should be respected for their danger potential and used only in compliance with accepted safety procedures."

THESE PROCEDURES in the use of hunting equipment are an absolute "must" in reducing accidents, preventing injuries, and saving lives, Gilliland emphasized. He offered these safety suggestions to hunters:

1. When crossing a fence, open the action of the gun or unload it. Push the gun laterally under the fence. Then climb through or over the fence at the butt end of the weapon.

2. When more than one hunter is involved, one person should hold the weapons while his companion gets over or through the fence. The weapons should then be passed across the fence, muzzle up. The other person can then cross the fence.

A hunter is naturally alert to any movement. Many accidents have occurred when a hunter shot at movement or noise. People, cows, and wind-blown branches have been blasted away by over-anxious hunters.

property. The landowner can advise the location of other hunters in the area. When leaving the property, notify the landowner.

IN OPEN FIELD or brush, hunters should walk abreast. One person out in front could be in danger from other hunters. A left-handed marksman should always be placed on the right end of the group because of his tendency to swing right. Be alert for other hunters in the same area.

Inspect the gun muzzle frequently to make certain it hasn't been plugged inadvertently with mud, earth or weeds. A plugged barrel could explode or split when the gun is fired, causing serious injury or death.

One of the most publicized, yet unheeded, messages of gun safety is the correct way to cross a fence. Especially in bird hunting, fence crossing is a frequent problem. Here are the recommended methods:

1. When crossing a fence, open the action of the gun or unload it. Push the gun laterally under the fence. Then climb through or over the fence at the butt end of the weapon.

2. When more than one hunter is involved, one person should hold the weapons while his companion gets over or through the fence. The weapons should then be passed across the fence, muzzle up. The other person can then cross the fence.

A hunter is naturally alert to any movement. Many accidents have occurred when a hunter shot at movement or noise. People, cows, and wind-blown branches have been blasted away by over-anxious hunters.

Wait until your target is fully visible and a good shot is available before pulling the trigger. Each year a dreadful toll is taken in wounded animals which escape to die later, un-found. Approach downed game with caution. The animal may only be stunned. Bear, elk, and moose can kill a man, and even a deer is extremely dangerous when wounded.

Don't carry game over your shoulders. A pair of antlers emerging from brush or trees is a perfect target for another anxious hunter. Drag the game out, carry it on a travois (trailing poles), or dress it out, quarter it and bring out the pieces.

BOW AND ARROW hunting: Now highly developed with razor-edged arrows and super-powered bows, archery hunting has become popular, but the arrows are extremely lethal. The bow hunter works under a decided disadvantage among other hunters.

He usually wears camouflaged clothing and depends upon stealth in stalking his quarry. Among gun hunters, he could be in much danger. (many times a special type of quiver is attached to the bow to improve firepower. When this type is used, the tips of the arrows should be covered with a protective hood.)

"A good hunter is aware of the dangers involved in the sport and knows how to minimize them," Gilliland concluded. "For good measure he should take a Red Cross first aid course, so he is able to take care of himself or a fellow hunter in case an accident does occur twice."

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INSIDE TV

CONFIDENTIAL REPORT—While the public has gone wild over "Hawaii Five-O," the two stars, JACK LORD and JAMES MACARTHUR, haven't been getting along as well in real life as they appear to in the series. In fact, Jack Lord hates MacArthur's guts according to people connected with the show. There has been a running feud simmering between the two stars for some years now based on Lord's arrogance and MacArthur's unhappiness about having to play a supporting role in a sort of Don Quixote-Sancho Pancho type of team. In fact, the constant bickering and bitterness has played havoc with the show. It has created so much upset and nervous tension that the people working on the set find it hard to relax after a filming session. Some people intimately connected with the two stars say that they are about to break up and ruin the series for good. Their constant snarling at each other can only lead to a total rupture, they claim... JOHN DAVIDSON was said to be "gorgeous" while filming a spot for "The Streets of San Francisco." Like JEAN HARLOW, reports said, or maybe CAROLE LOMBARD. He plays a female impersonator, you see, who imitates '30s movie stars. He was apparently a knockout. Four hundred people turned up to watch his first scene, and KARL MALDEN and MICHAEL DOUGLAS stuck around the sets after they were finished, just to watch Davidson work. They were very impressed—with his acting, of course.

Sweet Brian

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Invention Sales Not Reliant

BY JOHN L. HILL
ATTORNEY GENERAL

So you built a better mousetrap, but the world hasn't beaten a path to your door? At this point, you may find yourself attracted by advertisements for idea or invention promotion and marketing firms. After all, what you really need is an expert to handle such details for you, right?

You could be wrong, in some cases. The Attorney General's Consumer Protection Division urges caution before paying large fees to firms offering services variously labeled invention or idea promotion, marketing, or development or patent searches and development.

LAST SUMMER, our Consumer Protection lawyers testified at a Federal Trade Commission hearing in Dallas — the first of the series of hearings nationwide to determine if a trade regulation rule is needed to curb fraudulent activity in the idea and invention promotion field.

Our attorneys described the method of operation found time and again in the invention marketing cases we have investigated or taken to court for violation of the Texas Deceptive Trade Practices-Consumer Protection Act.

Someone with an idea or an invention sees an ad promising patent search and protection; evaluation and feasibility studies to determine product marketability; engineering and production services; or exclusive contacts with manufacturers.

The would-be inventor pays a fee averaging \$1,000 or more and submits his idea or gadget. Virtually all those submitted are judged by the firm to be "highly marketable."

Inventors are assured that their product will be exhibited in fairs and shows and that the market development firm, through its extensive arrangements with manufacturers, will locate a distributor.

While some few inventions have been marketed by such firms, our attorneys stress that the overwhelming majority of persons have never received a return that even approaches the amount of money they pay as fees.

IN FACT, many of the services offered are ones an inventor could handle as well himself, especially in light of the fact that the "market evaluators" or "analysts" for most such firms are merely salesmen who push the "special services" offered by their employers.

In addition, inventors with a possibly saleable item could find themselves inadequately protected if they rely on such idea promoters to conduct patent searches or to process patent applications.

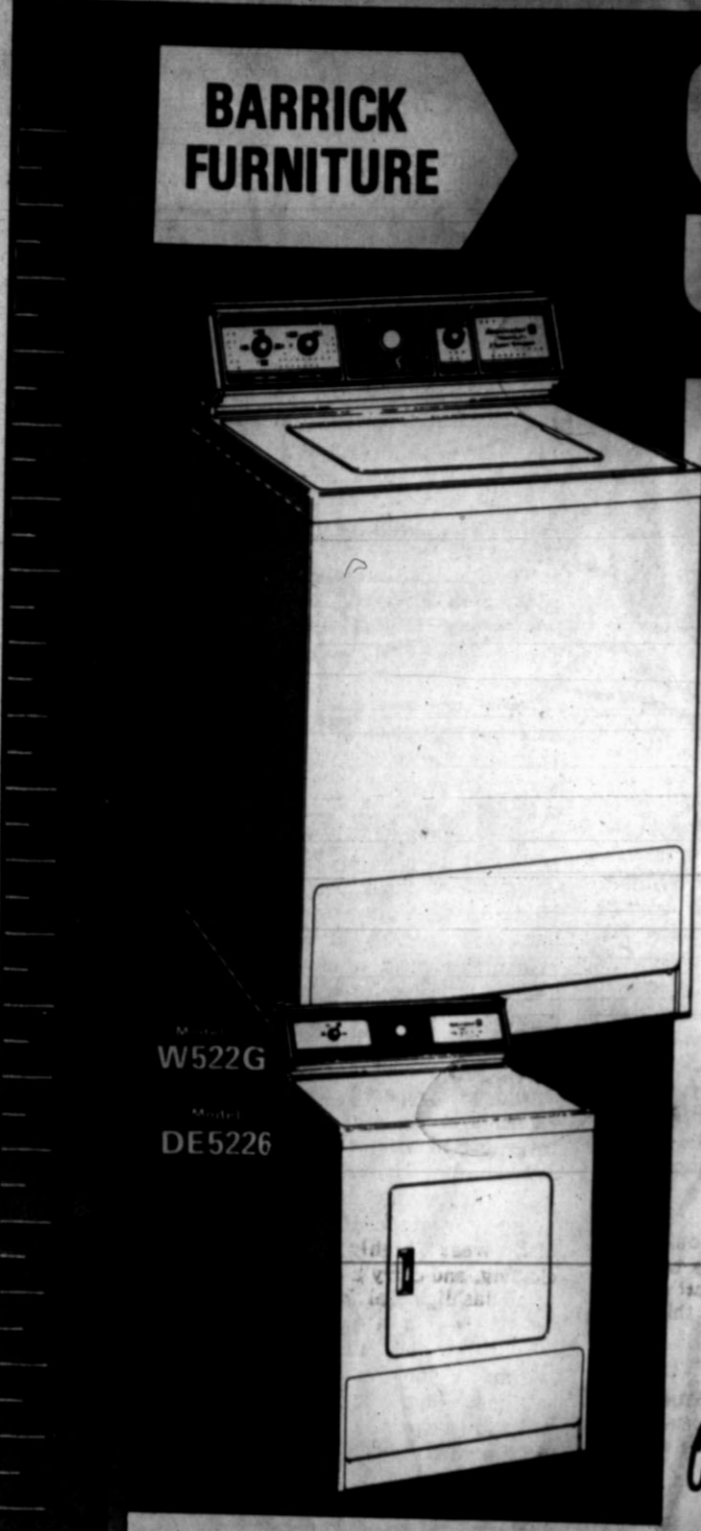
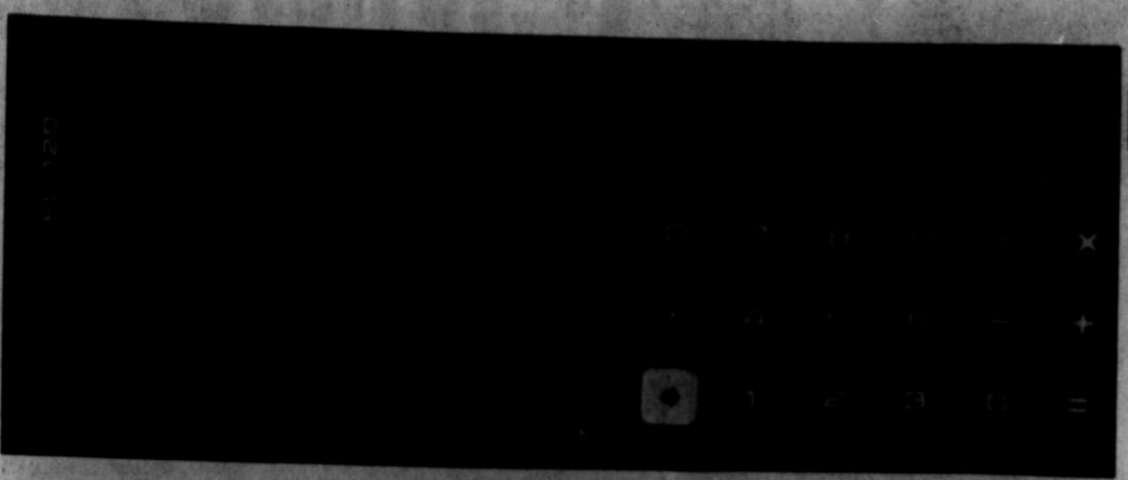
The Chief of our Consumer Protection Division and the head of the U.S. Patent Office have issued joint warnings of consumer fraud in the invention development field.

