



Smiles For Santa

A wide smile comes to the face of one of Hereford's faithful followers of Santa Claus at a downtown store this week. She holds what appears to be a Teddy bear which just might have been one of her advance Christmas presents. J.G. Gandy, a local Santa Claus for years, wears the fluffy white beard and red costume, traditional Santa trademark. Santa will be appearing at downtown businesses from 1 p.m. to 6 p.m. on Dec. 7, 14 and 21.

Building Permits Drop Sharply in November

The City of Hereford experienced about a 53 per cent decline in building permits for the month of November as compared with those issued for October. It was the lowest monthly figure this year.

\$41,100 in building permits issued in November as opposed to \$88,800 issued in October. The big drop in November counteracted the increase in October permits, which amounted to \$26,100 more than the \$62,700 in permits issued in September.

United Way Still Lags

THE 1974 United Way drive, sluggish compared to last year's campaign, is nearing completion, according to Mike Patrick, chairman.

As of Tuesday, only \$43,528, or 73.04 per cent of the \$59,600 goal, had been collected in 10 areas of contribution. Donations from wholesale firms continue to carry the majority of financial responsibilities with \$10,476.

Other divisions include: utilities, \$7,494.29; public, \$5,860.20; financial, \$4,484.55; professional, \$4,393.58; retail, \$4,259.22; farm, ranch and individual, \$3,873.58; miscellaneous, \$1,491.72; out of town, \$886; faculty, \$250; church employees, \$83.

PATRICK still hopes that the community will come through with the lacking funds before the campaign ends. Any business or individual who has not been contacted and wishes to make a donation may call Patrick or Raymond White.

Area Harvest Near Completion

The fall harvest season around Hereford has about reached the "clean-up" stage, with sugar beet growers scheduled for their last big week of hauling in the beets to Holly Sugar, and corn and grain sorghum harvests already complete—for all practical purposes.

Bob Ginn, ag manager at Holly, reported an estimated 175,000 tons of beets on the ground Tuesday at Shoup plant and at piling stations after several weeks of good harvesting conditions. He thinks the beet harvest will be close to a windup this week, with only clean-up work left next week.

WITH THE extraordinary price of sugar, area beet growers are expected to have record net income per acre on the 1974 crop. Earlier in the year, Holly Sugar and local leaders of the Texas-New Mexico Sugar Beet Growers Association had urged growers and potential growers to put more acreage in beets. The plea helped secure enough acreage for the local plant, but the response was not overwhelming. A director of the growers' association thinks the situation could be reversed next year—there may be too many wanting to plant sugar beets.

Justin McBride, county agent, reports that the harvest of corn and grain sorghum is 90 to 99 per cent complete. A few farmers with large acreage, who do their own cutting, are still working. After an unusually wet period in the early fall months, the harvest has gone real fast.

ONLY A MONTH ago, farmers were wondering if they would be able to get into the fields in time. After recording only three inches of rain through the middle of August, some local areas reported about 12 inches of rain by the end of October.

"If the weather hadn't cleared up when it did, we could have been faced with a rough harvest season," he said. McBride added that there has been a few leaf-rust problems in winter wheat crops, "but it is not severe."

He added that most of the problems were reported on to the north, "but we don't anticipate any real damage." McBride recommended to some that they graze off the excess foliage to avoid the possibility of a freeze-out of the wheat.

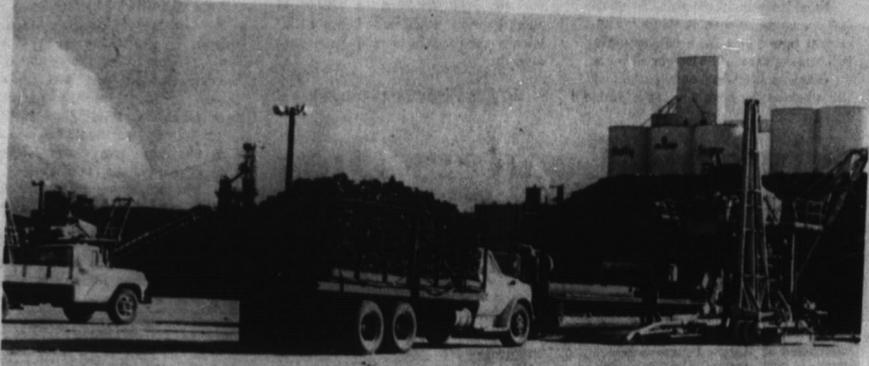
THE VEGETABLE harvest is also winding up with some carrots and cabbage still coming in. The carrot crop was good this season according to most reports, and prices held up good.

Santa Letters Tell Desires Of Tiny Hearts

The Brand has received official authorization from the North Pole to forward children's letters for Santa Claus to that destination. Letters should be addressed to Santa Claus c/o The Hereford Brand, Box 673, Hereford, TX 79045.

Many of these letters appear inside today's issue. The following is one of the first of those carefully printed manuscripts:

Dear Santa Clause,
How are you and your wife doing?
I have been a very good girl. I want this for Christmas: a baby that eats and a big teddy bear to sleep with.
I love you Santa.
Have you and your elfes working very hard. Is Mrs. Claus cooking you up a good meal so you can keep warm on your way to my house?
And a new coat and some clothes.
Love,
Kerry Orcutt
Route 5



Sweetening the Pot

With sugar prices at an extraordinary high due to world consumption and short production, sugar beet growers in the Hereford area were expecting a good year as the harvest rolled toward completion this week. The scene above shows some mountains of beets being piled up at Holly Sugar's Shoup plant west of the city. An

estimated 23,000 acres of beets were planted in the area, and the tonnage has been reported as very good after wet weather slowed the initial harvest. Bob Ginn, ag manager at the Shoup plant, thinks this will be the last big week for the beet hauling.

(Brand Photo)

Bids and Hangar Construction Put City Commissioners in Bind

By BOBBY TEMPLETON
Brand Editor

The Hereford City Commission was pretty much in between a rock and a hard place when considering bids Monday night for three new trucks which are desperately needed for the city health department.

This combined with discussion on the new hangar construction at the Hereford Municipal Airport topped the business at the Commission's regularly scheduled meeting. The construction drew criticism from City Manager Dudley Bayne and Mayor Jim Sears in reference to how "sloppy" it is.

THE GENERAL reaction by the Commission was pessimistic over the low number of bids received for the new trucks as well as only one bid for a new submersible water pump the city is seeking for well number five on South Main Street. Only two bids were received for the trucks and one of these was questioned as to legality.

Five local dealerships were solicited for bids but only Orval Watson Ford Sales Co. and John Orsborn Buick-Pontiac Co. responded.

The Orsborn bid totaled \$28,098 for three 1975 GMC trucks and the Watson bid totaled \$25,361.67 for three 1975 Ford F750 trucks. In the Watson bid, however, an amount of \$2,422.29 was not figured in for the automatic transmission.

THE COMMISSIONERS did not want to accept the higher bid nor did they want to go along with a bid which was not accounting for all items.

Combined with indefinite delivery dates, the Commission voted to reject all bids and solicit for more.

The lone bid for the submersible pump was granted to the Water Industries Co. of Hereford for \$2,863. It was estimated that the old pump, which burned up earlier, would cost about \$6,000 to repair.

In reference to the hangar construction, Bayne said, "I've never seen sloppier construction of a building than what has been done out there."

THE CITY still owes about \$17,000 on the total \$78,000 cost of the project. The

(See CITY, Page 2A)



24 Pages Plus 2 Supplements
73rd Year, No. 97 Thursday, December 5, 1974 15 Cents

Entries Urged For Yule Home Lighting Contest

With an entry deadline of Dec. 16, new features for the Christmas Lighting Contest are being planned by the beautification committee of Deaf Smith Chamber of Commerce Women's Division.

Cash prizes are offered in four divisions.

TO AUGMENT the Christmas light display at Hereford homes, Jaycee-Ettes have voted to place a decoration in Mothers Park at the north end of Main Street, and to challenge other civic clubs of the city to decorate other public spaces and buildings.

"It would be great to see holiday lights in other park areas and even draped over the City Hall," said Mrs. Bill Johnson, Jaycee-Ette president, as she announced this phase of cooperation in the Women's Division effort at holiday beautification.

Another feature, approved tentatively by Women's Division executive committee at its meeting Tuesday, would be a bus tour of the city to pass by all the specially decorated spots.

If enough contest entries are received within the next few days to indicate its feasibility, this free tour will be arranged by the tour committee. It would probably include a stop at Kings Manor for coffee and an interlude of carol singing.

ENTRIES in the contest will compete for prizes in four categories: block decoration, individual home lighting and decoration of windows or doorways. The award in the first division will be a citation; cash prizes will be given for three places in the other divisions.

The beautification committee, with Mrs. W.C. Russell as chairman, will accept entries, which may also be sent to the Chamber of Commerce office.

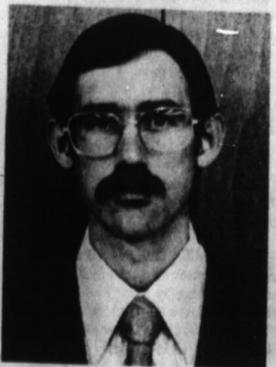
New Editor Joins Brand

Robert D. (Bobby) Templeton, formerly of Bryan, assumed duties this week as news editor of The Hereford Brand, it was announced by publisher-editor O.G. Nieman. He replaces Ray Baxter who served as news editor for about three months.

Templeton, 24, has been a staff reporter for The Eagle, a Bryan-College Station daily newspaper, for the past 15 months. A graduate of East Texas State University in 1972, he earned a BS degree with a major in journalism and a minor in business administration.

While at ETSU, Templeton served as managing editor of the student newspaper and was a member and officer of Sigma Delta Chi, professional journalistic society. He was elected to Who's Who in American Colleges and Universities in 1972. He graduated from Bellaire High School in Houston in 1969.

Templeton's wife, Lois, is a native of Perryton and received her BS degree in home economics from ETSU in 1972. She is employed at Texas A&M University and will be joining her husband before Christmas.



BOBBY TEMPLETON

Lauderback Wins Grid Grand Prize

Lynn Lauderback, a student at Texas Tech, won the season football contest and \$100 while the last week's winner of \$15 was David Manchee.

Lauderback, a freshman at Texas Tech who lists his address as Coleman Hall, missed 22 games during the season and won the grand prize. Raymond Lueb of 125 Avenue G missed 23 games and finished second to collect \$35. John David Bryant collected \$15 for third place with 21 games missed.

A total of 94 contestants entered at least 12 of the 23 weekly contests to be in the running for the season's grand prize. If 13 of the contests were entered, the worst score was dropped. Dropping one week's contest, Lauderback missed 22 of 30 games for a 73 per cent accuracy on the season.

As usual, all money winners may drop by the Brand office to collect their winnings.

In the final weekly contest, confusion over the tiebreaker led to a change of tradition in the picking of a winner. The southern California-Portland Steam game was never played due to most of the World Football League going bankrupt at midseason. The game slipped onto our contest form, however.

The contest judges ruled that instead of a tiebreaker, the winners of the final weekly contest would be chosen from a hat. Of the six persons who missed the lowest number of games, three were chosen from a hat.

David Manchee of 125 Northwest was the first name picked and declared the winner of the contest and \$15. Manchee missed seven games, as did five

other contestants. The mark of seven games was the highest number of missed games to decide the contest all season.

The name drawn for second place was Melvin L. Hoover of Box 215 in Hereford. Hoover won \$10. Third place went to Lynn Lauderback, the eventual season winner, who received \$5 for the third place spot.

Marquerite McGee, Mike O'Rand, and Becky Owen were the other three contestants who missed seven games, but placed out of the money in the drawing. Persons who missed eight games in the final weekly contest were Ben Lueb, Pat Manchee, Bob Renfro, Joy Stagner, Mike Wartes, and Wendell Burton.

A complete list of season totals is listed below:

- Albracht, Duane, 90; Albracht, Theresa, 77;
- Baxter, Waldo, 85; Baker, Bob, 89; Batterman, Gene, 80;
- Bell, Jimmy, 100; Brorman, Ray, 91; Brorman, Mrs. Ray, 98;
- Bryant, Cavithon 77; Bryant, Doris, 85; Bryant, J.D., 74;
- Bryant, Beverly, 82; Berend, Dora, 117; Berend, Ewald, 111.
- Cain, B.F., 86; Cain, Mrs. B.F., 93; Clark, Jim, 84;
- Contney, Royce, 92; Cogdell, Marie, 85; Cogdell, Frank, 90;
- Cotten, Gayle, 81; Cummings, Joe Don, 87; Coakley, David, 84;
- Dirks, Darrel, 81.
- Estrada, Victor, Jr., 113.
- Hoover, Melvin L., 87;
- Hoover, Sherry, 106; Hooper, Dave, 96; Hubble, R.D., 84;
- Hubble, Mrs. R.D., 84; Hampton, Patsy, 113.
- Igal, Saleh, 76.
- Johnson, Cliff, 76.
- Kalka, Mrs. Melvin, 91;
- Kalka, Melvin, 100; Kelley, Betty, 87.
- Lauderback, Lynn, 72;
- Loerwald, E.H., 84; Loerwald, George C., 85; Loerwald, Marie, 90;
- Loerwald, S.T., 87; Loman, Joyce, 83; Loman, Rob, 107;
- Lueb, Ben, 98; Lueb, Neal, 87;
- Lueb, Raymond, 73.
- Manchee, David, 123;
- Manchee, Mal, 84; Manchee, Pat, 101; McDonald, David, 88;
- McGee, Marguerite, 87;
- Mohgin, Tony, 99; Mercer, Dorothy, 77; Mercer, James, 89;
- Morton, Jay, 88.
- O'Rand, Eddie, 88; O'Rand, Frankie, 87; O'Rand, Laurie, 93;
- O'Rand, Jeff, 106; O'Rand, Mike, 83;
- O'Rand, Rodney, 90.
- Railey, Jo, 119; Ramackers, Henry, 87; Rush, Dana, 96;
- Rush, Teri Beth, 82; Risher, Betty, 85; Risher, Lowell, 78;
- Reed, Max, 79; Richards, Gregg, 80; Richards, Judy, 86;

(See CONTEST, Page 2A)



Hereford Lady Recalls Bank Holdup In Borger

By SUB COLEMAN
Brand Staff Writer

Ethel Newsom would probably be the last person in the room to be picked as a central figure in a bank holdup during hell-roaring days of the Borger oil boom. Gracious and silver-haired, she looks like a beloved grandmother and a garden

club member who enjoys azalea tours and arranging the altar flowers in First United Methodist Church every Sunday. Not like someone with personal knowledge of Shine Popejoy, a notorious figure in the lawless early years of the Panhandle oilfields.

BUT THE HEREFORD housewife, of

130 Ave. C, is all of those things, although she says she seldom thinks any more of her experience with the bank robbers who were led by Popejoy.

It was an item in Jack Maguire's column, Talk Of Texas, in the Sunday issue of The Brand that recalled the terrifying events, and Mrs. Newsom paused in her housecleaning routine Monday morning to talk about them.

Maguire described Popejoy as a "gambler, bank robber and bootlegger who operated in the Hutchinson County oil fields in the late 1920's and early 1930's" and "never objected to killing a man when necessary."

Mrs. Newsom adds that he robbed the bank where she worked at Stinnett, twice within a year. He eventually was killed in an attempted jail break after the second holdup. In that escapade her husband, the late Guy Newsom, was kidnapped and "taken for a ride" in true gangland style of the period.

THE NEWSOMS went to Stinnett in 1929 to open a bank, the only one in Hutchinson County. Stinnett was the county seat and larger than the new town of Borger which had sprung up along a muddy road in the center of drilling activity.

Borger was just a collection of tents, corrugated iron buildings and shacks with no real business houses.

Banking was done in Amarillo until the bank was established at Stinnett with Newsom as cashier. Mrs. Newsom as his assistant and a young man as teller to complete the staff. Newsom had been employed previously in banks at Chillicothe and Amarillo.

Though it was Borger which earned the reputation of a wild boom town with the drifters, get-rich-quick crowd and criminal element that followed oil discoveries at that time. Nearby Stinnett was affected too and living conditions were not the most attractive for a family.

The Newsoms with their three young children lived comfortably in an apartment over the bank, and the teller's family in an adjoining apartment. Streets were unpaved and Mrs. Newsom says it seems that they were always deep in mud churned up by passing oilfield trucks.

THE FIRST HOLDUP of the Stinnett bank occurred in March, while a directors' meeting was in progress. Mrs. Newsom was not present for it; she had gone up to the apartment during the meeting and in a short time thought she heard her name called by a muffled voice.

Going into the bank, she found no one there. So she cautiously opened the vault door.

"That vault was full of people and it scared me so I started to slam the door when Guy called to me not to shut it," she relates. "When it was opened, all the directors filed out with Guy and the teller."

"They had been held up by three men who took all the money. It was about \$4,000; we never kept much money at the bank except on the oilfield paydays. The robbers had bandanas tied around their necks but hadn't pulled them over their faces, so some of the men recognized Shine Popejoy."

It was in October that he returned with three of his gang, not the one participating in the earlier robbery. Mrs. Newsom was seated at her typewriter and heard the drunken desperado curse her husband and threaten to kill him because he said Newsom had caused the arrest of one of his former helpers.

She and the teller were forced at gunpoint to lie on the floor while the money was taken — this time only about half as much as before because the money was being kept in various places since the first holdup, rather than all in the vault.

POPEJOY AGAIN threatened to kill Newsom, but instead decided to take him in the getaway car. The robber told Mrs. Newsom that if she set off the alarm which had been installed in the vault,

"Guy Newsom will be the first man killed."

She remained in the vault until she felt the robbers had time to leave, feeling sure "they weren't going to stay around there any longer than necessary." Then she opened the door and telephoned for help. Peace officers, helpful and curious citizens thronged in and news of the robbery spread quickly.

She was concerned only for her husband's safety, and it was night before he was brought back from a ranch near Panhandle where he had been let out of the robbers' car after hours of driving through the oilfields while they debated whether to kill him.

THE KIDNAP victim had ample time to observe all the men closely, and presence of mind enough to memorize the serial number stamped on one of the robber's gun, also the car mileage reading. Those figures and serial numbers on a bundle of new currency taken in the holdup helped in positive identification of the men later.

His associates finally talked Popejoy out of killing the banker and they left him in a pasture several miles from a house where there was no telephone. He had to wait another hour until the rancher came home and could take him to Panhandle, then the sheriff there telephoned Stinnett and Mrs. Newsom learned he was safe.

Her ordeal was not over, as the four robbers were arrested soon at Oklahoma City and Newsom was asked to go identify them. Popejoy had insisted he or some of his gang would kill the banker if he ever did anything to lead to their capture or conviction.

Mrs. Newsom had to be convinced that the danger to the family would be as great with Popejoy at large, before she would consent to Newsom's going to Oklahoma City. With his identification, Popejoy was brought back to Stinnett and held in jail there.

"THE JAILER was Don Cameron, a very big man with three sons about as big, who helped him at the jail," Mrs. Newsom says. "Somehow, a gun was smuggled into the jail to Popejoy and when Cameron took a meal to his cell, Popejoy shot him. He was hit in the hip but he began shooting back."

"One of his sons came when shooting began and grabbed Popejoy while Cameron shot again. It took five bullets to kill him."

The Newsoms continued to operate the Stinnett bank until 1933 when Franklin D. Roosevelt became president and all banks in the nation were closed for a short time while measures were taken to halt the wave of bank failures that marked early years of the financial depression.

Insurers would not permit the Stinnett bank to reopen because there was not enough protection against robberies in that town. Newsom had the option of closing or moving to Borger, and at the time did not want to take the latter course.

Years later a bank at Panhandle did move to Borger. By then, a more substantial business community was established and "boom days" were over. The couple was employed by the new bank. They lived there until they moved to Hereford in 1939 when Newsom joined the First National Bank staff.

IT WAS YEARS before they felt it was not necessary to watch their children constantly, keep doors of their home locked and take other precautions to guard against possible retaliation by his gang for Popejoy's death, Mrs. Newsom says.

Now her experience is just an exciting story for her grandchildren. She looked this week for "the first time in years" at yellowed pages of Amarillo and Borger newspapers of the time, with headlines in bold type spread across the top to tell of the bank holdups.



Mrs. G.W. Newsom

Kiwanis Leader Dies At Conference Here

Kiwanis leader Thomas W. Duncan of Dallas died here Sunday morning during a district Leadership Rally being conducted at Hereford High School for Kiwanis Club officials of the Texas-Oklahoma district.

Duncan, 52, district governor for the huge Kiwanis district, had welcomed some 150 Kiwanians to the meeting, then was stricken just at the close of devotional services which followed the opening remarks. He was pronounced dead on arrival at Deaf Smith General Hospital at 9:50 a.m. Sunday.

PRIVATE SERVICES and burial were held Monday at Restland Memorial Park in Dallas under direction of Sparkman-Hillcrest, Inc., of Dallas. Memorial services were held at 2 p.m. Tuesday at Lakeside Baptist Church in Dallas with Dr. Carl J. Duck, pastor, officiating. Duncan was in Hereford to address the one-day leadership conference of

Kiwanis leaders throughout the Texas-Oklahoma district. The two Hereford clubs and other clubs of Division 33 were hosting the rally. Duncan's wife, Lois, was present at the meeting and rushed to her husband's side when he slumped in his wheelchair. He had been confined to a wheelchair due to polio.

BORN IN COOPER and a resident of Dallas for many years, Duncan was an independent insurance agent. He was a graduate of SMU and a veteran of World War II. He had been in Kiwanis work for 19 years and was a deacon of Lakeside Baptist Church.

Bartley Dowell, local Kiwanis leader, said Duncan was "a highly respected man because of his church and civic club work, overcoming his illness with a remarkable outlook on life."

Survivors include his wife; two sons, Tom and Van, both of Dallas; three sisters, Mrs. Frances Stracener of Gilmer, Mrs. Jean Alexander of Houston, and Mrs. Rachael Buchanan of Gilmer; and a brother, John C. of Amarillo.

Branding Time

By Speedy Nieman

THAT FELLER on Tierra Blanca Creek says most of those who slap us on the back expect us to cough up something.

HEREFORD put on its holiday face this week, thanks to a joint effort of the merchants, chamber of commerce, city, county and the Jaycees. Christmas decorations and lighting have been installed by the Jaycees and should all be in place and lit up by tonight.

Bill Albright, C of C manager, reported that \$5,000 worth of new decorations and lights were added this year and an effort was made to cover more of the city with the holiday decorations. Pole wraps were made from old decorations and installed at Sugarland Mall, the Gibson-Safeway area, and Park Plaza Shopping Center. Decorations were also extended along highways 60 and 385 as far as possible with material and lighting available. Southwestern Public Service provided the electrical work.

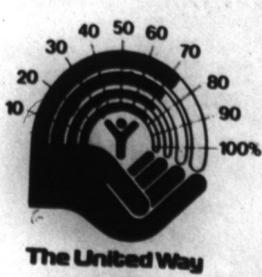
IN THIS issue of The Brand is a report from the Texas Civil Judicial Council on the number and types of cases filed in the county, JP and city courts. While looking over the figures, we couldn't help but notice that a man and his car are causing much of our legal problems. Of 170 new cases filed in county court, 100 were for driving while intoxicated; of 2,701 cases filed in JP court here, 73 per cent were traffic offenses; and although no report was filed for the local municipal court, statewide figures show 84 per cent of the cases are traffic offenses.

THE WOMEN'S Division of the Deaf Smith County Chamber of Commerce are hoping that entries in the Christmas home decorations contest will start coming in soon. The Brand has published the entry blank several times but not many entries have been received. The women plan to sponsor a tour for senior citizens, if enough entries are received.

IN VIEW of what it costs to buy a cup of coffee these days, I don't think readers are particularly surprised to learn that it also costs more to publish a newspaper. We reluctantly announced subscription rate increases Sunday and increased the price of the Thursday issue to 15 cents. Most papers had already gone to the 15-cent price due to fast-rising costs for newsprint and other printing supplies. Since October of 1973, the price of newsprint alone went from \$168 to \$255 a ton, and will go to \$270 on Jan. 1.

With the average issue of The Brand having about 9 cents worth of newsprint alone, it's not difficult to see that advertising pays the cost of publishing a newspaper and keeps the single issue price down at a level the average person can well afford. Advertising helps merchants sell goods and informs customers where they can find what they want; it also provides readers with a bargain price on their newspaper.

FITMAN INDUSTRIES of Hereford is scheduled to make a major announcement this morning in Amarillo. A press conference has been planned for 10 a.m., so The Brand won't have the details to report until the Sunday issue.



Ex-Resident Of County Is Dead

Funeral services for Albert Werner, 75, of Claude, a former Deaf Smith County resident, were conducted Wednesday in the Smith Funeral Chapel at Panhandle, and burial was in Panhandle cemetery. The Rev. Maurice Garner, retired Baptist minister, officiated.

Mr. Werner died Sunday morning of an apparent heart attack in downtown Claude. He had retired in 1963 after farming a number of years (south) of Claude. He was a native of Minnesota.

He farmed in the Westway community in the late 1930's and early 1940's. Surviving is a niece, Elizabeth Walden of Fallbrook, Calif.

Maria Estrada Died Saturday

Funeral services were conducted Tuesday afternoon for Maria A. Estrada, 67, in St. Joseph's Catholic Mission Church with the Rev. Adecan Davis, pastor, officiating.

Burial was held in St. Anthony's Catholic Cemetery under the direction of Boxwell Brothers of Amarillo.

Mrs. Estrada died Saturday in Deaf Smith County General Hospital. She was born in Newkirk, N.M. and was a member of St. Joseph Catholic Mission.

Survivors include her husband, four sons, two daughters, three sisters, two brothers, a stepmother, 17 grandchildren and eight great-grandchildren.

Son Of Hereford Woman Is Buried

Accidental death by carbon monoxide poisoning was ruled by a New Mexico state medical examiner in the death of Ronald J. Westmoreland, 31, of Clovis, son of Mrs. Ann Freeman of Hereford. A sister, Mrs. Tommy Provence, also lives here and other survivors are his wife and a brother, Frank, of Clovis.

The funeral was conducted Wednesday morning in a Clovis funeral chapel and burial was in Shamrock. Westmoreland, a salesman for a Clovis livestock supply firm, was a veteran of U.S. Navy service.

He and two-year-old Courtney were found dead Sunday in a ranch house near Clovis, overcome by fumes from an unvented gas heater.

Farm Products Are Good Gifts

Why not give a little of Texas to those on your Christmas list this year?

Texas boasts an abundance of high quality agricultural products that will make excellent Christmas gifts," points out Dr. William Vastine with the Texas Agricultural Extension Service.

"Giving a choice Texas Agricultural product is sure to

please anyone on your gift list. Gifts of meat, dairy and poultry products can highlight the table fare during the Christmas season and can lend a special note of cheer and good will during the holidays," adds the economist in marketing and food distribution.

Many grocers are participating in this effort to promote the gift-giving of Texas food products, notes Vastine. Special booths and displays are being set up to attract shoppers, attention to the wide choice of available products. Certificates for food products may be purchased or the shopper may desire to select a particular product for that someone special on the Christmas list.

"Texas agricultural products offer unique gift ideas," contends Vastine. "The selections are unlimited, so you're sure to find items pleasing to everyone. Of course, the gift certificate allows the recipient to make his or her own selections."

What could be a better choice?

So, plan now to add Texas agricultural products to your gift list, suggests Vastine.

The Texas Agricultural Extension Service plus many other agricultural agencies and organizations are promoting food product gifts for Christmas, with special leadership by the Texas Farm Bureau and the Texas Department of Agriculture.

The credit got by a lie lasts only till the truth comes out.

-H.G. Bohn.

Sin has many tools, but a lie is the handle which fits them all.

-O.W. Holmes.

The cruelest lies are often told in silence.

-R.L. Stevenson.

THE HOME GAME

by MARY FUREY CRYMES

BATH BAUBLES — Here's a fun-to-make gift for those extra Christmas remembrances you always need. Conceal your own sweet-smelling bath salts and package them in pretty bottles. The magic formula is 5 pounds of Epsom salts, 2 teaspoons of food coloring, 1 tablespoon of glycerine and 10 drops of perfume. Start saving salad dressing bottles now to use as containers. The interesting shapes are just right. Dress up the bottle cap with a pretty bow.

CALICO CHARMERS — If you're gifting friends with Christmas cookies and homemade candy, make marvelous containers out of those cylinders that stacked potato chips come in. Cover with a bright calico print (use glue or white liquid paste) and add bell fringe around the outside of the lid for a lovely, old-fashioned looking box. For smaller containers use the ones shortening comes in, and don't overlook sets in matching calico for a really lavish gift.

