

The Sunday Brand

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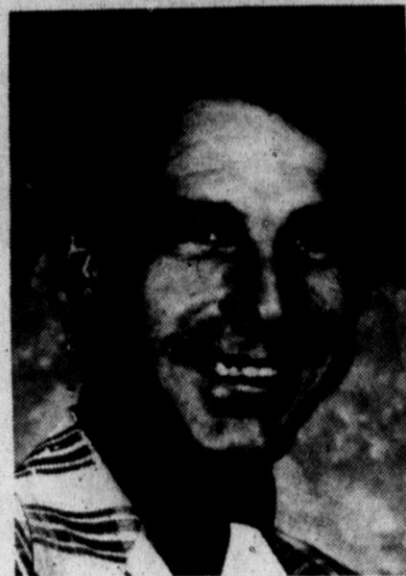
Price 20c

62 Pages in 7 Sections - Including TV Magazine

City, Trustee Elections On Tap



DUB BOYD



HARVEY MILTON



FRANK BARRETT

Interest High In School Board Race

Hereford voters will be marking their ballots in two major elections this week as the City Commission and School Board races draw to a close.

Three candidates are trying for two positions in what has been a quiet city race scheduled Tuesday. However, things are a little more active in the trustee election campaigning with the voting set for Saturday.

A relatively light turnout is expected Tuesday at the Community Center as Frank Barrett, Dub Boyd and Harvey Milton wait the voters' decision on who will be city commissioners. Barrett is seeking re-election to Place 4 and incumbent Boyd and Milton face each other in the election for Place 3.

Polls in the city race will be open from 8 a.m. to 7 p.m. with only the one voting box at the Community Center.

As of late Friday city officials reported only one absentee ballot had been cast in the race. Friday was the absentee balloting deadline.

However, a heavy turnout in the crowded school trustee

race is indicated by the 109 persons who had voted absentee by Friday. Tuesday is the final day for absentee voting at the school tax office in the school board election and school officials expect many more ballots to be cast.

Eight candidates, one of which is an incumbent, are vying for the two open positions on the board in the Saturday election. Voting will again be done in the Hereford Community Center and the polls will be open from 8 a.m. to 7 p.m.

In the race for the school board are Lynton Allred, Jim Clarke, Jim Conkwright, Mrs. Clint (Margaret) Formby, Lorenzo Granado, Wm. D. (Bill) Johnson, Charles Schlabs and Glenn Watts.

Dr. A. T. Mims and Hilrey Aven, both long-time veterans of the School Board chose not to seek re-election this year, thus opening up the two positions.

The Brand interviewed candidates in the fast moving school board race and their answers are listed on Pages 6 and 7 of today's paper.

Branding Time

By Speedy Nieman

That feller on Tierra Blanca Creek says time and people both change and there is no reason to worry about the process.

MONDAY is the traditional "Dollar Day" in Hereford, and you can find some good buys in local firms. Shop the pages of The Sunday Brand to get a preview of the bargains offered on Dollar Day each month!

A lady called the office this week to suggest that an appropriate sign be placed on, or in front of, Deaf Smith General Hospital. Frankly, we hadn't thought about the hospital not being identified by a sign, but we'll pass the thought along to the hospital board.

DISCOURAGEMENT has a place in our lives, according to Dr. Jim Jones, speaker at the Vietnam Day observance Friday night at the Legion Hall. Wouldn't it be great if you were a salesman and everyone said, "yes"? It would be fine for a while, points out Jones, but the salesman would soon lose his initiative if he knew everyone was going to buy.

We need to be invulnerable to discouragement and criticism, but it's also a challenge that keeps us going, adds Jones. The dinner for the Vietnam veterans was a fine gesture for Legionnaires to conduct, and we enjoyed the evening. Dr. Jones is a newcomer to Hereford, but you'll probably be hearing more about this gentleman.

A LOT OF farmers took exception to president Nixon's statement the other night in Houston that "farmers never had it so good." He undoubtedly was referring to record high grain and cotton prices that have sent farm incomes to record levels, and he had a good point.

However, most farmers are gun shy of such prosperity and wary of such a trend continuing. What the president didn't point out were the "ifs" that go into the farming picture, or that it was a bumper year if you didn't own cattle. Farmers may continue to have it good if they could

See BRANDING TIME Page 2

Eye Failure Eased By Commission

BY KERRIE WOMBLE
Brand Staff Writer

I have spent the past week bumping around in a fog after contributing another contact lens to the local sewer system. And besides the consternation of

dodging my father's wrath, there is no feeling more frustrating than living with limited vision.

However, I'm fortunate because tomorrow I'll have a new lens to crystallize my world. But there are a lot of people in the local area who because of

fear or economic need, will continue to fumble in blurred gray surroundings.

THE TEXAS State Commission for the Blind has designed several multifaceted programs for the visually handicapped. The nearest office, located in

Amarillo, services the entire Panhandle region.

The commission is divided into two major categories: the Vocational Rehabilitation (VR) and the program for Visually Handicapped Children (VHC). The VR provides medical aid, training and job placement for legally or totally blind persons aged over 12 years. The VHC focuses on helping children with an eye problem.

BILL HARPER serves as a rehabilitation counselor for the VR at the Amarillo office and listed the three prominent services offered by his division.

Heading the program is medical treatment for the legally or totally blind and those persons threatened by blindness. "We do not buy prescription glasses for people," said Harper. "But we are concerned with preventing blindness form diseases such as cataracts or glaucoma. We help persons meet medical bills for progressive blinding diseases." In order to receive financial aid for medical treatment, one must meet a certain level of visual deficiency and economic need.

Training is another aspect of service.

See EYE FAILURE Page 2



LYNTON ALLRED



JIM CLARKE



JIM CONKWRIGHT



MARGARET FORMBY

What Are The Ideas And Views Of The Eight School Board Candidates?

See Brand Interviews Page 6-7



LORENZO GRANADO



BILL JOHNSON



CHARLES SCHLABS



GLENN WATTS

City Expected To Act On 'Right Turn On Red'

Hereford City Commissioners are expected to discuss and possibly take action in the regular meeting at 7:30 p.m. Monday to allow right turns on red lights at many Hereford intersections.

To meet in City Hall, the commissioners have discussed the issue at previous meetings and placed it on the agenda for Monday's meeting. Commissioners said they felt the turns could be allowed at most lighted intersections. However, they are expected to continue to prohibit the turns at a few troublesome intersections.

Commissioners passed an ordinance last summer to prohibit the turns, but admitted at the last meeting that Hereford was one of very few cities to pass such an ordinance.

In other action at the meeting bids will be reviewed for a sewer rotting machine; first reading will be held on the annexation of property to the city which presently is located south of city limits; and Hereford Jaycees are expected to visit with the Commission with a special request.

First United Methodist Church

Church Has 75th Anniversary

By SUE COLEMAN

Former pastors and members of First United Methodist Church are expected for a special worship service this morning celebrating the 75th anniversary of the church in Hereford. Bishop Alsie H. Carleton of Albuquerque will be the speaker at this service beginning at 11 a.m.

Combined with the anniversary celebration will be a dedication of church buildings conducted by the bishop, following the final payment on building debts made at the first of this year.

Dr. Jordan Grooms, pastor, will preside for the service which will include music by the sanctuary choir under direction of Fred Ratliff and the Ladies Bell Choir directed by Mrs. Buddy Peeler.

A LUNCHEON in fellowship hall for members and visitors will follow the worship hour.

First Methodist Church of Hereford was organized shortly after the town was established, at a meeting in March 10, 1899, with the Rev. T. F. Robeson and 13 charter members present.

THOSE FIRST members were Mr. and Mrs. J. D. Bratton, Mr. and Mrs. Tom Inman, Mr. and Mrs. Elisha Carter, Mr. and Mrs. Asa Martin and son, Mr. and Mrs. Robert Humphrey, Mrs. Ina Holderness and Mrs. Bassett. Mrs. G. A. Sachse was the first member added, and she organized the Home Mission Society for the women.

Before the Rev. C. L. Cartwright received the first full-time preaching appointment, in 1903, the church had

been served by a Rev. Bennett, the Rev. C. A. Clark and G.A.F. Parker.