Patent Office officials say that while inventors can even prepare their own patent application, file it with the office, and conduct the prosecution of the application themselves, it is extremely difficult for anyone unacquainted with patent law and the procedures of the Patent Office.

They suggest that persons who are not experts in such matters hire patent attorneys or agents registered to practice before the Patent Office. Otherwise, inventors may fail to get a patent or may get one that doesn't adequately protect their invention.

Since there are more than 900 subject classes and 90,000 subclasses of patents, it's obviously a complicated matter for an amateur to determine if an idea already is patented.

Inventors who wish to do so themselves, however, can conduct a check at the Patent Office Search Room in Virginia, or in one of several special libraries across the country. Or they can hire a qualified person registered to practice before the Patent Office to do it for them. A list of registered attorneys and agents is available from the U.S. Government Printing Office.



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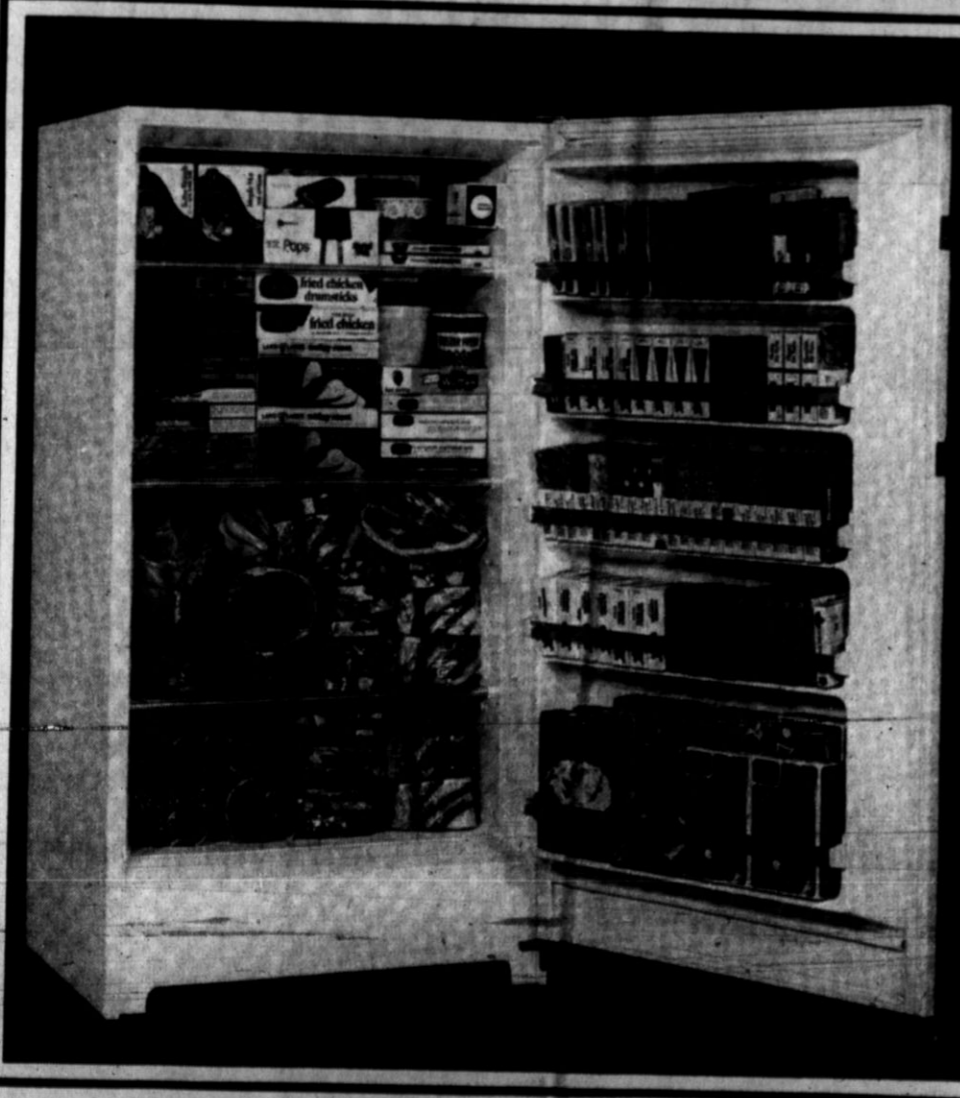
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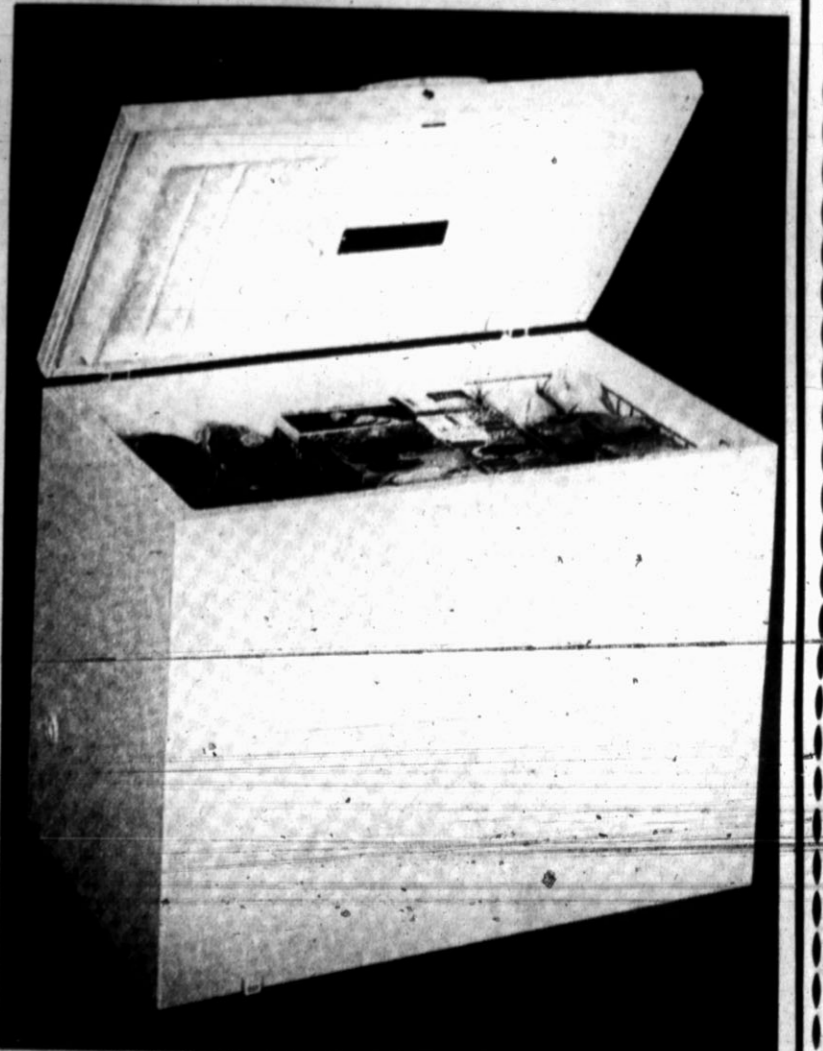
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Herd Deserved Win; Eye District Race

By DAN WELTY
Brand Sports Editor

Herd head coach Larry Dippel told the Tuesday night meeting of the Whiteface Booster Club that Hereford deserved to win against El Paso, the club voted to send \$50 to an injured Canyon football player, and Key Crawford was named Booster of the Week.