Scouts, Campfire Girls Grow Thru United Way

Creativity, community involvement and individual growth are key words for youth enrolled in Boy Scouts of America and Campfire Girls, Inc., both United Way agencies.

Development of responsible citizens with high-quality characters is the general goal of both programs. Physical, mental and emotional fitness are linked to establish self-reliance and stable values in Scouts and Campfire Girls.

THE TWO NATIONAL youth groups operate under a democratic regime and stress the principles of American social, economic and governmental systems. Participating youngsters learn by example to respect the basic rights of all individuals while preparing for responsibility as tomorrow's leaders.

The outdoors have always been a prominent setting for BSA and CGI, both organized in 1910. Natural wonders have formed the backdrop for many youth as they developed an appreciation for their environment and fundamental survival skills.

As nonsectarian, interracial organizations, BSA and CGI emphasize historical perspective and human values based on religious concepts. Both programs include study of other cultures and their separate roles in today's society. Faith in people and God is nurtured throughout programming.

CAMPFIRE GIRLS and Boy Scouts are connected only through some common goals and it is only coincidence that they were pioneered during the same year. Each derives its programming from separate sources and they are not related organizations.

Growing and responding to the needs of girls, the Campfire organization strives to help young and adult women enter the life stream of a community. Campfire seeks to help girls develop qualities of tenderness, love, affection and skills in human interactions.

Campfire focuses strictly on the female role in the current social structure. This program attempts to aid a girl in realizing her special talents, desires and needs. From Bluebirds through Horizons, a girl ideally achieves growth and responsibility in several spheres.

THE BOY SCOUTS in Hereford are

connected with the Llano Estacado Council headquartered in Amarillo. They participate in Council wide activities such as an annual Scout-O-Rama, Philmont Camp (New Mexico Scout camp) programs and long-term camping experiences during the summer.

The basis of the Boy Scouts of America is the Scout Oath and the 12-points of the Scout Law. Both stress obligations of moral character and development in a boys everyday life. Religious emphasis is definitely included.

Scouts are organized into cub packs for boys 8-10-years-old; Boy Scout troops for boys 11-14-years-old; and explorer posts for both girls and boys 15-18-years-old. The explorer level of the organization went coed a few years ago.

THROUGH CAMPING trips, and competitive events, scouts are taught skills such as first aid, knot tying, fire building, hiking and others.

These activities are provided in a large part by funds raised for the Campfire Girls and Boy Scout organizations through donations to the United Way as well as contributions directly to the groups.

City from Page 1

final payment was denied until a satisfactory solution can be worked out with Hallmark Builders of Amarillo.

"You can just eyeball how far off the hangar panels are," Sears said. "If it were just a matter of measuring how far off it is, it wouldn't be so bad, but you can just see it."

The commissioners will observe the project before the Dec. 16 meeting and discuss it again. The Mayor also is responding to Hallmark about the shabby construction.

IN OTHER business, the Commission backed up the Zoning Commission in rejecting a zoning request for part of Block I of the Womble Addition from D, local retail, to E, central business. Thirteen persons briefly attended the meeting to find out the outcome of the request. They apparently were against it.

The land is owned by the Circle K Corporation which had planned to build a motorcycle sales and repair shop.

Also, the commissioners were asked to consider any possible nominations for the Hereford Zoning Commission. Three positions on the board will be filled at the next meeting.

Contest from Page 1

- Renfro, Judy, 96; Renfro, Bob, 83; Richie, Nancy, 109.
- Schumacher, Dorothy, 94;
- Shipp, Joyce, 83; Shipp, Roy, 75; Smalts, Dale, 91; Smalts, David, 90; Stagner, Joy, 80; Stanley, Mrs. Richard, 91.
- Walker, Jimmy R., 75; Walterschied, Lani, 81; Walterschied, Larry, 90; Watts, L.V., 80; Wartes, Joyce, 85; Wartes, Alan, 75; Wartes, Larry, 85; Williamson, Joe, 87; Williamson, Jolene, 97; Williamson, Mrs. Joe, 88.

A just criticism sometimes does an individual more good than a compliment.

Ford plans shift in staff dealing with Congress.

Mid-Year Figures Given For County, JP Courts

The Texas Civil Judicial Council released figures this week on the judicial activity for the reporting period of January-June 1974 on the county, justice of peace, and municipal courts of the state.

The interim report shows that 245 new cases were filed in or appealed to the county court of Deaf Smith County during the first six months of 1974. This total included 27 civil, 170 criminal and 48 probate cases. Of the 170 criminal cases added, 100 were for driving while intoxicated, 14 for worthless check, 5 on marijuana offenses, and 51 were other criminal matters. The mid-year report showed 74 civic cases pending and 308 criminal cases pending on June 30, 1974.

The JP in the county reported that a total of 2,701 cases were filed including 1,984 misdemeanor cases involving traffic offenses, 76 non-traffic misdemeanor cases and 641 civil cases. Total revenue for the first six months was listed at \$32,281. No report was listed for Hereford Municipal Court.

Statewide there are 254 constitutional county courts, 70 county courts-at-law, 934 JP courts, and more than 1,000 municipal courts. While all of the 68 active statutory county court-at-law judges are licensed attorneys, 184 of the judges of the 254 county courts are not attorneys. Of the 934 justices of the peace, about six per cent are attorneys; and of the reporting 215 municipal court judges (located in cities with a population of 5,000 or more) approximately 65 per cent were licensed attorneys.

During the six-month period a total of 1,716,897 cases of all types were filed in or appealed to the reporting courts and,

during this time, the courts disposed of a total of 1,539,981 cases.

Of major significance in the disposal of these cases is that 53 per cent of the county court criminal cases and 38 per cent of the civil cases were dismissed or settled prior to trial. In the reporting JP courts, 3 per cent of the traffic cases, 12 per cent of the criminal non-traffic, and 17 per cent of the civil cases were dismissed or settled prior to trial.

Of the criminal cases tried in county courts, the defendant was convicted in 99.4 per cent of the cases and acquitted in 0.6 per cent. This high rate of convictions should be viewed in relationship to the high rate of dismissals prior to trial.

Criminal cases accounted for 76 per cent of the cases heard in county courts, civil cases 15 per cent and probate 10 per cent.

Traffic cases accounted for 76 per cent of cases filed in the JP courts during the period. Non-traffic misdemeanors accounted for 12 per cent and civil cases — including small claims — accounted for another 12 per cent. Ninety-five per cent of the traffic cases were disposed of as a result of a guilty plea, bond forfeiture, or payment before trial.

In municipal courts, traffic cases accounted for 88 per cent of the cases filed in this period, for a total of more than 800,000 traffic cases.

The Messiah To Be Sung Sunday

"Not a musical entertainment, but a religious service, an actual spiritual experience," is the characterization given to Handel's world-famous oratorio, The Messiah, by Robert McFarland, the young director of singers and orchestra who will present it here Sunday evening.

McFarland says families are urged to attend together the presentation at 7 p.m. in Hereford High School auditorium. There is no admission charge.

Almost the entire Christmas section of the monumental work will be sung by soloists and a chorus, accompanied by a full orchestra. The production is a community effort, with musicians from church choirs, school groups and a community chorus sponsored by Deaf Smith County Chamber of Commerce.

The director has appeared as baritone soloist and chorus member in several productions of The Messiah with church and college choirs. He is now minister of music in First United Methodist Church, a position he assumed in August.

As a voice major in Baylor University and then McMurry College, he ranked high in contests for student musicians including third place in finals of the Southwest Regional Metropolitan Opera Auditions at San Antonio where he competed with students from five states.

He placed second in the senior division of six-state contests of the National Association of Teachers of Singing as a McMurry student, and from Baylor in 1971, was second in the Shreveport Symphony competition.

At McMurry he studied with Dr. David Blackburn, chairman of the fine arts department of the Abilene College. McFarland

himself taught voice there last year.

He sang opera roles in college productions and the full role of Elijah in the oratorio of that name.

Too long for a performance in one evening, the Messiah is commonly divided into a Christmas section and an Easter section, an Biblical text set to music tell the story of Old Testament prophecies of Christ, His birth, death and resurrection.

For the program here the orchestra will play the overture and the well-known Pastoral Symphony. In addition to solos by four soloists, songs by the chorus will include those which are familiar because they are often chosen as Christmas anthems by church choirs.

Among the choral selections are those titled And The Glory Of The Lord, O Thou That Tellest Good Tidings, For Unto Us a Child Is Born, Glory To God, Worthy Is The Lamb, and the final — Hallelujah Chorus, probably the best-known of all music from The Messiah.



FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown



Flip-Top Carrot

A quirk of nature is illustrated by this "Flip-top" carrot which was found here at the A&P produce shed by Ken Klechak. A ring from a flip-top can apparently fall on the carrot at an early growth stage, resulting in the unique finished product.

KAMR Show To Host Hoelscher

Youngsters and adults involved in the local Big Brothers-Big Sisters organization will accompany R.C. Hoelscher to Amarillo tomorrow evening to tape a segment of Bill Coleman's Farm and Home Show at Station KAMR.

Hoelscher and representatives of Amarillo's BB-BS chapter will discuss the organization's work in the Panhandle. The segment will be broadcast at noon Saturday, Channel 4.

Big Brothers and Big Sisters from Hereford will be sitting in the audience with their young charges, according to Mrs. Archie Dwyer, local BB-BS director.

REGISTRO PARA LA DOCTRINA CRISTIANA SEMESTRE DEL INVIERNO
SAN JOSE-LA COLONIA SAN JOSE
DOMINGO 8 DIC. 1974
10:00 A.M. - 11:00 A.M.
EN LA ESCUELA
VEA SRA. MA GARCIA
15 DIC. '74
REGISTRACION FOR CHRISTIAN DOCTRINE CLASSES
LA MISION DE SAN JOSE-COLONIA JAN JOSE
S.W. of CITY
SUNDAY DECEMBER 8, 1974
10:00 A.M. - 11:00 A.M.
IN THE SCHOOL
SEE MRS. MARIA GARCIA

Scout Banquet Set Dec. 16

The annual banquet for the Tierra Blanca Boy Scout District will be held Monday, Dec. 16, beginning at 7 p.m. in the Hereford High School cafeteria. Jim Conkright will be guest speaker for the event, and admission will be 50 cents a person. A covered-dish supper will be held for Scouts, Scouters and their families.

Bill Quakenbush of Amarillo, president of Llano Estacado Council, will be a special guest at the banquet.

MEETING PLANNED
 Mothers of children with learning disabilities will meet Monday at 10 a.m. in Community Center. Any interested individuals are welcome to attend.

The Hereford Brand

Established 1901
 Entered as second class matter at the Post Office in Hereford, Texas under the act of March 3, 1907. Second class postage paid at Hereford, Deaf Smith County, Texas.

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this newspaper, will be gladly corrected upon due notice of same being given to the editor personally at the office.

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

O.G. Nieman Editor-Publisher
 Lynn Brislandine Adv. Manager
 Bobby Tompkins News Editor
 Sue Coleman Women's Editor
 Charlene Brownlow Circulation

Funeral Planned At Littlefield

Funeral arrangements are being made by McCarty Funeral Home at Littlefield for William J. Sanders Jr., 23, of Hereford, who died Monday afternoon in an Amarillo hospital.

Survivors include his parents, Mr. and Mrs. William J. Sanders, and several sisters and brothers living in Hereford.

SHOP EARLY BE SMART
COWAN JEWELERS
 Downtown

Bring Your Bible To
ASSEMBLY of GOD CHURCH
 606 E. 15th
 every Sunday morning 9:45.
 All Classes are Bible Centered.
 Adult sanctuary class now studying series on Prophecy...this Sunday morning.
FRANK FORD GUEST TEACHER
SUNDAY DECEMBER 8th.

LAST 17 DAYS OF BUSINESS FOR HEREFORD HARDWARE
 (unless we have found a buyer for the store before that date)
EVERYTHING HAS BEEN TREMENDOUSLY REDUCED!
 Some items up to **50% OFF!**
SHOP NOW FOR CHRISTMAS ONLY 17 SHOPPING DAYS LEFT

★ HARDWARE ★
 Everything on Hardware Side - **Discounted 25% to 40%**
 Hand Tools, Plumbing Supplies, Electrical Supplies, Yard Tools & Garden Supplies, Mechanical Tools, Heat Tapes, Water Containers, Thermos Jugs, Nail Boxes, Electric & Gas Heaters, Fans, Electric Edgers, Fireplace Screens, Andirons, Ball-and-Tipper & Sides, Wash Tubs, Fence Chargers, Blue Luster Shovels, Vacuum-Chamber Bags, Pocket Knives (open) Axes, Latches, Nails, Ice Cream Freezers, Brooms & Mops, Paint, Holiday Supplies, Shot Gun, Hemp Rope, Pipe Fittings, Valves, Faucets, Garden Hose

★ HOUSEWARES ★
 Discounts of 25% to 50%
 Electric Appliances, Ovens, Toasters, Mixers, Blenders, Can Openers, Pop Corn Poppers, Skillets, Coffee Makers, Deep Fryers, Croak Pans, Egg Poachers, Bean Pots, Warming Trays, Reinforced Steel Flat Ware, Farmware, Kitchen Gadgets, Pot Holders, Water Glasses, Cammister Sets, Cookie Jars, Wug Sets, Ironing Boards, Irons, Covers, Kromex, Trays, Candy Dishes, Bowls, Cream & Sugars, Candle Sticks, etc.
 Decorative Casseroles, Fondue Sets, Wooden Craft, Salad Bowls, etc.
 Wall Decorations, Clocks, Trivets, Wilton Armature, Thermo Meters, Cake Plates, Covers, Bread Boxes, Viking Glass, Goblets, Sherbets.

★ HOUSEWARES CONT. ★
 Stem Ware, Candy Dishes, Ashtrays, Pitchers, etc.
 Presser Canners, Pyrex, Corning Ware, Corolla, Corntuck Paper, Cosco Utility Tables, Clothes Hampers, Hair Dryers, Clothes Steamers, Mist Curler Sets, Home Barber Kits, Electric Tooth Hair Detangler, Hot Combs, Rubbermaid Products, Cleaning Supplies and Brushes, Towel Bars & Bath Accessories, Electric Knives, Timers, Bun Warmers, Franciscan Earthenware, Cookware, All Brass Items.

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

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 the only Christmas bill that saves you money!

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Ashley's
 10% **FLAWBUCK**
 10%
 \$10 worth of Christmas shopping at Ashley's gets you a Flawbuck. A nifty certificate that gets you 10% OFF your next purchase.

Great buys. Great gifts. **Junior Sweater Vests**
2 for \$5 Made to sell for \$5 to \$6 EACH
 V-necks, U-necks, crew-necks and button-ups. In novel designs. All 100% acrylic. Looks like wool, but machine washable. Sizes S, M and L.

Junior Slacks and Jeans
\$3.88 and \$4.88
 Made to sell for \$8 to \$15
 Denim, polyester or gabardine. Solid colors, plaids, Cuffed or straight. Sizes 5-15.

Men's Sweater Bonanza
2 for \$7.88
 Fantastic savings. Great looking rib knits. Cardigans made to sell for \$12.99 and \$14.99. Pullovers made to sell for \$7.99 to \$9.99.

Ladies' Screen Print Tops
\$9.97 Made to sell for \$18
Coordinated Slacks
\$7.97 Made to sell for \$15
 Button-front. In luscious prints. Sizes 32-40, 40-46. Solid colors, sizes 8-18.

Ladies' Cardigan Sweaters
\$5.88 Made to sell for \$16
 Solid colors. Exciting new patterns. V-necks, cable prints and coat styles. Machine washable acrylics and acrylic blends. Sizes 34-40.

Ashley's
 SUGARLAND MALL
 9:30 - 7:00
 where little flaws let you save

Charge Card Fraud Common This Season

As shoppers pour into stores for the annual Christmas gift-buying, pressures on the nation's retailers to save steps, time and wear and tear on their nerves is also going to intensify. According to the Master Charge Information Bureau, Christmas is the time that charge card thieves move into stores to treat themselves to valuable "gifts" on lost or stolen charge cards. Criminals think that hurried, distracted sales clerks may often skip various safeguards in insuring the charge is legitimate. All too

often they are right.

The Master Charge Information Bureau urges retailers to keep in mind the following checklist of procedures when accepting charge cards:

□ Before writing a sale on a card, check the current "hot cards" list to make sure the card is valid. If you have the slightest suspicions the card is being misused, call the local authorization center.

□ If a prospective charge will exceed the store's pre-set "floor limit" (the dollar amount above which no purchase can be made

without further authorization, as agreed by the merchant and card-issuing organization), obtain the telephone authorization even if you're busy, the customer "looks honest," the sale is "only a few dollars"

higher than the floor limit or you get a busy signal the first time you dial. (Interbank Card Association, licensor of the Master Charge card, notes that 24-hour authorization service will be available this Christmas.)

Don't write a sale on a card until you check the expiration date.

Compare the signature on the sales slip with the signature on the card. If the two look even remotely "off," don't make the transaction.

If merchants check their "hot cards" list and obtain required authorizations before completing sales, they will not be held responsible for misuse of the Master card, according to the Master Charge Information Bureau.

Program Building Group Elects Hoover Chairman

Reports on activities of the County Program Building Committee were given at a recent meeting in Pioneer Gas Flame Room, where officers for next year were elected.

Charles Hoover was named chairman, James Gentry vice chairman and Mrs. Leroy Johnson secretary-treasurer.

Effect of current economic conditions on industry of this area was the subject of reports by Elmo Hall, chairman of the livestock committee, and Hoover, education chairman. They stressed need for public information about local industries, especially those concerned with cattle raising and processing.

Joe Shultz told of preparations being made by Young Farmers of Texas for the

annual Junior Livestock Show which they sponsor in January. He said some changes are being made this winter in conduct of the event.

Mrs. Paul Corbett, chairman of family living, reported seminars on cancer and heart disease which were conducted in past months. Don Tatum of the Soil Conservation Service described a system of satellite photographs now in use, which show crop acreage accurately over an area which includes Deaf Smith County.

The Program Building Committee is sponsored by the Texas Extension Service, and hosts for this meeting were the county extension agents. Joyce Shipp, home demonstration agent, served refreshments to 20 members.

Four Join Marine Corps

Four local men have enlisted in the US Marine "buddy program" and will train in the same platoon in San Diego, Calif.

Volunteering at the Amarillo Recruiting Station recently were Alberto Almanza, Raul Mariscal, Rodolfo "Rudy" Elizondo and Merviljo "Mere" Dominguez.

Almanza, son of Mr. and Mrs. Jesus Almanza of 327 W. 2nd, signed up for three years military service and received the Ground Enlistment Guaranteed Program. He will be working in the administrative specialist field upon completion of basic training.

Also enlisting for three years was Mariscal, who is the son of the Eluterio Mariscal of 419 Ave. C. Having no decisive occupational desires, he will receive assignment following preliminary training.

Elizondo is the son of Mr. and Mrs. Enrique Elizondo of 401 Irving and enlisted for four years. He also received the Ground Enlistment Guaranteed Program and will be serving in the combat support field. His responsibilities will include repair, maintenance and operation of construction equipment, welding principles of bridging and operating heavy equipment. Elizondo was promoted to the rank of Private First Class prior to enlistment in the Corps.

Dominguez chose to participate in the administrative specialist field after basic training. He opted to serve for three years and received the Ground Enlistment Guaranteed Program. He is the son of Mr. and Mrs. Erasmo Dominguez of 210 Higgins St. All four of the new recruits were enlisted by Jose Samora Jr. of Amarillo.

Courthouse Records

VEHICLE REGISTRATIONS
J.W. McMorris, 75 Chrys.; Ben Reyes, 75 Ford; F.D. Hill, 74 Chev.; F.D. Hill, 74 Chev.; George C. Heard, 74 Chev.; George C. Heard, 75 Olds.

L.D. Neumayer, 75 Chev.; Ray Gerk, 75 Buick; Mrs. Lloyd McGee, 75 Buick; Don Hey, 74 Buick; Melvin Betzen, 74 Ford; M.J. Williams, 75 Ford.

DCR Corporation, 75 Chev.; E.C. Reinauer & Sons, 75 GMC; L.L. Westy, 75 Chev.; D.L. Welty, 74 Chev.

Ancacete Enriquez, 75 Chev.; D.L. Peterson Trust, 75 Chev.; J.B. Barrett, 75 Chev.; Domingo B. Diaz, 74 Chev.; Bill James Trucking Inc., 74 Timp.

Balco Leasing Co., 74 Ford; Victor Cantu, 75 Dodge; Mike P. Gamez, 75 Ford; Oglesby Equipment Co. Inc., 74 Intl.; Helen Reed, 74 Chev.

Wallace Shelton, 74 Ford; Gail Cash, 75 Ford; M.B. Boydston, 74 Cad.; Balco Leasing Co., 74 Olds.; Balco Leasing Co., 74 Ford; Jake Diehl, 74 Lin. Cont.

Norman Hodges, 75 Buick; E.A. McCreary, 75 Buick; Orval

Watson Ford Sales, 75 Ford; Marvin Davis, 74 Chev.; Williams E. Allen, 75 Chrys.; Candelaria Coronado, 74 Kawa.; Leaseway All-Services Inc., 75 Ford; Magdalena Frausto, 74 Ford; Abel Echevarria, 75 Chrys. Kelly Tyler, 74 Buick.

Alvis Jolly, 75 Buick; Mary Jean Gore, 75 Buick; Alvin Anstey, 74 Chev.; Delmar Sigle, 75 Buick; J.W. McMorris, 75 Chrys.; Ben Reyes, 75 Ford.

F.D. Hill, 74 Chev.; F.D. Hill, 74 Chev.; George Heard, 75 Olds.; L.D. Neumayer, 75 Chev.; Ray Gerk, 75 Buick.

Mrs. Lloyd McGee, 75 Buick; Don Hey, 74 Buick; Melvin Betzen, 74 Ford; M.J. Williams, 75 Ford; Robert Veigel, 75 Buick; Gary Mason, 75 Ford; Raymond Cantu Sr., 74 Ford; Don Brooks, 75 Buick; Colby Conkright, 75 Chev.; Robert Strugers Vaughn, 74 Medallion HT; C.L. McBroom, 75 GMC; F&G Texaco, 74 GMC; Big T Pump Co., 75 Ford; John R. Hill, 75 Ford; Joe Perez, 75 Ford; Don J. Lesley, 75 Ford.

Bankers Conference Scheduled At Tech

The nation's economic situation and world food problems will add impetus to the second annual Bankers Agricultural Credit Conference at Texas Tech University Friday-Saturday.

Dr. Carl Anderson of the Research Department in the effect on agricultural credit, Federal Reserve Bank at Dallas outlook for production costs and will speak on "Agricultural market potentials for West Credit Outlook for 1975", and Texas commodities, and recent Derl Derr of Washington, D.C. developments in the export director, Agricultural Bankers market demand for West Texas Division of the American Agricultural products will be Bankers Association, or-eviewed.

"Leadership Opportunities and Responsibilities for Bankers in Agricultural Areas." Approximately 125 bankers are expected to participate in the conference sponsored by the Department of Agricultural Economics of the College of Agricultural Sciences at Texas Tech and the banks of the Eight District of the Texas Bankers Association. Bankers from all areas of Texas are invited, particularly

those from districts 6,7 and 8 and Eastern New Mexico, according to Dr. J. Wayland Bennett of Texas Tech conference coordinator.

Theme of the meeting is "Managing for Profit in 1975." Problems related to fiscal and monetary policies and their effect on agricultural credit, Federal Reserve Bank at Dallas outlook for production costs and will speak on "Agricultural market potentials for West Credit Outlook for 1975", and Texas commodities, and recent Derl Derr of Washington, D.C. developments in the export director, Agricultural Bankers market demand for West Texas Division of the American Agricultural products will be Bankers Association, or-eviewed.

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SPUDNUTS at TROY'S SWEET SHOP
Fresh: Spudnuts & Cake
Doughnuts made each morning at 6:00 AM

Cakes	German Bread
Pies	French Bread
Cookies	Homemade Bread
Coffee Cakes	Party Cookies
	Christmas Cookies

We bake our own from scratch
We use:
MAMA'S IDEA:
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Come by and visit at 1003 East Park
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Open 6:00 AM Close 6:00 PM



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PLEASE CONSULT LAST WEEKS SUNDAY BRAND FOR MORE OF GIBSON'S DISCOUNT SAVINGS

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Mouthwash and Antiseptic



20-Oz. Reg. '137

89¢

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Maraschino Cherries in Liquid Cream



7 1/2-Oz.

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5-Oz. Twin Pack w/24' off Label

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99¢

G.D.P.

Sunbeam Professional Style HAIR DRYER

Model NO. HDIOVA



Reg. '217

\$14.97

G.D.P.

Samsonite No. 1596 FOLDING TABLE or No. 4596 FOLDING CHAIRS

Mix or Match

Your Choice

\$6.99

G.D.P.

Cornwall Broilmaster BROILER

Cleans itself NO. 7455-10



Reg. '299

\$25.97

G.D.P.

Sunbeam Model No. 20-20 TOASTER

Toasts two slices



Reg. '14"

\$11.97

G.D.P.

Van Camps TUNA



2/97¢

G.D.P.

Wilson BASKETBALL

Model No. G8202



\$5.99

G.D.P.

Folger's 10-Oz. Instant COFFEE



\$1.89

G.D.P.

Swift's Premium BACON

1-Lb. Pkg.



99¢

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after you see your doctor bring your prescription to

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EMERGENCY 364-3376 - 364-6169

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75-sq. ft. (10 yds. x 7 1/2")



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83¢

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Perfect for Christmas BOW'N RIBBON

Mix or Match

Retail 39¢ & 49¢

Your Choice

15¢

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7 FOR /99¢

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Wilson BASKETBALL

Model No. G8202



\$5.99

G.D.P.

Folger's COFFEE

3-Lb. Can



\$2.99

G.D.P.

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6 Ft. Kennedy Pine
CHRISTMAS TREE
Artificial
NO. L6R70
Reg. '29'
\$21.97 G.D.P.

Michale T. Newman & Assoc.

150-18" Long
ICICLES
Tangle Proof
Reusable
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Reg. 29'
19 G.D.P.

ENTIRE STOCK
COSTUME JEWELRY
25% OFF G.D.P.

No. 7010 Christmas
TREE STAND
by Hamilton Monroe
Reg. '11'
\$1.49 G.D.P.

33c

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

Polaroid Square

Shooter 11

CAMERA

Reg. '22'

\$19.97 G.D.P.

Double Knit Clutch
PURSES
by C & C Mfg.

\$2.97 G.D.P.

STEREO TAPES
Complete Ass't. of

Reg. '71"	\$5.99 G.D.P.
Reg. '61"	\$4.99 G.D.P.

Zebco 202
ROD & REEL COMBO

Model No. 1100

\$4.99 G.D.P.

Gibson's
One Size Fits All
Sheer
PANTY HOSE
No. 469

Retail 87' G.D.P. 59'

2 PR. 1/69c G.D.P.

Beacon Gingham Weave or Capri
BLANKET
Therma Weave
80% Polyester, 20% Acrylic
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2 FOR \$7.49
Retail '71" G.D.P. '41"

Men's
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COVERALLS

Strong Sateen Weave Fabric,
with Permanent Press Finish
2 way zippered Fly Front, 2
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Repellent and fully lined.

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WEDGE SPEAKER

Model No. COWG

\$5.87

Skil 3/4"

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No. 1710

\$8.88

Clothes Sought For Boys Ranch

The annual drive to provide the 370 boys at Cal Farley's Boys Ranch with a new suit or clothing package began this week.

Providing new clothing for the boys through the Christmas Suit Fund has become a favorite way of Christmas giving for friends of the boys who contribute \$5 for this purpose. Special discounts by Amarillo merchants and differences in price of clothing for younger and older boys make the average cost of \$5 possible. The suits replace those that have been worn out or outgrown, and in many cases, they are the first new suits some boys have ever owned.

Neighbors keep Yuletide spirit alive with trees

One of the most beautiful sights at holiday time is the Christmas tree. It's always been a family tradition to select a tree, spend time together trimming it, and gathering 'round it Christmas morning.

This annual custom requires the cutting of thousands of trees each year, but there are ways to compensate for this. Some communities have come up with a solution, but it requires cooperation and contributions from the townspeople.

The idea is to have an area of land set aside for transplanting Christmas trees. At holiday time, people can buy potted, live trees. After the season ends, either collectively, or individually, the live trees are sent back to be transplanted again for next year.