A WOOD BUILDING at Fifth and Jackson was completed in 1901; previously the congregation had met in Presbyterian and Christian Church buildings and in the courthouse. That first structure was dedicated, debt-free, in 1902.

Through its history the church has grown and continued to build. A new house was completed for a parsonage in 1906, and by 1920 a brick church building was completed at the present location, Main and Fifth.

In 1928 a brick parsonage was built, the church was repaired and a pipe organ added. That organ, rebuilt lately, is still in use. Its original cost was paid by the Woman's Missionary Society, which

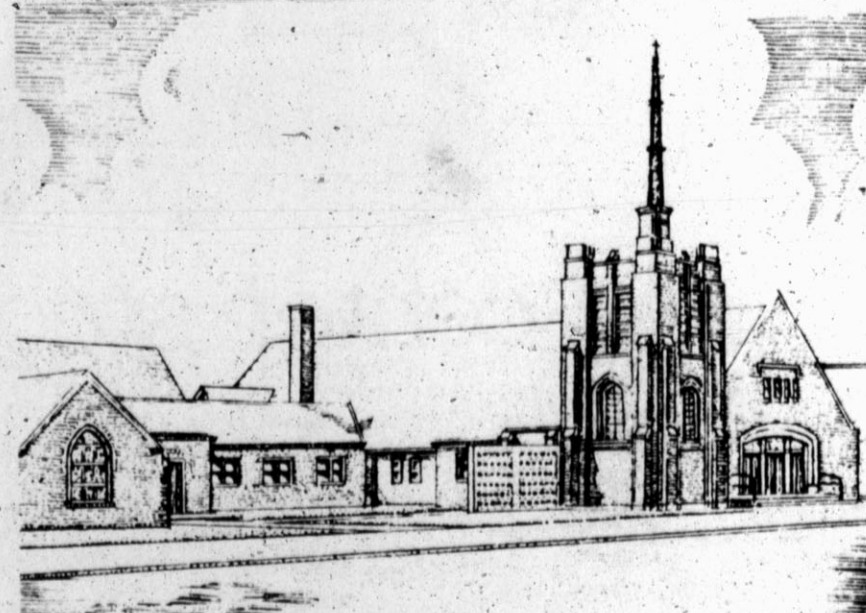
employed "almost every known way of making money."

WITH DEPRESSION years of the 1930's intervening, it was not until 1942 that all building debts were paid again and by that time the sanctuary was outgrown once more. Plans began and a fund was started for a larger building, which was begun in 1948 when Dr. Don Davidson was pastor.

It was the main section of the present church, completed in 1950. The educational wing was added four years later, a separate educational building and fellowship hall in 1963, then new offices, pastor's study and prayer room.

Meanwhile, First Church was assisting in establishing two other Methodist Churches here and in construction of their buildings. Wesley

See CHURCH CELEBRATES Page 10



75th Anniversary

Dedication of buildings comprising the First United Methodist Church plant, Main and Fifth Streets, will be conducted by Bishop Alsie H. Carleton of Albuquerque in a service this morning which also celebrates the 75th anniversary of the Methodist Church in Hereford.

A Scenic View

This was the impression of the Grand Canyon, the Great Tetons or perhaps the Pacific Ocean...as "seen" by a blind person. The Texas State Commission for the Blind operates an extensive rehabilitation program in Amarillo for the visually handicapped in the local region.

Hereford Vietnam Veterans Honored Friday

About 20 Vietnam veterans drew special recognition when Hereford American Legion Post 192 dimaxed the observance of "Vietnam Veterans' Day" here Friday with a dinner at Legion Hall.

Dr. Jim Jones, guest speaker, urged his audience to "express the nature of your individuality" in order to attain goals and achieve success. James Jesko, post commander, was master of ceremonies for the event, while Grant Hanna outlined Legion history and programs.

GOLD STAR parents were also recognized at the dinner by the Legion Auxiliary. Mrs. Ira Ott presented plaques to Vietnam Gold Star parents Mrs. Lily Galvez and Mr. and Mrs. Jim Jesko. Not present were Mr. and Mrs. James Pavloek and Mr. and Mrs. Ernest Tijerina.

Jesko also presented a special award to C. O. Wilkins for 56

years of uninterrupted service to the Legion. Each Vietnam veteran was introduced and they, in turn, introduced their wives or guests. Jack Cross was cited for service in three wars — World War II, Korean and Vietnam.

"TRUE INSPIRATION" was the theme of Dr. Jones' talk. A newcomer to Hereford, Dr. Jones is president of the Jones-Willis Corp. — a firm dealing in nutritional supplements, soil and animals. A native of Tennessee, Dr. Jones was successful in the insurance business and traveled widely as a noted speaker and author and motivator before coming here.

Calling "inspiration" one of the "great shortages" of our time, Jones asserted that Americans need to be inspired to a certain kind of thinking in the future. This comes, he outlined, "from learning the nature of your individuality,

seeking the need to go with your nature, and dedicating yourself to fulfilling that goal."

Jones referred to his book, "If You Can Count to Four", in stressing the significance of the cause-effect factors in man's individuality. "The Bible tells us that a man is what he thinks in his heart," said Jones. "The only real values are in our mind if we want to change, we must start inside and the external changes come

automatically."

JONES TOLD his audience that being a success in business, in spirituality, in family life, is not necessarily linked to being famous or rich. "The man who became a multi-millionaire by inventing the washing machine didn't start with that goal — his idea was to find something to make it easier for his wife to do the laundry."

The speaker added that a happy man making \$7,000 a

year is much more successful than a frustrated man making \$70,000. "We all paint pictures... a thought is a brush mark; an idea is a painting," Jones observed.

"TODAY IS the day you can start making a success. Get a new canvas and start painting the picture of what you want," Jones added. This is the first step in counting to four, he told his audience. The other three steps: pretend like a child and start living the dream; don't be discouraged, and pray and persist.

Jesko expressed appreciation to the Auxiliary for preparing the dinner in honor of the veterans, and also recognized Dr. Milton Adams for his work as chairman of the special event. Several special guests were introduced at the dinner.

The one-day observance was proclaimed by President Nixon, one year after the veterans were returned home. The Hereford Key Club placed flags around town Friday in honor of the Vietnam veterans.



Vietnam Veterans Honored

As a special climax to the observance of "Vietnam Veterans' Day" here Friday, American Legion Post 192 hosted a dinner for local veterans. Three of the veterans honored are shown with Legion officials at the dinner. Left to right are Cmdr. James Jesko, Ray Berend, Dale Reinart, Oscar Martinez, and Grant Hanna, past commander.

Blood Mobile Unit Receives Big Response From Local Residents

The Blood Mobile arrived in Hereford Wednesday and "people were already waiting at 4 p.m. when it opened its doors to donors," said Mrs. J.H. McCrary.

"There was a steady stream of people from 4 to 6 p.m. giving their blood for an afternoon total of 66 pints," she added.

This response was good but another 34 pints would have brought the community up to its goal of 100 pints.

The Blood Mobile will be here again April 24, from 4 to 6 p.m. at the Community Center and hopes are that as many or more people respond this next time as did in March.

For persons interested in giving a pint, put this new date on each calendar so as not to forget to go give blood.

Hereford can reach its goal and maintain it, but not without having everyone that is eligible participate.

Those giving in March, the Blood Mobile hopes to see each one again in May or as soon as is possible.

COW POKES

By Ace Reid



"Whatta you mean, get over there and tack them shoes on... why, I can't even lift 'em!"

Hereford
STATE BANK

SCHOOL NEWS

April 1-NEW TIME BEGINS FOR SCHOOL Homeroom begins at 8:05 a.m.

April 2-Six weeks test.

April 3-Six weeks test.

April 4-Junior preregistration in the high school auditorium during first period. Sophomore pre-registration in the high school auditorium during second period. Parents are welcome to attend either of these assemblies. 10:15-Assembly, volleyball game between the girls Student Council and the Lady Faculty members.

April 5-District UIL play contest in Lubbock. Rodeo in Claude-Rodeo team from HHS competing. 3:30 p.m. Easter holidays begin.

April 4,5,6-Key Club convention in San Antonio.

April 8 through 12 - Easter Holidays.

April 15-Classes resume at 8:05 a.m.