WELFARE

Welfare, like most functions of government, should be handled by the lowest possible level of government. In this fashion it is kept most responsive to those who really need help and who cannot help themselves. When funded and administered at the local level there is more incentive for the local citizens to help those receiving welfare to become self supporting whenever possible. Federal funding and control of welfare by distant federal bureaucrats makes it a demeaning and impersonal process, leading to inequities, abuses, and fraud.

No one wants to see the truly needy and helpless suffer, but I am unalterably opposed to tax supported subsidies to able bodied persons who refuse to work, engage in welfare fraud, or utilize their reproductive capacities for the purpose of securing ever larger welfare payments.

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neck injury in a game a few weeks ago. Forehand is paralyzed from the waist down and doctors say he will remain that way. The letter asked for donations to defray some of the huge medical expenses for Forehand. Simons suggested the boosters should send \$50, and the Boosters voted their approval on the matter.

Commenting on the El Paso Burges game, Coach Larry Dippel told the Boosters that he and the coaching staff were pleased with the effort put out by the Herd against the

Mustangs. "We felt like Burges was a good football team, not exceptional, but not that poor either. Our boys did a fine job against them. In some areas we played as well as we could at this time. But we suffered in some areas, like not controlling the line.

"Offensively, we held the ball for over 30 minutes (Burges had the ball only 17 minutes of the game) and rolled up 265 yards total offense. Of course we'd like to go out and get 300 yards and three touchdowns each time we hit the field, but the other team sometimes has something to do with that."

"We deserved the win. We didn't win because I made some decisions that kept us from getting the win," Dippel admitted to the group. "When we were down on the three yard line at the end of the game, we called two plays on the third down. We expected to throw a pass and either score or throw incomplete to stop the clock. Then we could get the field goal team in."

"But we got trapped on the third down and Crim called a check at the line of scrimmage. As it always happens with audibles at the line of scrimmage, everyone but one man doesn't hear, and Ohlig out at split end didn't hear the change. He was blocking when the ball was thrown because he was still running the play we had called in the huddle."

"Overall, I thought the officiating was not bad. They did miss some late hits, though," said Dippel. "I thought Mike Crim did a great job of overcoming the adversities we had against us on that last drive. Throughout the game he played well, considering the wet playing conditions."

Dippel praised the players before the group. "We played much, much better. The boys played well and you that didn't travel to El Paso would have been proud of the way they played. We deserved to win and didn't."

Coach Joe Tubb presented the scouting report on Plainview, the district opener for Hereford coming up Friday night. Tubb said the Bulldogs were fairly large and had some speed, as well as a good

throwing game due to the talents of quarterback Danny Huffines.

Basically, the Bulldogs run out of the I-slot, but break into a pro set and, on short yardage situation, into the tandem. Defensively, the Bulldogs use an even four-man front with three linebackers and a four-spike rotate secondary.

Probable starters for Plainview on offense include center Randy Finney, left guard Scott Ramsey, left tackle Kelly Russel, right end Hal Wesley, right guard Bobby Hall, right tackle Randy Evans, split end Greg Goree, quarterback Danny Huffine, wingback Joe Barton, and two quick running backs, Keenan Williams and Robert Washington.

Defensively, probably Plainview starters are guards Byrl Moore and Robert Johnson, ends Chris Sizemore and Bert Wall, linebackers Jim West, Williams, and Dean Palmer. Members of the four-spike secondary will include Lester Fennel, Brent Wells, Steve Blake and Steve Moore.

Tubb showed film of the Bulldogs in a winning effort against Borger. Tubb said the Plainview line was big and fast. Booster of the Week was Key

Crawford. Crawford served as an officer of the club for a number of years and was given the award for his support of Hereford athletic programs.

Simons mentioned other activities besides football that will be scheduled this week: the beginning of basketball Tuesday, the golf team travels to Amarillo for an 18-hole match Friday, and the tennis team will play Monterey Saturday.

Girl's Softball Plans Election

Sandra Combs, president of Girl's Baseball in Hereford, announced Wednesday that a meeting to elect officers for the 1975 season will be held Tuesday, Oct. 22.

The meeting will be held in the Flame Room of Pioneer Natural Gas. All persons interested in girl's softball in Hereford should plan to attend the session.



In Indonesia, it's believed that bathing a cat will cause rain!



Hereford Cagers Begin Practices

Hereford's varsity basketball team, under the guidance of Herd head coach Barry Arwine, began its first official practice session Tuesday afternoon, readying for the season opener, Nov. 19.

Although the roundballers have been involved in off-season programs for conditioning, actual practice was not allowed to begin under UIL rules until Oct. 15. Now that the practice sessions are legal, the Herd will be working in intrasquad scrimmages and actual basketball skills.

Last year's basketball team compiled a 22-11 record, advancing to the district playoffs against Monterey and Plainview. But the Herd lost the first game of the playoffs to Plainview.

The Herd will be returning two lettermen to the courts this fall, Lynn Tarr and Junior Morales. Tarr, a 6'4" senior, was full time starter at forward, averaging 4.5 rebounds a game and about 5 points. Morales, a 5'10" senior, saw limited action at the forward spot averaging only about two points and two rebounds a game.

Persons off the junior varsity squad that will appear on the varsity this fall are Craig

Nieman, James Arney, and Tommy Loerwald, all seniors, as well as Mike Hull, a junior. Six boys who played on the sophomore team will be prospects for the varsity squad and have been working in the conditioning drills.

In addition, several athletes that are now involved in the football program are prospective members of the varsity squad, but will not be able to begin basketball workouts until after the season. The basketball season will open on Tuesday,

Nov. 19, following the last regular season football game Nov. 15.

"Our practices are in full swing now, though," said Arwine. "We're preparing for the first games with the personnel we have on hand. With our season starting only three days after the football season ends, it's tough to get the football kids in and going well. And like last year, when the football team goes in the playoffs, some of the boys are late coming into basketball."

DATE	OPPONENT	SITE	Var.-JV-Soph.
Nov. 19	Borger	Here	X X
Nov. 26	Dumas	Here	X X
Nov. 28-30	Midland Tour.	Here	X X X
Dec. 3	Lewelling	Here	X X X
Dec. 5-7	Borger JV Tour.	Here	X X X
Dec. 6	Canyon	Here	X X X
Dec. 13-14	Amarillo Tour.	Here	X X X
Dec. 13-14	Pampa JV Tour.	Here	X X X
Dec. 17	Canyon "B"	Here	X X X
Dec. 17	Caprock	Here	X X X
Dec. 18	Tasosa	Here	X X X
Dec. 26-27-28	Borger Tour.	Here	X X X
Jan. 3	Canyon	Here	X X X
Jan. 4	Dumas	Here	X X X
Jan. 7	Canyon "B"	Here	X X X
Jan. 10	Caprock	Here	X X X
Jan. 14	Borger	Here	X X X
Jan. 14-18	Lewelling	Here	X X X X X
Jan. 15-18	Canyon JV Tour.	Here	X X X X X
Jan. 19	Tasosa	Here	X X X X X
Jan. 25	Clovis	Here	X X X X X
Jan. 28	Plainview	Here	X X X X X
Feb. 4	Monterey	Here	X X X X X
Feb. 7	Coronado	Here	X X X X X
Feb. 11	Lubbock	Here	X X X X X
Feb. 14	Clovis	Here	X X X X X
Feb. 18	Plainview	Here	X X X X X
Feb. 21	Monterey	Here	X X X X X
Feb. 25	Coronado	Here	X X X X X
	Lubbock High	Here	X X X X X

*Denotes District 4-AAAA Games

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ANNOUNCES

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IN
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CLASS MEETING TIME: Lecture period 8:00 a.m. to 2:30 p.m.
INSTRUCTOR: Peggy Oakes, R.N.
LOCATION: Deaf Smith General Hospital
ENTRANCE TEST: Inquire at the information desk at Deaf Smith General Hospital to schedule a testing date no later than October 21st, 1974.

COURSE DESCRIPTION: The course serves as basic preparation for those who are interested in becoming skillful in basic nursing procedures. Opportunities will be available for trained personnel at Deaf Smith General Hospital and at Westgate. Those who are interested in full or part-time employment are urged to consider this basic nursing course.

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SANITARY NAPKINS
ECONOMY BOX OF 40's
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LISTERINE
MOUTH WASH
32-OZ.
\$1.29

EDGE
SHAVE CREAM
7-OZ.
87¢

SHOP Furr's MIRACLE PRICES



et's Cook

Housework Is Enjoyable For Young Homemaker

BY SANDY PANKEY
Brand Staff Writer

WHAT a switch, a woman that doesn't mind saying she enjoys her role as a housewife! The liberated women of this country would certainly frown upon a statement like that, but Mrs. Steve Larkin says she gets immense pleasure from just cleaning her house and taking care of her family.

"I've always enjoyed doing house chores especially like to do the family ironing," explains Mrs. Larkin. "It gives me a sense of accomplishment." Until recently, the pretty blonde homemaker worked for Pioneer Natural Gas Company. "I thoroughly enjoyed working but for health reasons, I had to quit. After working for four years, it's difficult adjusting to staying at home, but my four-year-old son Chad keeps me entertained."

MRS. LARKIN lists as her main hobby as sports. "I love all sports regardless of what they are. Since most men are great football fans, I consider myself fortunate to know enough about the game to converse with my husband about the fundamentals of the game," smiles the avid sports

Reception Will Open Art Show

Area residents are invited to see an exhibit of painting and to meet the artists, at a reception from 2 to 5 p.m. Sunday with Alpha Iota Mu Chapter of Beta Sigma Phi as hostess in First National Bank Community Room.

The sorority chapter will sponsor a weeklong show and sale of paintings by Arline Phelps and Rheata Peeler White of Muleshoe.