"The boys get to select their own clothing in Amarillo stores, and the suits will be worn by graduating seniors next spring," Virgil Patterson, Ranch President, said. "A new suit is the best Christmas present a boy can receive because it is a year-round reminder of those who really care."

Contributions to the Boys Ranch Christmas Suit Fund may be mailed to the Boys Ranch office, P.O. Box 1000, Amarillo, Tex. 79174, or taken to the offices at 600 West 13th Street in Amarillo.

Grades Improve

"We are seeing more bright cotton this week," according to Paul R. Dickson, in charge of the USDA's Cotton Grading Office in Lubbock. "More grades 41 are helping improve the average grade situation," he continues. "Less lank is being recorded."

The USDA's Agricultural Marketing Service reported Lubbock, Brownfield, Lamesa, and Levelland cleaned 104,000 samples during the week ending Friday, Nov. 28. This brought the season's total to 1,067,000. On the same date last year the total was 994,000, Dickson said. At Lubbock professional grades this week were 41 and 51. Grade 41 accounted for 26 per cent while grade 51 was assigned to 35 per cent of the cotton samples. Twenty-four per cent of these samples were reduced one grade because of lank, compared with 41 per cent the previous week.

Microscopic readings in the premium range of 3.5 to 4.5 accounted for 36 per cent of the samples. This compares to 31 per cent the week before. Microscopic readings below 3.5 accounted for the other 64 per cent this week.

Pressley Strength tests averaged 61,000 pounds per square inch. Prices quoted by the Lubbock Cotton Exchange for the most professional qualities in the 3.5 to 4.5 microscopic range were: Grade 41, Staple 31 - 34.6; Staple 32 - 35.5 cents per pound. For Grade 51, Staple 31 - 31.05; Staple 32 - 31.00 cents. Minimal lots of cotton brought 32.50 to 32.80 cents.



Keepsake
TRADITIONAL WEDDING RINGS

Wedding bands from Keepsake, exquisitely crafted and matched. Our extensive selection includes both plain and carved rings in 14 karat yellow or white gold.

KESTER'S JEWELRY

Across From The Post Office in Downtown Hereford

Letters To Santa Claus



Dear Santa,
My name is Sandra Struggles. I am 8 years old. I have been a good girl.
Please bring me a Mickey Mouse Watch, a Barbie Diamond Watch, a Fun Friend doll, a doll stroller and a Winnie The Pooh record player.
I live at 284 13th Street.
Thank you,
Sandra

Dear Santa,
I have been a good boy. I found one of your little gifts in my drawer and I told him to tell you hi.
I would like an Evil Kneivel motorcycle jump set, a race truck and a real motorcycle to ride.
I will tell you more things when I see you.
There will be cookies and milk by the fireplace for you.
My name is Chris Northcutt and I am 3 years old.

Dear Santa,
My name is Ricky Struggles. I am 5 years old. I live at 284 13th Street. I have been a good boy.
Please bring me a Pull Pull Railroad train, a cash register, a guitar, a stuffed monkey and some walkie talkies.
Thank you,
Ricky

Dear Santa,
I want a new watch and some clothes. If I had something to give you to eat I would. Instead I will give you a picture of me.
I hope you have a good Christmas. My cousin (sic) that is 9 today. Last Christmas she wrote, "have a goo Christmas" like the first word babies say.
How was Thanksgiving? It was fine here.
I have two dogs. There name is Princess and Ballet. Princess is a year and a month and Ballet is two months and a week and 2 days.

Dear Santa Claus,
I want a Dean Ball Bunny, target game and some Bug-A-Boon and some walkie talkies without cords. And a Give A Shoe projector and a talking projector and that is all.
Love,
Miss Gallagher
Sumnerfield

Dear Santa,
I want a Dallas cowboy football suit, some rancher moccasins, TIF Dunderell Jump Set, Red National Scramble Van and stunt cycle.
Thank you,
Mark Loyal
425 Western

Dear Santa,
I want a Holly Olney and a Barbie Camper. And cash register, chalkboard, Dory Dory and some blocks, a watch monkey mouse, cowgirl suit.
Thank you,
Manda Loyal
425 Western

Dear Santa,
Please bring me a Light Bright & Game of Life & Tension & Lone Ranger & Magic Eight Ball & Magic Window. Thank you.
I will be a good boy.

Dear Santa,
I want a Holly Olney and a Barbie Camper. And cash register, chalkboard, Dory Dory and some blocks, a watch monkey mouse, cowgirl suit.
Thank you,
Manda Loyal
425 Western

Your friend,
Randy Villarreal
425 Ave. E.

Dear Santa,
I want a Holly Olney and a Barbie Camper. And cash register, chalkboard, Dory Dory and some blocks, a watch monkey mouse, cowgirl suit.
Thank you,
Manda Loyal
425 Western

Dear Santa,
Please bring me a Light Bright and Trouble and Magic eight Ball and Game of Life
I will be a good girl. Thank you.

Dear Santa,
I want a Holly Olney and a Barbie Camper. And cash register, chalkboard, Dory Dory and some blocks, a watch monkey mouse, cowgirl suit.
Thank you,
Manda Loyal
425 Western

Your friend,
Candie Villarreal,
Age 10
425 Ave. E.

Dear Santa,
I want a Holly Olney and a Barbie Camper. And cash register, chalkboard, Dory Dory and some blocks, a watch monkey mouse, cowgirl suit.
Thank you,
Manda Loyal
425 Western

Dear Santa,
My name is Brenda Ann Claus. I am 6 years old. And this is what I want: an inch worm.
I want a brother, Chris and he wants a big wheel bike. I live on 425 Barrett St. Hereford Tex. 79045.
Brenda Ann Claus

Dear Santa,
I want a Holly Olney and a Barbie Camper. And cash register, chalkboard, Dory Dory and some blocks, a watch monkey mouse, cowgirl suit.
Thank you,
Manda Loyal
425 Western

Dear Santa:
How are you? We are fine! My sister and I have been very good this year. My name is Paula Marie and I am 5 years. I started kindergarten this year.
My sister's name is Angela Diane and she is 2 1/2 years old.
For Christmas we would like two Barbie doll make-up kits. Also two baby dolls with bottles and bottles.
We live at 211 Ave. K and we'll be waiting for you on Christmas. We love You!
Paula & Angela Montoya

Dear Santa,
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WINTERIZED?
Prestone Anti-Freeze
\$4.49 Plus Tax
Limit One Gallon Per Fill Up
Register for free Christmas Turkey-Dinner daily. Need not be present.
NOW AT YOUR WEST 60 SERVICE CENTER
Your Authorized **PHILLIPS "66" Dealer**
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KESTER'S JEWELRY
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In Downtown Hereford

State's Business Growth Analyzed

By DUDLEY LYNCH

A new study by the Bureau of Economic Analysis of the U.S. Commerce Department offers some idea of where the business growth in Texas is going to be during the next 15 years. Unfortunately, the statisticians can't forecast for every city,

TRADE-IN-WATCH SALE
COWAN JEWELERS
Downtown

town and hamlet in the state. This means some of the brightest spots in the state's growth picture necessarily get overlooked. There will be smaller communities whose growth and performance picture exceed even the major metro leaders.

But the Commerce Department analysts can manage forecasts on total personal income, per capita income and population for major centers. The largest gains in personal income (total wage and salary payments, rents, dividends,

interest and other forms of income minus personal contributions for social insurance) are projected for Bryan-College Station, up annually 6.2%; Austin, 5%; Houston, 4.7%; Galveston-Texas City, 4.7%; Tyler, 4.6%; Dallas, 4.5%; Waco, 4.1%; Fort Worth and San Antonio, 4%; and Beaumont-Port Arthur-Orange, 3.9%. (The national average: 3.9%)

In terms of per capita income (average income of every resident, including non-employed and unemployed), the projected leaders are Laredo and McAllen-Pharr-Edinburg, up 3.7% annually; Amarillo and Brownsville-Harlingen-San Benito, 3.5%; Lubbock and Waco, 3.2%; Galveston-Texas City and Abilene, 3.1%; and Corpus Christi, El Paso and Tyler, 3%. (The national average: 2.7%)

Population-wise, the projected leaders are Bryan-College Station, up 3.2% annually; Austin, 2.1%; Houston, 1.9%; Dallas, 1.8%; Tyler, 1.6%; Fort Worth, 1.4%; Texarkana, 1.1% and Beaumont-Port Arthur-Orange, 1.0%. (The national average: 1.1%)

Five urban areas are expected to lose residents by 1990 and a sixth, Abilene, is expected only to hold its own. The five are El Paso, Amarillo, Wichita Falls, Lubbock and McAllen-Pharr-Edinburg. The largest projected loss rate is Amarillo's minus 0.5% annually.

Losses for Texas farmers will add up to \$2 billion this year, says Texas Agriculture Commissioner John C. White. This will not come as news to bankers and merchants in heavily agricultural areas. Or to Texas farmers.

White notes that the Texas wheat crop is about half of last year's, the grain sorghum crop is down about two-thirds, and cotton is off 1.5 million bales.

The Texas agriculture commissioner joins other farm leaders in expressing disappointment at the lack of responsiveness from Washington to farm problems. "I realize the need for international trading and that we must export because of our petroleum payments," says White. "But we need some even-handed program that doesn't bankrupt our domestic market." He would like to see dairy and meat imports eliminated and credit and price supports supplied for milk

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products. An Austin economist who has surveyed 134 Texas towns ranging in size from Putnam (134 persons) to Wichita Falls (100,000) has told the Senate sub-committee on consumer affairs that 93% have no standards for the quality of utility service.

Jack Hooper's data adds to the information to be considered by the upcoming legislature, which will be asked to set up a state utility commission. Currently, each town regulates the utilities that serve it.

"In only 15% of the cities polled was any attempt made to independently determine rate base, rate of return, investment and revenue," Hooper claims. He said there was 183 utility rate hikes in the surveyed communities last year.

Says Hooper, "Nearly half of the cities accepted the company's recommendations and allowed the full amount requested. In more than one-third of the cities, the council bargained with the company and got a lower rate, but never knew if that lower rate was still excessive under the law."

Opponents to a state-wide utility commission point out, among other arguments, that utility rates in Texas by and large are lower than in states where utilities are regulated by state commissions. Texas is the only state without such a state agency.

For the first time in 40 years, the World War II period excepted, ridership levels on Texas mass transit systems are increasing.

That's the word from Jim Thomas, a staff engineer for the Texas Mass Transportation Commission. Only 18 cities in the state still have mass transit systems of any kind, and only a few Texas cities along the Mexican border have privately owned systems. As recently as 1954, 37 Texas cities had transit systems.

Thomas predicts that 75% of the people who will be using Texas transit systems in 1990 will be traveling on buses. Eighteen per cent will ride rail systems, with the remainder using special systems like Airtrans, at the Dallas/Fort Worth Regional Airport. While the upsurge in mass transit usage in Texas has been slight so far, Thomas views the 1972-73 period as the "bottoming out" period for the decline in passengers.

A former General Dynamics engineer has invented an automatic route control system that tells a truck crew when to throw a newspaper or when to

stop and make a delivery of foods, soft drinks and other route items.

Robert L. French, vice president of Avcon, Inc., Fort Worth, perfected his system at the encouragement of the Fort Worth Star-Telegram, which paid for the cost of a \$35,000 prototype truck for delivering newspapers and used it for a year. (The system itself cost about \$10,000.)

With the aid of an on-board computer and a small electronic display panel, French's system directs the driver over the correct route and signals either a left or right paper-thrower with an audible "beep" at the precise moment to throw a paper to a subscriber. French's system is based on monitoring a standard route "signature."

"People put mustard, peanut butter, cream cheese or ice cream on soft pretzels. Myself, I'm a mayonnaise freak."

These are the words of Houston entrepreneur Leany Feld, who put some 1920-era machinery to work at his firm, "The Only Soft Pretzel Factory in Texas."

That was 18 months ago. Today, Feld's factory is turning out 10,000 frozen and 5,000 cooked (for retail sales) pretzels daily. Feld sold 4,000 soft pretzels (which aren't cooked as long as hard pretzels but are also glazed and salted) at an Elvis Presley Astro-dome performance. Says Feld, "Soft pretzels are really a nostalgic thing, like Philadelphia steak sandwiches."

Nelson Bunker Hunt, the most controversial if not necessarily the most successful of the H.L. Hunt sons, is back in the news with his attempted takeover of the Great Western United Corp. of Denver.

Bunker Hunt is joined by brother, Herbert, in trying to gain voting control of the company, which packages sugar, a hot commodity at the moment.

The Hunts got the company's full attention with page ads in the Wall Street Journal and Denver newspapers in mid-November. The ads offered to purchase 910,000 shares of Great Western stock at \$26.50 a share. The company, fearing a takeover, immediately sued the Hunts in New York, claiming they haven't complied with Securities & Exchange Commission disclosure rules.

All in all, it's the most interesting Hunt caper since Bunker set out to corner the world silver market.

For \$235, any customer of Houston's Sakowitz specialty store can purchase three days of bull riding and bronc busting

lessons from champion cowboy Larry Mahan.

And that's a sight cheaper than the \$500,000 required to learn how to make odds from Jimmy "The Greek" Snyder.

These offers are a part of the firm's Christmas catalog offering. Obviously, Sakowitz is trying to outdo Neiman-Marcus in Dallas. But that will take some doing.

The latest caper of Stanley Marcus, the merchantile impresario, was to charter a Southwest Airlines jet to bring Midland-Odessa shoppers to Dallas' Love Field. He had learned that the oil field rich were going to El Paso, because they hated flying into big Dallas-Fort Worth Regional Airport so much.

QUICK CHECKS

The nine smallest banks in the state as judged by '73 deposit figures were First State in Rice, First National in Mount Calm, Home State in Westhoff, Farmers State in Chapel Hill, Walburg State, Oakwood State, Farmers State in Shiro, First State in Thornton and Rockwall Bank. Deposits ranged from \$1,103,000 at the Rice bank to \$695,000 at the Rockwall Bank.

The largest Texas space contractors are Lockheed Electronics of Houston, Pflco Food of Houston, International Business Machines of Houston, General Electric Co. of Houston and LTV Aerospace Co. of Dallas.

More than 6% of Texas' 12 million residents are employed in the insurance field.

During fiscal '73, the average weekly unemployment insurance payment in Texas was \$50.27.

Dallas's Apparel Mart ranks third in the U.S. in wholesale garment marketing, behind New York and Los Angeles. And Dallas sells more dresses than even Los Angeles.

Sims Lions Club To Donate \$60 To Girls Camp

The Sims Lions Club voted to donate \$60 to Girlstown at a meeting in the Sims Community Building Nov. 21. The money will be used to buy a pair of shoes and a coat for one of the girls at one of the Girlstown camps, according to Roy Blevins, president.

The club also held their annual Ladies night in the Sims Community Building on Dec. 1. They scheduled the annual Turkey Shoot for Dec. 8 at the community building.

WAGES & PRICES

The Labor Department reports that consumer prices rose nine-tenths of one per cent in October, while workers' spendable earnings fell three-tenths of one per cent.

Over 500 Watches to select from
COWAN JEWELERS
Downtown

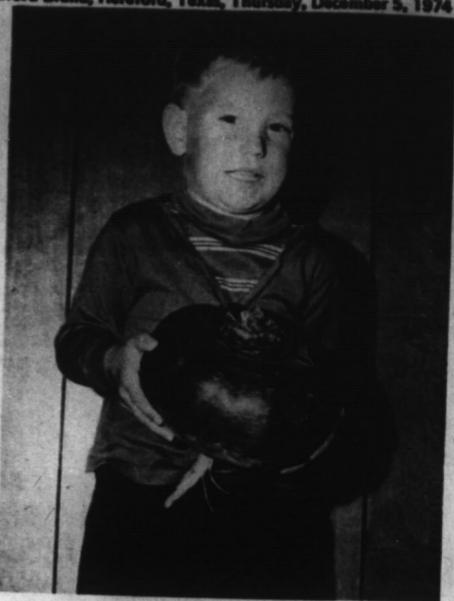
TE We formulated our special Liquid Wheat Pasture Supplement 16 to hold down consumption so they eat just enough of it to fight wheat pasture poisoning.

It's high in concentration -- to help prevent wheat pasture poisoning due to grass tetany. Low in protein -- just enough to regulate consumption. And this special wheat pasture formula has all the vitamins and essential trace minerals needed for good health, and sugar and carbohydrates for energy.

Like all the products from TE's complete liquid feed supplement program, TE Liquid Wheat Pasture Supplement 16 is self-cleaning, convenient, labor-saving and economical.

Get with the program -- the TE Liquid Feed Supplement Program

LIQUID FEED SUPPLEMENT
TAYLOR EVANS FARM STORE
HEREFORD, TEXAS



Terrific Turnip
Leslie Ben Estep grimaces as though his four-year-old frame is small for the job of holding a six pound turnip. The oversized vegetable was raised on the Johnnie Estep farm 10 miles northwest of Hereford where, Mr. Estep says, huge turnips and carrots are not uncommon.

Pair To Attend Convention

Houston mayor Fred Hofheinz will lead off a list of distinguished speakers to the 71st annual convention of the Texas Farmers Union when he welcomes delegates and members, including two local men, to Houston Friday, Dec. 13.

Mike Paschel and Ray Berend, president and vice president respectively of the local organization, will represent this county at the assembly. Frank Beemer will attend if either Paschel or Berend cannot.

The Farmers Union convention, at the Royal Coach Inn Dec. 13-15, is the first to be held by the state-wide organization in Houston in many years. The farmer and rancher delegates will be in the Bayou City to chart the group's legislative and organizational goals for 1975.

Farmer Security-Food Security will be this year's convention theme, emphasizing the needs for consumers and farmers to work together to guarantee adequate supply of food and fiber for both domestic and international consumption.

National Farmers Union president Tony Dechant of Denver will address the convention on Saturday afternoon, Dec. 14. The internationally recognized agricultural leader currently serves as Vice-President of the International Federation of Agricultural Producers, a world-wide organization comprised of the leaders of farm organizations from every major agricultural producing nation. The IFAP was one of the organizations to take a very critical stand on the lack of farmer input into the World Food Conference held in

Texas after session. Texas Farmers Union president Jay Naman of Waco has issued an open invitation to all farmers and ranchers in the state to attend the Farmers Union convention to witness first-hand the decision making process of a "grass-roots" farm organization. "The input we will have from our delegates and speakers and the decisions coming out of these deliberations may well mark the beginning of a new day for farmers and ranchers across Texas", Naman predicted.

Key-note speaker for the banquet session at the conclusion of the two day meeting will be United States Senator Walter F. Mondale of Minnesota. Mondale, a consistent supporter of Farmers Union legislative goals, has garnered 80 per cent ratings from the National Farmers Union session after session.

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WHO KNOWS?

1. What is a metallurgist?
2. How many rings are seen around the planet Saturn?
3. What is the size of Saturn?
4. What is a metronome?
5. Name the three Vice Presidents who served with President F.D. Roosevelt.
6. What nationally-known figure was known as "Texas Jack"?
7. What is an erg?

Answers To Who Knows

1. One who works with metals or mines.
2. Three.
3. It is 72,000 miles in diameter.
4. An instrument that beats time for musicians.
5. John N. Garner, Henry A. Wallace and Harry S. Truman.
6. Former Vice President John N. Garner.
7. A unit of electrical energy.

Over 500 Watches to select from
COWAN JEWELERS
Downtown

Gaston's
SUGARLAND

Vanity Fair



Zip Up In Lush Warm Shevelva.

- A. Tricolor In Wedgewood Blue Or Pink Champagne. Sizes 8-18 \$26
- B. Portrait In Sugar Plum/Laguna Pink, Green crystalene, Red Plush/Leopard Sizes 8-18 \$27
- C. Cuff - Sugar Plum, Laguna, & crystalene Sizes S,M,L \$6.50

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Hereford Cablevision will hook you up to their 8 Channel System for Absolutely No installation charge during the month of December.

It's our Christmas present to you! While other prices keep going up, we've dropped ours down.

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Enjoy all the wonderful holiday programs and bowl games more this year.

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U.S. Bicycles Outnumber Families

BY JOHN L. HILL
Attorney General

Bicycles turn up frequently on Christmas gift lists for children — and for adults, too, these days.

The Bicycle Institute of America estimates that there are about twice as many bicycles as families in the country today. In 1972 alone, more than 12 million new bikes were bought.

So bikes are undoubtedly popular consumer items. Since they are also relatively expensive items, consumers should shop carefully to get the best machine for the money — and that means the machine best suited to the rider and the type of riding he or she will do.

Such a machine will probably also be the safest, too, since many bike injuries result from problems occurring with a bike unsuited to its rider. Other causes of injury are loss of control, mechanical and structural problems, entanglement, slipping from pedals, and collisions.

More than 400,000 persons suffered bicycle-related injuries serious enough to need

hospital emergency room treatment last year, according to the U.S. Consumer Product Safety Commission.

The Commission is developing safety standards for bicycles to eliminate many of the injuries caused by mechanical or structural failures. The new regulations will set strict performance and construction standards for brakes, wheels, steering system, and frame. They will require reflectors on front, back, sides, and pedal to make bikes visible at night, and also will require elimination of uncovered sharp edges and jutting parts.

These new standards aren't expected to go into effect for several more months. In the meantime, however, if you're bike-shopping for Christmas, the Attorney General's Consumer Protection Division recommends avoiding possible dissatisfaction, repair problems, and even danger, by looking for these points when choosing a bicycle:

If you're buying for a child, get a bike that fits his current size. Don't select a larger one, thinking he will grow into it. A bike that's too big will be hard

to handle and could contribute to accidents.

A bike should suit the rider and the purpose. A youngster who has never owned a bike before may need a more basic model than an adult who has biked frequently for years. Likewise, a bike that will be used mostly for jaunts to the park can be less complex than one used for cross-country competition.

Make sure the bike is the correct size. First check to see that the seat post extends the recommended two inches. Have the rider stand over the bike seat and rotate the crank so one pedal is all the way down. If the bike fits, the rider's leg should be straight when the heel is resting on the pedal.

Check brakes carefully for fast, easy stopping. If the bike is for a youngster, and it has caliper hand brakes, make sure the child has the strength and hand size it takes to operate them easily.

Check the entire frame of the bike for sharp points and edges and for any protruding bolts or other structural problems.

Inspect pedals. Plastic ones may be slippery. Rubber-tread pedals or metal ones with serrated edges or toe straps are usually safer.

If the bike doesn't come with headlights, taillights, and all the reflectors recommended by the Consumer Product Safety Commission, consider purchasing them, along with extra reflective trim for fenders, handlebars, chainguards, and wheels, to be certain the bike will be recognizable in the dark.

If the bike is for a child under 12, the safest choice may be a single speed model with pedal-operated brakes. In most cases, a three-speed bike with pedal brakes is the most elaborate model a child should have, according to bike safety experts. Five or 10 speed models are relatively complicated for a child to operate and may cause more concentration on gear shifting than on traffic. A three or five-speed model may be all an adult needs, too, after considering how the bike will be used.

If you know little about bikes, choose a reputable dealer who has a variety of models for comparison, who can help you make a decision, and who can service the bike after the sale.

Consult the Attorney General's Consumer Protection Division, your county or district attorney, or your local Better Business Bureau if you have a consumer problem about a bike purchase or service under a warranty.



All-Region Bandmen

Members of Hereford's Big Red Band who will perform with the All-Region Band in concert in Pampa this January are: back row from left to right, Hank Stringer (trombone), David Fish (baritone), Eric Fowler and Tommy Varner (tuba), Randy Golden (tenor sax), and Mike

McCutcheon (trombone). Sitting from left to right are: Jeanne Hair and Renee King (flute), Dee Anne Caison, Debbie Klechak, and Anna Griego (clarinet) Shelley Scott (oboe), Becky Noyes (French horn), and Vivian Burges (bassoon).

Bandsmen Place High In All-Region

Fourteen members of the Hereford High School band have won positions in the All-Region Band and will participate in a concert to be held in January.

HEIS band director Randy Vaughn said 15 band members tried out for the honor band and that 14 members of the Hereford band making All-Region speaks highly of the Big Red Band.

About 200 bandsmen from the AAA and AAAA schools in the

Panhandle region participated in the tryouts for the 80 piece band Monday. Most of the Hereford bandsmen placed high in their respective sections.

All Region band members will practice under clinic conditions Friday, January 10 and Saturday morning, January 11. The All-Region concert will be presented in the Pampa High School auditorium Saturday evening with guest conductor Gene Witherspoon of Arkansas Polytechnic University directing. The concert is open to the public.

Selections for the concert will include John Phillip Sousa's "Golden Jubilee March", "Gaius of Columbia" by Alexander, "Liebestod" by

Wagner, "First Suite for Military Band" by Holst, and a modern tune, "McArthur Park" by Jimmy Webb.

Hereford All-Regionalists include Renee King, flute; Jeanne Hair, flute; Shelley Scott, oboe; Debbie Klechak, clarinet; Dee Anne Caison, clarinet; Anna Griego, Clarinet; Vivian Burges, bassoon; Becky Noyes, french horn; Hank Stringer, trombone; Mike McCutcheon, trombone; Eric Fowler, tuba; Tommy Varner, tuba; Randy

Golden, tenor sax; and David Fish, baritone.

Over 500 Watches to select from COWAN JEWELERS Downtown

Specialist Chosen

The Texas Agricultural Extension Service has named a range specialist to serve the Panhandle, South Plains and Rolling Plains areas of the state.

He is Dr. Tommy G. Welch, who fills the position formerly held by Dr. Roy Miller. Welch will be headquartered at the Texas A&M University Agricultural Research and Extension Center at Chillicothe-Vernon.

"Welch will be responsible for developing and conducting educational programs related to range management and brush control," said Dr. John E. Hutchison, Extension Service director, in announcing the appointment. "The efficient use of range grasses and proper range management to boost forage production are key areas that hold potential for reducing livestock production costs and thereby increasing profits for producers."

The new range specialist will work closely with the county Extension agents, county program building committees, and the three area economic program committees in planning and implementing educational efforts.

INDIAN JEWELRY SHOWING TUES. DEC. 10 COWAN JEWELERS DOWNTOWN

SHUGART COUPON

Friday & Saturday December 13 & 14 Furr's 400 Sugarland Drive 9 WALLET SIZE COLOR PORTRAITS 99¢ ASK FOR FREE 8 x 10 OFFER Extra charge for GROUPS

Land Bank Loans \$1 Billion

Woodrow R. Wilson, Manager of the Federal Land Bank Association of Hereford, announced today that The Federal Land Bank of Houston reached a billion dollars in loans to Texas farmers and ranchers Nov. 27.

This represents a milestone in service by the Federal Land Bank System to Texas agriculture and is a 48 per cent increase in mortgage loans outstanding during the past two years. The bank has provided long-term credit to farmers and ranchers of the state since 1917.

In making this announcement, Wilson stated, "The capital requirements of farmers and ranchers have increased substantially in recent years and is expected to continue." He also emphasized the importance of providing credit to farmers and ranchers with the critical world needs for food and fiber.

The Federal Land Bank Association of Hereford has \$12,785,686 of loans outstanding to 388 farmers and ranchers.

The Federal Land Bank of Houston makes farm and ranch loans throughout Texas through 65 Federal Land Bank Associations, and the Billion Dollars in loans outstanding is to over 35,000 farmers and ranchers. The local Association makes and services loans in Deaf Smith and Farmer counties.

Officers and directors of the association are Ira Scott, president, Frank J. Deemer, vice president, George E. Turrentine, J.R. Hickman and Charlie Burk. However, Burk's term expires on Jan. 1 and he is being replaced by C. F. Bluff.

Course To Offer Explanation Of Records

A course designed to develop efficiency in transcribing medical records will be offered by West Texas State University this spring.

The class is aimed at those in the medical field who are interested in advancement, new high school or business college graduates or those resuming work after several years of homemaking. Typing skills are mandatory and transcribing experience will be helpful.

Applicants must also have attained the educational level and reading ability of the average high school graduate. Goals of this course are:

- Accuracy and speed in transcribing medical dictation.
- Developing the ability to produce accurate medical data through a broad knowledge of medical terms, drugs and instruments, as well as acceptable initials and abbreviations for medical terminology.
- An intimate familiarity with the various types of medical reports and records.
- Knowledge of how and when to use medical dictionaries, spelling guides and other standard reference works.
- Understanding and acceptance of the ethical conduct required of persons handling confidential medical data.

The course is called BE2764, Medical Transcription. It will be offered Tuesday nights from 7-9:40 p.m. Enrollment will be Jan. 18 in the Activities Center on the WTSU campus, Canyon. For further information contact Carolyn Landrum, Department of Business Education, West Texas State University, Canyon, TX 79016. Telephone 656-2361 or 655-3127.