Eye Failure Eased By Commission

Continued From Page 1

according to Harper. Help can be given for the legally or totally blind person attempting a vocational or educational education. "For the blind student, we can provide readers who simply read the required material to the pupil. Also, let me add that state universities exempt a sightless person from tuition."

THIS TRAINING also offers personal adjustment for the blind individual. There is a school in Kerrville and the Criss Cole School in Austin which stresses mobility, Braille, individual independence and emotional adjustment.

Teachers for the homebound are available for those having some special kind of barrier. Harper termed these instructors as "jacks-of-all-trades". He said, "The homebound teacher can aid with any visual problem whether it is by reading or a blind housewife adjusting her washing machine."

LASTLY, the VR aids in job placement for the legally or totally blind. A sightless person's skills are paired with an occupation and a place of employment is located. Then a thorough analysis is made of the requirements of that particular job.

"We've placed blind people in jobs ranging from telephone solicitation to computer programming," Harper commented.

"I want to stress that it is the client's choice of which of the programs he wishes to take advantage of. Any decision is strictly in the hands of the individual.

"We never force any kind of treatment or training," Harper continued. SUE GALLAGHER is a caseworker for visually handicapped children at the Amarillo office. She maintains that her division is also concerned with prevention of blindness and the adjustment of the sightless child and his family.

"Our visual deficiency requirements are not as strict as the VR's," she said.

"We handle any visual problem in children under the age of 12.

"We frequently work with community civic clubs, such as the Lions, in providing visual treatment. Of course, there must be an economic need for the commission to pay optical expenses.

"Many cases of blindness could have been prevented if caught during childhood. If a parent suspects that his child is having visual problems he should not put off treatment due to lacking finances."

FOR THE CHILD who is already stricken with blindness, the commission can provide the components for a near-normal life.

"We give counseling to the parents of a blind pre-schooler. This instruction entails helping the parent teach their child mobility in preparation for attending public school.

"We also try to help the parent with the special emotional needs of their youngster," Miss Gallagher pointed out.

"In Hereford, I believe that Bluebonnet School is equipped to teach the visually handicapped. However large-print books are available to any public school in Texas."

A DOCTOR'S referral is not required to reach the State Commission. After reaching the organization, the client must be examined by an ophthalmologist. This specialist can be chosen by the client or one will be provided. Then those applying for the VR must have a general physical examination. Both of these appointments are paid by the commission.

In case of accidental injury to the eye where immediate treatment is necessary, one must contact the commission prior to treatment. It cannot pay for past optical care.

"Anyone in Hereford who needs the commission's help, yet cannot travel to Amarillo can write us and we will send a caseworker to their home," stated Harper.

The State Commission for the Blind is

funded by state taxes and has been in operation for approximately 40 years. It does not make monthly payments to the visually handicapped.

The address for the Amarillo base is Colonial Plaza Building, Suite 107, Amarillo, Tex. 79101 and the telephone number is 373-2333.

"WE ARE NOT only concerned with the treatment of eye problems but also with the prevention of blindness," Harped said with feeling.

"The blind person can live an independent life and be self-supporting. They can learn mobility and function freely."

AS I SAID, my "blindness" was mild and short-lived. But made me realize that the eye is a fragile window that connects in inner person with every aspect of humanity.

If the curtains are drawn over the precious pane, there is an organization ready to help lighten the darkness.

Branding Time

Continued From Page 1

be assured that the weather would cooperate, that prices of seed, fertilizer and equipment would not go higher, and nothing happened on the international scene to drop prices on farm products.

The cattle business is mighty unstable at present. Many of us have only a faint idea of the problems connected with the cattle industry. A note came across our desk this week which stated that October-through-January losses were more than \$1 billion in the cattle feeding industry. The figure came from applying the monthly losses as reported by PCC since October to the total Federally-inspected slaughter total for the four-month period of October, 1973, through January, 1974. Losses for February were expected to tack on an additional \$300 million.



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Woman Well Known As Visitor Is Dead

The funeral of Mrs. Lawrence McCullough of Oklahoma City, who was well acquainted in Hereford through visits to Mr. and Mrs. Ralph McCullough, will be conducted today in St. Luke's Methodist Church in Oklahoma City and burial will be in a cemetery there. She was the sister-in-law of Ralph McCullough. Her death of a heart attack occurred Thursday night in an Oklahoma City hospital. Mr. and Mrs. Ralph McCullough will attend the funeral services.

The Sunday Brand

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CIRCULATION 344-2030

Mail O.G. Nieman Don Richards Sub Coleman Lynn Brisendine Publisher News Editor Women's Editor Advertising Manager

Planning A Funeral, Should It Be Done Now, Or Later

(EDITOR'S NOTE: Deaths and funerals, although they both play a tremendously important role in each person's life, are things of which the general public is not familiar. Because of the awkwardness usually involved in the planning of a funeral, The Brand reports the following article as a service to local readers in an attempt to inform them of an event which plays such an important role in their lives. Charles Watson and John Gilliland of Gilliland-Watson Funeral Home in Hereford were interviewed and are the source of the laws and regulations listed below regarding funerals.)

By JANIS LOCKHART
Brand Staff Writer

Death is a subject that most people had rather not discuss, but it is something that will happen to each.

How much the wiser one would be to know the laws that protect a person and also the laws that must be followed when death occurs in a family.

Local funeral directors advise that the smartest thing a person can do is to plan ahead. Inform yourself by going to the funeral home and there they have information to show how to go about making the decisions now, instead of waiting and burdening the family with these formalities at the time of death.

With this information a person can decide how much money is needed to set aside for a funeral or the type of arrangements preferred.

OF COURSE, death occurs at any time or any place and therefore one needs to know the laws concerning transferring

of the body and the arrangements that need to be made in case of death away from home.

Arizona is the only state that requires a body be in a sealed casket before crossing the state line. This can be solved by calling the local funeral home where the body is to be taken and they can send a sealed casket to transfer the body without having to pay the additional costs that will be charged by Arizona for this service.

Should death happen here and the chosen place for services is outside of Hereford, the family or the local funeral home can call to the chosen town for all arrangements to be made, therefore eliminating two funeral home charges. However there may be travel charges to consider.

If one in the family dies and wishes to be buried in another country, the delay will be days. The body and casket has to go through customs and the costs will be increased considerably.

If a person has been married more than once, and both spouses are deceased, the family may not be sure which grave site to choose which is another reason for planning ahead.

One thing that most people are misinformed about is that there is no law which requires a family to go through a funeral home. A family can bury their own if the body is buried within 24 hours after death. Embalming is not required nor is a casket. However it is required by law to file a death certificate.

If a casket is purchased from the funeral home, they will file the death certificate. This death certificate must be filed by the time of burial, whether the family buries the body or whether the mortuary does.

One must also remember that after 24 hours embalming must be performed before burial.

At most local funeral homes, the cost of the casket includes; pick-up of the body, bathing, embalming, services,

lying in state, temporary grave markers and in most cases, a memorial book.

The cemetery costs are completely separate and also, any out of town expenses are not included.

The State Board of Morticians govern the laws with which each funeral home must comply.

Statistics for the past year locally have been as follows: Out of 101 adult funerals, 31 per cent have chosen funerals that range from \$300 to \$700, 51 per cent have chosen those that range from \$750 to \$1,097, and 16 per cent have had from \$1,997 to \$2,000, again, these costs excluding all cemetery expenses.

When a person goes and makes arrangements to notify the funeral directors the kind of funeral he or she wants, this information is put in the files and kept for the use of the family. If at the time of that person's death and the family chooses to add to the arrangements, this can be done as long as the family is willing to pay any additional charges.

Another checkpoint is the insurance of the family to see what benefits the policy covers and then start making plans to visit the funeral home of any city of choice to finalize the requests concerning their burial.

If one of the family dies elsewhere and the family chooses to bury them here, they just need to call a funeral home here and they will make all necessary arrangements from having the body brought home to the time of burial.

If the place of death is too far away, the local funeral home may have to request the body be preserved before shipping. This will be included in the charge.