Mrs. Ken Walsler, president, will receive callers Sunday afternoon and introduce the painters, both of whom have received a number of awards for their work.

Beverly Barrett is chairman of the ways and means committee which arranged for the show-sale. Other members are Betty Barrett, Mrs. Floyd Neill and Mrs. David McDonald.

On the refreshment committee are Phyllis Gerdsen, Mmes. Phil Sciumbato, Gerald Sledge and McDonald. Mrs. Fred Ruland heads the refreshment committee, with Carla George, Mmes. Coy Mason and Jimmy Bell as other members.

Club Celebrates

Merry Mixers Square Dance Club members were hosts to area square dance clubs to celebrate their fourth anniversary Saturday evening in Community Center.

Callers at the dance included Stewart Rowan of Hereford and Dub Stuart, Vincent Thomas and Jim Holland, all of Amarillo.

Visiting clubs from Amarillo were Grand Squares, Golden Spread Squares, Huff Puff Squares and Reddy Squares. Also present were Dimmitt Promenaders and Buttons and Bows of Friona.

Recognized as special guests by the 47 members present were Mr. and Mrs. M.L. Kelly, vice-presidents of District IV of Panhandle Square Dance Association.

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

enthusiast.
Beverly Prather before her marriage, Mrs. Larkin resided in Earth and attended West Texas State University where she was a member of the Powder Puffs football team.
The Larkins live south of town and are members of First Baptist Church. Larkin is employed as an apprentice lineman for Southwestern Public Service Co.
A dessert recipe the family enjoys is Coca-Cola Cake.

COCA-COLA CAKE
1 cup soft butter or margarine
2 cups flour
1 1/4 cups sugar
3 Tbs. cocoa
1 tsp. soda
1 tsp. vanilla
2 eggs

1/2 cup buttermilk
1 cup Coke
1 1/2 cups miniature marshmallows
Combine all ingredients except Coke and marshmallows in large mixer bowl. Blend at low speed then beat 1 minute at medium speed.
Add Coke and blend well; stir in marshmallows by hand. Pour batter in greased 13.9 inch pan and bake in 350 degree oven for 40 to 45 minutes.
Icing:
1/2 cup butter
3 Tbs. cocoa
one-third cup Coke
4 cups powdered sugar
Combine ingredients in small mixing bowl and beat until smooth. Add 1 cup chopped pecans if desired and spread on cool cake.

Mrs. Steve Larkin
...with son Chad

Soviet and U.S. seek to foster tourism.

CALORIE COUNTDOWN
SUSAN DUFF MASTRO

HEALTH SPAS FOR WEIGHT REDUCTION

If you have been tempted by advertisements that promise you a slimmer body will be easily attained by joining a spa or health club or fancy gym, you are just like thousands of other dieters who are making such clubs a quarter of a billion dollar industry, according to a representative of the Federal Trade Commission.

True enough, many of these facilities can help dieters lose weight and inches, but not without a change in eating practices, of course. Exercise alone will not reduce unwanted bulk, but combined with a good low calorie diet, an exercise program can help you to improve your figure. It can help by toning your muscles as you lose weight by dieting and it can help by making you more aware of your body's needs. Feeling fit from good exercise encourages you not to abuse your body by overstuffing it with unnecessary calories.

But before you sign up at the nearest spa, be sure it is equipped with the proper facilities and supervision to put you on an exercise program which suits your needs and desire to lose weight. "Passive" exercisers (those which merely shake or vibrate you without involving your heart or muscles in actual exercise) are useless and some so-called health clubs feature only such equipment which is supposed to reduce you effortlessly. Membership in such a club or spa will only reduce your pocketbook, not your figure.

Ice Spectacular Starts Tonight

Titled "Spectrum of the '70's," the 1975 edition of Holiday on Ice will unveil an ice spectacular at the Amarillo Civic Center starting tonight and ending Tuesday.

The show promises to present favorite familiar skaters and exciting new talent in lavish setting, gorgeous costumes with marvelous music.

Shows are nightly at 8 p.m. except Sunday at 6 p.m. Matinees will be presented Saturday and Sunday at 2 p.m.

Tickets are available at the Civic Center, Sears and Wards. Prices are \$5, \$4 and \$3.50. Those under 16 years of age will be admitted half price for all shows.

Phone 373-6891 for additional information.

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Arm Roast USDA Choice Beef Chuck lb. \$1.29	Heel of Round USDA Choice Boneless Roast lb. \$1.19	Sirloin Tip USDA Choice Boneless Roast lb. \$1.79
Beef Stew Boneless Cubes lb. \$1.29	RIB STEAK USDA Choice Best Rib Large End lb. \$1.19	

Prices Effective Thru Saturday, October 19, 1974 in--

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Jeno's PIZZA Sausage, Pepperoni SUPER SAVER Ea. 79¢	Bel Air PIE SHELLS Low Price! 2-9 in. Shells 49¢	Del Monte CATSUP High Quality! SUPER SAVER 20-oz. Botl. 45¢	Tomato SAUCE Town House! 8-oz. Can 15¢	Fruit COCKTAIL Del Monte! SUPER SAVER 17-oz. Can 39¢			
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Morton regular dinners 49¢ Ea.	Scotch Treat ORANGE JUICE 100% Florida Orange Juice! 5 6-oz. Cans \$1	Imperial margarine Margarine! SUPER SAVER lb. Ctn. 75¢	Imperial margarine Margarine! Coldbrook Quarters! lb. Ctn. 46¢	Yogurt 8-oz Ctn 29¢ Cottage Cheese 34-oz Ctn 79¢ Whipped Chiffon 12-oz 78¢ Halfmoon Cheese \$1.35 Margarine 8-oz Ctn \$2.00	Soft Margarine Coldbrook 16-oz 62¢ Margarine Coldbrook Solid 12-oz 45¢ Texas Biscuits Butter 12-oz 27¢ Biscuits Mrs Wrights 10-oz 13¢ Cream Cheese Lucerne 8-oz Pkg 41¢	SOFT MARGARINE Empress Brand! 2-8-oz. Tubs 72¢	REAL BUTTER Shady Lane! lb. 97¢

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Belief Puts Kindness in Mankind

When you open a door for a stranger, or stoop to lift a fallen child, or to wipe a tear from a broken heart, *your kindness is showing*. As you have seen so often in life, kindness is composed of a thousand little thoughts and deeds that add up to a kind heart. Kindness is speaking out when words will help. *Kindness is sympathy and compassion rolled up into understanding.*

Believe it or not, kindness is based on belief. Belief in God gentles the soul . . . and the voice . . . and the heart . . . and the hand. Belief in America, and the church, and God *builds pride in the present, strength in your soul and faith in the future.* It helps make friends and forgive enemies. Belief in yourself grows apace with belief in others.

Yes, belief puts kindness in mankind and helps to spread it around the world. You'll see it and you'll feel it at your favorite place of worship this week.



**You In The Church
The Church In You**
— form a combination for good. Every man, woman and child needs the influence of the church. So, come let us go into the house of the Lord. Let us support her program of service to humanity, be a faithful worker, a daily bible reader and attend services regularly.

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Weather Recalled Over 5 Octobers

By CORINNE J. NEELY
Brand Correspondent

By October, fall is officially with us. One of our most beautiful, as well as productive months, harvest-wise.

OCTOBER 1969

1. This is the month of gorgeous flaming sunsets with warm days and cool nights.
2. Today reminds us of Helen Hunt Jackson's "October Bright Blue Weather."
3. October is the month of the vast bird migration to their winter resorts.
5. This has been a good month for bird watchers—plenty of water and feed.
27. A nice fall day outside and good one for routine chores for housewife and farmer.

28. A cold front moved in last night. It disturbed our slumbers—cold!
29. The wind was with us at dawn today and the thermometer read 40 degrees.
31. Cold and cloudy. Not a promising looking night for Halloween spooks and goblins. It became icy, then snowy by nightfall.

OCTOBER 1970

8. It snowed all day.
9. Though we had two nights below freezing it turned fair and warm today.
12. A lovely warm day but the breeze made it too cool to sit out in sun.
15. At 3 a.m. we were awakened by rolling thunder, flashes of lightning and pater of rain. More like summer than fall.

20. We heard our first geese go over in their "V" flight as we watched them from our back yard.
21. Jack Frost has been very stingy with his bright colors this year. The leaves are dull yellows and browns but would make good bonfires — now forbidden by an ordinance. We miss the smell of burning leaves!
24. Back on Standard time this month and a change in morning radio news.
26. Warm and sunny again with many insects out.
27. The day is filled with blues — ours, the sunny skies and blue jays. On a beautiful day, why be blue?
28. At sunset, large and small islands in shades of blue-gray, mauve and rosy hues made the clouds there.
31. Halloween again! A good night for 'trick or treaters.'

OCTOBER 1971

4. We sat on our little porch at our new duplex-apartment this year. The sun was warm but the breeze was not. Kept turning to keep warm as one does in front of a fireplace in cold weather.
10. We heard but did not see our first geese today. The

The Hereford Brand, Hereford, Texas, Thursday, October 17, 1974

air has the feel of fall.
12. We spent the rest of the month in Arizona visiting friends. This is the best month to visit in that state too.

OCTOBER 1972

- (Because of a death in our family late in September we did not keep a full journal-diary, the rest of the year. But we remembered that our friend Genevieve Miller kept notes so we borrowed the following from her. She lives at Dawn, so varies but little.)
1. Pretty day and nice weather.
 7. Lovely day, though windy.
 9. A beautiful day.
 10. Windy and dusty.
 14. Cloudy, damp and windy in the p.m. Showers at night.
 17. Beautiful day, calm and dry, dry.
 18. Miserably cold, windy day.
 19. Dropped to 31 degrees by 2 p.m. Rainy and cold.
 20. In Dawn it rained one inch, and rained in Hereford;

(Continued On Page 7B)

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LB.