Emperor Hirohito, Emperor of Japan: "Our paths are not always identical, but they all lead in the same direction—that of world peace..."

Gerald Ford, President: "I think the general public still tends to feel wage and price controls are necessary."

Auto men hear U.S. plea on gas mileage.

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INDIAN JEWELRY SHOWING TUES. DEC. 10 COWAN JEWELERS DOWNTOWN

Lobos Tussle Herd For 69-58 Victory

"A physical contest" could best describe the 69-58 defeat Hereford suffered at the hands of the Levelland Lobos Tuesday night in the La Plata gymnasium.

It was a game marked by rapid run and shoot techniques with players bumping, pushing, and falling to the floor throughout the entire 24 minutes of action. It was only in the fourth quarter that the Lobos were able to wear the Herd out, moving from a 56-54 lead early in that period to the 69-58 win.

Lynn Tarr proved to be the high scorer for the Herd as he pumped in 14 field goals and a single free throw for 29 points. The only other player to get more than taken points was Mike Munnerlyn, who scored four field goals and a single free throw for 9.

Levelland had three scorers in double figures with Brashar leading the pack at 17 points. Burleson scored 15 and Morgan 14 points.

Officials for the contest were late arriving, and the game was started with Coach Bob Keyes and James Self officiating. The

regular officials were not dressed and on the court until the beginning of the second quarter. Keyes and Self had officiated the junior varsity game just preceding.

The Herd played even with the Lobos throughout three quarters with the lead changing hands as baskets were made on either end of the court. Action was fast-paced as neither team spent much time setting up offense, but running from goal to goal and putting the ball up.

Hereford seemed to lose their gusto in the fourth quarter, though, as mishandled passes and bad dribbles turned the ball over to Levelland time and time again. Levelland was able to outscore the Herd 15 to 8 points in the final period to give the win to the Lobos.

The physical side of the contest was culminated with 1:38 showing till the final gun. Mike Hull and a Levelland player both had hands on the ball under the Levelland basket. Before officials blew the whistle on the jump ball, Hull was hooked with a hip and thrown for a loop over the Levelland player's back. Hull looked like the victim of a Kung Fu TV stunt. Officials refused to call a technical, though, and as Hull limped to the sidelines with a bruised knee, the referees called a jump ball.

Another Hereford player who

received the bruising end of the game was Jim Arney. Time after time Arney was pushed or knocked to the floor or into other players or the wall behind the basket.

In the two earlier games, the junior varsity downed the Levelland JV 66-43 and the sophomores lost to Dimmitt 54-39.

Rowan Alexander led the sophomores with 14 points and Mike O'Rand scored 10. Miller led Levelland with 19 points. Hereford fell behind in the first quarter and failed to make up the difference throughout the contest. Dimmitt led 17-9 at the end of the first period, 28-19 at the half, 40-25 when the third quarter ended, and finally won 54-39.

The junior varsity Herd led for their entire contest, however, as the Herd jumped to a 14-8 lead after the first period, stretched that to 30-20 at the half, 44-30 at the end of the third, and won 66-43. James Mays was high point man with 17 for Hereford, while Roy Martinez scored 11 points and Archie Crim and Barry Muller each gathered 8 points. Archer led Levelland with 16 points.

The Herd placed sixth in the Midland Tournament during the weekend, falling to Del Rio 68-48 in the consolation finals. The cagers had won over Tascosa 61-54, their first win of the season, and lost in the opening game of the tournament 60-44 to Midland Lee.

The Del Rio game was played Saturday at 6 p.m. following the Tascosa win that morning at 9. Arnwine said the team shooting made the difference in the game as the Herd shot only 28 per cent and Del Rio hit 40 per cent. "We just played badly, we were tired after going for three games," said Arnwine.

"But it was a good

tournament for us. Playing three games that quick was good. It was also great to get in the win column and let the kids



Lynn Tarr
...All-Tourney Player

Junior High Results

Stanton 9th Canyon Purple	78
Stanton 9th B Canyon 8th	42
La Plata 9th Canyon White	41
La Plata 9th B Canyon White B	20
La Plata 9th B Canyon White B	40
La Plata 9th B Canyon White B	33
La Plata 9th B Canyon White B	28
La Plata 9th B Canyon White B	35

Seventh and eighth grade games scheduled for Tuesday afternoon were changed to Wednesday afternoon due to the Herd varsity team playing in the La Plata gymnasium Tuesday evening. No results were available on those intramural contests at press time.

feel what it's like to win. The first win is always a big one. Playing the three games in a row helped us a great deal."

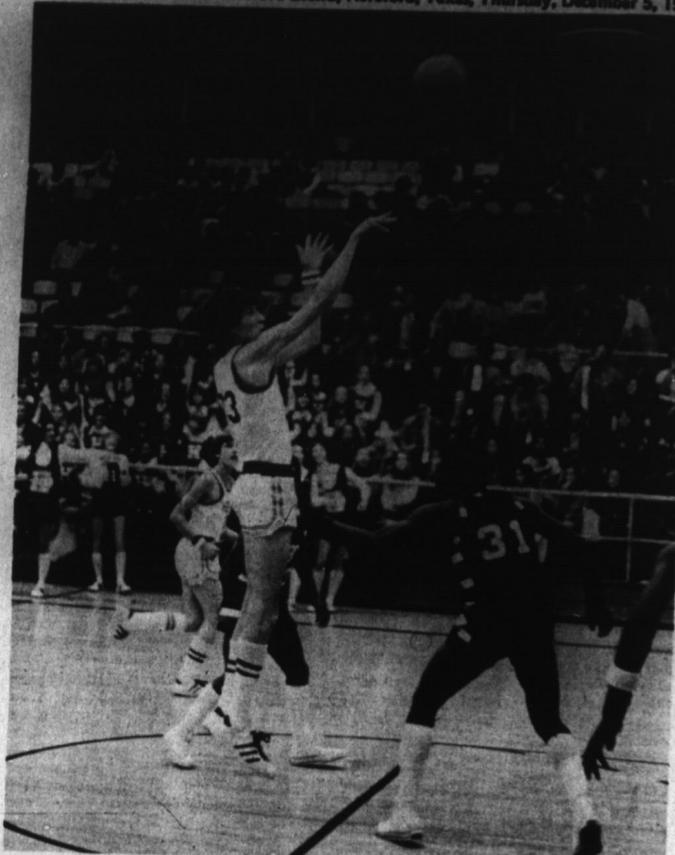
Hereford had fallen behind 15-8 at the end of the first quarter, 36-20 at the half, 54-35 at the end of the third quarter, and the final score was 68-48. Jim Arney was high scorer for the Herd with 16 points, while Mike Hull scored 12 rebounds and pulled down 9 rebounds. Jim Madison was high for Del Rio with 15 points.

Lynn Tarr was named to the All-Tournament team. Besides an overall good performance in the three games, he scored 29 points against Tascosa.

The Herd's three teams will be in Canyon Friday night with the sophomore game set for 4:30 and the other two games to follow. Varsity tip-off should be at 8 p.m. The Herd junior varsity will see action tonight, however, in their first game of the Borger JV Tournament. The JV will play tonight in Borger, Friday night in Canyon, and then return to Borger for two games Saturday to finish up that tournament.

Tuesday's game:

Hereford 13	22	15	8-58
Lobos	16	21	17-69
Hereford-Tarr	14-1-29	Munnerlyn	4-1-9, Arney
25-8-58	2-3-7	Totals	25-8-58
Levelland-Brashar	17	Burleson	15
30-9-69	Morgan	14	Totals
			30-9-69



Hull Jump Shot

Mike Hull (33) starting postman for the Herd, slips away a jump shot from the top of the key for two points against the Levelland Lobos. Guard Jim Arney looks on in the background as the Lobos' Morgan (31) defends. The contest between the two was a physical battle that resulted in the Lobos winning 69-58.

Simons Outlasts Other Forecasters

Tom Simons, president of the Whiteface Booster Club, came out the top man when the final scores were tallied among the four Fearless Forecasters.

After trailing the other forecasters for ten weeks of the football season, Simons put on a strong surge last week, missing only one game, and pushing himself into the front running. In the final week, Simons missed nine games for a total of 230 correct choices and 95 incorrect on the season. His average was .707.

Dan Welty, Brand sports editor, and Speedy Nieman, Brand publisher, finished in a tie with averages of .701. Each

missed 97 games and guessed 228 correct. Nieman led the forecasters in the final week's poll by missing eight games, while Welty missed nine.

Herd head coach Larry Dippel finished at the low end of the averages with a .685 for 226 correct games and 99 wrong. His final week found 11 games incorrect. Although he may not know it, Dippel will entertain the other three forecasters at a steak dinner for his efforts.

The final week's contest hit the forecasters hardest of any this season. All four were wrong in their picks of West Texas State over Louisville, Houston over Tulsa, Green Bay over Philadelphia, Pittsburgh over Houston, St. Louis over Kansas City, and New York's Giants over Chicago. The forecasters were all counted wrong on the tie game between Tennessee and Vanderbilt.

Winter Boat Storage Calls For Preparation

If you've decided to give your boat a winter vacation, Texas Parks and Wildlife Department water safety experts have some suggestions which may make the beginning of next season less of a headache.

Sailboat owners will want to make sure the sails are dry before storing them all winter. They should inspect their sails and repair any tears or snags. Then the sails should be folded carefully and stored in a dry place.

While you're still in the mood for maintenance, the well of your sailboat should be cleaned, dried thoroughly and waxed.

Inboard-outboard watercraft owners should drain the oil from their engine block if they aren't going to use their boat for some time. For safety's sake, secure a big red tag on your ignition reminding you there is "NO OIL

IN ENGINE!" and be sure to fill the crankcase before you go out again.

If there is gas in the tank, leave it. This will help protect the tank against rust spots which could contaminate later tanks of gasoline. But be sure to drain the old gasoline and replace it just prior to your next trip, particularly if your boat has been sitting idle for several months. Drain any water in the lower tank.

The cylinder walls of outboard motors should be lubricated before storage to protect them from rusting. Drain any water in the transmission.

Batteries should be removed from all boats and stored in a dry place.

Wheel bearings on trailers should be inspected and greased frequently since, by its nature, a boat trailer is dunked in water fairly often. Lubricate all other movable part on the trailer such as the tilting mechanism and the crank.

If possible, set your trailer on blocks and store the tires out of the cold.

Pay particular attention to maintaining safety equipment. For example, life jackets will last longer if they are stored in a dry place away from the cold.

Finally, if you have a cover, use it. The elements are your enemy and you have to put forth some effort to protect your boat's value and safety.

Department water safety experts say these precautions shouldn't take long, and they could save the boat owner a lot of grief come springtime.

Out of Orbit



"I'M TO COMMAND SHIP, I DON'T THINK YOU'RE GOING TO BELIEVE THIS!"

INDIAN JEWELRY
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Herd's Junior Varsity

The Hereford Whiteface junior varsity will travel to Borger this weekend to compete in the Borger Junior Varsity Tournament. Team members are Steve Cornelius (25), James Mays (11), Mike Artho (15), Brent Sigle (13), Roy

Martinez (23), Barry Moller (21), Paul Trollinger (31), Mike Foster (33), Davis Ford (45), Jim Lawson (41), and Dirk Vanderzee (43). Coach Joe Tubb stands at the left.

(Brand Photo)

View From The Plains

BY J.D. PEER

TEXAS PARKS AND WILDLIFE DEPT.

Texas hunters will be in the grain fields early Dec. 14, as the 1974 pheasant season gets underway on the High Plains.

"We have a good population of ringnecks," Chuck Cosper, warden at Hereford said today, "but the hunter will have to contend with an abundance of cover that developed after the September rains."

"There is an increase in the acreage of corn and grain and the counties of Deaf Smith, Parmer, and Castro show an increased range of the sporty ringneck," Cosper continued. Upland hunters are reminded that 33 counties in the Panhandle regulatory district open to pheasant hunting have a stable population of birds but, grain and cover are the key requirements.

"The Northeastern Texas Panhandle grainfields always hold a good supply of pheasant," Gary Merrell, warden at Perryton commented, "and it looks as though the 1974 season will be an average year."

Pheasant are continuing to spread south across the Panhandle and the South Plains.

"Even though Hale, Lamb and Floyd counties are in the southern section of the open area," Ronnie Ainsworth, Plainview game warden said, "we have a good supply of birds."

"Most of the Playa lakes are full and the birds will be in the grain fields or weed patches this year," Ainsworth stated.

The regulations for pheasant hunting dictates a daily bag limit of two (2) cocks and a possession limit of four (4) cocks after the first day.

The head and feet must remain attached to the pheasant carcass until the birds are delivered to the residence or a commercial processor.

The season for these Chinese imports is from Dec. 14, through Dec. 29, and shooting hours are from one half hour before sunrise to one half hour after sunset daily.

Most pheasant hunters use shotguns with maximum loads of number 4's or 7's and as the season progresses, the birds will be harder to find and the shooting distances will increase.

Several complaints have been called in from irate landowners concerning pheasant hunters trespassing on their property. All sportsmen are reminded that nearly all of Texas is private land and permission to hunt is required either verbally or written from the landowner or controller.

There are several methods of hunting pheasant and the most popular one is to get a hunting party together and lineup across the cut grainfields. As the hunters move across the field, birds are kicked up and bagged. It is recommended that all hunters identify their hunting companions also.

For individuals or small groups of hunters, small weed patches, irrigation ditches, fence rows, turn rows and small grain fields should be hunted thoroughly.

The ringneck is considered a real tough bird and he will run and stay on the ground if not pushed hard enough.

Birds that are well trained are used by some hunters along with retrievers. Many wounded birds are bagged by these helpers that otherwise would be lost and wasted.

Safe firearm handling is required at all times and it is especially true when the hunting parties are large. No pheasant is worth a sportsman's eye or hand or life.

Mesquite Picked Over Dons By 7

Amarillo Palo Duro continues its march through the AAAA playoffs, but according to the Harris Rating System, the Dons could end that march in Mesquite Saturday night.

The Dons will meet Mesquite at 7:30 p.m. Saturday and the Harris poll places the Dons as a seven point underdog. Although rated as the loser of the contest, the Harris newsletter adds, "Amarillo Palo Duro could give Mesquite plenty of trouble. Dons are strong defensively. Mesquite, although playing at home, still may have stars in their eyes after beating Rider." Mesquite beat Wichita Falls Rider 14-0 in an upset last weekend.

HARRIS RATING SYSTEM

AAAA QUARTERFINALS

Mesquite (10-0-2)	148	vs. A.P. Duro (11-0-1)	141 (7)
Plano (12-0)	157	vs. DS. Carter (10-1-1)	150 (7)
B. Sterling (11-1)	149	vs. P.N'ches-Gvs. (10-2)	143 (6)
SA C'Chill (12-0)	154	vs. Brownwood (11-1)	151 (3)

AAA SEMIFINALS

Brownwood (11-1)	152	vs. Gainesville (9-2-1)	131 (21)
Jacksonville (12-0)	147	vs. Cuero (13-0)	144 (3)

AA QUARTERFINALS

Alpine (10-2)	130	vs. Spearman (11-1)	128 (2)
Hooks (10-2)	131	vs. Bowie (9-3)	116 (15)
Newton (11-1)	138	vs. Cameron (10-0-2)	135 (3)
Kennedy (12-0)	132	vs. La Grange (9-2-1)	122 (10)

A QUARTERFINALS

Memphis (12-0)	126	vs. Jim Ned (12-4)	119 (7)
Aledo (12-0)	132	vs. Princeton (11-1)	103 (29)
Grapeland (11-0-1)	126	vs. Groveton (10-2)	109 (17)
Falls City (100-2)	125	vs. Schulenburg (11-1)	122 (3)

B SEMIFINALS

LeFors (8-4)	122	vs. Celina (11-1)	115 (7)
Big Sandy (12-0)	126	vs. Moody (11-1)	110 (16)

UNDEFEATED, UNTIED — (B) Big Sandy; (A) Memphis, Jim Ned and Aledo; (AA) Kennedy; (AAA) Cuero and Jacksonville; (AAAA) Plano and San Antonio Churchill.

Some people once believed that a plant called St. John's Wort could cure rattlesnake bites.

Boxers Host Bouts

The weekend ahead will be a busy one for members of the Hereford Boxing Club as the team hosts its own tourney Friday night and then travels to Altus, Oklahoma for matches Saturday night.

Harold Wheeler, sponsor and coach of the boxing team, says the boys would lead on the team bus and head for Altus Oklahoma early Saturday morning following bouts to be fought here Friday night. Hereford is the host club with five other teams expected to compete in the 8 p.m. matches at the Bull Barn.

Amarillo, Canyon, Tulia, Lubbock and Levelland boxing clubs will travel to Hereford Friday night. Wheeler hopes to provide about 25 bouts for the spectators and matches for all the boys on the Hereford club. A stereo will be given away

Visibility Safety For Hunter

"UFO" could save your life this hunting season; not an unidentified flying object but "use fluorescent orange" clothing.

Hunter safety officials at the Texas Parks and Wildlife Department have compiled evidence which shows that fluorescent or hunter orange clothing reduced accidents, not by eliminating the problem but by making it more obvious.

In the past three years in Pennsylvania, not a single hunter wearing fluorescent orange has been injured by being mistaken for game.

In the same state, however, three hunters who wore yellow and 20 hunters clad in red were shot.

Pennsylvania hunters who wore drab or camouflage clothing had the worst record—43 were injured in the three-year period.

Massachusetts was the first state to adopt fluorescent orange for big game hunting

and today at least 14 other states have laws which require hunters to wear varying amounts of the colored clothing.

Last year another 18 states had similar laws before their legislature for consideration.

Blaze or fluorescent orange is the only color which is detected by persons with varying degrees of color vision deficiency.

Tests conducted by vision experts in the U.S. have found that some eight per cent of the male population is affected by color blindness.

Fluorescent orange is completely out of place in nature and it is immediately apparent.

Fluorescents are the most brilliant during the accident-prone hours of dawn and dusk or when heavy shadows destroy much of the available light.

A standard yellow can be seen as gray and white at certain hours of the day, particularly just as the sun rises or sets. And yellow does not stand out at all

when seen by a hunter wearing yellow or amber shooting glasses.

A common objection of hunters to blaze orange clothing is glare. Some of the first caps, vests and jackets made of hunter orange were of a slick material which produced a glare that warned game of a hunter's presence.

New, softer fabrics are used now which reflect little glare but still are highly visible.

The Poor There are folks who think it's a recession when they can't afford a new car to tow their new boat.

INDIAN JEWELRY SHOWING
TUES. DEC. 10
COWAN JEWELERS
DOWNTOWN

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A special gift for that special girl! Choose from this collection of beautiful accessories for lady's purse or vanity table.
Priced From **\$1.00 to \$1.99**

Boxed Jewelry
Earrings, necklaces and cross pendants... always a delightful gift!
\$1.00 Box

GOOD NEWS ABOUT ECONOMY AND VALUE.



We have a good selection of 1/2 Ton, 3/4 Ton, 1 Ton, 2 Ton and 3 Ton Trucks with Automatics, 4 speeds, with 2 speed rear axle and grain beds.

ALL READY TO WORK

DOYLE JOHNSON

Chevrolet-Olds

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Home Repairs and Remodeling all Kinds FREE ESTIMATES
Rockwell Bros. & Lumber Co.
104 S. Main
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FURR'S ALWAYS OFFERS YOU GOOD FOOD BUYS

NO SALES TO DEALERS

PRICES EFFECTIVE THRU 12-7-74

WE REDEEM USDA FOOD STAMPS

Shop Our Delicatessen

- 1-LB. MEAT LOAF
- 1 PT. MASHED POTATOES
- 1-PT. GREEN BEANS
- 1 PT. BANANA PUDDING

AVOCADOS

CALIFORNIA LARGE SIZE 4 FOR \$1.00

TOMATOES GREENHOUSE GROWN LB. 49¢

WALNUTS NEW CROP LB. 49¢

APPLES RED DELICIOUS 4 LB. CELLO BAG 89¢

CRANBERRIES CELLO BAGS 1-LB. PKG. 3\$1

SWEET PICKLES DEL MONTE 12-OZ. JAR 49¢

COFFEEMATE 16-OZ. JAR 99¢

INSTANT TEA FOOD CLUB 3-OZ. JAR 99¢

TOMATO SAUCE CONTADINA 8-OZ. CAN 8 \$1.00

PRUNE JUICE DEL MONTE QUART JAR 59¢

TAMALES ELLIS NO. 2 1/2 CAN 59¢

CAT FOOD PREMIER FLAVORS 13-OZ. 5 \$1.00

CHERRY PEPPERS DEL MONTE 12-OZ. 48¢

CHUCK STEAK FURR'S PROTEN LB. ADV. SPECIAL 79¢

RANCH STEAK FURR'S PROTEN SEVEN BONE CUT LB. ADV. SPECIAL 89¢

ARM ROAST FURR'S PROTEN ROUND BONE LB. ADV. SPECIAL 98¢

SHORT RIBS FURR'S PROTEN DELUXE FOR BARBEQUE LB. ADV. SPECIAL 59¢

GROUND BEEF FRESH DAILY LB. ADV. SPECIAL 79¢

ROUND STEAK FURR'S PROTEN LB. ADV. SPECIAL \$1.09

SIRLOIN STEAK FURR'S PROTEN LB. \$1.09

T-BONE STEAK FURR'S PROTEN LB. \$1.49

CLUB STEAK FURR'S PROTEN LB. \$1.39

TURBOT GREENLAND LB. 79¢

FISH STICKS FOOD CLUB HEAT N SERVE 1-LB. PKG. \$1.02

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.

WE GIVE GOLD BOND STAMPS
DOUBLE ON TUES AND WED WITH \$2.50 PURCHASE

RELISH DEL MONTE SWEET 12-OZ. JAR 39¢

YOU ALWAYS PAY THE LOWER PRICE AT FURR'S

Cans and Packages that show more than one price... YOU PAY THE LOWER PRICE.

As price increases occur, all packaged products in our shelves will be sold at the market price until that supply is exhausted.

During the year many prices are lowered due to supply. When prices are lowered you receive the savings immediately. Products bearing the old higher price will be marked with the new lower price. You can see the savings... YOU PAY THE LOWER PRICE.

NOTE: The only exception to our pricing policy in when price is change is controlled by law

ONCE PRICED ALWAYS PRICED

TREET ARMOUR LUNCH MEAT 12-OZ. CAN 79¢

JUICE TOMATO HUNTS 46-OZ. CAN 49¢

COFFEE FOOD CLUB ALL GRINDS 1-LB. CAN \$1.99

SAVE 20% CALGON WATER SOFTNER
with coupon... \$2.95
without coupon... \$2.25
expires 12-7-75
LIMIT ONE COUPON PER FAMILY

SUPER DISCOUNT SPECIALS

COFFEE FOLGERS 1-LB. CAN 69¢
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

CHERRIES FOOD CLUB NO. 303 CAN 9¢
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

PEARS FOOD CLUB NO. 2 1/2 CAN 19¢
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

EGGS FARM PAC MEDIUM 27¢
WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

Frozen Food Favorites
DINNERS SWANSON TV MEAT LOAF, SALISBURY STEAK, CHICKEN, CHOPPED SIRLOIN, TURKEY 16-OZ. PKG. 59¢
BLACK EYE PEAS TOP FROST 20-OZ. 69¢
GREEN BEANS TOP FROST 20-OZ. 76¢
CARROTS TOP FROST FRESH FROZEN 24-OZ. 39¢
EGG BEATERS FLEISCHMANN'S 12-OZ. 92¢
GREEN GIANT VEGETABLES BROCCOLI SPEARS IN CHEESE OR BUTTER SAUCE, CAULIFLOWER WITH CHEESE SAUCE OR LE SUER PEAS IN BUTTER SAUCE EACH. 56¢

OUTDOOR LIGHT SET 25 LIGHT STRANDS \$2.99

CHRISTMAS TREES SCOTCH PINE 4 FT. \$7.77

GIFT WRAP
COMBINATION 6 \$1.59
FOLD & PRINTER 12" WIDE 79¢
20 OIL FT. POIL OR 20 OIL FT. PRINTER LONG 79¢

FACIAL TISSUE 200 CT. KLEENEX 35¢
STP OIL FILTERS DOUBLE TYPE \$1.99, SINGLE TYPE \$1.49

WIP & DIPE TOWELETTES BABY OIL 100 CT. \$1.19

Close Up TOOTH PASTE CLOSE UP REGULAR OR MINT 6.2-OZ. 83¢

UNGUENTINE PLUS BURN OINTMENT 1/2-OZ. SIZE 49¢

White Rain HAIR SPRAY REGULAR UNSCENTED EXTRA HOLD 13-OZ. 69¢

COTTON SWABS TOPCO 100 COUNT 53¢
EXCEDRIN PM 30 COUNT 93¢

SHOP Furr's MIRACLE PRICES

Let's Cook

Professional Artist Is Holiday Enthusiast

BY SANDY PANKEY
Brand Staff Writer

CHRISTMAS is just around the corner as the old cliché goes and many families have already put their horn of plenty in storage and dusted the cobwebs off the box of Christmas decorations.

Mrs. Dale Furr of 300 Douglas, who has made many of her holiday ornaments, has already begun preparing for the upcoming holiday festivities. She and her husband enjoy entertaining and will host a Christmas party in their home this week for their crazy-bridge club.

"I USED to go all out at Christmas by making all my own Christmas ornaments for the tree and using a totally different decorating scheme each year, but this year I think I'll relax and just enjoy the holiday season," says the pretty blonde housewife.

Besides the usual hustle and bustle of activities, Mrs. Furr is getting ready to show her paintings this month at the Deaf Smith Chamber of Commerce office.

"I've shown my work at various local art shows and sales and plan to exhibit them more in the future," says the attractive housewife.

THE PROFESSIONAL artist enjoys doing watercolors and portraits more than anything but also does some pencil drawings and oil paintings.

She is currently serving as president of the Hereford Art Guild in which she and other club members are getting ready for their art show scheduled in March.

"We're looking forward to the show and hope to have a very successful one this year. We plan to rent booths to local artists which will be set up at Community Center," explains Mrs. Furr.

THE ACTIVE housewife-homemaker is also serving as president in Calliopean Study Club. She has held positions as treasurer and corresponding secretary.

The Furr's, who are members of First Baptist Church, have two sons, six-year-old Daryl and 14-year-old David. Dale Furr is an animal nutritionist at Hi-Pro Feeds in Friona.

Mrs. Furr, Peggy Hamilton before her marriage, was reared in Amarillo. She attended Amarillo College majoring in business and later was a student at West Texas State University where her major was art.

"I SOMEDAY would like to get my fine arts degree from WT but am in no real hurry. I take summer courses when I can, mainly to stay in contact with new techniques in painting," says Mrs. Furr.

With so many candies being

Wyche Club Has Annual Dinner

Families of Wyche Extension Club members were honored guests at the club's annual holiday dinner Monday evening in Pioneer Natural Gas Flame Room.

Games of 42 and a visiting Santa Claus provided entertainment during the evening.

Members and guests present included Messrs. and Mmes. J.B. Worthan, G.W. Duncan, W.P. Axe, Charles Packard, Courtney Brooke.

Also Messrs. and Mmes. Bill Ellis, Wayne Jones, Leo Hellman, J. H. Holden, H.L. Ward. Others were Mr. and Mrs. Leroy Bodkin and Jimmy, Mr. and Mrs. Wayne Traske and children.

Also Mrs. Richard Ward and children, Mrs. Ira Ott, Paul Jones and children.

FOR LARGER
GIFT SELECTION
COWAN JEWELERS
Downtown



Mrs. Dale Furr
...with son Daryl

made during the holidays, a favorite of Mrs. Furr's is Pineapple-Pecan Candy.

"This candy recipe is a little different from most and it's quite easy to prepare," says the housewife.

PINEAPPLE-PECAN CANDY
1 1/2 cups sugar
1/2 cup rich milk
1/2 tsp. salt

1 small can pineapple
2 tbs. butter
1 cup pecans

Cook milk, salt, and sugar to boil. Add pineapple and butter. Continue cooking until it reaches soft ball stage and remove from heat and beat until nearly creamy.

Add nuts and beat again until creamy. Drop or pour on cookie sheet to set.

Teachers, Pupils Get Invitation

Pupils of all Hereford schools have been mailed invitations from the trustees of Deaf Smith County Museum to visit the new exhibits and loan of resource material available at the museum for their use.

Special invitation is given to teachers and administrative personnel to visit the museum between 2 and 5 p.m. Sunday afternoon or the following Sunday, Dec. 15.