As in anything else or any other type of business, there are those that do not follow the laws, therefore, if a person is

See PLANNING FUNERAL Page 6

APRIL DOLLAR DAY



129

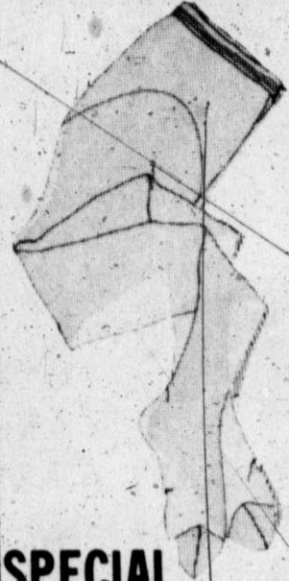
Here's a little package for perky little rabbits. Watch 'em jump for joy when they see it's for them.



119

This Easter basket, complete with a crayon picture book and candy, will surely add to the joy of the holiday.

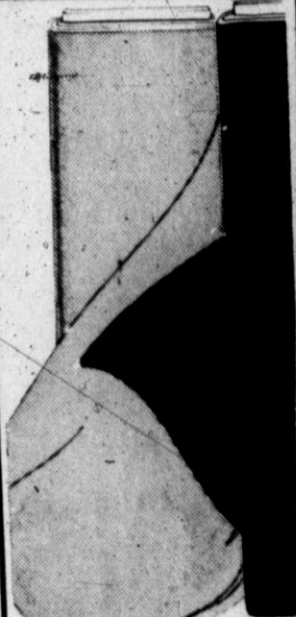
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25% off steel belted radials.

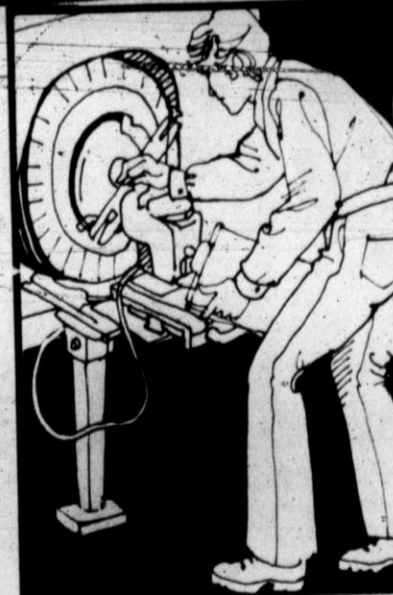
Sale 29.96 plus 2.16 fed. tax Reg. 39.95 Save 9.99 AR78-13 whitewall tubeless.

Survivor steel radial tire. Four rayon belts and one steel belt on two radial body plies. 7 ply tread with wrap around tread design. Wide modern profile. No trade-in required.

Sale prices effective through Saturday.

Whitewall tubeless.

Tire size	Save	Reg.	Sale	Plus fed. tax
BR70-13	10.74	42.95	32.21	2.88
ER70-14	12.99	51.95	38.96	2.79
FR70-14	13.24	52.95	39.71	3.04
GR70-14	13.74	54.95	41.21	3.18
GR70-15	14.24	56.95	42.71	3.22
HR70-15	14.75	58.95	44.21	3.42



13.88
Tire-life saver service

To prolong the life of your tires, we check the suspension, set camber, caster and toe-in, static balance 4 wheels and inspect and adjust brakes.

Sale 4.99

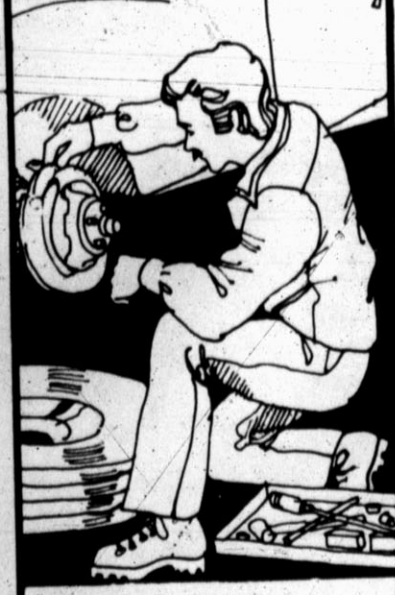
Reg. 7.33 JCPenney heavy duty shock absorber with 1-3/16" piston.

Guarantee: If a JCPenney Heavy Duty Shock Absorber fails due to defects in material or workmanship, or wear out while the original purchaser owns the car, we will replace the Shock Absorber at no extra charge. Just notify us and present your proof of purchase. There will be an additional installation charge unless the Shock Absorber was originally installed by JCPenney.



Sale 1.99

Reg. 2.34 JCPenney oil filter for American cars. Filters out damaging dirt and particles.



67.41
Premium drum brake overhaul

We will install new linings, rebuild wheel cylinders, resurface drums, repack front wheel bearings with new grease seals, refill hydraulic system and road test.

We Overhaul Disc Brakes Too!

JCPenney auto center

We know what you're looking for.



DOUBLE GOLD BOND STAMPS

TUESDAY & WEDNESDAY THIS WEEK ONLY

DOLLAR DAYS

PRICES IN THIS AD ARE EFFECTIVE THRU 4-3-74

- ORANGES** 5 FOR \$1.00
CALIFORNIA'S FINEST NAVAL, LB.
- APPLES** 4 LBS. \$1.00
RED DELICIOUS OR RED ROME
- CABBAGE** 8¢
GREEN SOLID HEADS
- SQUASH** 28¢
FANCY YELLOW OR ZUCCHINI YOUR CHOICE LB.
- YELLOW ONIONS** 2 LBS. 29¢
- TOMATOES** 29¢
FANCY SALAD SIZE LB.
- LETTUCE** 18¢
FANCY ICEBERG LARGE HEADS, LB.



GREEN ONIONS
ARIZONA LARGE BUNCHES..... 2 FOR 25¢

- CELERY** 22¢
CALIFORNIA PASCAL STALK, EACH
- TURNIPS** 23¢
PURPLE TOP LB.

SUPER DISCOUNT SPECIALS

SUGAR 49¢
FOOD CLUB PURE CANE 5-LB.
GOOD THRU 4-3-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

COFFEE 59¢
FOLGERS ALL GRINDS LB.
GOOD THRU 4-3-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

BUTTER 36¢
FOOD CLUB FRESH CREAMERY
GOOD THUR 4-3-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

TIDE 39¢
GIANT BOX
GOOD THUR 4-3-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET

- GRADE A EGGS** 59¢
FARM PAC USDA GRADE A DOZEN MED.
- DRESSING** 3 FOR \$1.00
KRAFT FRENCH 8-OZ. BOTTLE
- POTATOES** 4 FOR \$1.00
FOOD CLUB SLICED OF WHOLE NO. 303 CAN.
- SPAGHETTI** 5 FOR \$1.00
FRANCO AMERICAN 15-OZ. CAN
- RELISH** 3 FOR \$1.00
DEL MONTE SWEET 12-OZ. JAR
- BUCKWHEATS CERAL** 73¢
GENERA 15-OZ. P
- NUCO MARGARINE** 52¢
1-LB. CARTON
- BORDEN CREMORA** \$1.12
COFFEE CREAMER 22-OZ. JAR
- CHILI-NO BEANS** \$1.46
AUSTEX 24-OZ. CAN
- ANGEL FOOD CAKE MIX** 76¢
BETTY CROCKER 16-OZ. BOX
- TANG GRAPE DRINK** 99¢
INSTANT 18-OZ. JAR
- BAKERS COCONUT** 34¢
ANGEL FLAKE 3 1/2-OZ. CAN
- GRAVY TRAIN DOG FOOD** \$4.89
25-LB. BAG

- Delicatessen**
- 4-HOT LINKS -1
 - 1-LB. Potato Salad
 - 1-Pt. Cole Slaw
 - Serves 4 All For \$2.89
 - Hot Fruit Cobler LB.....79¢
 - Baked Beans LB.....69¢

ART LINKLETTER'S MONEY-SAVING SUGGESTION!

TOPAZ STONEWARE

THIS WEEK CUP Regular Price 79¢ **49¢** each

START NOW-COLLECT A FULL SET

NO PURCHASE NECESSARY

Safe in oven and dishwasher and so smart!