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LOINS..... LB.

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7 TO 12 LB. AVG. **\$1.39**
WATER ADDED LB.

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DOUBLE-BARREL DISCOUNTS ON FROZEN FOODS FROM IDEAL...

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MEADOWDALE **ORANGE JUICE** 16-OZ. CAN **52¢**

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CELESTE DELUXE **PIZZERIA PIZZA** 26-OZ. PKG. **\$2.34**

Octobers...from Page 68

ice broke big branches off trees.
 21. Sunny and warm again.
 25. Only 59 degrees today.
 30. A cold gray day.
 31. Sleet, snowing with rain at times. Ice covered trees with limbs breaking and falling. Cold and windy. Halloween time but no time for fun and frolic outside! Too cold.

OCTOBER 1973

1. A warm day, we have the doors and some windows open.
2. Late fall harvest is in full swing. Trucks, farm equipment and well-trucks with cranes go by.
5. It is raining! A steady slow rain with nice cool looking clouds make the day dark.
6. Spending a few days in the country to absorb some quiet. We enjoy seeing the fields, the many birds. Today we saw a pair of pheasants north of the house.
22. Back at home where we sit watching dry leaves

skittering down the street before a north wind. It also sweeps our yard clean.

30. A dark cloud, gloomy day with heavy wet looking clouds and a strong breeze is with us. As the leaves scurry southward so do the birds.
 31. A surprise — a warm, fall day so typical of October. Yesterday was just a warning that winter is on its way. We felt sure it would rain or snow!

PREDICTIONS for 1974 are for a long, early and wet winter. Will it be?

FLYING HIGH — If your window shade flies up when raised, it has too much tension. Raise it as high as it will go, take it off the frame and unroll it halfway down. Rehang and try again. Have patience, for you may have to do it several times to get it just right.

A TOUCH OF CLASS — To make your linen closet sweetly scented, place an unwrapped bar of your favorite scented soap between the stacks of sheets and towels. Lovely touch!

YOU AND YOUR HEALTH
By Peter J. Esse, MD

WHAT DOES A DOCTOR LOOK LIKE?
 Dear Dr. Esse: What's your opinion of how a good doctor should look and act?

I'm writing this note while still in bed after a heart attack. As I'm alive and recovering it's natural that I adore my doctor. I think he's the greatest man who ever lived. So I've been thinking of this man who saved my life.

If you glanced at him while at a party, you wouldn't look twice. He is not prepossessing. He is a plain little man, plainly dressed. In fact, carelessly

dressed. His suit is wrinkled and his tie doesn't fit over into his collar. You'd never know he is a doctor. Some days he needs a shave. He isn't a back-slapper to get your courage up.

There's nothing phony about him; he's all business. Yet, he is patient and kind. When he comes into your room, you can't help feeling better.

I'd like a few words from you on the alchemy of a doctor. What you think one should look like. I haven't known many doctors. Do they usually have a typical look so you can recognize them anywhere? — Mrs. F.

COMMENT: I've been asked similar questions quite often, Mrs. F. From my own observations of my colleagues (and of myself in a mirror while shaving), I've come to the conclusion that there are no typical doctors. For example, who looks more like a doctor: Dr. Kildare? Dr. Casey? Dr. Marcus Welby? Dr. Mulburn who plays "Doc" in "Gunsmoke"? Of the four, I'd choose the latter two.

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Whiting Fish... **59¢**
WINCHESTER IMITATION
Chunk Bologna... **59¢**

Green Beans... **4** 16-OZ. CAN **\$1**



Pork & Beans... **15-OZ. CAN 26¢**



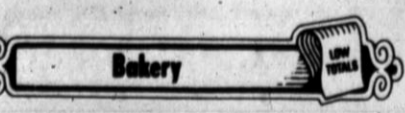
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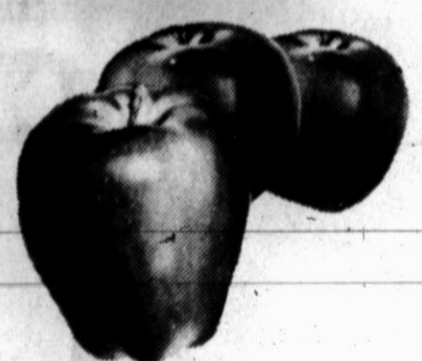
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COLORADO Cabbage... **12¢**

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HARDIN Apple Cider... **\$1.98**

the issues and that his father be kept out of the campaign.

Bill Macy portrays Walter on "Mannix."

Book Who's New

Mr. and Mrs. Juan Martinez Badillo are the parents of a girl, Michelle, born Oct. 14. She weighed 5 lbs. 13 oz.

Mr. and Mrs. Anthony Henry Brorman are the parents of a girl, Sandra Jean, born Oct. 13. She weighed 7 lbs. 6 oz.

Mr. and Mrs. Gary Lynn Rea are the parents of a girl, Jolie Danella, born Oct. 12. She weighed 7 lbs. 9 oz.

Experience is knowing a lot of things you shouldn't do.

-Gazette, Sabula, Ia.



Conservation Study Backers

Mrs. W.H. Gentry, left, and Gladys Setliff of Bud To Blossom Garden Club present a set of Teachers' Curriculum Guide to Conservation Education, for use by teachers at Northwest Elementary School, to Gary Billingsley, assistant principal. The club has purchased these guides, which offer teachers an approach to teaching conservation as a part of various subjects of all school levels, and is presenting them to Hereford Public Schools. General title of the series is People and Their Environment; emphasis is on conserving the earth's natural resources.

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Pork Peak At Market

Pork supplies are doing a seasonal climb — with prices down a bit, one authority reported this week.

Current features are loin chops, quarter-loins cut into chops and Boston butt roasts, according to Mrs. Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

"Heavy-beef prices remain about the same, and many markets offer two or more grades of beef — as more grass-fed beef is available," she said.

Most-economical beef choices are chuck roasts and steaks, round and rib steaks, liver and ground beef.

"Sugar prices likely will keep rising, so consumers should consider substituting honey or syrup in some situations," Mrs. Clyatt said.

"Rice harvests are expected to set a new record this year, which means large supplies and reasonable prices."

Vegetable economy this week centers on cabbage, broccoli and hard shell squash — along with carrots, dry yellow onions, potatoes, cooking greens, pumpkin, turnips and rutabagas.

Fruit choices in line with budgets include apples and pears.

"Bartlett pears are in good supply, so look forward to plentiful winter varieties —

CowBelle Posts Filled For '75

Headed by Mrs. Reece Lawson as president, officers for 1975 were elected at Hereford CowBelles' luncheon Tuesday in the Country Club. Final plans were made for taking part in the fall convention of Texas CowBelles in Amarillo Monday.

Elected to serve with Mrs. Lawson, who will succeed Mrs. N.E. Tyler, were Mrs. David Hutchins and Mrs. Ray Bates, vice presidents; Mrs. Willis Duggan, secretary; Mrs. Bill Albright, treasurer; Mrs. Elmo Hall and Mrs. Jim Perrin, co-chairmen of Beef for Fathers Day.

Mmes. Melvin Cordray, Olen Caviness and C.F. Newsom will officially represent the Hereford group at the state convention and other members plan to go as visitors. Decorations for the convention luncheon tables, made by Hereford members, had a prevue appearance Tuesday.

Heads of grain are set in a green base circled with rope for each center decoration, and beside each stands a cutout cowboy or cowgirl. They were made by a committee including Mmes. Dick Coupe, Hilrey Aven, Dyal Garner, Bob Josserand, Richard Ottesen, James Bullard, W.H. Gentry, Caviness, Newsom and Cordray.

Nominations for CowBelle of the Year are being considered



Named To Office

Elected at a lunch Tuesday, Hereford CowBelles' 1975 officers will begin terms in January. Mrs. Reece Lawson, left in top photo, will become president. With her are the two vice presidents, Mrs. David Hutchins, standing, and Mrs. Ray Bates. From left below are Mrs. Willis Duggan, secretary; Mrs. Bill Albright, treasurer; Mrs. Jim Perrin and Mrs. Elmo Hall, chairmen of Beef for Fathers Day.

Marines Invited To Amarillo Ball

All former active U.S. Marines are invited to attend the Marine Corps Birthday Ball Saturday, Nov. 9, at the Ramada Inn on I-40 East in Amarillo.

Hicks Granted Early Promotion

Due to exceptional conduct and scholarship, Dennis Hicks was promoted to sergeant of his headquarter battery, 2nd Battalion, 20th Artillery of the United States Army. Based at Ft. Carson, Colo., Sgt. Hicks was granted the promotion before serving the time usually required to earn the rank of sergeant.

Sgt. Hicks is the son of Dr. and Mrs. C.E. Hicks of 107 Douglas and was inducted into the Army October 1973. He is a graduate of Hereford High School.