Officers and trustees will act as hosts on these Sunday afternoons and discuss with the teachers the facilities and educational program of the county historical museum.

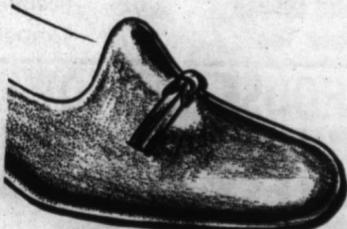
The invitations mailed by Mrs. Austin C. Bass, secretary, carry a reminder of plans for the museum to be open six days a week after the first of 1975 which will make it more readily available for use of students. Present open hours are 2 to 5 p.m. Saturday, Sunday and Wednesday of each week.

Miss Hereford Entry Blanks Now Available

Entry forms are now available for the Miss Hereford-Miss Teenage Contest. Registration deadline has been scheduled for Dec. 28.

The forms may be obtained at the counselor's office at Hereford High School, the home of Mrs. Glenn Watts, 308 Star, Community Center or Deaf Smith County Chamber of Commerce office.

TRADE-IN-WATCH
SALE
COWAN JEWELERS
Downtown



Florsheim's
Rambler:
an
experience
in deep
comfort.

From the tip of the toe to the comfortable mid-heel, this genuine leather Rambler is a deft explanation of why so many women depend on them.

Featured in Red, Black, Navy and Dark Brown Patent Leathers

FLORSHEIM
Gattis Shoe Store
of Hereford
in Sugarland Mall

Your Christmas "Shoe-Shopping" Headquarters

SUGARLAND MALL
ONLY

OPEN NIGHTS
TILL XMAS



- A. Two Pocket Shirt-Jac \$21.
- B. Pull-on Pant \$15.
- C. Striped Skirt \$10.
- D. Striped Cardigan \$19.
- E. Beltd Skirt \$15.

Beautiful Coordinates by First Edition®

First Edition's® put-togethers for your easy-living, mixy-matchy lifestyle. In harmonious solid colors so you can partner and pair-up like mad and come up with several combos. Everything in 96% polyester and 4% silk to toss in the machine. In colors of soft aqua and white. Sizes 8-18.

Anthony's
CREATING ANTHONY'S

EXTRA SPECIALS REDUCED FOR CHRISTMAS

ALL LADIES' SWEATERS REDUCED	25% OFF	GROUP MEN'S DRESS SHOES	\$9 ⁰⁰
		BROKEN SIZES VALUE '22"	
MEN'S SUITS & SPORT COATS	25% OFF	GROUP MEN'S KNIT PANTS	\$10 ⁰⁰
		SELECTED GROUP MEN'S TIES & BELTS	1/2 PRICE
GROUP YOUNG MEN'S FANCY JEANS	\$6 ⁸⁸	GROUP LADIES' KNIT TOPS	\$4 ⁸⁸ & \$5 ⁸⁸
GROUP LADIES' DRESS SHOES	\$7 ⁴⁴	GROUP OF BOY'S JEANS & JACKETS	\$5 ⁰⁰
		BROKEN SIZES and STYLES	
		AND BOY'S BOOTS	

Artist's Life Presented In Book

The Deaf Smith County Library is featuring two books this week. Don Juan McQueen by Eugenia Price and The Happening by John Walters.

Don Juan McQueen is the true story of a love that conquered danger, distance, temptation and disgrace in an unforgettable way.

The Happening concerns a struggling young artist who lives on the floor of a condemned tenement with his pregnant girlfriend Blossom, where they take in strays of all kinds — both animals and people.

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

DON JUAN McQUEEN
by Eugenia Price

"Don't forget I am not leaving only in disgrace. Spanish Florida is our land of promise! I'll send for you soon. Soon. Believe in me, believe in me." These were John McQueen's parting words as he said good-bye to his beloved wife, Anne, at the family dock near Savannah and fled into Spanish East Florida to avoid debtor's prison in Georgia.

The year was 1788, a time of economic upheaval in the new United States. John McQueen had inherited thousands of acres of rich timberland stretching from South Carolina down the coast to the Spanish border, but his ambition exceeded his judgment and set up a sixteen-year conflict between him and his devoted family.

During the American Revolution, the rebelling colonies had no stronger patriot than John McQueen. But the clamor of postwar expansionism, fraught with danger and the greed of men and nations, forced him to reverse every allegiance he had held dear. Every allegiance except his deep, constant love for Anne.

John McQueen, trusted friend of Washington, Jefferson, and LaFayette became Don Juan McQueen, a loyal Spanish subject and intimate friend and advisor to East Florida's mercurial young Spanish governor.

His peacemaking efforts along the violent Georgia-Florida border were to be rewarded with enormous Spanish land grants. But Anne, trapped by her religious and patriotic heritage, her concern for her children — and her adored though exasperating husband — could not bring herself to leave Georgia. Three years of separation were lived out in despair and longing, brief periods of joy, and a growing faith.

Don Juan McQueen in Eugenia Price's most powerful historical novel — the true story of a love that conquered danger, distance, temptation, and disgrace in an unforgettable way.

THE HAPPENING
John Walters

John Walters's The Happening is the warmest kind of entertainment — a real real Christmas story that is destined to become a classic.

Digby Bell is a struggling young artist who lives on one floor of a condemned tenement with his pregnant girlfriend Blossom, where they take in strays of all kinds — both animals and people.

It is just before Christmas, and as Digby trudges home after having a commissioned portrait rejected, he notices a stray cat shivering in front of the orphanage down the street from his house. He finally resolves not to take in another stray, but shamed by the accusing stares of the orphan, he finally picks up the cat and takes it home. The next morning he cannot get the haunted stare of the orphan out of his mind.

Suddenly, as only Digby Bell can, he hatches a plan. He

SHOP EARLY
BE SMART
COWAN JEWELERS
Downtown



Mrs. Tommy Woods
...nee Dora Hix

A man of fifty is responsible for his face.
—Edwin M. Stanton.

Vows Spoken In Sunday Wedding

In a mid-afternoon ceremony Sunday Miss Dora Maxine Hix, daughter of Mr. and Mrs. Tom Sheridan of 219 Avenue A, and Tommy Woods, son of Mrs. Mildred Mills of Conestoga Lake, Pennsylvania, were married at Trinity Baptist Church.

The Rev. Clarence Powell, pastor, conducted the service as the wedding party stood before a large arrangement of blue carnations and white chrysanthemums.

Miss Rebecca Lorraine Hix was her sister's maid of honor and Tim Cox of Dawn acted as best man. Ushers were John David Hix, brother of the bride, and her cousin, Howard Oliver of Amarillo.

A younger brother, Mark Dean Hix, was ring bearer. Wedding music was by Johnny Price, pianist.

The bride's gown was of white

with, untrimmed, worn with a floor-length veil bordered with lace scallops. The dress was in princess style with wedding ring neckline and bell sleeves. Her bouquet was carnations in white and forget-me-not blue.

The maid of honor was dressed in blue knit in the exact style of the bride's dress.

A reception followed the wedding, with Mrs. Les Thompson and Dorothy Hawkins of Canyon presiding at the refreshment table. Mrs. Moon Rameriz, sister of the bride, was at the guest register.

A crocheted lace cloth, made by the bride's grandmother, Mrs. K.H. Oliver and used at several weddings in the family, was laid over blue on the table which held the triple-tiered cake which was decorated with blue and white flowers and topped with bride-and-groom

figures. Blue Candles burned on either side.

For the wedding trip Mrs. Woods wore a blue and white checked pantsuit. She is a 1944 graduate of Hereford High School, where she was a member of VICA and the Pop Squad.

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

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

Higher prices on cars drive customers away.

The Hereford Brand, Hereford, Texas, Thursday, December 5, 1974 City Council Party Planned

Preparations for the Home Demonstration City Council Christmas party scheduled Dec. 9 in the Bull Barn were made by Progressive Extension Club members Tuesday afternoon in the home of Mrs. Dean Stallings.

Also during the business session, members made final arrangements for their

Creative Women Schedule Bazaar

Hereford Creative Women's Club will offer handmade items "ideal for stocking stuffers or small gifts" during their annual Christmas bazaar Saturday from 10 a.m. - 4 p.m. at 341 Centre.

The public is urged to view the club's wares. Proceeds will be used for a civic project.

Definition
Nonchalance: The ability to look like an owl when you've acted like a jackass.

Christmas party to be held at 7 p.m. Dec. 15 in the home of Mrs. T.J. Parsons. Husbands will be honored guests.

Several club members participated in the club's Christmas program. Mrs. E.T. Hammet read the opening exercise entitled Merry Years of Christmas and also presented a scripture reading on the birth of Jesus.

Mrs. Pete Carmichael gave a short program on the Life of Mary and Jesus entitled Christmas Voices and Mrs. H.B. Jacob read a poem, Just For Christmas.

A Mother's Wish For Christmas was the essay read by Mrs. Stallings.

Mmes. J.L. Roland and Mrs. Karl Manschrick were welcomed as guests.

23rd ANNIVERSARY SALE
COWAN JEWELERS
Downtown

OSCAR MAYER MEATS FROM SAFEWAY!		FRESH FRYERS Whole Body Cut-up 1/2 lb. 52¢ 44¢ lb.		SLICED BACON Smok-A-Roma 2 lb. Pkg. 1.99¢ 99¢		PORK LOINS Assorted Quarter Pork Chops 99¢ lb.	
Bologna 1 lb. 75¢ Liver Cheese 1 lb. 83¢ Cotto Salami 1 lb. 89¢ Sliced Bacon 1 lb. 91¢	Burritos 1 doz. 79¢ Tamales 1 doz. 79¢ Tacos 1 doz. 91¢	PERCH FILLET Captains Choice 1 lb. 89¢	Sliced Bacon 1 lb. 99¢ Pork Chops 1 lb. 99¢ Smoked Sausage 1 lb. 99¢	BOLOGNA Slicing 1 lb. 99¢	Franks 1 lb. 99¢ Smoke Links 1 lb. 99¢ Pickles 1 lb. 89¢	Oscar Mayer Meat 1 lb. 99¢ Oscar Mayer 12 oz. 99¢ Oscar Mayer 1 lb. 89¢	

SAFEWAY SELLS

Picante Sauce 1 lb. 41¢ Peanut Butter 1 lb. 62¢ Clover Honey 1 lb. 91¢	Apple Jelly 1 lb. 75¢ Paper Towels 1 roll 49¢ Aluminum Foil 1 roll 32¢	Soft Drinks 2 53¢ Dog Food 1 lb. 15¢ Detergent 1 lb. 97¢	Liquid Detergent 1 lb. 37¢ Liquid Bleach 1 lb. 69¢ Instant Tea 1 lb. 91¢	Edwards Coffee 1 lb. 91¢ Safeway Coffee 1 lb. 91¢ Grapefruit Juice 1 lb. 55¢
LUCERNE DRY MILK 20 qt. Box 3.98	SALTINE CRACKERS 1 lb. Box 2.89	TOWN HOUSE BEEF STEW 24-oz. Can 75¢	TOWN HOUSE CHILI 15-oz. Can 62¢	

Shortening 1 lb. 91¢ Vegetable Soup 1 lb. 21¢	Mayonnaise 1 lb. 91¢ Miracle Whip 1 lb. 91¢	Salad Dressing 1 lb. 69¢ Stuffed Olives 1 lb. 98¢	Dill Pickles 1 lb. 98¢ Tomato Sauce 1 lb. 17¢	Wheat Bread 24-oz. 49¢ French Bread 1 lb. 45¢
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Safeway's Frozen Food Items!

BEL-AIR VEGETABLES 3 Pkgs. For 3.91	SCOTCH TREAT ORANGE JUICE 6-oz. Cans 5.91	BEL AIR SPINACH 12-oz. Pkg. 5.91
Strawberries 1 lb. 59¢ Strawberries 1 lb. 89¢ Shootings 1 lb. 52¢ French Toast 1 lb. 49¢	Ice Cream 1 lb. 91¢ Orange Juice 1 lb. 49¢ Broccoli Spears 1 lb. 39¢ Honey Buns 1 lb. 69¢	Glazed Donuts 1 lb. 79¢ Jelly Donuts 1 lb. 79¢ Egg Noodles 1 lb. 62¢ Orange Juice 1 lb. 4.91

STRAWBERRIES 1 lb. 39¢
CORN on COB 1 lb. 75¢
MEAT PIES 3-oz. Pkg. 83¢

Safeway's Fresh Dairy Items!

MARGARINE Childproof Quarters! 1 lb. Ctn. 53¢	BISCUITS Mrs. Wrights Buttermilk or Sweetmilk! 8-oz. Can 13¢
Party Dips 1 lb. 39¢ Margarine 1 lb. 65¢ Margarine 1 lb. 72¢ Margarine 1 lb. 79¢ Butter 1 lb. 52¢ Cheese 1 lb. 98¢ Cream Cheese 1 lb. 91¢ American 1 lb. 65¢	American 1 lb. 59¢ Cream Cheese 1 lb. 43¢ Squeeze-A-Snak 1 lb. 65¢ Cream Cheese 1 lb. 47¢ Velveeta 1 lb. 99¢ American 1 lb. 92¢ Diet Parkay 1 lb. 73¢ Party Snacks 1 lb. 37¢ Cheese Spread 1 lb. 49¢

FLEISCHMANN'S 1 lb. 82¢
DIET BLUE BONNET 2-8 oz. Tube 68¢

5, 1974
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Hospital Notes

PATIENTS IN HOSPITAL
 Mrs. Irene Ballard, 219 N. Texas; Mary Bourn, 711 E. 4th; Emmett Brown, 402 W. 4th; Mrs. Leroy Burnett, Route 3; Edd Cardinal, 1405 Plains; Mrs. Eduardo Castillo, 410 Ave. K; Francisco Garcia, 401 Ave. K; Mrs. Frank Hernandez, Blue Water Apts.; Mrs. Leo Price, 423 Lee; Mrs. Francisco Segura, P.O. Box 644; Mrs. Raymond Stone, P.O. Box 1121; Mrs. Ed Tibjlas, 115 Ave. H; Mrs. Pablo Villarreal, 618 Ave. F; Mrs. John Dolan, 411 Ave. H; Mrs. Charles Spinhrine, Vega; Mrs. Frank Villegas, P.O. Box 1262; Michele Badillo, P.O. Box 2182; Mrs. Nora Gillis, P.O. Box 124.

PATIENTS DISMISSED
 Mrs. Jesus Castillo, Mrs. Jack Streun, Dec. 1.
 Antonio Vasquez, Mrs. Andrew Gray, Mrs. David Sossaman, Waverly Coates, Clarissa Jurado, Dec. 2.
 Mrs. Mickey Dunkin, Dec. 4.

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

A \$4 billion tax revision package has been proposed by seven Democratic senators. The plan, which they termed a balanced tax reform and relief package, calls for a variety of changes.

TRADE-IN-WATCH SALE
 COWAN JEWELERS
 Downtown

LAE Club Has Holiday Program

Mrs. H.H. Miller, executive secretary of Red Cross Hereford Chapter, presented a Christmas program to members of La Affilius Estudio Club at a luncheon Tuesday in the home of Mrs. Ira Ott.

In her program Mrs. Miller read two stories from a book of Christmas stories written by Pearl Buck.

Turkey, dressing and all the trimmings were served from a buffet table by hostesses, Mmes. Ott, Sam Morgan, B.F. Markham and Cecil Braly.

Silvered miniature trees were used as place favors and the home was decorated throughout with holiday ornaments.

Two guests were welcomed, Mrs. J.H. Holden and Mrs. G.P. Owen.

Members present were Mmes. A.H. Cook, Marlin Gilliland, Emmett Hale, A.N. Hopson, H.W. Johnson, Mildred Ramey, A.B. Higgins and George Suggs and Miss Della Slager.

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

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

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



Ruth Wynne and Barbara Wheat ...pass PLS tests

Local LSA Members Earn Rating With Examination

Two members of Deaf Smith-Castro County Legal Secretaries Association, Ruth Wynne of 313 Centre and Barbara Wheat of Dimmitt, have been notified that they passed a recent examination which qualifies them as Professional Legal Secretaries.

They and Mildred Shuffy, another association member here, are among only 54 who hold the PLS designation in Texas; there are 539 in the United States. Only two percent pass the first time, as the local women did in 14-hour tests given Oct. 25 and 26 at West Texas State University.

Mrs. Wynne, secretary for Thomas Kendrick and Kenneth Tarleton, attended Eastern New Mexico University after graduation from Portales High School. She and her husband, Bobby Wynne, have two sons, Michael and Greg. She is national representative in the local LSA.

Governor and bulletin editor in the LSA chapter, Mrs. Wheat was named November secretary of the month. Her employer is Jimmy L. Ross, a Dimmitt attorney. She is a graduate of Dimmitt High and a business college and the mother of two children, Steven and Toni.

The National Association of Legal Secretaries sponsors PLS examinations under approval of the American Bar Association. In addition to the test on all phases of a legal secretary's duties, a candidate must have five years of experience in her profession.

Christmas Is Theme Of Guest Talk

Guest speaker for a joint program of the American Legion and its Auxiliary Tuesday evening was the Rev. Roger Knapp, pastor of First Presbyterian Church. Subject of his brief inspirational talk was The Meaning of Christmas.

The meeting was at the Legion Building and the two organizations had separate business sessions. Auxiliary members completed plans for assistance in the annual Christmas Gift Shop at the veterans hospital in Amarillo Dec. 8-10.

They also made final arrangements for serving holiday dinners to a number of employe groups, an annual activity which adds funds to the Auxiliary treasury.

Hostesses, Hazel Sparks and Mrs. J.M. Dawson, served refreshments in a social hour.

CHUCK ROAST Beef Chuck Blade Cut USDA CHOICE BEEF lb. 58¢	ROUND STEAK Beef Round Full Center Cuts USDA CHOICE BEEF lb. \$1.09	GROUND BEEF 100% BEEF REGULAR Any Size Pkg. Premium lb. 78¢
Chili Meat Fresh Premium Ground Beef 98¢	Stewing Beef Boneless Lean Cubes \$1.19	Beef Liver Fresh Blood 89¢
PORTER HOUSE STEAK Beef Loin \$1.79	Rib Steak USDA Choice Beef Small End \$1.69	T-Bone Steak USDA Choice Beef Loin \$1.79
Tip Steak USDA Choice Beef Round Boneless \$1.69	RUMP ROAST Boneless USDA Choice Beef \$1.39	7-Bone Roast USDA Choice Beef Chuck 88¢
Chuck Steak Choice Beef Center 7 Bone 98¢	Heel of Round Choice Beef Boneless \$1.19	

SAFeway WANTS YOU TO KNOW THE QUALITY OF BEEF YOU BUY!

AT SAFEWAY EVERY CUT OF BEEF WE SELL IS U.S.D.A. CHOICE GRADE MATURE BEEF...Some stores sell lower grades of beef than choice. Look at the beef grading facts below and see which grade you would prefer. (There are 6 standard Federal Grades)

PRIME: IS THE HIGHEST QUALITY BUT USUALLY HAS TOO MUCH FAT AND THE SUPPLY IS LIMITED	OFFERED IN SOME STORES
CHOICE: IS LESS FAT THAN PRIME AND IS IN THE LARGEST DEMAND BY CONSUMERS WHO WANT QUALITY BEEF AT A MODERATE PRICE	THE ONLY GRADE SOLD AT SAFEWAY
GOOD: USUALLY SOMEWHAT LEANER THAN CHOICE HAS LESS MARBLING AND MAY COME FROM A LESS TENDER ANIMAL	SOLD UNDER FANCY NAMES WITH NO GRADE (Also Baby Beef)
STANDARD: STILL LOWER GRADES THAN ABOVE AND IN DEMAND WHERE QUALITY IS NOT A FACTOR	NORMALLY NOT FOUND IN FOOD STORES.

All Sales in Retail Quantities Only!

ONLY USDA CHOICE BEEF!

Peaches Town House 28-oz. 57¢	Beets Town House Brand 16-oz. 29¢	Chunk Tuna Soft Tuna Light 8-oz. 56¢	Diet Drinks Cragmont Soft Drink 12-oz. 14¢
Pineapple Leland Brand 15 1/2-oz. 39¢	Green Beans Garden of Eatin' Cut 16-oz. 29¢	Tomato Soup Town House 10 1/2-oz. 56¢	Beans Ranch Style Brand 15-oz. 35¢
Fruit Cocktail Town House 17-oz. 44¢	Sweet Peas Town House 17-oz. 33¢	Sugar Wafers Betty Baker 2 1/2-oz. 49¢	Catsup Del Monte Brand 12-oz. 79¢

HAMBURGER HELPER
Betty Crocker Cheese Burger
59¢
8-oz. Box
SUPER SAVER

PARTY PRIDE POTATO CHIPS
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9-oz. Box
SUPER SAVER

25¢ OFF LABEL GAIN
Laundry Detergent!
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84-oz. Box

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Laundry Detergent!
\$1.05
49-oz. Box

Noodle Dinner Kraft Chicken 7-oz. 59¢	Pizza Agon Way Regular 12-oz. 56¢	Spaghetti Skinner Ready Cut 12-oz. 45¢	Kleenex Napkins Facial Tissue 200-ct. 45¢	Tissue Laidlaw Soft 2-PLY 2-oz. 46¢
Depend-O In Tank Best Cleaner 12-oz. 73¢	Cake Mix Mrs. Wrights Layer 18-oz. 67¢	Macaroni Skinner Elito Short Cut 24-oz. 79¢	Navel Oranges Suncoast 4-oz. 19¢	Pinto Beans Town House 2-oz. 97¢

Safeway's Health & Beauty Aids!

On Sale Till Dec. 28 **The New Funk & Wagnall Encyclopedia** Vol. #22-23 **\$1.99**

VITAMIN-C Safeway Chewable 100 Milligram **49¢** 100 ct. Bottle

MOTOR OIL 20 wt. or 30 wt. Safeway Brand **39¢** Qt.
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APPLES Red Delicious Extra Fancy! 8 lb. Bag \$1.69	CORN Yellow Florida Grown! 10 Ears For 99¢	CABBAGE Green For cooking or Coleslaw! 9¢ lb.
Bell Peppers 2-oz. 29¢	Radishes Green Danvers 2-oz. 27¢	Navel Oranges Suncoast 4-oz. 19¢
Tangelos Easy to Peel 5-oz. 19¢	Apples Golden Delicious Extra Fancy 4-oz. 19¢	Carrettes Suncoast 12-oz. 29¢
RUBBER PLANT 6" Pot Ea. \$3.49	FRESH TURNIPS 2 lbs. for 35¢	RUSSET POTATOES 10 lb. All Purpose Bag 89¢

Look Who's New

Mr. and Mrs. Ed-James Tibjlas are the parents of a son, James Glenn, born December 3.

Mr. and Mrs. Francisco Segura are the parents of a daughter, Rosa Maria, born December 1. She weighed 6 lbs. 2 1/2 oz.

Mr. and Mrs. Leroy Barnett are the parents of a son, Roy Shannon, born December 1. He weighed 9 lbs. 15 oz.

Mr. and Mrs. Raymond Leroy Sossan are the parents of a son, Gary Leroy, born December 1. He weighed 6 lbs. 13 oz.

Mr. and Mrs. David Bruce Sossaman are the parents of a daughter, Misty Dawn, born Nov. 30. She weighed 7 lbs. 3 1/4 oz.

Mr. and Mrs. Brillian Jackson are the parents of a son, Jay Brandon Wade, born Nov. 29. He weighed 6 lbs. 10 1/2 oz.

Bazaar Wares Made By Hand For Sale Today

Beautiful handmade articles will be offered for sale tonight in Dimmitt by residents of South Hills Manor as they host their annual Christmas bazaar.

Mr. and Mrs. Virgil Justice, manor managers, cordially invite the public to view bazaar wares which include everything from intricate needlework to individually crafted dolls. The sale, which begins at 6:30 p.m., will be held at the manor, located on the bypass west of Dimmitt.

Sale proceeds from each item will go to the individual who made it.

South Hills was opened 18 months ago and the 118-bed facility is currently meeting 90 per cent of its potential.

Some statesmen are like buttons, popping off at the wrong time.
 -Telegram, Worcester, Mass.

Snob Rule
 A democracy is a country in which everyone has an equal right to feel superior to the other fellow.

FOR GIFTS THAT ARE LASTING
 COWAN JEWELERS
 Downtown

Women's CofC Will Aid MH-MR

A project of service to the Mental Health-Mental Retardation Center here was adopted for the Women's Division of Deaf Smith County Chamber of Commerce and further plans for the winter membership meeting were announced at a meeting of the executive committee Tuesday.

The group lunched in Hereford Country Club and heard committee reports with Mrs. O.G. Nieman, president, presiding.

They voted to set up a new committee with the responsibility of enlisting members to make one trip each month to Amarillo to take MH-MR clients to doctors' appointments. The local center has asked for volunteers to perform this service, hoping several women's organizations will respond.

It was announced that Micky McDonald, director of a modeling school in Amarillo, has accepted an invitation to give the program at the first 1975 membership meeting, on Jan. 13. Kandy Newman of Hereford, one of her pupils who was runner-up in a recent national teenage modeling contest, will assist.

The Woman's Division Woman Of The Year will be presented at this meeting, a dinner for all members and guests.

Bill Albright, executive secretary of the Chamber of Commerce, thanked the women for their help in the chamber membership breakfast last week. He invited committee chairmen from the division to attend orientation sessions for Chamber chairmen, to be held soon.

Reports were given on the Christmas lighting contest sponsored by the division, on progress of preparations for the

annual Miss Hereford Pageant in February and on decorations being arranged for the community presentation of the Christmas oratorio, The Messiah, Sunday evening.

Cash Prizes Awarded To Four Girls

Bill Phipps and Charlie Brown presented cash prizes for ticket sales during the Order of Rainbow for Girls meeting Monday evening in Masonic Hall.

Carole Vogel was awarded \$5 for selling 80 tickets to the organization's haunted house held in October; Rose Warren received \$3 for selling 46 tickets; \$2 was given to Janet McWhorter and Laura Clark for selling 45 tickets each.

Guests present included Phipps, Brown, Mrs. J.A. McWhorter and Charlotte Clark. Also present were Jana Ray, worthy advisor, Mrs. Rodger Ruland, mother advisor, and 28 members.

For the next meeting, members scheduled a hay ride and Christmas caroling.

Rally Night Set Monday By Local Boy Scout Unit

A Rally Night will be sponsored by Troop 151 for all boys, ages 11-15 years-old, who are interested in joining Boy Scouts according to Floyd Bailey, scoutmaster. It will be held at 7:30 p.m. Monday in the St. Anthony's School auditorium.

The program will be a general information forum for boys and their parents interested in the scouting program. The Rally night is a method used in scouting to interest persons in the organization. The event is not just for those wanting to join Troop 151, but any unit of the scout district.



JC-Ettes Invite Supper Guests

Four prospective members of Hereford Jaycee-Ettes were honored at a covered dish supper Tuesday evening in SWPS Reddy Room, where a work hour after supper was held to finish making Christmas favors for hospital patients' trays and bean bags for the children's ward of Deaf Smith General Hospital.

The honor guests were Mmes. Leon Tanck, Donnie Rhyne, Vincent Vigil and Mike Major. Final plans were made for the Christmas party Dec. 14 when all Jaycees and their wives will be entertained in the REC Medallion Room. Some members planned for a visit in Amarillo Friday for a Jaycee Ette "sit-in-hen" meeting. The group will operate a concession stand Saturday at an auction sponsored by Hereford Jaycees.

Mrs. Dale Smith was chosen to serve as social director the remainder of this year. Her first practice as speaker in the Jaycee-Ettes "Have Your Say"

program was given by Mrs. Gilbert Arellano, one of the group's newer members.

Also at the meeting were Mmes. Bill Johnson, John Bunch, Joe Martinez, Steve Carroll, James Braly, Jerry Jennings, Dan Warrick and Lonnie Wyle.

Golden Gleams

Lying lips are abomination to the Lord.

-Proverbs 12:22

Lying is wrong even to save chastity.

-St. Augustine.

Who speaks not truly, lies.

-Shakespeare.

Men were born to lie, and women to believe them.

-John Gay.



Benefit Workers

Festivities like the one displayed, left, by Mrs. Bud Snyder and Mrs. Jimmy Anderson, are inviting Hereford residents to the yearly homes tour and bazaar sponsored by La Madre Mia Club to benefit service projects, this year the county library, Hospital Auxiliary and Meals-On-Wheels. Mrs. Hurschel Black and Mrs. Stan Simmons, above, examine some of the hand-made items to be sold in the bazaar at the home of Mrs. W.E. Sparks, where refreshments will be served. Tickets are on sale by club members at \$1 each, or may be purchased at doors of the tour homes.