SHOP **Furr's** MIRACLE PRICES

TANK BALLCOCK KEYSTONE-SILENT TOILET VALUE WITH FOLAT ROD & REFILL TUB, 5" VALUE **\$2.99**

ALLADIN PLASTIC LAUNDRY BASKET **\$1.59**

OIL FILTERS SPIN-ON SIZES FOR MOST AMERICAN CARS **\$1.29**

TOPCO CHARCOAL LIGHTER 32-OZ. CAN **39¢**

COMBINATION LOCK SLAYMAKER COMBINATION HARDENED STEEL SHANKS BL453 **66¢**

CHAIN LOCK SLAYMAKER NO.26 LAMINATED STEEL PADLOCK WITH 36-IN. VINYL COVERED CHAIN **\$1.59**

MOTOR OIL HAVOLINE 20W OR 30W REGULAR **3 FOR \$1.00**

CAR WAX TURTLE WAX SELF POLISHING ONLY **\$1.09**

LOWER TAKE TOTAL

WHEN YOU SHOP FURR'S

CHUCK STEAK	FURR'S PROTEN LB.....	89¢
RANCH STEAK	FURR'S PROTEN LB.....	98¢
BEEF ROAST	FURR'S PROTEN SHOULDER, 7-BONE CUT, LB.....	98¢
DELUXE RIBS	FURR'S PROTEN FOR BAR-B-Q LB.....	49¢
STEW MEAT	FURR'S PROTEN LEAN CUBES LB.....	98¢
GROUND BEEF	FRESH GOUND LB.....	89¢



WE REDEEM USDA FOOD STAMPS

SIRLOIN STEAK	FURR'S PROTEN LB.....	1.09	T-BONE STEAK	FURR'S PROTEN LB.....	1.49	TURKEY ROAST	HINDQUARTER ALL DARK MEAT LB.....	79¢
ROUND STEAK	FURR'S PROTEN LB.....	1.09	RIB ROAST	FURR'S PROTEN LB.....	1.09	DRUMSTICK	TURKEY DARK MEAT LB.....	79¢
RIB STEAK	FURR'S PROTEN LB.....	1.09	BEEF PATTIES	FRESH FROZEN LB.....	98¢	TURKEY BREAST	PLANTATION LB.....	1.49
CLUB STEAK	FURR'S PROTEN LB.....	1.39	PORK CHOPS	FAMILY PAC 9 PER PKG LB.....	94¢	BACON	FRONTIER LB.....	89¢

FRYERS
USDA INSP.
37¢ LB.



DOUBLE GOLD BOND STAMPS
TUESDAY AND WEDNESDAY
APRIL 2nd & APRIL 3rd
WITH \$2.50 PURCHASE

AJAX LIQUID	CLEANER 25' OFF LABEL 40-OZ. SIZE.....	74¢
PAM	VEGETABLE OIL SPRAY 13-OZ. SIZE.....	\$1.25
BOLD	DETERGENT 50' OFF LABEL 171-OZ. SIZE.....	\$2.58
DOG FOOD	ALPO ASSORTED FLAVORS 14 1/2-OZ. CAN.....	32¢

DUE TO THE CRITICAL PAPER SHORTAGE...

Furr's is unable to acquire enough shopping bags to meet our customer's needs. You can help us solve this problem by bringing your bags back so that we may reuse these bags for your purchase. Your help will be appreciated by Furr's Super Markets.

CLIP AND REDEEM THESE VALUABLE COUPON

THIS COUPON ENTITLES YOU TO
SAVE 50¢ FOLGERS INSTANT COFFEE 10-OZ. JAR
WITH COUPON \$1.19
WITHOUT COUPON \$1.69
LIMIT ONE COUPON PER FAMILY

THIS COUPON ENTITLES YOU TO
SAVE 45¢ FOLGERS COFFEE 3-LB. CAN
WITH COUPON \$2.80
WITHOUT COUPON \$3.25
LIMIT ONE COUPON PER FAMILY

NO SALES TO DEALERS

SOLO CUP REFILL	FOR BATH 3 1/2" OZ. 80 CT.....	59¢	SOFTNER	WHITE KING FABRIC KING SIZE.....	1.29	WHITE KING SOAP	GIANT SIZE.....	81¢
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Frozen Food Favorites

ORANGE DRINK	BRIGHT & EARLY FRESH FROZEN 12-OZ. SIZE.....	33¢
SPINACH	TOP FROST-FROZEN CHOPPED OR LEAF 10-OZ. PACKAGE.....	5 FOR \$1.00
BROCCOLI	TOP FROST FROZEN SPEARS 10-OZ. PACKAGE.....	34¢
WHIP TOPPING	RICH'S 10-OZ. CAN.....	56¢
PATIO TACOS	MINI BEEF 6-OZ.....	84¢
CUP CAKES	SARA LEE FROZEN CHOCOLATE 10 1/2-OZ.....	85¢

WESTMINSTER OR SPRINGCREST MENS SOCKS ASST. COLORS SIZES 10-13	49¢	BEACON 16-OZ. REG. OR LEMON FOR 3 FOR	\$1.00	SUNTAN LOTION AZTEC 4-OZ. SIZE	\$1.29	NASAL SPRAY TOPCO 15 CC SIZE	41¢
VERY DRY DIAL ANTI-PERSPIRANT REGULAR OR UNSCENTED 8-OZ. SIZE	\$1.33	PARTY TIME PLASTIC TUMBLERS 30-OZ.....	29¢	TOOTH PASTE COLGATE WITH FREE TOOTHBRUSH 7-OZ. TUBE	79¢	PEPTO BISMOL LIQUID 12-OZ. BOTTLE	\$1.29

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

SHOP Furr's MIRACLE PRICES

Planning A Funeral

Continued From Page 3

told contrary to the above laws, legal council should be contacted.

Each community also has to have an ambulance service and that service is available in Hereford. For a local ambulance call, a charge of \$15 is average, but for an emergency, it usually runs \$20.

For the ambulance to transfer a person from here to another town, it has to be an extreme emergency that is impossible to wait for an out of town ambulance.

The people of this community should be aware that there are these charges when calling an ambulance and more expense if one has to come from another town.

There usually is no worse time to have to make decisions than at the time of death or an accident in which a family member is involved. The best time to educate the family as to what will be expected of them and how to handle everything is now.

April 3 Is Deadline

April 3 is the last day to register to vote for the May 4 primary.

To register a person must be 18 years of age and must have lived in Texas for 30 days and in the county for 30 days.

A voter must go to the tax assessors office in his resident county to give the correct information.

If a person voted in the last Presidential election, 1972, then he is still registered and need not appear.

However, it is too late to register to vote in the school or city election.

"There are approximately 7,315 registered voters in this county and as of Jan. 31, approximately 50 additional voters had registered", said Nell Miller, tax assessor and collector.

College Takes Aikin

James Aikin, son of Mr. and Mrs. John Aikin, 216 North Texas Ave., Hereford, has been accepted for admission to Culver-Stockton College for the 1974-75 academic year.

Aikin is a senior at Hereford High School where he has been active in music. He also has been active in various church activities.

Culver-Stockton College is a 4-year, private, liberal arts school of 650 students and offers degrees in more than 40 fields of study. The college is affiliated with the Christian Church (Disciples of Christ).

don't blame this man

Any time you find Shamrock products in short supply, please don't blame your Shamrock service station operator. He can't help it... and neither can we. You can be sure, however, that both of us are doing our very best to take care of your needs.

We supply the products for more than 1,500 independent Shamrock service stations across ten Southwestern and Rocky Mountain states. The operators of these stations have played a big part in Diamond Shamrock's marketing success. We provide them with quality products, and marketing aids, and they give you the kind of friendly, helpful service that makes loyal Shamrock customers.

Diamond Shamrock Oil and Gas Company is making distribution of all available petroleum products to its jobbers and dealers according to the government's mandatory allocation program during the energy shortage.

We pledge to our Shamrock service station operators our closest cooperation in these trying times. You can help by understanding their problem and by conserving energy in every way possible. Let's work together for a better tomorrow.



DIAMOND SHAMROCK OIL AND GAS COMPANY
The energy unit of
Diamond Shamrock Corporation



Diamond Shamrock Chemical Company, the chemical unit of Diamond Shamrock Corporation, is one of the nation's leading producers of important chemicals for industry and agriculture and of nutrition and health products for man and animals.

GROW SUGAR BEETS MR. FARMER!

Are You Getting the Best Price For Your Water?