SHUGART COUPON
October 25th & 26th
Furr's
400 Sugarland Drive

9 WALLET SIZE COLOR PORTRAITS 99¢

ASK About Our **FREE 8 x 10 OFFER** Extra charge for GROUPS

You can make a five-minute call to New York for:

\$3.94 A three-minute person-to-person call costs the same, no matter when you phone. But rates for extra minutes are lower between 5 p.m. and 8 a.m. Monday through Friday and all hours Saturday and Sunday.	\$2.54 That's the rate for a credit card, third number or collect call Monday through Friday, 8 a.m. to 5 p.m. The same rate applies on calls from coin phones or hotels.	\$2.19 Dial your call One-Plus Monday through Friday between 8 a.m. and 5 p.m.
\$1.80 Make a credit card, third number or collect call—or phone from a coin or hotel telephone—Monday through Friday, 5 p.m. to 8 a.m. or any time Saturday or Sunday.	\$1.25 Just dial the One-Plus way Sunday through Friday evenings between 5 p.m. and 11 p.m.	\$1.05 Rates are lowest when you dial One-Plus between 11 p.m. and 5 a.m. daily, Saturday between 8 a.m. and 11 p.m. or Sunday, 8 a.m. to 5 p.m.

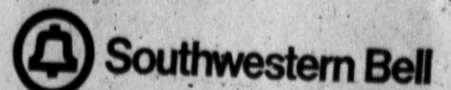
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Any way you go, it's a bargain. So travel by Long Distance... and stay awhile.

Like to have more information about Long Distance rates? Fill out and mail the coupon. We'll send you a free guide that shows you the best times to call and gives examples of rates to major cities.

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MEN—WOMEN
Join the people who've joined the Army.

A lot of young men and women have discovered a good place to invest their time. The Army. What they've found here, they may not have been able to get anywhere else.

Some came to learn a skill. With training in over 300 kinds of jobs to choose from. Some came for the chance to work in Europe, Korea, Alaska, Hawaii or almost anywhere in the U.S.A.

Some came to meet a unique personal challenge. Like the responsibility of doing a good job at an early age. Some came to get a start on their college education. With the Army paying 75% of their tuition.

And some came to do something positive for their Country. Which is a pretty good reason in itself.

Call Collect Army Opportunities SFC ANDY ANDERSON 353-1286

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Make Nursing Your Profession
Become A Licensed Vocational Nurse

DEAF SMITH GENERAL HOSPITAL

In Cooperation with Amarillo College
School of Vocational Nursing

Class will begin
January 6, 1975

Call
Deaf Smith General Hospital
364-2141

Find out how you may enter.



Pastor To Report African Travels

Pastor Homer T. Goodwin of the Assembly of God Church will give a detailed report of his recent travels in Africa to his congregation Sunday during the 10:50 a.m. service.

Goodwin has completed a six-week preaching tour in Africa. During this time, he spent several weeks in Tanzania with his daughter-in-law and granddaughter, Sandra and Gwenda Goodwin, who are presently teaching in the Assemblies of God Bible School in Arusha.

He then traveled to Ghana in West Africa, where he and Mrs. Goodwin were pioneer missionaries in 1937.



Tea Compliments Miss Kirkpatrick

An autumn bride-to-be, Wendy Kirkpatrick, was the honoree Monday when the home of Mrs. Ed Lemons was the scene of a late afternoon tea-shower. Miss Kirkpatrick and Ric Lee are to be married Nov. 2.

Mrs. Lemons greeted callers, and in the receiving line were the honoree, her fiance's mother, Mrs. Rex Lee, and her sister-in-law, Mrs. Steve Kirkpatrick.

Mrs. Benny Leigh was at the registry table, and Mrs. Joel Pittard at the tea table, assisted by Irma Trevino.

Covered with a sheer white cloth, the table had a central arrangement of maroon and white chrysanthemums in a crystal vase. The color note was repeated with cranberry punch and glazed cakes. Corsages for the honoree and houseparty members were of the same flowers.

Hostesses with Mrs. Lemons were Mmes. W.E. Sparks, J.B. Sowell, Lynn Greene, Dean Herring, Herschel Black, Benny Womble, Jim Hale, Palmer Norton, J.D. Gilbert, Philip Shook, Wilbur Gibson, Charles Wagner and John Seiver.

Club Welcomes New Members

Three new members were introduced at Argen Draper 4-H Club meeting Tuesday afternoon in Community Center.

They included Carla Baxter, Lesa Marquez and Debbie Pledge. Members also participated in a learning session about crochet.

Two guests were welcomed, Leslie Metz and Sherrie Harder, assistant county home demonstration agent.

Instructors present were Mrs. Bill West and Sandra Combs.

A flatterer is a friend who is your inferior, or pretends to be so.

If we did not flatter ourselves, the flattery of others would not hurt us.

Bridal Shower Given

Wendy Kirkpatrick, whose marriage to Ric Lee is planned for Nov. 2, was complimented with a tea-shower Monday in the home of Mrs. Edgar Lemons. Receiving guests, from left, were Mrs. Steve Kirkpatrick, the honoree, her fiance's mother, Mrs. Rex Lee, and Mrs. Lemons.

BSP Council Begins To Plan Ball

Committees for Beta Sigma Phi's Premier social event of the year, the Valentine Ball, were named at the sorority's City Council meeting Monday evening in Hereford State Bank.

Mrs. Max Stipe presided in the absence of the president, Mrs. Bobby Jones.

On the ceremony committee to arrange for crowning the Valentine queen are Mrs. Edward Allison and Mrs. Joe Story; on the decorating committee, Mmes. Phil

Sciombato, Don Childers, James Horton and John Schneider; un-decorating committee, Mmes. Sparky Stephens, Nolan Grady, Fred Mulkey and Jerry LaFrance.

Mrs. Kirk Owsley and Mrs. Jim Aldridge are in charge of dine-and-dance plans. Music for the dance will be arranged by the Council executive committee.

Ten members from Hereford BSP chapters were visitors at the West Texas area convention

in Midland recently, Mrs. Stipe reported. Formal invitation to a "Do it yourself" area meeting at Amarillo March 1 and 2 was read.

Mrs. Ken Walser and Mrs. Sciombato were hostesses who served refreshments. Members present, not named to committees, were Carla George and Mmes. Jim Cramer, Howard Godwin, Chuck Boyd, David McDonald and Gary Ward.

Children Can't Risk Childhood Diseases

October has been designated Immunization Action Month and parents are being requested to determine if their children are fully protected against childhood diseases.

The problem, according to Dr. John J. Witte, director of the Center for Disease Control Immunization Division, is that the percentage of young children immunized against such diseases as polio, measles and rubella has declined annually to the point where widespread epidemics are once again a serious threat.

"People seem to think that these diseases have been conquered and there is nothing to worry about," Dr. Witte said. "This kind of thinking is very

dangerous. "We still have a number of cases of polio each year and measles outbreaks are becoming more and more frequent. Immunization is essential to protect the individual child against disease and to protect society against epidemics."

Dr. Witte urged in particular that children be immunized early in life. "Some of the vaccines, including polio, should be started when the infant is only two months old. Others are given at one year of age."

To understand another's problems approach them from his circumstances, not yours.

GEBO'S

HEREFORD
230 N. 25 Mi. Ave.

Wallo's BLIZZARD-PROOF

DOWN insulated

For the OUTDOORSMAN

WALLS puts it all together for the man who is outdoors in the coldest weather. Jackets, vests, coats... all insulated with Northern Grey Goose Down. Feature 100% Nylon quilted shell and lining. Zipper fronts. Lightweight, extra warm for the active outdoorsman.

JACKET **\$29⁹⁵**

VEST **\$19⁹⁵**

SPORTSMAN'S STYLE BLIZZARD PRUF® INSULATED COVERALLS

50% Dacron® Polyester, 50% Cotton Sateen. Permanent press finish. Strong-sateen-fabric laminated to Scott Apparel Foam. Fully nylon lined. Zippered breast pockets; 2 hip pockets, one zippered. Inside breast pocket. 2-way zipper front. Bi-Swing back. Elastic inserts at waist. Concealed knit storm cuffs. Snap adjustments at leg cuffs. Black • Olive • Hunters Red.

*DuPont Registered Trademark.

SPECIAL \$24⁹⁵

Teen's Sizes, same features as above. **\$15⁹⁵**

KANTEX LEATHER JACKETS

THE DROVER BY K * T BRAND. Everything you've ever wanted in a leather jacket.

Style No. 200. Also Ladies Styles

Finest cow-split suede superbly styled, elegantly tailored. Features high-styled western yoke front and back. KT brand inside breast pocket. Heavy duty snap closures. Turned and hand finished seams. Completely lined in rugged tie satin fabric.

GEBO'S PRICE \$49⁹⁵

Wallo's BLIZZARD-PROOF

HEAVY DUTY BROWN DUCK INSULATED VEST

Heavy cotton duck canvas. Foam laminated. Heavy duty leg. Front and pocket zippers.

\$29⁹⁵

INSULATED VEST

Quilted Nylon with 6.6 oz. Dacron 88 Polyester fiberfill insulation. 2 slash pockets. Long back. Wide color range.

GEBO'S PRICE \$8⁹⁵

RED TOP INSULATED THERMAL SOCKS

100% cushioned cotton for cold weather. Keeps feet and ankles warm.

GEBO'S PRICE \$1⁵⁹

QUILTED NYLON VEST

For the farmer or hunter. Comfortable. Water repellent. 10 oz. insulation.

Colors • Olive

\$6⁹⁹

QUILTED NYLON JACKETS

Water repellent, yet completely washable. 100% nylon jacket with 10 oz. insulation and nylon lining. Two large slant opening sta-dry pockets.