Study Club Has Holiday Party

Christmas gifts made by members were auctioned in La Plata Study Club at its Christmas party Tuesday evening in the home of Mrs. Ken Rogers, Yuca Hills. The hostess's home was decorated in a Christmas motif with an unusual feature, a large tumbledweed used as a Christmas tree.

Members present included Mmes. W.D. Ashew, Doug Bartlett, Jay Busbin, Jack Brown, Charles Kelley, Lewis McCristian, J.D. Neill, Elmer Patterson.

Also Mmes. Frank Frowell, Nancy Richie, Ray Sule, Don Taylor, Harlan Vanderzee, Lois Woodford and Raymond White.

Club Makes Gifts For Children In Hospital

Christmas gifts were completed by Palo Duro Extension Club members Monday evening in the home of Mrs. Lynn Fisher.

The presents will be distributed among children who are patients in Deaf Smith County Hospital during the holidays. Also, members made burlap flowers for their crafts project.

During the business meeting, a report was given on the door decorations made recently for residents of Westgate unit of Kings Manor retirement home.

The club also discussed their money-making project in which members will sell candies during the Christmas holidays. Members present included Mmes. Don Gorman, State Norvell, Mickey Brinsdine, Dal Coleman and Tony Gorman.

Chapters Focus On Holiday Plans

Christmas planning dominated the meetings of Beta Sigma Phi chapters Tuesday evening, as three Hereford groups decided on entertainments for themselves and their guests, as well as gifts for others.

A business meeting of Alpha Alpha Chapter was held in Community Center where Mrs. Joe Story presided.

Members voted to give a behind-for Westgate unit of Kings Manor retirement home, cooperating with other women's organizations of the city in providing the needed accessories for patients' rooms.

The chapter's holiday party will be in the home of Mrs. James Sauer, 781 Cleveland, Dimmitt, on the evening of Dec. 11. Husbands of members will be guests and will be enlisted to help in a Christmas project by wrapping gifts for Girlstown residents.

For the Tuesday meeting hostesses were Mmes. Charles Laing and Hicks Robinson, who served refreshments to Mmes. Howard Gore, Max Stipe, Bill Kendall, Gilene Williams, R.J. Cramer and Story.

Travels in Texas with a camera, to various places at different times, have provided Mrs. Jerry Shipman with an interesting collection of slides which she showed to Xi Epsilon Alpha Chapter at a meeting in her home.

She spoke of some unusual spots in the state as well as better known attractions and scenic places.

Final plans for sponsoring a visiting Santa during the Christmas season were made in the business period. Arrangements for Santa's

appearance at parties or children's gatherings may be made with members of the chapter.

Reports were made on a square dance and bar supper for members and guests recently at Dimmitt Country Club, and on delivery of a Thanksgiving basket to a family the chapter has "adopted" this year. Christmas gifts for the family were planned also, and a holiday party Dec. 23.

Mrs. Calvin Jones was a guest. Members present included Mmes. Warren Hill, Ken Wiley, Kenny Ruland, Jim Horton, C.D. Fitzgerald Jr., Archie Dwyer, Jim Cramer and Jim Aldridge.

Gaily wrapped games were brought by Kappa Iota Chapter members to the home of Mrs. Temple Abney where Mrs. Sparky Stephens was co-hostess.

The Christmas gifts will be sent to Girlstown residents.

Members finalized plans for their Christmas party scheduled for 7 p.m. Dec. 14 in the Music Stand. Their husbands are invited as guests.

Other business included a report on the chapter's selling project.

Persons Who Played a Vital Role in The Christmas Story was the program presented by Mrs. Don Childers. She showed prints of famous paintings done of the Madonna.

Members present were Mmes. Bobby Jones, Nelson Kendall, John Kreighbaum, George Muse, Kirk Ousley, Gary Royal, Carl Tharrell.

Also Mmes. Lenora Young, Chuck Boyd, Tom Carter, Johnny Wall, Ben Martin, Joe Paetzold and Dutch Grover.

Small Talk

By SUE COLEMAN
Women's Editor

IT TOOK quite a bit of doing by members of the Harlan Vanderzee family but on Dan spent the Thanksgiving holidays at home from college in San Marcos.

At first it looked like there was no way he could make it in time, but his brother Dick has lately qualified for a solo flying license, and needed some cross-country flying mileage. His aerospace instructor at HHS, John Chappell, went along and Dick flew to Houston, picked up Dan and got him home Wednesday.

He was due back in San Marcos for basketball practice Sunday, and his mother drove him down to make that date. While she was far downstate, Donna drove on to San Saba and brought Harlan's mother back with her for a visit here.

A WHOLE party of relatives went this week to visit the Greg Richards and sons, Stacy and Shaz, for a sort of early Christmas or late Thanksgiving celebration. Richards is foreman of the Moon Ranch near Santa Rosa, N.M., and Mrs. Richards is the former Judy Lookingbill who was a 1968 graduate of Hereford High.

The visitors were Mr. and Mrs. L.H. Lookingbill Sr., Mr. and Mrs. L.H. Lookingbill Jr. and sons Dick and Craig, Mr. and Mrs. Pat Betzen and daughter Jennifer, Mr. and Mrs. Ladd Gafford and Joy D'Ann.

The senior Lookingbills will fly to Baton Rouge, La., to spend Christmas with their daughter and family, the John Winklers and children.

SURPRISE visitors with Jean Watts for the Thanksgiving

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weekend were her parents, Mr. and Mrs. Jim Alvord, and grandmother, Mrs. L.N. Crawford, all of Tye.

"Maybe you'd better say they are from Abilene," Jean said, "because hardly anybody knows where Tye is, and it is near Abilene." But I know where Tye is, and am going to give it credit for its residents when they come to Hereford.

COMPANY for Thanksgiving in Mabel Wagner's home, 138 Beach, included her daughter and son-in-law, the Ed Michells, and their sons, Michael and Steven, of Dallas; her son, Gerald Wagner, and his daughters, Christina, Natalie and Valerie, of Grand Prairie.

Previous guests of Mrs. Wagner were her sister and brother, Mrs. Robert Miller and Charles Hacker, both from Los Angeles.

THERE was mentioned about sking when Georgia Sparks was talking about the Bub Sparks family's trip to Colorado Springs last weekend. Incidentally, I suppose, they visited their son Gene and his wife.

NOTES, COMMENTS
Minding one's business never hurt anyone.

The problem of any problem is to find the facts.

Many a man pities other individuals who pity him.

Not many people think that the dictionary is a good book to study.

Occasionally one learns that it's smarter not to talk so much.

It's good that most of us never know what other people think of us.

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Downtown

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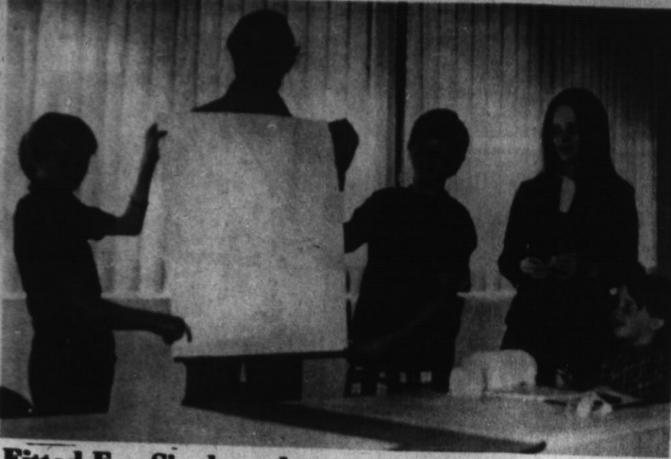
Calendar of Events

THURSDAY
 L'Allegria Study Club guest day, Pioneer Natural Gas Flame Room 9:30 a.m.
 Hereford Study Club Christmas dinner for husbands, Hereford Country Club, 7 p.m.
 Bay View Study Club, Hereford Country Club, 7:30 p.m.
 VFW, VFW clubhouse, 8 p.m.
 AARP covered dish dinner and fun party, Community Center, 6:30 p.m.
 Kiwanis Club, Civic Club Center, noon.
 Jaycees, Civic Club Center, 8 p.m.
 Women's Golf Association, John Pitsman Municipal course, 9 a.m.

FRIDAY
 Complete Girls Leaders Association, CFG Lodge, 9:30 a.m.
 Garden Beautiful Club, Christmas gift exchange, Mrs. Charlie Noland, 3 p.m.
 Real To Blusson Garden Club, meet at community center, 9:30 a.m., for tour of Annette's Garden Center.
 Young Housewives Extension Club Christmas party, home of Mrs. Sam Maxwell, 7:30 p.m.
 Patricarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
 Kiwanis Whiteface Breakfast Club Dickie's Restaurant, 6:30 a.m.
 Duplicate Bridge Club, 30 Western, 7:30 p.m.

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

SUNDAY
 La Madre Mia Study Club Christmas party, home of Mrs. W.E. Sparks, 8 p.m.
 Home Demonstration Council Christmas party, Community Center, 2 p.m.
 Beta Sigma Phi City Council, Friendship Room of Hereford State Bank, 8 p.m.
 Music Study Club, Christmas party, home of Mrs. J.C. McCracken, 2 p.m.



Fitted For Signboard

Some of the boys in St. Thomas Episcopal Church who lettered signs for the annual Flea Market which will be held Friday and Saturday at the church, are "trying on" a sheet of cardboard, part of a sandwich sign to be carried by Jeff Samuels and her small daughter, Mandy, judge the proper place for letters. Mr. and Mrs. Samuels are teachers in the church school; the boys are from

Jaycee-Ettes board meeting, Deaf Smith Chamber of Commerce office, 7:30 p.m.
 Beta Sigma Phi City Council, Friendship Room of Hereford State Bank, 8 p.m.
 VFW and Auxiliary, VFW clubhouse, 7:30 p.m.
 Rotary Club, Civic Club Center, noon.
 Odd Fellows Lodge, IOOF Hall, 8 p.m.
 Evening Lions Club, K-Bob's Steak House, 7 p.m.
 Masonic Lodge, Masonic Hall, 7:30 p.m.
 Easter Lions Club, Easter clubhouse, 7:30 p.m.

TUESDAY
 CowBelles tasting spree, home of Mrs. Virgil Marsh, 11:30 a.m. to 1 p.m.
 Art Guild Christmas party, home of Mrs. Earl Holt, 7:30 p.m.
 Pioneer Study Club luncheon, Hereford Country Club, 11:30 a.m.
 Hereford Newcomers luncheon, Community Center, noon.
 Order of Eastern Star, Masonic Hall, 7:30 p.m.
 Volsa Study Club, home of

WEDNESDAY
 Wyche Extension Club Christmas luncheon, home of Mrs. L.B. Worthan, 12:30 p.m.
 Ceramic Art Club luncheon, home of Mrs. Lloyd Kirkeby, 11:45 a.m.
 Noon Lions Club, Civic Club Center, noon.
 Deaf Smith County Historical Museum open to public free of charge, 2 to 5 p.m.
 Story hour for preschool children, Deaf Smith County Library, 3 to 3:30 p.m.

BE MERRY AND SANTA, TO BOOT!

A little elephant is made from a pair of men's grey sport socks and a gift tin of tobacco, candy, or nuts. To make him, insert a pipe cleaner into the foot of one sock and roll the sock, starting from the toe, for about five inches. Then, bind with matching thread to form the elephant's trunk. Stuff the remainder of the foot with the second sock and cotton batting to make the elephant's head. Stick on button eyes and gray felt cut in the shape of ears. Slip the foot of the sock over the tobacco can, and tape the cuff to the underside of the can.

23rd ANNIVERSARY SALE
 COWAN JEWELERS
 Downtown

Rev. Chapman Is Speaker At Revival

The Rev. Gaylan Chapman and his wife of Amarillo are being featured at a revival held at United Pentecostal Church located at the corner of Ave. H and Lafayette St.

Worship services will begin each evening at 7:30 p.m. and will run through Dec. 13 excluding Saturday evening of this week.

The Rev. Warren McKibben, pastor, invites the public to attend.

LONG OVERDUE BOOK
 HANOVER, N.H.—A book that was 67 years overdue at the Dartmouth College Library has been returned. A New Hampshire woman discovered the book among the belongings of her late husband's father.



Rev. and Mrs. Gaylan Chapman

Ford willing to revise economic program.

Miners get big pay raise in Poland.

You Owe It to Yourself. Make Time to Make a Radiant You!

Try taking a leisurely soak in the bathtub every day, letting the lukewarm water relax your muscles. Return to your mirror, freshening your makeup and hair-comb when necessary.

With firm fingertip massaging to smooth away tension lines and feelings, follow this routine for your soapuds facial.

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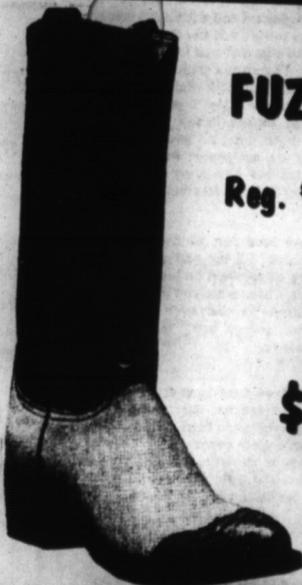
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Do All Your Christmas Shopping DOWNTOWN For Better Selection and Convenience.



CALORIE COUNTDOWN

BY SUSAN DUFF MASTRO

TOMATOES FOR DIETERS

One of the nicest things Mother Nature ever did for us dieters was to make the tomato. Luscious and sweet, one fresh red tomato of average size (three inches in diameter and about seven ounces in weight) contains just 40 calories. A raw tomato makes a great hunger-killing snack between meals - in the afternoon, I sometimes eat one like an apple sprinkling salt and pepper on each bite. You can also slice it, sprinkle lemon juice (one tablespoon, four calories), some dried dill, garlic salt and pepper, and enjoy it like a salad for just 44 calories altogether. Or, cut a tomato into wedges and use your favorite salad seasonings along with some diet dressing. My favorite is an Italian diet dressing which has just six calories in a tablespoon - about three tablespoons cover a wedged tomato nicely and that costs you only 58 calories total.

For breakfast, you can scramble some cut-up tomato pieces into your eggs. Prepared in a Teflon pan with no fat, two scrambled eggs a la tomate add up to no more than 200 calories. For lunch, split a tomato into quarters leaving the sections attached to the bottom and spoon in four ounces of water-pack tuna. This is an attractive wholesome dish which only amounts to 184 calories. As an exciting side dish to serve with supper, thick slices of tomato (say, four slices to one average tomato) sprinkled with oregano and garlic powder, then broiled for about three minutes is a delicious addition to your meal.

In addition to being low in calories, tomatoes are high in two essential vitamins: each average tomato has about 1650 International Units of vitamin A and 42 milligrams of vitamin C. That's great nutrition for such a low calorie count. And the high food value and low calories of tomatoes are not diminished when you eat them from the can. Canned tomatoes, including solids and liquids, have just 50 to 60 calories (count depends on brand) per cup, in addition to 2170 International Units of vitamin A and 41 milligrams of C.

If you like your tomatoes in other forms, catsup, which you're likely to use more sparingly, adds zip to foods for just 75 calories per quarter cup - and chili sauce which really adds ping, has only 62 calories per quarter cup. Tomato juice is a great pick-me-up for dieters at a mere 44 calories per eight-ounce cup.

And now that meat prices are so high and we've been forced to buy the less expensive and usually tougher cuts of meat, tomato sauce is a great stewing solution for preparing them. The regular plain sauce has 60 calories per cup; with mushrooms, it has 75; with onions 90; and with tomato tidbits, also 90 calories. Tomato paste which is much more concentrated, has 217 calories per cup, but we usually use less and dilute it for cooking purposes.

FREE OFFER FOR BUDGET-MINDED DIETERS: Looking for low-cal, low-cost recipes to spruce up inflation-plagued meals? Look no more! Send a postcard to me in care of this newspaper (include your name, address and zip), and receive a FREE cookbook with lots of tomato sauce recipes which are as easy on the wasteline as on the pocketbook. This 10-page booklet has 40 delicious recipes illustrated in color. Please mention the name of the booklet, "Tomato Recipes," and allow several weeks for delivery.

Dear Debbie

Letters to DEBORAH WHITE

Dear Debbie:
My husband and I belong to this organization that gets together once a year. Last week we attended their annual dinner. Someone we vaguely knew was there with a woman I didn't recognize. I had a little too much to drink and in the powder room I told her that the man she was with was married to a fat slob and I didn't blame him for leaving her home. The woman smiled but didn't say anything. Later I found out SHE was his wife. I didn't recognize her because she'd lost a great deal of weight this past year and looked like a completely different person. I have been upset all week thinking about this incident. They are not people we see but I would like to call and tell her how sorry I am. My husband says I should forget it. What do you think?

Dear Big:
Although she must have been hurt to find out you thought of her as a fat slob, I'll bet part of her was delighted at this unwitting compliment on the change in her appearance. I'd call her. Chances are you'll both have a good laugh. If you sense she's embarrassed at hearing from you, just make the apology brief, tell her she looked lovely and say goodbye.

Dear Debbie:
Please tell me what my family and I can do about my mother. The problem is her temper. Almost anything will make her start yelling, even when there are outsiders in the house. She doesn't give anyone the slightest consideration anytime they try to be nice to her. All of us have tried talking to her about this (there are five in the family) but not even my dad can get anywhere.

Dear B.L.:
Next time she has a tantrum put it on tape and play it back for her when she's calmed down. And don't do it out of spite with all five of you converging on her. Keep it between you and Mom. If there's no improvement, ALL of you should speak with Dad about getting her some professional help.

Dear Debbie:
What do you think of an office that chips in to buy the boss a Christmas present every year when he's never given us so much as a greeting card? What's worse, his wife calls up this toady who always does the collecting and tells her what we should buy! Last year it was an expensive clock. This year it's an ice bucket but now she has the nerve to give us the brand name and style number of one SHE'S already picked out. All of these gifts wind up in their home. The weird thing is, nobody but me sees anything wrong with this. I told everyone my boss can afford to furnish his house without my help and I wasn't going to chip in any more. Now my co-workers barely speak to me. Am I crazy or are they?

Dear Shunned:
They are. Assuming you weren't obnoxious in explaining your position and didn't try to browbeat them into joining you, their behavior is incomprehensible. As for your boss's wife, her behavior is tasteless in the extreme and your co-workers ought to stop putting their money where her mouth is.

If you have a problem, sometimes it helps to air it. Write to me in care of this newspaper. Personal replies aren't always possible, but I'll answer the letters of widest interest in this column.

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And Right Before

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The first bowling game that lets you curve the ball like the pros. Reg. '12" **\$8⁸⁸**

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WITH BUILT-IN 8 TRACK TAPE PLAYER

\$99⁹⁵ Complete

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100% Nylon. Long sleeve pullover. Asst. designs, and colors. Machine washable. Sizes S-M-L

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Ladies SHIRT

65% Cotton 35% Polyester Long-sleeve. Button front, Tie back style. Asst. styles and colors. Size 32-38 **\$3⁸⁸**
Reg. '4"

Ladies PANT TOP

100% Polyester. Long sleeve. Button front. Machine washable. Asst. fall colors. Sizes S-M-L **\$4⁸⁸**
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ELECTRONIC 52" CONSOLE SET



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Model #2284
3 Quart Electric with cord. Save today!

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100% Polyester. Machine washable. Asst. checks and solid colors. Reg. '9" Sizes 10-14 **\$6⁸⁸**

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Ladies PANTS

100% Polyester. Machine washable. Asst. checks and solid colors. Reg. '9" Sizes 10-14 **\$6⁸⁸**

nursery rhyme characters come to life in new games

"Jack be nimble," Jack be quick...
 Rub a dub dub,
 three men in a tub...
 Wherever you find children at play, you're sure to find nursery rhymes, too. Almost as soon as a child learns to talk, he learns to recite the familiar rhymes. Some are lullabies or prayers, but most are chanted while playing games like hopscotch, jump rope or jacks.

series-old characters — will be available for pre-schoolers. There's Jack Be Nimble, where players use color-coded pieces to build a candle; the object being who can make Jack jump over the tallest candle, and still land on his feet. The "three men in tub" will make an appearance, too, in the Rub A Dub Tub game. Here players try to be the first to get their butcher, baker, and candlestick maker into a wobbly wash tub.

While nursery rhymes have been around for a long time, no one knows exactly how long. None has been found in written form before the time of England's Henry VIII, but some scholars say the rhymes can be traced back to ancient Iceland. And some say that counting rhymes, like "Eena, Meena, Mina, Moe," were used by the Druids to choose sacrifices for their religious ceremonies.

Most likely, Mother Goose was an American, Elizabeth Foster Goose. Mrs. Goose lived in Charleston in the

17th century, and she, like all grandmothers, recited the now-famous nursery rhymes to her grandchildren. Her son-in-law later published the rhymes.

In addition to the nursery rhyme games, characters and ideas from familiar phrases have also been brought to life by Schaper. One most grade-schoolers are certain to enjoy is Cat In The Bag, based on the old saying, "don't let the cat out of the bag." A series of

claws holds the cat down, and players lift these one-by-one until, like a jack-in-the-box, the cat jumps out. Games like these are popular with children not only because they bring favorite fantasies to life, but since no reading skills are needed to play, they are easy to learn. And, since they have an unpredictable climax, children can play for hours without losing interest.

nimble," they may not be alone. Jack may be there with them.

FORD SETS QUOTAS
 Retaliating against Canadian quotas on U.S. meat, President Ford has set quotas on imports of beef and pork from Canada.

MONDALE OUT
 Senator Walter F. Mondale took himself out of the running for the 1976 Democratic presidential nomination and added that the decision was final.

when you can buy thrif-t



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MEADOWDALE

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MEADOWDALE

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MEADOWDALE

Mixed Vegetables 12-OZ. PKG. 72¢

CAMELOT

Sliced Carrots 12-OZ. PKG. 42¢

MEADOWDALE WHOLE KERNEL

Golden Corn 12-OZ. PKG. 72¢

THRIF-T BABY BEEF

Round Steaks

BEEF ROUND CUTS

LB. 79¢

THRIF-T BABY BEEF

Sirloin Steaks

BEEF LOIN CUTS

LB. 79¢

THRIF-T BABY BEEF

Rib Steaks

LARGE END OF BEEF RIB

LB. 79¢



ENRICHED FLOUR

Gold Medal

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5-LB. BAG

74¢

VEGETABLE SHORTENING

Pure Crisco

LIMIT 1 CAN WITH \$5 PURCHASE

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Tomato Soup

6 8 1/2-OZ. CANS 95¢

DIXIE BELLE SALTINE CRACKERS 2 1-LB. BOXES 91¢



FOLGER'S, ALL GRINDS Coffee

1-LB. CAN \$1.08

FAITHFUL BRAND, WHOLE KERNEL

Golden Corn 3 12-OZ. CANS 83¢

CAMELOT CUT

Green Beans 3 16-OZ. CANS 85¢

HUNT'S

Tomato Juice 6 15-OZ. CANS \$1

DEL MONTE Tomato Catsup 12-OZ. JAR 78¢

NO LIFE IMITATION Salad Dressing 1/2-GAL. JAR 62¢

HUNT'S Whole Tomatoes 3 15-OZ. CANS 88¢

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Ice Cream 1/2-GALLON 87¢

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Camelot Dinner 4 7 1/2-OZ. BOXES 89¢

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Cherry Pie Mix 21-OZ. CAN 58¢

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Thrif-T Paper Goods

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Bath Tissue 2 4-ROLL PKGS. 99¢

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CLEAR FOOD PROTECTIVE WRAP Glad Wrap 200-FEET ROLL 58¢



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LIMIT 3 JARS WITH \$5.00 PURCHASE

7-OZ. JAR 34¢

BAKER'S CHOCOLATE FLAVOR Baking Chips

12-OZ. PKG. 58¢

The Herald-Examiner, Houston, Texas, Thursday, December 5, 1974

A Fresh Tree Helps Keep Christmas Ever-Green

When you plan your Christmas gift list, give some thought to the tree under which these presents will be placed. After the gifts are opened and the grooming board unburdened, the tree will remain as a festive bridge to the New Year.

Hints on how to choose this all-important Christmas symbol, and how to keep it looking lovely longer, are offered by the American Forest Institute. To be sure

the tree you select is fresh, AFI suggests these checks:

- Touch stump bottom. It should be wet and sticky with sap.
- Bend needles gently. If they break, the tree is dry.
- Tap stump end of the tree sharply on the ground a few times. Needles should not readily drop off.

minuted, AFI says there is no need to worry about use of fresh trees. It isn't depleting the forests.

For one thing, trees are renewable. For another, Christmas trees are specifically managed plantations.

Unlike lolly forest giants found in the wilderness, or stony trees grown for timber on industry-owned and managed land, Christmas tree "crops" are nurtured for cosmetic qualities. What's important are their

shape and color, pleasant fragrance, thick needles, full branches, and an ability to stay fresh for a long time after harvest.

To keep Christmas trees fresh through the holidays, AFI recommends this procedure: make a new diagonal

cut on the stump bottom, keep water in the tree stand above this cut, and locate tree away from heat.

Festive Cheese Ball Will Delight Gourmet Tastes

This holiday season give your host and hostess an original gift that will contribute to the party. It's a good idea anytime, and especially appropriate in this era of continuing inflation. Just tie a ribbon around a ball of edam or gouda cheese imported from Holland. Both are already gift-wrapped in cheery red wax coats and bright red cellophane covers.

Edam and gouda cheeses can be eaten just as they are. Slice open a ball of edam cheese for a tangy, natural flavor...or gouda for a smooth, nut-like taste. Just remember that cheese develops its fullest flavor when allowed to stand at room temperature at least one-half hour before serving.

As a special treat for your host and hostess, or when you're entertaining, fill the ball with a holiday dip made

with red caviar. It's sure to be the hit of the party.

- Tangy Holiday Ball
- 1 (1 pound, 14 ounce) edam cheese imported from Holland
- 1 package (8 ounces) cream cheese, softened
- 1 jar (2 ounces) red caviar
- 1 tablespoon lemon juice

cheese into small pieces. Blend well with remaining ingredients. Scoop dip into cheese shell, replace top and chill until ready to serve.

To decorate ball for host and hostess, run ribbon up sides of ball and attach bow to top.

Maybe So! Hubby--Don't you think your gown is cut a little too low, my dear? Wifey--Not at all. Why it's made in the height of fashion.

baby beef at ideal prices.

WHY GO ANYWHERE ELSE?

THRIF-T BABY BEEF
Chuck Roast
OR BONE-IN HEART

MADE CUTS OF BEEF CHUCK

LB. **59^c**

THRIF-T BABY BEEF
Arm Pot Roast
BEEF CHUCK CUTS

WHY PAY MORE?

LB. **79^c**

THRIF-T BABY BEEF
T-Bone Steaks
BEEF LOIN CUTS

WHY PAY MORE?

LB. **\$1¹⁹**

THRIF-T BABY BEEF
Short Ribs
BEEF PLATE RIBS

WHY PAY MORE?

LB. **49^c**

THRIF-T BABY BEEF
Chuck Steaks
Center Cuts Beef Chuck

LB. **69^c**

THRIF-T BABY BEEF
7-Bone Roast
Center Cuts Beef Chuck

LB. **69^c**

THRIF-T BABY BEEF
Rump Roast
Bone-In Beef Round

LB. **79^c**

THRIF-T BABY BEEF
Boneless Beef Stew
Fresh, Lean

LB. **99^c**

THRIF-T BABY BEEF
Swiss Steaks
BEEF CHUCK

LB. **89^c**

THRIF-T BABY BEEF BONELESS
Round Tip Roasts

LB. **\$1⁰⁹**

THRIF-T BABY BEEF
Cube Steaks
3-LB. PKG. OR MORE

LB. **\$1³⁹**

THRIF-T BABY BEEF ROAST
Heel of Round
BONE LESS

LB. **99^c**

THRIF-T BABY BEEF BONELESS
Round Tip Steak

LB. **\$1⁰⁹**

THRIF-T BABY BEEF
Boiling Beef
BEEF PLATE BRISKET ENDS

LB. **39^c**

ALWAYS FRESH... always lean

Ground Beef



ENTER PRICED HERE

LB.

63^c

HONEYBUCKLE GRADE A
Hen Turkeys
16 to 18 L.B. AVG.

LB. **59^c**

ACARFULLY COOKED
Canned Beans
ESTD 5 L.B. CANS

LB. **\$1³⁹**

HONEYBUCKLE GRADE A
Tom Turkeys
18 to 22 L.B. AVG.