POTENTIAL RETURNS OF \$935 PER ACRE TO PRODUCER:

Based on research by Dr. Steve Winter, Southwestern Great Plains Research Center, on the average of five test locations (D2 variety) in 1973, sugar beets would gross, at present prices, \$928 per acre to growers.

BEETS ARE MORE DROUGHT RESISTANT THAN MOST CROPS DURING HIGH WATER USE SEASON:

Based on experiences of Ed Wiecek, Virgil Marsh and Charles Schlabs, beets do not have a critical water stress period, and most growers have discovered that beets can be grown with no more water than grain crops.

BEETS ARE HAIL RESISTANT....

NET RETURNS EXCEED GRAIN SORGHUM EVEN IF GRAIN PRICES STAY HIGH!

SUGAR PRICES HAVE INCREASED 65% IN LAST 6 MONTHS

SUGAR BEETS ARE THE ONLY CROP PRODUCED WHICH HAS A GUARANTEED PRICE STRUCTURE UNDER THE LAW!

HEDGE AGAINST INFLATION

1. Sugar Beets require less nitrogen and less fertilizer than grain crops.
2. If present price of sugar holds, your last payment for the 1973 crop to be received in October 1974, could be \$7 per ton (30 Ton% \$210 per acre)

Make Beets a Part of Your Rotation

- 2.5 per net ton mile paid by Holly from farm to receiving station.
- Holly pays all truck and rail freight from station to factory.
- Beet tops are excellent livestock feed.
- Additional stations at Hart, Dimmitt and North of Hereford for grower convenience

Call Holly Sugar 364-2593, for more information

GROW SUGAR BEETS

TEXAS-NEW MEXICO SUGAR BEET GROWERS ASSOCIATION INC.

Candidates Vie For Trustee Positions

Candidates are listed in alphabetical order, left to right. An empty space beside a question means the candidate chose not to respond to that particular question.



LYNTON ALLRED



JIM CLARKE



JIM CONKWRIGHT

Biographical Information

Resides at 334 Centre with his wife, Joyce, and two children, Mike, 7, and Brad, 5. He is a graduate of Hereford High and of Texas Tech. Vice president of Allred Oil Co., served as Hereford City Commissioner 1971-73. Past, president of Hereford Lions Club, Past Director Deaf Smith County Chamber of Commerce, 1973 United Way Campaign Chairman, member of First Baptist Church.

Resides at Route 3, Box 1A with his wife, Elaine, and for children, Tommy, 14, Brant, 12, Bruce, 10, and Michelle, 9. Attended Texas Tech 1949, 1965-68. Member Hereford Lions Club and owner Jim's Plumbing, Heating and Air Conditioning Co.; partner in Brown's Drilling Co., member St. Anthony's Catholic Church.

Lives on Route 4, Hereford with his wife, Janice, and the couple has two children, Robin 7 and Leslie 4. He is involved in the ranching industry and is a graduate of Hereford High and of Texas Tech. He is a member of the First United Methodist Church and the Hereford Rotary Club; immediate past president of the Deaf Smith County Chamber of Commerce and of the Texas Hereford Breeders Assn.; president of King's Manor Methodist Home and the Hereford Diamond Jubilee Celebration Inc.; and a Trustee of the First United Methodist Church.

Why Are You Running For The School Board?

It is my feeling that we all must work to continue building the future for our children, and school system is a big key factor in this. The most important asset our community has is our children. The training of these young people for their futures is one of our greatest responsibilities. We must provide each child in our school district with an opportunity for the best possible education and training. My interest in serving on the school board is based on this philosophy.

I wish to be on the School Board to continue improving our educational system, to see that all segments of the school population are treated fairly; to see that the school system is run in a business-like manner that is beneficial to the school children, teachers and tax payers.

Obligation to the school system from which I graduated; obligation to repay to a community the time, and hopefully, talent that others gave in past years to assure me of a good education; obligation of myself to serve in the interest of others and must important; an obligation to work constructively with the most precious element in this or any other community — its children, its youth. Your children and mine.

Why Do You Feel You Are Qualified?

I am a businessman and taxpayer and know that I could help formulate solid financial policies for appropriating the taxpayer's money to areas of education and training that would yield maximum benefits to every person in our school district. All my decisions would be made after careful consideration of all facts, as objectively as possible, with the best interest of the entire system being the deciding factor. As a board member, I will make an impartial judgement on all issues.

Because of my educational and business experience I feel I am qualified to make decisions affecting a multi-million dollar operation employing many people which is what a school system is.

I know the relationship that should exist between board members, who are the representatives of the people, and employed personnel. I have served in a position in which I was responsible to the public for the past year and I feel that I am familiar with our community and its desires and needs.

What Are The Functions Of A School Board?

The basic function of a School Board is to formulate and establish the basic educational and financial policies for the School District. They also hire administrator to implement those policies and therefore must constantly evaluate not only the policies, but the administration of those policies.

The basic functions of the School Board is to make policy or guidelines for the administrators to follow. I feel a good trustee would check to make sure the wishes of the board were carried out as recommended.

To formulate policy and see that it is enforced. Then to evaluate the results of the policies made, and make adjustments as necessary to keep pace with progress. To represent the community to see that the pupils are receiving the best possible education with the best possible use of the taxpayer's money.

What Should Be The Future Goals/Plans For The School?

Educational needs and techniques probably change faster than any area of our community life. This is why objective judgement in decision making is of paramount importance. The education system should constantly strive to provide the curriculum, teachers and facilities needed to meet the training and educational needs of each student.

Future goals or plans should be to fill the educational needs of all the students. The school exists for the betterment of the entire community and should be used for year-round activity.

1. To work to assure the greatest opportunity for both students who will go to college as well as for students in the vocational program; 2. Continue to obtain goods and services locally when it can be done consistent with the best interests of the school system; 3. Continue to maintain the highest standards possible in the selection of all personnel. We must implement new programs, methods and ideas in order to progress. However, we must take care not to be merely a guinea pig in a national experiment.

Are There Any Basic Changes Needed In Present School Policy?

At this time I can evaluate school policy only from the viewpoint of a citizen and school patron. We have always had outstanding teachers and for many years the Hereford Schools have been recognized as being one of the foremost systems in Texas. I realize that for us to continue meeting the educational challenges, we must constantly review policies, and always provide the best teachers and faculty possible. As a board member, I would dedicate myself to being informed and knowledgeable.

More involvement in the community. We need a more responsible approach to spending. The School Board in general must be run in a more business-like manner.

I have inquired into the local policy manual and it is presently undergoing revision. I feel that I would be irresponsible to criticize or commend those policies before they are published in their final form and I have had an opportunity to study and evaluate each policy. I will make my assessments objectively and move for support or change in all instances to strengthen the school system.

Candidate's Open Statement

I have no obligation to an interest group or political group within or without the school system or in this community pertaining to the schools. I wish to serve through an interest in the youth and school system in an unencumbered manner and I will make my decisions responsibly.



MRS. CLINT (MARGARET) FORMBY

She lives at 408 Sunset Drive with her husband, Clint, and the couple has four children; Chip 21 and Brenda 19, both in college, Marshall 15 and Scott 12. She presently is a housewife and is a graduate of Texas Tech and a member of the First Baptist Church. She is a former school teacher and recently has served as a substitute teacher in Hereford schools.



LORENZO GRANADO

Resides at 712 Stanton with his wife, Jamie, and five children, Gracie Ann 13, Raymond 12, Ruben 11, Larry 7, Martha 3. He is an electrician-welder and a member of St. Anthony's Catholic Church; member of Llano Estacado Migrant program of Texas, both local and regional.



WM. D. (BILL) JOHNSON

Resides at 247 Fir with his wife, Kathy. He is employed by Imperial Livestock Supply; graduated from Hereford High and attended West Texas State University; past president of Hereford Jaycees; incoming state vice president of Texas Jaycees; member of First Christian Church.



CHARLES SCHLABS

Lives on Route 2, Hereford, with his wife, Geraldine, and the couple has four children, Margaret and Richard, both graduates of Hereford High; Janette in high school, and Susan in the 9th grade. He is a farmer and owns a small business, member of St. Anthony's Catholic Church and president of the Deaf Smith Water Assn.; president of Chamber of Commerce Water committee; president of Texas Tech advisory group on vegetable research and is an advisor to the Texas A & M vegetable research program.