Brown • Pine • Blue • Bronze • Red • Burgundy

\$9⁹⁵

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A BETTER WAY TO SAVE

SUPPORT YOUR LOCAL CATTLE FEEDERS EAT TEXAS GRAIN FED BEEF

THRIFTWAY MEAT SPECIALS

- RIB STEAK LB. **99¢**
- SHORT RIBS LB. **49¢**
- PORK ROAST LB. **89¢**
- LITTLE BOY BLUE CORN DOGS LB. **89¢**

- CHUCK ROAST BLADE CUT LB. **79¢**
- FAMILY STEAK FAMILY PAK LB. **89¢**
- GROUND BEEF LB. **79¢**



WEEK NO. 3
OCTOBER 14-19, 1974

100 BONUS STAMPS
With this coupon and the purchase of \$10.00 MORE IN PURCHASES
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 1 BAG
RUSSET POTATOES
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

75 BONUS STAMPS
With this coupon and the purchase of 1 QUART JAGU
SPAGHETTI SAUCE
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 1 - 32 OZ. BTL. HUNT'S
TOMATO KETCHUP
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 1-5 OZ. FAMILY SIZE TUBE CONC.
PREL SHAMPOO
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

75 BONUS STAMPS
With this coupon and the purchase of 1-7 OZ. FAMILY SIZE TUBE
CLEEN TOILET PASTE
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 15 OZ. BTL. HERBAL INTENSIVE CARE
VASELINE LOTION
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 1-16 OZ. PKG. SHURFRESH
BUCKRA
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 1 28 OZ. BTL.
PINE-SOL LIQUID
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 1-12 CT. BOX REG. OR SUPER
KOTEX
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 2-4 OZ. CANS
AJAX CLEANSER
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 1-12 OZ. VAG PAK PKG. CERTIFIED
WILSON'S FRANKS
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 2 BATH SIZE BARS
IRISH SPRING SOAP
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

75 BONUS STAMPS
With this coupon and the purchase of 1-4 OZ. CAN SCHILLING
BLACK PEPPER
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 19 1/2 OZ. PKG. CHEF BOY-AR-DEE DINNER
SPAGHETTI W/MEAT SAUCE
Coupon Good Oct. 14-19, 1974
Limit One Coupon Per Customer

CLOVERLAKE
BUTTERMILK
1/2 GALLON
69¢

WHOLE MOISTURE ADDED
SMOKED PICNICS LB. **59¢**

CLOVERLAKE
ICE CREAM
1/2 GALLON
ASST. FLAVORS
99¢

FOOD KING SOLID
Margarine LB. PKG. **39¢**

Maryland Club
COFFEE
3 LB. CAN
\$2.99

SUNSHINE
KRISPY CRACKERS
16 OZ. BOX
39¢

- WHITE HOUSE **Apple Juice** 32 OZ. BTL. **59¢**
- ALABAM GIRL HAMBURGER **Dill Chips** 22 OZ. JAR **59¢**
- KEEBLER RICH 'N CHIPS **Cookies** 14 OZ. BAG **79¢**
- MR. MUSCLE-NEW! USE IN COLD OVEN **Oven Cleaner** 8 OZ. CAN **89¢**
- ARMOUR TEXAS **Plain Chili** 19 OZ. CAN **79¢**
- OLD EL PASO **Picante Sauce** 8 OZ. CAN **39¢**

- DETERGENT 1 1/2' OFF LABEL **Cold Power** GIANT BOX **79¢**
- LIQUID DETERGENT 10' OFF LABEL **Palmolive** 22 OZ. BTL. **59¢**
- AIR FRESHENER SPRAY ASSTD. **Renuzit** 7 OZ. CAN **49¢**
- ARM AND HAMMER **Baking Soda** 2 LB. BOX **69¢**
- SHURFRESH **Vegetable Oil** 24 OZ. BTL. **\$1.09**
- ROXEY DRY MAKES ITS OWN GRAVY **Dog Food** 5 LB. BAG **99¢**

ALL PURPOSE
GOLD MEDAL FLOUR
5 LB. BAG WITH IN AD COUPON
69¢

LOOK FOR THE FREE COUNTRY MUSIC AWARD RECIPES IN OUR STORES
KRAFT SLICED NATURAL SWISS **Cheese** 6 OZ. PKG. **69¢**
CRACKER BARREL CHEDDAR SHARP OR EXTRA SHARP **Cheese** 10 OZ. STICK **99¢**

- SOFT PARKAY **Margarine** 2 8 OZ. TUBS **75¢**
- SQUEEZE PARKAY **Margarine** 16 OZ. BTL. **75¢**
- ALL VARIETIES HUNGRY JACK **Biscuits** 3 9 1/2 OZ. CANS **\$1.00**
- SHURFINE FROZEN **Broccoli Spears** 10 OZ. CTN. **35¢**
- MORTON FROZEN ECONOMY **Dinners** 3 VARIETIES 2 11 OZ. PKGS. **89¢**
- SHURFINE FROZEN **Perch Fillets** 16 OZ. PKG. **99¢**
- PURE INSTANT **Lipton Tea** 3 OZ. JAR **\$1.19**

WHITE OR DECORATED BOUNTY
PAPER TOWELS
2 ROLL PKG.
49¢

6-pack 15' BARS
CANDY BARS
90¢ VALUE
only **79¢**

WASHINGTON GOLDEN OR RED
DELICIOUS APPLES
3 1/2 LBS.
\$1

- FARM FRESH PRODUCE
- CALIFORNIA HONEY DEW **Melons** EA. **49¢**
 - TEXAS NEW CROP **Oranges** 5 LB. POLY BAG **69¢**
 - TEXAS GREEN **Cabbage** LB. **9¢**
 - U.S. NO. 1 RED **Potatoes** 10 LB. BAG **89¢**
 - CALIFORNIA GREEN **Onions** 2 BUNCHES **25¢**
 - FLORIDA CRISP RED **Radishes** 2 6 OZ. BAGS **25¢**

20¢ VALUABLE COUPON NO. 50778 20¢
GOLD MEDAL **FLOUR** 5 LB. BAG **69¢**
WITH THIS COUPON VOID AFTER OCT. 19, 1974 THRIFTWAY FOOD STORES

20¢ **THRIFTWAY** 20¢

DOUBLE GUNN BROS. STAMPS
Tuesday and Wednesday

SLUMBER BAG
\$7.88
WASHABLE THERMALESTER POLYESTER FIBERFILL INCLUDES PILLOW *THREE POUND FILL
MAKES A GREAT GIFT *SLUMBER PARTY *STATION WAGON SLEEPING *MOUNTAIN CABIN OR LAKE CABIN

WE WELCOME FOOD STAMP CUSTOMERS AT OUR STORES

PRICES EFFECTIVE OCTOBER 14-19, 1974
THRIFTWAY
426 N. MAIN
HEREFORD, TEXAS
DOUBLE GUNN BROS. STAMPS
TUESDAY & WEDNESDAY
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

"MOON MEET" FINE TRANSLUCENT PORCELAIN CHINA SPECIAL THIS WEEK **FRUIT DISH** EA. **49¢** WITH EACH \$5.00 PURCHASE

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Weekly Television Magazine

The Hereford Brand

THURSDAY OCTOBER 17, 1974

Tel-Aire



George C. Scott Stars in "Rage"



Live Local Broadcasting,
WHITEFACE Roundup
6:30 Monday Channel 6

Interviews Scouting Reports Game Films

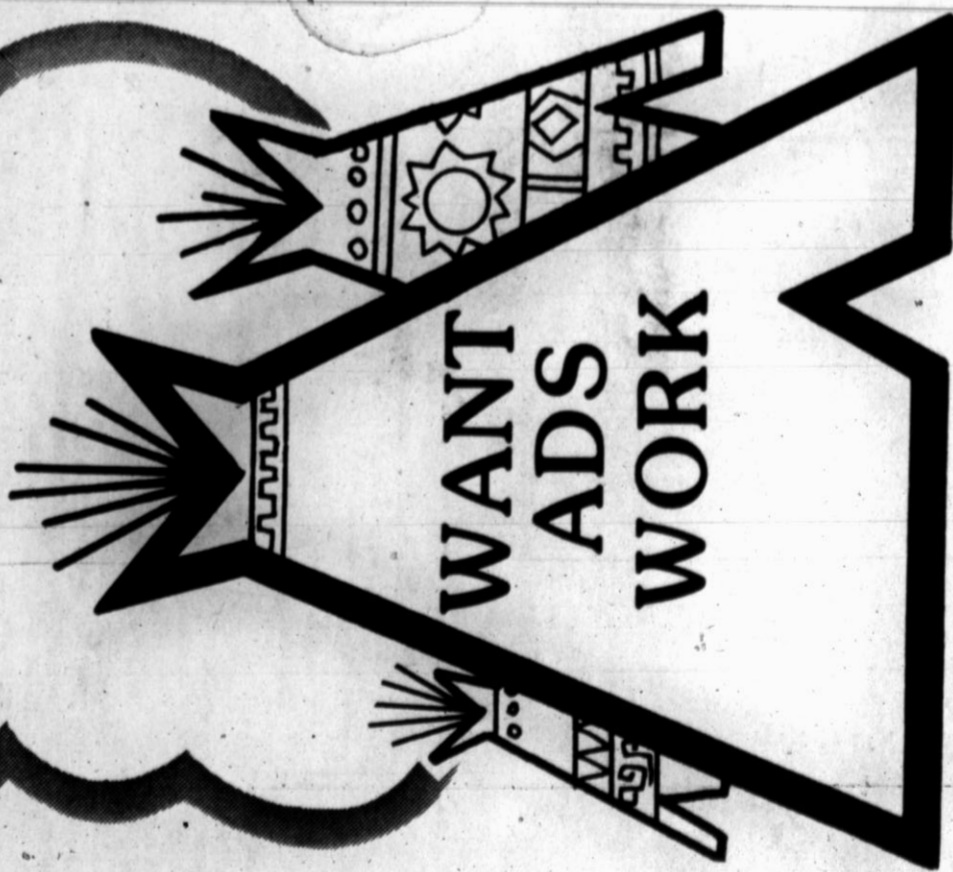
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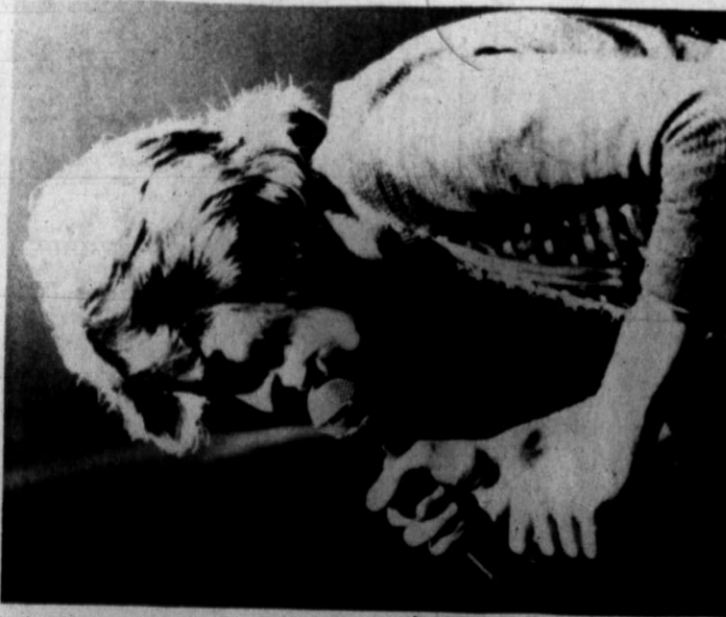