LB. **56^c**

WELL-FULLY COOKED
Boneless Ham
HALF OR WHOLE

LB. **\$1⁰⁹**

EMPIRE BRAND
Young Turkeys
16 to 22 L.B. AVG.

LB. **49^c**

QUARTER-SLICED
Pork Loins
9 to 11 CHOPS

LB. **\$1⁰⁹**

CAMELOT BREADED
Fish Sticks
PRE-COOKED 1 L.B. PKG.

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Kraft Slices
INDIVIDUALLY WRAPPED SLICES 10-OZ. PKG.

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CHAMBERLAIN
Laughlin Cheese
16-OZ. PKG.

\$1¹⁸

IDEAL LARGE OR SMALL CURD
Collage Cheese
2-1/2 OZ. CTN.

83^c

FARMHOMER OLD-FASHIONED
Egg Nog
QUART CTN.

72^c

BALLARD OR
Pillsbury Biscuits
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73^c

BRAND NAME
Pillsbury Cookies
2 DOZ. TUBES

\$1³³

COLORADO BUSSET

POTATOES

10 -LB. BAG **69^c**



COLORADO MEDIUM Yellow Onions..... 11^c

FRESH FLORIDA
Orange Juice
QT. 49^c 1/2-GAL. 89^c

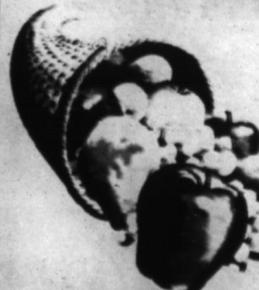
PURPLE TOP Turnips..... 2 LBS. 29^c

OCEAN SPRAY FRESH
Cranberries
1-LB. PKG. **39^c**

HARDEN'S
Apple Cider
1-GAL. JUG **\$1⁹⁸**

BORDO
Pitted Dates
32-OZ. PKG. **\$1⁵⁹**

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CALIFORNIA
Navel Oranges
COLORADO FANCY RED
Delicious Apples

ZIPPER SKIN
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YOUR CHOICE... Mix or Match!

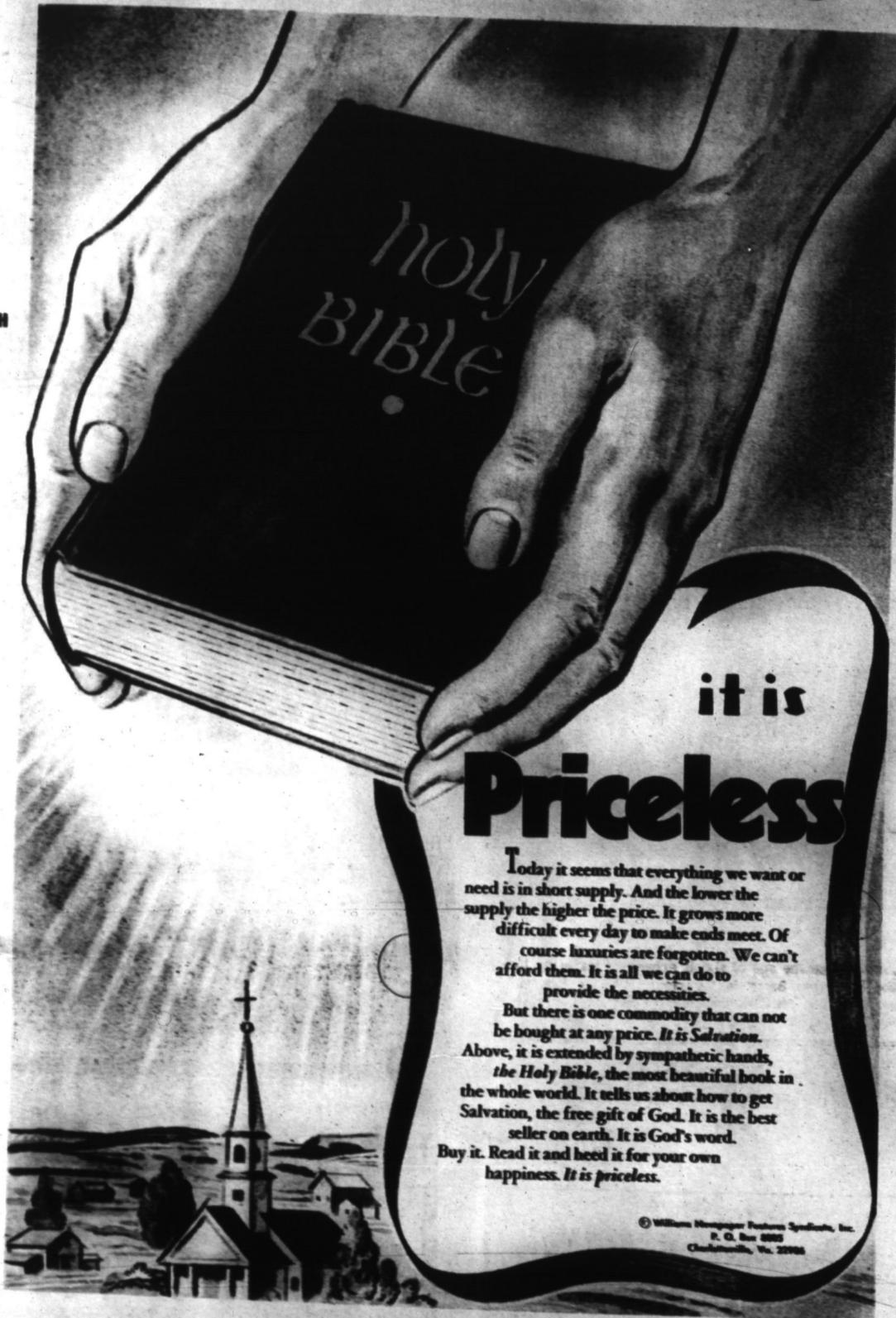
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See our complete selection of Scotch Pine and Douglas Fir Christmas Trees and Roping today...Save more at Ideal!



For God So Loved The World



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Priceless

Today it seems that everything we want or need is in short supply. And the lower the supply the higher the price. It grows more difficult every day to make ends meet. Of course luxuries are forgotten. We can't afford them. It is all we can do to provide the necessities. But there is one commodity that can not be bought at any price. It is *Salvation*. Above, it is extended by sympathetic hands, the *Holy Bible*, the most beautiful book in the whole world. It tells us about how to get Salvation, the free gift of God. It is the best seller on earth. It is God's word. Buy it. Read it and heed it for your own happiness. *It is priceless.*

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Piano Tuner Offers Service Here

BY KERRIE WOMBLE
Brand Staff Writer

When introduced to Edward C. Lain, area piano technician, one notices several things, in this order: he is (1) a devoted husband and father (2) intelligent (3) attentive (4) good-natured (5) comfortable with strangers, and (6) blind.

This is also the order that Lain has assembled his life, placing family and mental pursuits first. His handicapped vision, frequently unnoticed because of his mobility and alertness, is not top priority. The Silverton man has not allowed his blindness to impede his progress, rather he has utilized this "drawback" as incentive to strive harder.

An uncanny memory and deep love for music have heightened Lain's potential as a piano technician or "tuner" in the Panhandle. The man is expanding his home-based operation to include the Hereford area, in addition to clients in Amarillo and Pampa. To obtain his services, write Box 425, Silverton, Tx. 79257, or call 823-2052. He will come to Hereford regularly if business warrants it.

When not involved in business-related activities, Lain studies anthropology and archaeology, plays with his three children or buries himself in books. Losing his sight at the age of six, hereafter to hide in a protective cocoon and met the challenges of adolescence head-on. According to Lain, he was never singled out as "being different" and indiscriminately mounted horses, bicycles, sleds and skates.

"Frankly I did all the fun things the other kids did," he commented. "My parents never forbade me to take risks, although they worried about me."

Lain's childhood was spent in Savannah, Ga. where he enjoyed boating and swimming. His mother, Nellie, still lives there. The late William E. Lain, his father, was a city fireman there for 44 years.

"Reading," through Braille and recorded literature, consumes much of Lain's time. "The combined effects of malaria and spinal meningitis when I was six robbed me of 95 per cent of my sight, which has grown worse through the years. I reached the second grade before my parents and teacher discovered my deteriorating vision," he recalled.

"My formal education was interrupted until I was 13. During those interim years, I was taught the basics of Braille by a government-sponsored tutor."

Touch football and Boy Scout activities with sighted students were favorite pastimes of Lain's during several terms at the Georgia Academy for the Blind at Macon, Ga. In 1946, the year he graduated from high school, Lain was active on the school debating team that won the state championship.

His education was continued at the Kansas City Conservatory of Music in Missouri, where he received training in piano tuning and repair. His choice of profession culminated from eight years of piano instruction, and study of the bass fiddle and violin.

In 1967, Lain was in Big Sandy when he met and married Ina Lou Grabbe of Silverton. Since then, the couple have had three children — Warner Ernest, 7,

Sara Elizabeth, 9, and Steven Edward, 16 months.

Special memories of summers spent on his grandmother's farm in North Carolina have brought Lain and his family to a country community. "I wanted my children to have the same opportunity to be near their grandparents and live a simpler life. I think those summers I spent on a farm helped to balance my city life," he said.

Attempts at picking cotton, cropping tobacco, plowing and pulling fodder sum up Lain's farm experience. "Once I tried to pick enough cotton to buy a pair of shoes," the musician remembered. "I picked for hours and had only 10 pounds with cotton paying \$3 per hundred pounds, so I gave up."

Lain has come a long way since those poignant days. With his wife providing transportation and guidance in unfamiliar surroundings, the

couple have teamed to establish a profitable business.

Lain reciprocates for his spouse's help by aiding with domestic chores. Their family life is fairly average, although stray toys and rearranged furniture can cause "domestic upsets."

The Lain family are members of World Wide Church of God in Amarillo and plan to participate in civic affairs. Mr. and Mrs. Lain are fond of small towns. Lain philosophized, "I want my children to know the people around them and share in their happiness and their sorrows...to help an individual they know personally who is not just a name; someone for whom they can feel genuine compassion."

"I want them to be able to look up into the heavens at night and see the creation of God and not just the twinkling neon creations of man. These things are always impossible in huge cities today."



Expands Operation

Edward C. Lain, blind since the age of six, is expanding his piano tuning business to include this area. Based in Silverton, Lain's service will be available to Hereford residents. He is a graduate of Kansas City Conservatory of Music in Missouri.

tips to help you win kudos for originality

Today's quiz: What can you do this Christmas with the following material: calico prints, glazed chintz, pieces of patchwork and sassy chinchilla cloth?

Why, you can make some highly original Christmas stockings, of course! Not just the traditional last-chopped stockings either. For example, consider some "different" stockings this year — such as huge sizes, candy canes, gingerbread men and gingerbread houses, and even snowmen and snowflakes.

You can trim these holiday customs cleverly, too. Try yarn for hair, assorted buttons for eyes, nose and belly buttons, shoe laces for bows and colored confetti or sequins scattered 'round the festive shapes for added sparkle. You'll have Christmas stockings which will be admired and remembered 'til the Christmas after next, at least.

The way you greet your neighbors at the door can set the tone for the holiday atmosphere within. What better way than with a hand-made wreath upon the door. Start with a plastic foam base, affix pine cones, sprigs of holly leaves, and red berries, then hang clusters of nuts interspersed with red berries from dainty ribbon streamers. Visitors will remember fondly the home that says "Welcome" so uniquely.

Speaking of gift-wrapping, there's no need to dash to the nearest store should you run short of paper in the midst of wrapping presents. Some attractive alter-

natives express a great deal of thought. For instance, try turning to some old yellow pages in the telephone book — and use them as gift wrap. Then cover with colorful and complete with a pen-pon of wool yarn. Gifts that aren't boxed can be tucked inside shopping bags, which come in all colors these days. They're even available in lizard grain and leather textures.

Wrap the gift with tissue paper coordinating with the colors of the shopping tote, place the gift inside the tote, gather the handles with a bow, and attach a hang tag.

The result should be a very lively "Santa sack."

And by the way, think about topping off your Christmas tree with a big puffy star made from cotton (even old rags will do). If you're a needlepoint enthusiast, you may wish to contribute a star lovingly stitched with talented fingers.

Taking advantage of these timely tips, and freshening the Yuletide scene with the new Schick Fresh Air Machine, should ensure a "scent-sational" Christmas in your home this year.

Chapping is a Signal

Are you aware that if your hands get chapped, it's a warning signal from nature that your skin is well under way to being seriously dried out? Depending on just how dry the skin has become, you may be beyond the simple chapping level and into the more serious and painful stages of chapping. Cracks, open splits, deep dark lines and flaking skin are unsightly and uncomfortable.

23rd ANNIVERSARY
SALE
COWAN JEWELERS
Downtown

Antique Auction

Saturday December 7, 1974

Sale Time 10:00 a.m.

Location: Hereford, Texas

West Highway 60 & Holly Road

Building Formerly Used By Hereford Discount Furniture

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

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

Many Miscellaneous Items Too Numerous To Mention!

Sale By: Jim Tucker and Associates -

Box 506 - Hereford, Texas 79045

Auctioneers: Col. Jim Tucker & Col. George Garrett

COOL IDEA FOR THE CREATIVE COOK

A holiday surprise that's equally appropriate for the lady who likes to cook as well as the one who doesn't, is a countertop microwave oven.

Microwave cooking is the new way to prepare just about everything from main dishes to snacks in just minutes.

The creative cook will appreciate the flexibility provided by a microwave oven in her kitchen. She can prepare side dishes or desserts to satisfy a last minute urge, and even a 4-pound rib roast can be thawed and ready to carve in less than an hour when unexpected guests arrive.

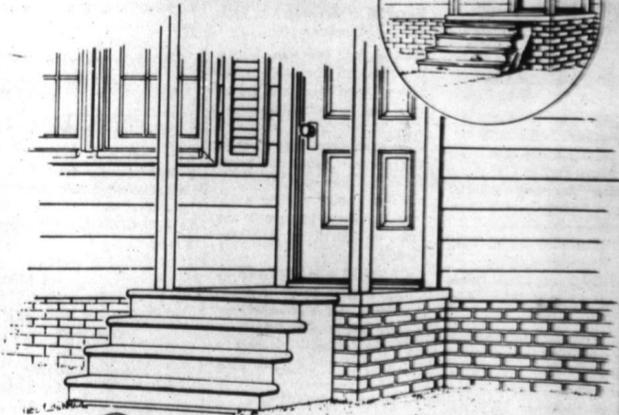
The speed of microwave cooking is a major plus for working wives or those who would like to spend less time in the kitchen. A baked potato in 6-7 minutes, soup in seconds, or an 8-pound turkey from refrigerator to table in just an hour are typical cooking times. And many items can be prepared right in their serving dishes, or on paper plates or even napkins.

Combining cooking speed and capacity are two new microwave models by Hotpoint which feature elegant black glass styling that complements most basic color schemes and looks well in Contemporary as well as Country kitchens.

SHOP EARLY
BE SMART
COWAN JEWELERS
Downtown

Home owners

Now is the time to replace those worn, dangerous ugly wooden steps



with attractive, permanent concrete steps by

NATIONAL STEPS INCORPORATED

Available in 1 to 5 step sizes from

Starting At \$12.95 F.O.B. The Yard

Carl McCaslin Lumber Co.

364-3434

344 E. 3rd

TOP DOLLAR STORES

WE'RE HEATING UP WITH LOWER PRICES

STOP

SHOP TOP, YOUR INFLATION FIGHTING HEADQUARTERS!

315 MAIN STREET HEREFORD, TEXAS

WOMEN'S & CHILD'S CLOTHING

2.93

WOMEN'S CLOTHING

2.93

SELL IT FAST! BUY IT RIGHT! USE WANT ADS!

Phone 364-2030

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

1. FOR SALE Miscellaneous

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

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

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

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

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

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

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

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

FOR SALE
 195 bu. Caprock seed wheat. Clean, double treated and bagged. Call 364-4327 nights, or see at Scott Seed Company.
 B-1-17-48-tfc

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

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

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

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

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

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

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

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

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

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

New G.E. TV's—Special prices: 10" color portables, \$199.95 25" color consoles, \$499.95 with trade.
MARTINS SOUND CENTER
 Corner of Georgia & I-40
 Amarillo, Texas
 B-1-45-tfc

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

FOR SALE
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 104 So. Main, Hereford
 Phone 364-0033
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 B-1-48-4p

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

FOR SALE
 Choice native pregnancy tested cows. Ideal for wheat or stalk fields. Several loads on hand. Sorted to suit. Also can sort up small bunches of strictly choice young or bred heifers.
PHONE 806-481-9257
 Farwell, Texas
 B-1-22-6c

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

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

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

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

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

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

For Sale: 3 miniature dachshund puppies, registration pending. See at 402 Union or call 364-3790.
 B-1-15-97-2c

WILL GIVE AWAY SMALL dog - part Chihuahua, black with brown & white. Call after 5:00 364-3248.
 B-1-17-97-1c

GARAGE SALE. 111 South Douglas. Thursday and Friday, starts 1 p.m. only. Baby furniture, Avon bottles and much miscellaneous.
 B-1-97-1p

BIG GARAGE SALE
 109 South Douglas
 (behind Thomas Pharmacy)
 Singer portable sewing machine, \$60.00; Americana Encyclopedia, (30 books) \$75.; clothes, toys, dishes, gifts, Avon, miscellaneous.
THURSDAY, FRIDAY, SATURDAY
 B-1-97-1c

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

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

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 B-1-21-48-tfc

CROSSWORD - By A. C. Gordon

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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ACROSS
 1 - Musical instrument
 11 - Accommodate
 12 - All, individually
 14 - Duration
 16 - European States
 17 - Dated
 18 - To tense (verb)
 19 - A house (verb)
 20 - Yearn
 21 - A visionary
 23 - Jewish model
 24 - Circle argument
 26 - Tree
 27 - Belgian city
 28 - Greek letter
 29 - Abbreviated postal code
 30 - etas fly
 31 - Requisition
 32 - Fabric
 33 - Man's name
 35 - ... inia
 36 - Requisition
 37 - In a state of agitation
 38 - Short projection
 40 - College degree
 41 - ... of war
 42 - These eat
 44 - Argon (elem.)
 45 - Kind of soldier
 46 - Alton's
 47 - Dresden gate in advance
 48 - Written incantation
 5 - Dances in music
 6 - Short letter (abbr.)
 7 - Capital stock (abbr.)
 8 - Stacks
 9 - Daily
 10 - Built for speed
 12 - Halting
 13 - Runway
 15 - To err widely
 16 - Italian
 18 - Capital letter
 22 - Lethal (abbr.)
 23 - Small liquid vessel
 25 - Densities
 26 - Meal container
 28 - Cold (elem.)
 29 - Realistic musical production
 30 - Small fruit
 31 - Weight unit
 32 - Pear fruit
 33 - Edison (elem.)
 34 - Sleep for you
 44 - Shown dish
 47 - Greek letter
 48 - Pharmacy
 50 - (abbr.)

DOWN
 2 - Kind of vase
 3 - Term
 4 - Musical note
 10 - Circle argument
 11 - Accommodate
 12 - All, individually
 14 - Duration
 16 - European States
 17 - Dated
 18 - To tense (verb)
 19 - A house (verb)
 20 - Yearn
 21 - A visionary
 23 - Jewish model
 24 - Circle argument
 26 - Tree
 27 - Belgian city
 28 - Greek letter
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 13 - Runway
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 23 - Small liquid vessel
 25 - Densities
 26 - Meal container
 28 - Cold (elem.)
 29 - Realistic musical production
 30 - Small fruit
 31 - Weight unit
 32 - Pear fruit
 33 - Edison (elem.)
 34 - Sleep for you
 44 - Shown dish
 47 - Greek letter
 48 - Pharmacy
 50 - (abbr.)

FOR SALE
 Raggedy Ann dolls and oil paintings for Christmas gifts. 201 Union. Call 364-1051.
 B-1-97-2c

GARAGE SALE. 318 Star. Thursday & Friday.
 B-1-97-1p

FOR SALE: 1969 12x60, 2 bedroom mobile home. Ready for immediate occupancy. \$3800.00 Call 364-6397 after 7 p.m. all day Sunday.
 B-1-20-97-2c

For Sale: Complete CB mobile radio set-up. Call 647-3340
 Dinmitt after 6 p.m.
 B-1-12-97-tfc

For Sale: Two twin beds, Hollywood frames, springs and mattresses, pink velveteen head boards. Good condition. Call 364-0925.
 B-1-18-97-tfc

REBECCA POWELL
 Ann artist
 will be making
MACRAME PLANT HOLDERS
 Saturday, December 7th
 at
 Merle Norman Cosmetic Studio in Sugarland Mall. Some holders available now, and custom orders will be taken.
 B-1-97-tfc

THE proven carpet cleaner Blue Lustre is easy on the budget. Restores forgotten colors. Rent electric shampooer \$1.
Duchovals, Sugarland Mall
 B-1-22-97-2c

For Sale: Painted shirts, shadow boxes and plaques. Call 364-6622.
 B-1-10-97-2c

2. FOR SALE
Farm Equipment
 INVESTIGATE the Key Air Powered Center Pivot Sprinkler before you invest. Good 10 year lease plan. Service from Clovis and Amarillo.
DWARNE PAUL
 806-355-4863
 B-2-20-13p

See Us For
Myograph Gasin Angans
 Also have parts in stock
DAVIS IMPLEMENT
 409 EAST FIRST
 Phone 364-2811
 B-2-35-tfc

For Sale: 1974 Demco 20 Ft. goose-neck trailer, totally enclosed. Call 364-5091; after 5 p.m. 364-2686.
 B-2-15-43-tfc

See Us For
Myograph Gasin Angans
 Also have parts in stock
DAVIS IMPLEMENT
 409 EAST FIRST
 Phone 364-2811
 B-2-35-tfc

For Sale: 1973 Buick Wildcat. Loaded. Call 364-6801 or 364-5017 after 5 p.m.
 B-3-12-14-tfc

In Sales, loaded.
McGee Furniture
 B-3-10-48-tfc

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

For Sale: 1971 Lincoln. All power, clean, good tires. Call 364-3271 or 364-0171 after 5:30.
 B-3-15-48-tfc

NEW & USED CARS
 now for sale at
JOHN GOSBORN BUICK
 PONTIAC, GMC'S
 new location.
 221 North 25 Mile Ave.
 B-3-8-tfc

SELECTED USED TIRES \$3.00 UP
 30 Day Guarantee
MONTEGOMERY-WARD AUTOMOBILE SALES
 110 EAST PARK
 B-3-17-tfc

WALKER'S USED CARS AND TRUCKS
 WE BUY, SELL OR TRADE
 400 West First
 Phone 364-2250
 B-3-8-tfc

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

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

For Sale: '64 Chevy II. Like new tires. Call 364-4051.
 B-3-10-97-2c

For Sale: 1971 Ford Galaxie 500. Phone 276-5850.
 B-3-10-97-tfc

FOR SALE: 1973 Buick. Call. Loaded. Includes tape. 14,200 miles. Call after 5 p.m. 364-2808 or 364-2965.
 B-3-16-97-tfc

For Sale: IHC No. 40, 4 new fuel type stalk shredder. Call 276-5651.
 B-2-13-97-2c

For Sale: 60A Heston Stock Mover, ranch model, like new. Phone 806-227-4371, Sudan, Texas.
 B-2-12-97-tfc

3. FOR SALE
Automobiles
FOR THE BEST BUY IN
 Pre-owned and personally selected cars
 Contact
COMBIS USED CARS
 F.D. "Chick" Holbert (Owner)
 1503 Park Avenue
 Hereford, Texas 79045
 Office Ph. 364-1300
 Home Ph. 364-1797
 Bank Rate Financing Available
 B-3-12-97-tfc

1968 IHC F-4000 series. Twin screw. Excellent condition. 1973 F-250 Ford, LWB. Power steering, 4 speed 350 engine. 364-0951.
 B-3-19-47-tfc

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

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

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

For Sale: 1973 Buick LeSabre. 37,000 actual miles, radial tires. Can be seen at 1209 Grand. 364-3744 or 364-0168.
 B-3-19-21-tfc

EXCLUSIVELY
 On this 3 bedroom brick home, sleep inside and out, lots of new bushes and fenced back yard. Priced \$19,750.00 has existing loan.
DOUBLE SHARP
 This 3 bedroom, 1 1/2 bath, new paint, carpet, double garage, fenced yard. Equity and amount loan. Priced \$23,500.
CLOSE TO SCHOOL AND SHOPPING
 3 bedroom home, single car garage, nice yard front and back, fenced, also good neighborhood. Has a small loan at 5% interest. Priced \$15,500. Owner will carry some second loan. Call for details.
CLOSE TO GROCERY STORE AND SCHOOL
 3 bedroom, 1 bath with new paint and carpet, also has fenced back yard with storm shelter. Has existing loan with payments of \$165. Priced \$16,500.
OWNER ANNOUNCES
 to sell this duplex, 1 bedroom-kitchen and living room on both sides. Finished with double garage and carpet. \$2,500 down and \$225. per month. Rental now for \$200. per month. Priced \$14,000.
LOOK DOWN
 Will buy this 1/2 section with nice brick home and machinery barn. 3 wells with well pit. You need to see this place. Priced \$550. per acre. Good term on balance.
FARMER
 Wants to sell this 1/2 section for \$200 per acre. Has 3 bedroom home with 5 small wells, land huge and good. Call for terms.
% SECTION ON PAVING
 With 3 bedroom home and some cash, has some small wells. Has wheat on land ready to grow. Wheat goes with sale. Priced \$325. per acre. Call for details.
HANDY REAL ESTATE
 % Mile South of Odessa on Hwy 385
 OFFICE—364-3586
 Cabin Edwards—364-0877
 Gerald Busby—364-1524
 J.M. Busby—364-2553
EQUAL HOUSING OPPORTUNITY
 B-4-16-tfc

Storage for rent. Phone 364-1483 or 364-2937.
 B-5-10-50-tfc

APARTMENTS, FURNISHED
 1 and 2 bedrooms with kitchen,

WHY PAY MORE

THRIFTWAY

A BETTER WAY TO SAVE

BATHROOM TISSUE
Softlin
8 rolls to Pkg.
\$1.09

PAPER TOWELS
Northern Jumbo
49¢

WHITE POTATOES
Shurfine
No. 303 Cans
4 For \$1.00

SPINACH
Shurfine
No. 303 Cans
4 For 89¢

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

TOMATO SAUCE
Shurfine
15-oz. Cans
3 For 79¢

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

CHILI
Loughorn Gebhardt
No Beans No. 300 Can
69¢

CHILI
Gebhardt
With Beans
No. 300 Can
49¢

TAMALES
Gebhardt No. 300 Can
39¢

HOUSEHOLD DEODORANT
Renuzit
7 Oz. Can
49¢

PINE-SOL
Foam Bathroom Cleaner
17-oz.
79¢

POP CORN
79¢

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



DOUBLE GUNN BROS. STAMPS BOTH TUESDAY and WEDNESDAY EACH WEEK

BLADE CUT
CHUCK ROAST
LB. **79c**

SHURFRESH
Tuna LIGHT CHUNK **49¢**
ASSORTED **Cookies** 3 **\$1.00** FOR
SHURFINE **Preserves** STRAWBERRY 18-OZ. JAR... **79¢**
SHURFINE **Coffee** ALL GRINDS 1-LB. CAN **99¢**

FAMILY
STEAK
LB. **89c**

FAMILY PAK
GROUND BEEF
LB. **69c**

SLUMBER BAG
\$19.95 VALUE
\$7.88
WHILE SUPPLY LASTS!
• WASHABLE
• THERMALESTER
• POLYESTER
• FIBERFILL
• INCLUDES PILLOW
• THREE POUND FILL
MAKES A GREAT GIFT!
• SLUMBER PARTY
• STATION WAGON SLEEPING
• MOUNTAIN CABIN OR LAKE CABIN
LAY ONE BACK FOR CHRISTMAS!