GLENN WATTS

Resides at 308 Star Street with his wife, Bunny, and the two have three children, Bobby 25, David 21, and Melinda 16. He attended Hereford schools and served three years in the U. S. Army. He is on the board of Trustees and Administrative Board of the First United Methodist Church; vice president of Agri-Sul, Inc., has completed four years of management courses, and a success motivation course.



Oratorical Contest Winners

Deaf Smith Electric Co-op's annual "Government in Action" Oratorical Contest Thursday night produced Carol Bavousett and Gary Stone, both of Friona, as the champions. Pictures with them from left to right are other contestants, Theresa Heard of Vega, Kimberly Wilhelm of Nazareth, Carol Gary, D'Lyn Davison of Hereford and Kevin Acker of Nazareth.

Photo by Lavon Nieman

Hereford Girl Chosen Alternate In REC Contest

Gary Stone and Carol Bavousett, two junior students from Friona High School, were judged winners Thursday night of the 10th annual "Government in Action" Oratorical Contest sponsored by Deaf Smith Electric Cooperative. Parents of the winners are Mr. and Mrs. Travis Stone and Mr. and Mrs. Steve H. Bavousett.

Room of the Deaf Smith REC building, after being selected from their high schools as winners.

Alternates to the winners are D'Lyn Davison of Hereford and Kevin Acker of Nazareth. Others competing were Theresa Heard of Vega and Kimberly Wilhelm of Nazareth.

The winners receive an expense-paid 12 day tour to Washington, D.C. this summer. The contest was open to all boys

and girls, ages 16-18, and this year's topic was "What Can I Do for the Future of the High Plains?" Speeches were required to be five to eight minutes in time.

Following the speech, contestants were asked three questions concerning rural electrification. There were three judges, and each posed one question to each entrant.

David Pruitt, sales coordinator, was in charge of the contest. He asked the contestants to give their speeches at the REC annual meeting which will be held April 25.

Judges for the contest were Mr. and Mrs. Nick Craig and David Brack. Mr. Craig is electrification advisor and assistant manager of Rita Blanca Electric Cooperative and Brack is safety coordinator of Swisher Electric Cooperative.

I am interested in young people and in our school system. I do not feel that I can offer any magic formula for "all" of the problems of education, but I do feel I can be an effective and objective school board member.

We have four children in school and as a parent I feel obligated to do so.

Having been a citizen of Hereford all my life, I feel it is my duty to serve the people of Hereford. We have a progressive school system and I would like to do my part to keep the system progressive.

I am interested in our schools. I think we need some changes in our schools which will benefit students and teachers. I think I have some ideas which will help the school.

We have had two sons graduate from Hereford schools, and have a daughter in Hereford High School now. I am grateful for the hours that past board members and teachers have spent for our children and want to be of service to you, your children, and present teachers and feel this is the best way — by serving on your school board.

As a mother of four children and a former school teacher, I have a great concern about the proper education of today's young people. I am interested and enthusiastic about the challenge of education.

During the past six years I've worked with many local, state and federal agencies including H.I.S.D. Therefore, I feel that these experiences could be helpful to the school board.

Having been through the system and having seen the system from the outside, I feel I am qualified to be objective about any problem that may arise.

I have lived in the school district 20 years and pay taxes to the school. I have a son and daughter who are Hereford High graduates and at the present have two daughters in Hereford public schools. Mostly I am interested in what I can do for the school system.

I am capable of listening to all sides of an issue and know I would do my best to render a decision for the best interest of all concerned.

A School Board should provide direction, guidelines and establish policy. It should be aggressive in providing fiscal leadership and supervisory guidelines. The board should strive to serve as the policy agency of the entire system.

The basic function or duty of the school board is to work closely with the school administration in bringing about the best possible education for our community.

To be objective in his decisions; do sufficient study so he will be able to make intelligent decisions.

I think the school board should see that the school is run for the best interest of the students and the teachers. The school board should see that the tax dollar is spent wisely and taxes are fairly distributed.

To deal with the "Business" issues of our school district — always keeping the students and administration's "better growth" in mind.

Emphasis on vocational training . . . this is very important. More emphasis should be placed on the problems, stresses and demands that students will face in our society, whether it be on the farm, in the home, in the business world or in college. Inflation, coupled with increased taxes in many areas, should dictate a great concern that the school be operated with total efficiency.

At this time I decline to answer this question since I do not know where the school system stands administratively at present.

An active program of expansion should be encouraged; not only in building, but also in academic areas. Programs should include both male and female on equal standing.

I think the school should work toward a better and broader education at the high school level, not just an education for college later. I think we should change our athletic program to include all students, not just the best athletes.

Always to give the students of this area the very best opportunities toward preparing themselves for a productive adult life.

To be perfectly frank, I do not feel I can honestly answer this question since I have not had the opportunity to serve on the school board. However, I would like to see more emphasis placed on the importance of the individual student; more participation by girls in organized sports; greater emphasis on minor sports.

Yes, wider administration freedom, particularly where large minority groups are present. I would recommend more freedom for the schools principals in educational practices in their respective schools.

I think teachers should have the right to live outside the school district if they choose, without asking for school board approval. The school should do away with the policy of judging students after school hours. This is the duty of the courts, not the school. The school only adds injustice. Married students should have the same rights and privileges as other students. Contracts for hiring administrative personnel should be less than five years.

I truly believe that a person must become familiar with all issues in connection with basic changes in present school policies before recommending changes or staying the same. To know all these issues and to recommend the best course of action for the Hereford Independent schools is my real desire.

One of the greatest assets that any community can have is its school system. The cost of operating our schools is probably the biggest business in Hereford, and the preparation of our young people for today's society is the greatest challenge I know. To be able to serve on the school board would offer an exciting opportunity to me.

If elected I will do my best to serve the people. I think I have some ideas which will help our schools. I want to work for the best interest of the students and teachers, as well as the parents and taxpayers.

I am vitally interested in the future of Hereford and Deaf Smith County. I feel that serving on the Hereford Independent School District's Board of Trustees would be a very good way for me to express my interest. I feel that I am qualified and competent to impartially conduct the school's business in a manner that would be in the best interest to all concerned.



New In Town

Elder Hunting, sitting, is new in town with the Church of Jesus Christ of Latter Day Saints. He joins Elder Grant, standing. The missions are for six months and Elder Hunting replaces Elder Webber who moved to the Dallas Area. Elder Hunting is from Thousand Oaks, Calif., and has previously served with the Mormons in Pampa and Amarillo.

NOW IMPROVED! INSTANT PULLSTRAP ADJUSTMENT

RUPTURE-EASER

Makes Life Worth Living

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|---|---|

Bean Prospected As Area Crop

Pinto bean production on the High Plains is a distinct possibility if farmers are careful to follow guidelines for production as outlined in the 1973 Annual Research Report from the High Plains Research Foundation.

THEN, TOO, pinto beans can be harvested early enough to allow the same area to be planted to small grains for grazing or for harvest.

Valliant adds that if favorable yields are obtained, returns per acre would be competitive with crops grown in the area.

A pinto bean production study was established at the Foundation in 1972 to determine the feasibility of pinto bean production in the Texas High Plains. The study is in cooperation with Womack Brokerage.

He noted that the short growing season is another plus factor. "Pinto beans can be used for replanting weather or diseased damaged summer crops," he said.

Jim Valliant, Foundation research director, said there were several major reasons for conducting the study. First, the Texas High Plains is located closer to the area of major consumption than Idaho, the present major production area. Also the growing season for pinto beans is shorter than crops being grown presently in the High Plains and should make greater use of the rainfall since the greatest percent of rain occurs just prior to the blooming period for pintos.

Following results from two years of testing at High Plains Research Foundation, Valliant said that rust-resistant varieties should be planted. He advised that pinto beans are extremely susceptible to damage by propazine and should not follow a crop produced on land treated with propazine.

"Proper herbicides that have been tested for pinto beans can be used for weed control," Valliant said.

HE ALSO SAID that seeding rate between 35 and 70 pounds

per acre should be planted. The 35-pound rate is desirable under limited irrigation while the 70 pounds are more desirable under a program of high fertility and adequate irrigation.