Just Call 364-2030

THE HEREFORD BRAND



Bill Macy portrays Walter on "Maude."



Superstar David Bowie will perform the brand of rock he has become famous for in a D. A. Pennabaker film of a concert at London's Hammersmith Odeon, on the ABC Television Network's "Wide World: In Concert" Friday, Oct. 25 (10:30 p.m.-12:00 Midnight).

Teresa Graves, as Christie Love, has tailed syndicate mobsters to a hideout in a marina, where they are holding hostage the father of her colleague, Sgt. Joe Caruso, in order to force the release of a mobster in police custody, in "For the Family Honor," on the ABC Television Network's "Get Christie Love!" Wednesday, Oct. 23 (9:00-10:00 p.m.).

Monday Program Notes

7:00...ABC...THE ROOKIES... "Walk a Tightrope," with guest stars Maggie Blye, Richard Bradford and Robbie Benson. Kodak is forced to intervene when the serious family professional youth is at stake. MILLION DOLLAR MAN... Starring James Earl Jones as a seaman who teaches a temporarily blinded boy how to survive on a small island after their ship is torpedoed during World War II. ALFRED... Adapted from the book by Theodore Taylor.

7:30...NBC...FLIP WILSON... OF COURSE... Flip Wilson... of course... comes to Chicago... Marsha Mason... comes to Chicago... Marsha Mason... comes to Chicago...

8:00...CBS...THE PATSY... Starring Jerry Lewis... from belly to toe... recording star... young man is coerced into making that overnight comedy...

8:30...NBC...THE ROCKFORD FILES... Joseph Colton and James McEachin... Rockford (series star James Garner) quietly gets a rundown on a client's underworld connections.

9:00...ABC...THE NIGHT STALKER... Dick Gautier, Henry Jones, Nita Talbot and Eric Braeden... Kolchak covers the last cruise of a grand old luxury liner and watches the excursion...

10:30...CBS...THE CBS LATE MOVIE... Starring Jerry Lewis... from belly to toe... recording star... young man is coerced into making that overnight comedy...

11:00...NBC...THE TONIGHT SHOW STARRING JOHNNY CARSON... host... Dick Martin are guest hosts...

12:00...NBC...TOMORROW... Guests are William Greawy, an ex-convict who discusses the Mafia and the \$50,000 contract that he says is out on his life; Miles Copeland, counter CIA agent specialist who helped the CIA operate whose exploits have been compared to James Bond.

The Candidate... Robert Redford stars in the title role as "The Candidate," the story of how a man gets to the top in modern day politics...

Friday Program Notes

7:00...ABC...KODIAK... "Lesson in Terror," with guest stars Maggie Blye, Richard Bradford and Robbie Benson. Kodak is forced to intervene when the serious family professional youth is at stake. MILLION DOLLAR MAN... Starring James Earl Jones as a seaman who teaches a temporarily blinded boy how to survive on a small island after their ship is torpedoed during World War II.

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Advertisement for Dodge, Chrysler, and Plymouth cars. Text: "If some part proves defective on your 1974 Chrysler Corporation Passenger Car during the first full year (even if you drive 100,000 miles in normal use), we'll replace it free of charge. It's that simple."

Advertisement for Jones Motors. Text: "364-3150 JONES MOTORS 345 E. 1st".

Table with columns for Channel, Cable, and Program Name. Includes programs like 'The Tonight Show', 'The CBS Late Movie', 'The Night Stalker', etc.

Advertisement for Cowan Jewelers. Text: "BUY IN CONFIDENCE WITH CONFIDENCE Hereford's House of Diamonds Cowan Jewelers Downtown AMERICAN GEM SOCIETY member".

Advertisement for Western Auto. Text: "Only 3 FREEZERS LEFT! So Hurry WESTERN AUTO 'The store that offers you more' 241 N. Main St. 364-1355".

Advertisement for Barrett. Text: "Barrett trails demented, defrocked minister".

Advertisement for Vengeful students. Text: "Vengeful students plan murder".

Advertisement for C & W Carpet. Text: "C & W CARPET Has Moved To 310 N. 25 Mile Ave. 364-3448 QUALITY CARPET CLEANING Free Estimates".

Advertisement for Printing & Office Supply. Text: "PRINTING & OFFICE SUPPLY JANA SPOT Photo Offset Printing 144 W. 4th 364-0430".

Advertisement for The Candidate. Text: "The Candidate... Robert Redford stars in the title role as 'The Candidate,' the story of how a man gets to the top in modern day politics... 'Maude' Monday, Oct. 21 (8:00-10:00 p.m.) on the CBS Television Network."

Advertisement for Maude. Text: "Findlays plan to pull up stakes on 'Maude'".

Advertisement for Maude. Text: "Maude returns home from his annual fishing trip convinced that he and Maude should sell the house and the appliance store and move to the Canadian wilderness, on 'Maude' Monday, Oct. 21 (8:00-10:00 p.m.) on the CBS Television Network. Hal Cooper directed from a script by Dick Clair and Jenna McMahon. Determined to teach Walter a lesson for making the same suggestion year after year, Maude pretends to go along with his plan. She promptly puts the house up for sale and plans a farewell party with their family and friends." Includes a list of the cast.

Thursday Program Notes

12:30...ABC...AFTERNOON PLAYERS... "Frodo" and "Moe" will be presented at their regular times. 1:00...CBS...THE NIGHT MOVIE... "Land Raiders" Starring Telly Savalas, George Mannings, Arlene Dahl and Janet Monaghan. Action-packed Western.

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LOW PRICES



DO-IT-YOURSELF AND SAVE! COMPLETE DO-IT-YOURSELF PARTS



37 ALUMINUM BOOSTER CABLES

801 WEST FRIAR, LOS ANGELES, CALIF. 90015

364-4544

Call For Sales

Saturday Program Notes

11:30...NBC...GO... 1973 Heisman trophy winner John...

7:00...ABC...EMERGENCY!... Minneapolis Vikings quarterback Joe...

11:30...ABC...THE NEW LAND... 'The Word Is: Wonder...' with guest...

8:00...CBS...THE BOB NEWHART SHOW... Bob gets up most of his private...

9:00...CBS...THE PASTORAL PERIL... hazards of religion of the grave health...

9:00...ABC...MANKIA... 'The hostess' guest star Kay...

1:30...CBS...THE WONDERFUL WORLD OF DISNEY... 'The Story of the World'...

8:00...ABC...THE COLE AND CROCKER NIGHT MOVIE... George C. Scott stars as a man...

8:00...CBS...MAHNIK... 'The Green Man...' Joe Mantel in...

7:30...ABC...THE CASE OF THE PLASTIC PERIL... CBS REPORTS: 'The Case of the...

11:30...ABC...THE WIFE... George Maharis, Strathairn Powers...

Sunday Program Notes

10:30...ABC...MANKIA WISH... Tom Chappin hosts the series and...

8:00...CBS...THE COLE AND CROCKER NIGHT MOVIE... George C. Scott stars as a man...

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A & W DRIVE INN Closed Mondays 1605 PARK AVE PHONE 364-4600

Reluctant witness causes problems on 'Kojak' Mrs. Sandler, a reluctant material witness who requires protective custody...

TV Schedule table with columns for Channel, Program, Time, and Network.

'Trapped Beneath the Sea' star in this 'Special Tuesday Movie of the Week'...

PLAIN'S Insurance Agency For All Your Insurance Needs

TTS SONY TV & Music advertisement featuring a television set.

No teacher can do much, with the brain of a pupil who doesn't want to learn. It's strange how often you get a person's opinion without asking for it.

Q live woke Pa Ingalls (Michael Landon) helps an elderly neighbor (guest star Josephine Hutchinson) stage her own...

BLM SERVICE & EQUIPMENT advertisement for laundry and food systems.