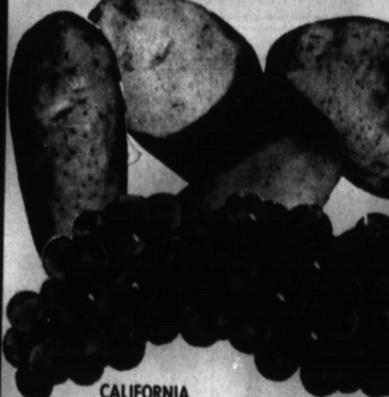
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WRAPPING PAPER
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PAPER PLATES 9" **79¢**
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BLANKETS
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Beef Liver LB. **79¢**
PORK CHOPS
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CENTER CUT LB. **\$1.39**
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PORK ROAST LB. **89¢**
7-BONE
CHUCK ROAST LB. **99¢**
LEAN AND MEATY
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Grapefruit 2 LBS. **29¢**
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Lemons LB. **39¢**
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Cabbage LB. **9¢**
TURNIP, COLLARD, OR MUSTARD
YOUR CHOICE
Greens BUNCH **23¢**

FROZEN TROPHY STRAWBERRIES
30-LB. CANS WITH SUGAR **\$13.75**
(We only received 30 Cans-Place your order QUICK!)

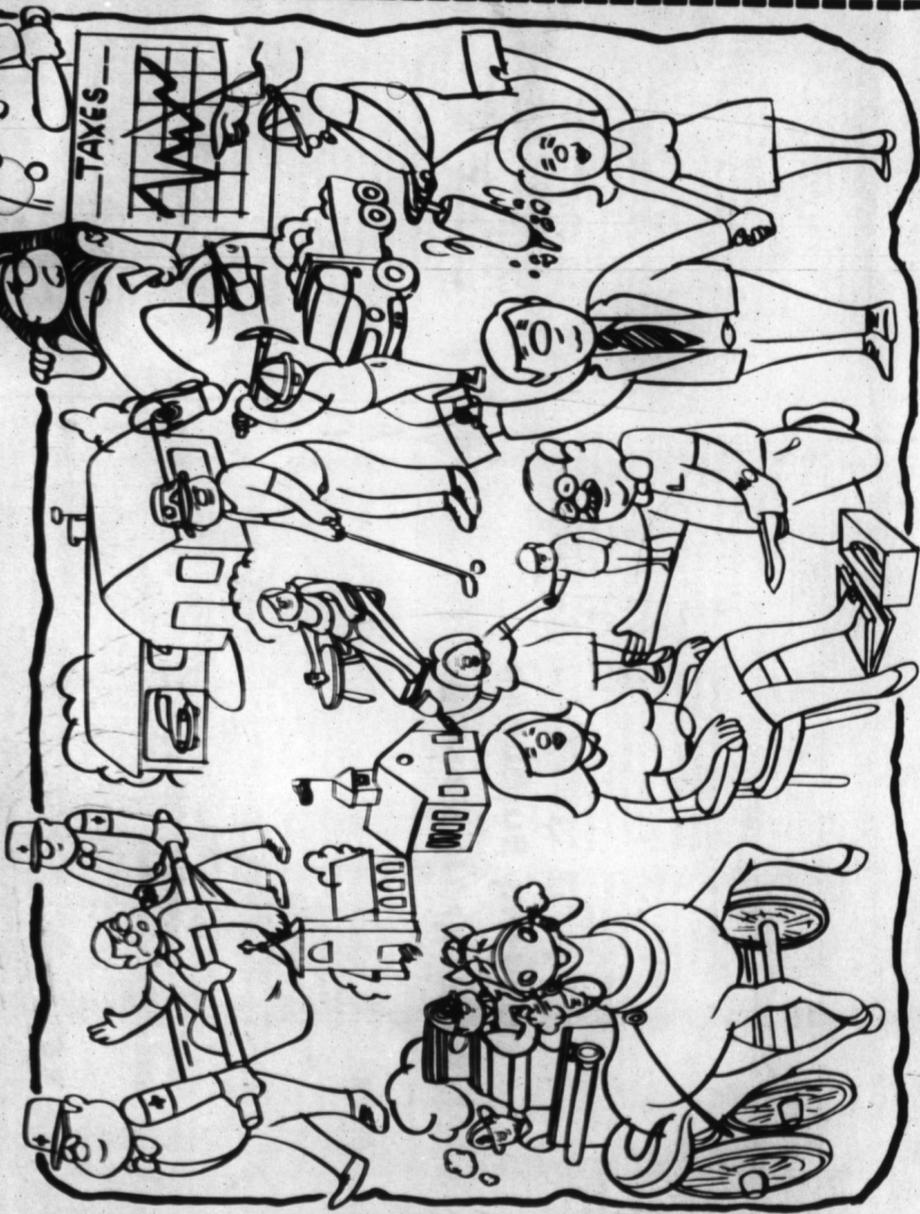
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MIXED VEGETABLES 3 FOR **\$1**
Shurfine 10-oz.
BROCCOLI SPEARS 3 FOR **\$1**
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Gorton's Fillet 1 1/2 lbs.
OCEAN PERCH **\$1.59**
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The **Hereford Brand**

Weekly Television Magazine

The Hereford Brand

THURSDAY DECEMBER 5, 1974

Tel-Aire



Eddie Albert stars in "The Borrowers."

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"The House Without a Christmas Tree"

young itinerant farm worker in the "CBS Playhouse '67" presentation of "The Migrants,"

Bogart, an Emmy Award winner several times over, directed the "CBS Playhouse" production of "Dear Friends" and "Look Homeward, Angel," as well as Sir John Gielgud's "Ages of Man," which was awarded an Emmy as the outstanding dramatic program of the 1966-67 television season.

"The House Without a Christmas Tree," which has become an annual Yuletide tradition on the Network, is the sensitive story of a precocious tomboy, Addie Mills, who lives with her stern widowed father (Robards) and compassionate grandmother (Miss Natwick). Their small-town Nebraska home becomes the scene of conflict one Christmas during the 1940's, when Addie yearning for a Christmas tree is vetoed by her staunchly unsentimental father. The understanding they reach, with the gentle help of the grandmother, carries a warm holiday message that won critics' praise as "memorable," "unusually sensitive" and a "holiday treasure."

Robards is currently scoring one of his greatest acting successes in Eugene O'Neill's "A Moon for the Misbegotten" on Broadway and previously triumphed in such other O'Neill dramas as "The Iceman Cometh" and "Long Day's Journey Into Night."

Miss Natwick, another outstanding veteran of the state, appeared in "Waltz of the Toreadors" and "Our Town," among many other plays, and re-created her Broadway role in the film version of "Barfoot in the Park."

Young Miss Lucas also starred with Robards and Miss Natwick in "The Thanksgiving Treasure" and portrayed a



Jeann Robards and Mildred Natwick

MONDAY	4 KABC	7 KTVI	10 KZDA	13 KEBA	39 KXTX	59 KXIX	9 IND
CABLE	4 NBC	7 ABC	10 CBS	13 PBS	39 IND	59 IND	9 IND
6:00	News 4	Pro News	News 10	News 13	News 39	News 59	News 9
6:30	Sanford and Son	To Tell The Truth	What's My Line	Newsroom	Newsroom	Newsroom	Newsroom
7:00	News 4	The Rookies	Gunsmoke	Gunsmoke	Gunsmoke	Gunsmoke	Gunsmoke
7:30	News 4	News 7	News 10	News 13	News 39	News 59	News 9
8:00	News 4	News 7	News 10	News 13	News 39	News 59	News 9
8:30	News 4	News 7	News 10	News 13	News 39	News 59	News 9
9:00	News 4	News 7	News 10	News 13	News 39	News 59	News 9
9:30	News 4	News 7	News 10	News 13	News 39	News 59	News 9
10:00	News 4	News 7	News 10	News 13	News 39	News 59	News 9
10:30	News 4	News 7	News 10	News 13	News 39	News 59	News 9
11:00	News 4	News 7	News 10	News 13	News 39	News 59	News 9
11:30	News 4	News 7	News 10	News 13	News 39	News 59	News 9
12:00	News 4	News 7	News 10	News 13	News 39	News 59	News 9

Traditional Christmas Special Airs December 13

Rudolph, the delightful little reindeer with the shiny nose that lights the way to Christmas, will again demonstrate his navigational prowess in the traditional Yuletide animated musical special "Rudolph the Red-Nosed Reindeer" when it is re-aired Friday, Dec. 13 (7:30-8:30 p.m.) on the CBS Television Network.

The seasonal musical tale, based on the Johnny Marks song of the same title and originally broadcast on the Network in December, 1972, finds shy Rudolph down-and-out because his shiny nose has made him the joke of all Christmasavills. Desperate, he runs away with Hermey the elf, another outcast who wants to be a dentist rather than the symphony everyone expects him to be.

Chased by the Abominable Snowman, Rudolph and Hermey journey into the Arctic wilderness and take refuge on the island of Misty Toes. Along the way they meet a prospector, Yukon Cornelius, who comes to their rescue.

Johnny Marks composed seven songs for the special: "Holly Jolly Christmas," "Silver and Gold," "We Are Santa's Elves," "We're a Couple of Mishits," "Jingle Jingle Jingle," "There's Always Tomorrow" and "The Most Wonderful Day of the Year."

Burt Ives is heard as the voice of Sam the Snowman, others providing voices are Billie Richards (Rudolph), Larry Mann (Yukon Cornelius), Allie Scott, Stan Francis, Paul Soles, Janet Orenstein, Paul Kligman, Corinne Conney and Peg Dixon.

The special was produced by Arthur Rankin Jr. and Jules Bass. Romeo Muller wrote the television adaptation from a story by Robert L. May.



Rudolph the Red-Nosed Reindeer.

Friday Program Notes

7:00...NBC...SANDOR AND SON "Tower Power." Fred tries to sculpt a work of art from the junk in the yard.

7:00...ABC...YES, VIRGINIA THERE IS A SANTA CLAUS Jim Backus narrates the story of Virginia, who is the only child among her skeptical friends to still believe in Santa Claus.

7:30...ABC...THE MAN WITHOUT A COUNTRY...The famous American citizenry of Eugene O'Neill's "A Moon for the Misbegotten" on Broadway and previously triumphed in such other O'Neill dramas as "The Iceman Cometh" and "Long Day's Journey Into Night."

8:00...NBC...THE CAREY TREATMENT...Starring James Coburn, Jennifer O'Neill and Pat Hingle. A Boston pathologist finds himself caught up in the murder of the daughter of the man whose oldest friend is charged with the death, which was caused by an illegal operation, he decides to do his own investigating. (1972)

8:00...CBS...THE CBS FRIDAY NIGHT MOVIES...THE CAREY TREATMENT...Starring James Coburn, Jennifer O'Neill and Pat Hingle. A Boston pathologist finds himself caught up in the murder of the daughter of the man whose oldest friend is charged with the death, which was caused by an illegal operation, he decides to do his own investigating. (1972)

8:00...ABC...WIDE WORLD: IN STARRING JOHNNY CARSON...Guest: Myron Cohen.

8:00...NBC...THE TONIGHT SHOW...Guests: Carol Burnett, Burt Reynolds.

8:00...CBS...THE CBS LATE MOVIE...STARRING JOHNNY CARSON...Guest: Myron Cohen.

8:00...ABC...WIDE WORLD: IN STARRING JOHNNY CARSON...Guest: Myron Cohen.

8:00...NBC...THE TONIGHT SHOW...Guests: Carol Burnett, Burt Reynolds.

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8:00...NBC...THE TONIGHT SHOW...Guests: Carol Burnett, Burt Reynolds.

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CABLE	4 NBC	7 ABC	10 CBS	13 PBS	39 IND	59 IND	9 IND
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11:30	News 4	News 7	News 10	News 13	News 39	News 59	News 9
12:00	News 4	News 7	News 10	News 13	News 39	News 59	News 9

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Clifton unknowingly dates friend's wife

Clifton inadvertently becomes a third person in the open marriage arrangement between an old friend and the latter's young wife on the ABC Television Network's "That's My Mama," Wednesday, Dec. 11 (7:00-7:30 p.m.).

"Tony Orlando and Dawn"

Jessie Glesson and Nancy Walker, who plays Rhoda's mother on the "Rhoda" series on the Network, have been signed as guest stars for the second broadcast of the new "Tony Orlando and Dawn" music-variety series, to be presented Wednesday, Dec. 11 (7:00-8:00 p.m.) on the CBS Television Network.

Trappings of Christmas

Andy Williams and Claudine Longet and their three children—Bobby, the youngest, Christian and daughter Noelle—will be among the entire Williams clan gathering for their 11th Christmas television special, Wednesday, Dec. 11 (8:00-9:00 p.m.) on the NBC Television Network.

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Saturday Program Notes

CHANNEL	4	5	7	8	9	10	11	12
SATURDAY	4:00-4:30 NBC The Today Show	5:00-5:30 ABC The Today Show	7:00-7:30 ABC The Today Show	8:00-8:30 NBC The Today Show	9:00-9:30 ABC The Today Show	10:00-10:30 NBC The Today Show	11:00-11:30 ABC The Today Show	12:00-12:30 NBC The Today Show

Sunday Program Notes

CHANNEL	4	5	7	8	9	10	11	12
SUNDAY	4:00-4:30 NBC The Today Show	5:00-5:30 ABC The Today Show	7:00-7:30 ABC The Today Show	8:00-8:30 NBC The Today Show	9:00-9:30 ABC The Today Show	10:00-10:30 NBC The Today Show	11:00-11:30 ABC The Today Show	12:00-12:30 NBC The Today Show

A & W DRIVE INN
Closed Mondays
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Web of deceit untangled

on "Barnaby Jones"

Barnaby's investigation of an apparent suicide uncovers a scandal-hungry television commentator's plan to disclose the crime-syndicate backing that saved the business empire of a multi-millionaire industrialist. In "Web of Deceit," on "Barnaby Jones," Tuesday, Dec. 16 (9:00-10:00 p.m.), the CBS Television Network. Seymour Robbie directed from a script by Robert Pirosh.

Though powerful television figure Adam Montgomery gets the incriminating evidence he needs to expose the defuncted James Everett Brock, his nocturnal entry into the mansion of Charles Tatum, a Brock employee, results in Tatum's death.

CHANNEL	4	5	7	8	9	10	11	12
SUNDAY	4:00-4:30 NBC The Today Show	5:00-5:30 ABC The Today Show	7:00-7:30 ABC The Today Show	8:00-8:30 NBC The Today Show	9:00-9:30 ABC The Today Show	10:00-10:30 NBC The Today Show	11:00-11:30 ABC The Today Show	12:00-12:30 NBC The Today Show

"The Grey Treatment"

James Coburn stars as Dr. Grey, a medic with a brutal bedside manner who wants some answers fast before somebody else gets killed. In "The Grey Treatment," mystery drama to be seen on "The CBS Friday Night Movie," Friday, Dec. 6 (8:00-10:00 p.m.) in color on the CBS Television Network. Jennifer O'Neill and Pat Hingle co-star.

Grey, a Boston pathologist, finds himself caught up in the murder of the daughter of the hospital's most prominent physician. Grey's oldest friend is charged with the death, caused by an illegal operation. Confident of his friend's innocence, Grey decides to do his own investigating and pushing his way to the truth.

Everyone involved gets a dose of Grey's treatment, including a terrifying automobile ride he offers a girl with information to give.

ChristieLove poses as student pilot

Christie Love goes undercover as an aspiring aviator to become friendly with a flying instructor who's part of a plot to steal an \$11,000,000 jewel held in "The Longest Fall" on "The ABC Television Network's 'Get Christie Love!'" Wednesday, Dec. 11 (9:00-10:00 p.m.).

Michael J. Pollard, James Whitworth and Roger Rees guest star.

Computer programming genius Leonard Marvin (Pollard), who has stolen over a million dollars worth of electronic equipment, is in the custody of Christie and Detective Valencia on a plane when motorcyclist Casey Martin (Stedman) throws her gas into the police car, shoots Valencia and rescues Marvin.

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"Emergency!"

Romantically inclined John Gage (Randolph Mantooth) involves all of Squad 51 in his loveless state when an accident victim (Michelle Moul) bats her eyelashes at him in "Details," the Saturday, Dec. 7 episode of NBC Television Network's "Emergency!" (7:00-8:00 p.m.).

Barbara Nichols guest-stars in a cameo role as an aging stripper who collapses in a nightclub, with Judy Hansen playing her stripper friend, Ginger. Squad 51 is on hand when a gasoline explosion seriously injures a woman and burns a Mexican gambler (Erik Estrada). Gage's romantic problems come to a conclusion when a dog bite case brings to light some information about his new girl.

Written by Mike Merril (who plays the role of Captain Stanley in the series), "Details" was directed by George Fandy.

REARRANGER

Jimmie Haskell, who writes the music for NBC-TV's Saturday morning series, "Last of the Last," has won two Grammy Awards as Best Arranger for "Ode to Billie Jean" in 1966 and "Bridge Over Troubled Water" in 1970.

ONE FOR THE ROAD

During one of his many roadshows, Bob Hope was asked why he continues to tour, he replied, "You can only play so much golf and I only enjoy being on the course when I feel I'm supposed to be out there. This is the only thing I want to do. It's not like 'hey, you know'."

KEY CASE

21-year-old son of Dennis Weaver, star of the "McCloud" series, is an actor-musician who divides his dad for lacking an ear for music. "When I was a kid and we'd have friends over," Ray says, "Dad would pick up the guitar and sing. The singing was fine, but on a different key from what he was playing."

BEING HIMSELF

One of the cast regulars on NBC-TV's "Emergency!" is Mike Stoker, a member of the Los Angeles Fire Department. In the action series, Mike plays the role of Fireman Stoker.

The CBS Thursday Night Movie "The CBS Television Network." Thursday, Dec. 12 (8:00-10:30 p.m.) in color on the CBS Television Network.

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JCPenney The Christmas Place

Quality scissors
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JCPenney Lightweight™ scissors by Linear. Swedish surgical stainless steel blade for long lasting, superior edge sharpness. Contoured handle. Weights only three ounces. Assorted colors.

Purse organizer
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Purse organizer assortment with easy snap closing. Convenient credit card holder, note pad and pen. Fashion colors.

Ladies' purse
7⁰⁰



Organizer handbag with handy side flap that opens. Find pen, checkbook, credit cards easily. Assorted colors.

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Special 3⁹⁹



Men's slippers with extra soft lining. Assorted colors.

Christmas shopping begins at Penneys.

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5⁰⁰



Men's billfolds in leather, vinyl, and cloth. Assorted colors. Weights only three ounces.

Girls' sweater
5⁰⁰



Girls' knit sweater in carefree, rib knit polyester. Zipper back, long sleeve styling. White and assorted solids for 7-14.

20% off men's sleepwear

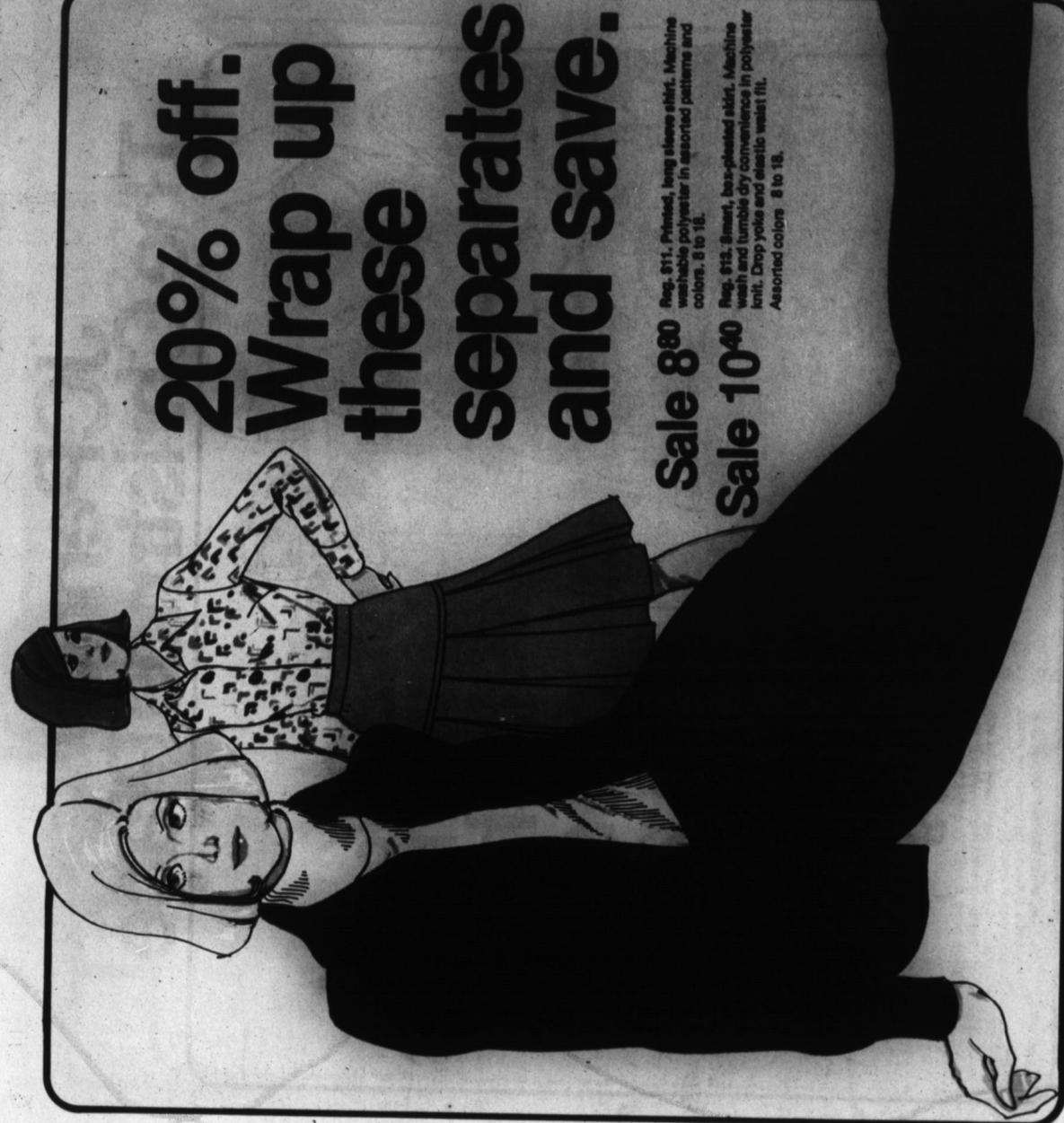
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Reg. 7.99. Men's pajamas in easy care polyester/cotton blend. Assorted solids and prints in sizes S,M,L,XL.

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Reg. 5.99. Men's solid color pajamas in non-iron polyester/cotton. Handsomely styled with notched collar. Assorted colors in sizes S,M,L,XL.



Supplement to THE HEREFORD BRAND, Thursday, December 5, 1974, Hereford, Texas

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Sale 10⁴⁰

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Reg. \$12. Smart, box-pleated skirt. Machine wash and tumble dry convenience in polyester knit. Drop yoke and elastic waist flt. Assorted colors. 8 to 18.

Sale 8⁰⁰

Sale 13⁰⁰

Reg. \$11. Stitched-crotch, uncuffed pants. Proportioned fit and elastic waist comfort in easy care polyester. Great colors. P (8-18), A (8-20), and T (10-20).

Reg. \$17. Long sleeve shirt-jas in wrinkle-free polyester doubleknit. Placket-front styling. One-button cuffs. Assorted solids. 8 to 18.

Sale prices effective thru Saturday only. Just charge it or use our easy lay-away.

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**20% off,
women's
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Sale \$200

Reg. 15.00, Size 8-10, Mosaic full length robe of Arnie® triacetate/nylon fleece with large round collar cuffs, side pocket and piping trim. Machine wash, dry. Assorted colors for 10-18.

Sale \$300

Reg. 17.00, Size 8-10, Mosaic full length robe of Arnie® triacetate/nylon fleece with acetate satin french piping on collar and cuffs. Styled with ruffled sleeves, side pocket and button front closing. Machine wash and dry. Assorted colors for 10-18.

Sale \$60

Reg. 19.00, Size 8-10, Mosaic dress length robe of Arnie® triacetate/nylon fleece with acetate satin french piping on collar and cuffs. Styled with ruffled sleeves, side pocket and button front closing. Machine wash and dry. Assorted colors for 10-18.



Special. 699

Nylon tassel set includes pajamas and matching robe trimmed with piping. Assorted colors for 28-40.



**Bikini panties.
4 for 500**

French cut bikini panties in machine wash and dry nylon trim. Group includes fancy trim styles in assorted colors and sizes S, M, L.

Sale prices effective thru Saturday. Change or use our convenient lay-away. For other women's lingerie, shop the JCPenney Catalog.

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**When it's cold outside,
keep warm inside
with our electric blanket
and save.**



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Reg. 27.00, Size 8-10, Acrylic electric blanket for softness and felt. Features nylon binding with zipper bag and snap-in bottom corner. Machine washable in warm water. U.S. Patent. Assorted colors.

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**Lightweight
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4.88**

Lightweight thermal blanket of polyester with nylon binding, packaged in reusable poly bag. Assorted colors.



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special.
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Group of Penn-Prest polyester double-knit machine wash, tumble dry. Handsome solids and laces in fashion colors.

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Mount picture of your favorite singer on a different key. Singing was fine, but on a different key from what he was playing.

only thing I want to do. It's not slave labor, you know.

Hunter (Robinson) throws tear gas into the police car, shoots Valencia and rescues Marvin.

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**Great gift idea.
Handsome leisure
suits in neat
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Wear-torn-styled set in easy care polyester. Just machine wash and tumble dry. Never needs ironing. Navy, camel or green in sizes S, M, L, XL.

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Suit features fully acetate-lined bushcoat jacket with cinch back, 4 pockets and button front. Pants with 4 pockets. Navy, tan or grey for 38-44.

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Shirts of easy-care, Penn-Prest® polyester never need ironing. Feature long, point collar and tapered styling. Assorted flannels and stripes in S, M, L, XL.

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Long sleeve, nylon knit shirts in white and assorted solids. Wash and wear well. Rib stitching with hemmed bottom and sleeves. Assorted colors in sizes S, M, L, XL.

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Great values. Women's knit tops.



4⁵⁰

Sleeveless mock turtle-neck top in machine wash and dry polyester knit. Assorted fashion colors in sizes S, M, L, XL.

5⁵⁰

Sleeveless turtleneck shell of easy-care polyester in rib knit with back zip. Assorted fashion colors in sizes S, M, L, XL.

6⁵⁰

Long sleeve turtleneck top in machine washable 100% polyester. Never needs ironing. Complementary colors in sizes S, M, L, XL.

Charge or use our convenient lay-away. For other fashions, or hard-to-find items, shop the JCPenney Catalog.

m

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st like money, buy food with it or things you

it that persons can contact the office in their area and set up an identification card. If not eligible are (purchase) card have to pay and they can get. The used, or picked



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JCPenney The Christmas Place

Select handsome shirts for your favorite boys and save 20%.



Sale
279

Reg. 3.49. Football numeral shirt in carterine cotton. Short sleeve, solid color assortment with white number. Size \$ to XL. # to 20.

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Reg. 5.98. Chambray Western shirt of Penn-Preit polyester/cotton with long sleeves, point collar, front button-through flap pockets. Blue and assorted colors, sizes 8-20.

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2 for 400

Reg. 3 for 5.00. Long sleeve turtleneck shirt in polyester/cotton. Assorted solids and stripes for sizes 8-18. Boys' 3-7 sizes. Reg. 1.99. Sale 1.59.

Great values on boys' flared jeans. 600



Super durable jeans of Penn-Preit polyester/cotton in handsome Western styling. Features reinforced knees, rick tops, belt loops. Navy is regular and other sizes 8-14.



20% off boys' warm sleepwear.

Sale 399

Reg. 4.99. All style pajamas for school age boys. Soft cotton flannel with Dynel® modacrylic cuffs and trim. Assorted prints and solids, for sizes 8-16.

Sale 319

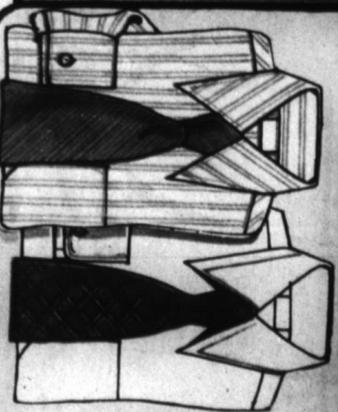
Reg. 3.99. Pre-school boy's pajamas in warm cotton flannel with Dynel® modacrylic cuffs and trim. Assorted prints for sizes 2-7.

JCPenney The Christmas Place



Our knit sportcoat and slacks.

Closeout. Men's dress shirts. 499



Long sleeve dress shirt assortment includes solids, fancies, stripes and patterns in easy-care fabrics and blends. Styled with long point collar and single pocket. In men's sizes.

...singling was fine, but on a different key from what he was playing."

...looking for a fighter whose name begins with an "O."

only thing I want to do. It's not slave labor, you know."

Hunter (Robinson) throws tear gas into the police car, shoots Valencia and rescues Merrill.

N. Highway 385

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