Fertilizer is recommended at a rate of 80 to 120 pounds of nitrogen per acre with planting from May 20 until July 5.

When harvesting, Valliant added, the beans should be undercut and windrowed when approximately 80 per cent mature in early September.

Reviewing notes of the date of planting study, Valliant said of special interest is an increased yield of the June 19 planting as compared to earlier dates. Yields produced by the June 19 planting were higher by more than 1000 pounds of beans per acre than yields produced by May 21 or June 6 plantings. "This would make pintos a desirable crop to plant behind damaged crops or to double crop with small grains," Valliant said.

Full details of the two year study are available in the 1973 report or by contacting High Plains Research Foundation scientists.



Bicentennial Proclamation

Hereford Mayor James Sears sign a proclamation on the observance of the U.S. Bicentennial Celebration to be celebrated during 1975 and 1976 and will be celebrated in different cities, including. Looking on are Jeane Coker and Peaches Reinauer. The local Bicentennial committee is presently completing one goal of having the old XIT Escarbada Ranch house moved to Texas Tech and will begin working on other projects, including the erecting of a bronze bust of Erastmus "Deaf" Smith in front of the Deaf Smith County Courthouse.

CHERRY-O-CREAM CHEESE PIE

- 1 nine-inch crumb crust or baked pastry shell
- 1 package (8 ounce) cream cheese
- 1/2 cup sweetened condensed milk (15-ounce can)
- 1/2 cup lemon juice
- 1 teaspoon vanilla
- 1 can (1 pound 6-ounce) prepared cherry pie filling



Soften cream cheese to room temperature, whip till fluffy. Gradually add sweetened condensed milk, beating constantly until well blended. Add lemon juice and vanilla, blend. Pour into cooled crust. Chill 2 to 3 hours before garnishing the top of the pie with cherry pie filling.

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We would like to invite everybody out to the Spa, and enjoy our facilities. You will feel better and look trimmer, and thank yourself for coming out.

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1 P.M. to 4 P.M.

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DEAF SMITH CHAMBER OF COMMERCE



President-Elect Of Lions

Wayne Lady, left, was congratulated Thursday night after the Hereford Lions Club chose him as the president for 1974-75. Jim Hale, current president, presided at the club's annual election party Thursday when members selected an entire slate of officers for next year. Hale reported the club now has 206 members — largest in the district.

Wayne Lady Elected President Of Lions Club

Wayne Lady was chosen as the 1974-75 president of the Hereford Lions Club when the club held its annual election party Thursday night at the Civic Club Center.

Other officers named during the special "ladies' night" party included: Roland Hairgrove, secretary; Lanny Crump, treasurer; James Gentry, first VP; Philip Shook, second VP; and Andy Anderson, third VP.

The new slate of officers will be installed this summer. Jim Hale is the current president. Other Lions named for new offices include Cleo Corlis and Dickie Geries, Lion tamers; Wilbur Davis and Dyal Garner, tail twisters; and Kenny Hagar and Ray Seale, directors. Holdover directors are Weldon Dickson and Harold Wheeler.

Campaigns for the election had been in progress for several weeks, and campaign speeches were made Thursday night for the top posts — president, secretary and treasurer. Lady edged Ted Higgins in the presidential race; Hairgrove topped Donald Hicks in the secretary's balloting, and Crump was the winner over Doug Bartlett for treasurer.

Hale announced during the meeting that the Hereford club now had 206 members — making it the largest club in the district. The club has had a membership contest going for several months.

Fred Ratliff presented the Hereford High Show Choir for special entertainment at the election party.

Transfer Students Must Apply Before May 1 Deadline

Parents who wish to transfer children from one district into the Hereford School district for the 1974-75 scholastic year, should make necessary application by May 1 by going to the School Administration Offices, stated Roy Hartman, Superintendent of schools.

Even those transferring from the Walcott school and other area schools should make application.

The May 1 deadline for request will enable school districts to file summary reports with the Texas Education Agency by May 15, Hartman points out.

The reports will be reviewed by the Agency to make sure none of the transfer requests violate U.S. District Court Order 5281 issued by Judge William Wayne Justice in Tyler on April 2, 1971. Under this order, any transfer of students from one school district to another must not change the racial or ethnic balance in either the home or receiving district by more than one per cent.

If the balance is altered by more than one per cent, the transfers will be denied.

RECIPE

By Sarah Anne Sheridan
Devil's Food Cake

- 1/2 c butter
- 1 1/2 c sugar
- 2 sq. chocolate
- 3 eggs
- 2 c cake flour
- 1 1/2 baking soda
- pinch salt
- 1 c sweet milk
- 1 t vanilla

Cream butter and sugar. Add melted chocolate, then beaten egg yolks. Sift together 4 times, flour, soda and salt. Add to first mixture alternately with milk, beginning and ending with addition of flour. Fold in beaten egg whites last and vanilla. Bake at 350 degrees for approximately 35 minutes.

Seven Minute Icing

- 2 egg whites
- 1/4 c sugar
- 5 T water
- 1/8 t cream of tartar
- 1 T white Karo syrup
- 1 t vanilla

Combine ingredients (except vanilla) in top of double boiler and mix until blended. Place over boiling water, and beat with elec-

tric beater until mixture is fluffy and will hold its shape, about 7 minutes. Remove and add flavoring.



Joe Rojek

Is now selling new and used trucks and cars at Hudiburg-Jones Truck Center. He invites you to come by and visit with him and let him help you find the answer to your transportation needs.

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50% POLYESTER \$1.69 YD.
50% COTTON PERM PRESS

Marshmallow EGGS 33¢ BAG
10 Ounce bag. A delightful Easter treat for all the children. Fresh & Delicious.

PAAS EGG COLOR KIT 14¢ KIT
Contains 6 color tablets, 2 pages of transfer designs, egg dipper & magic crayon.

EASTER GRASS 37¢ BAG
2 1/2 Ounce Shredded green non-flammable grass. Perfect liner for baskets.

ROUND BASKETS 49¢ EA.
Made of sturdy bamboo! Holds lots of Easter goodies. 9" Diameter, 4" Deep.

Flared Top BASKETS 79¢ EA.
10-3/4" Diameter, 3-3/4" deep. A pretty basket for your youngsters! Bamboo.

100% POLYESTER
DOUBLE KNIT
58"/60" WIDE, ASSORTED COLORS AND WEAVES. MACHINE WASH AND DRY GOES ANYWHERE WITHOUT WRINKLES
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MACHINE WASHABLE
\$3.98 YD.

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In Assorted Colors

Jelly BIRD EGG 27¢
10 Oz. Bag
Delicious candy eggs with jelly centers. The ideal Easter candy!

FILLED EASTER BASKETS
Sturdy Easter Baskets filled with lots of candy and toys for boys and girls. . .delightful gifts! Get ready for Easter.

SPECIAL PRICE! ONLY... \$1.99 EACH
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TOILET TISSUE Gayety 10 Roll 77¢

Lisa Mornay 1/2 GAL. TOILETRIES 63¢

Golden "T" Super STAINLESS BLADES 10 ct. 47¢ Pkg.

20" High Rise BICYCLE \$44.88 Each

Bicycle SAFETY FLAG \$1.88 EACH



DR. JORDAN GROOMS



BISHOP ALSIE H. CARLETON

Church Celebrates Anniversary

Continued From Page 1

Church was built in 1954. San Pablo Church in 1960. Members also joined with those from other denominations to construct Casa de Amigos at the Labor Camp, a building still used for community services there.

ALSO, Methodists in Hereford took the lead in erecting buildings of Kings Manor, the Methodist retirement home located here. Its first unit was finished in

1962 and its original building plan is near completion now.

The Rev. M. M. Beavers was pastor when the first brick building was completed in 1920; he has been preceded by the Revs. T. S. Barcus, A. C. Smith, J. W. Story, J. M. Sherman, J. R. Henson, G. S. Wyatt and E. H. Terry.

Before the present sanctuary was built, pastors were the Revs. W. P. Garvin, J. O. Haymes, A. B. Davidson, E. B. Bowen, J. M. Fuller, E. E. Robinson,

T. C. Willett, M. B. Norwood, M. L. Boyd, Uel D. Crosby and O. B. Herring.

THE REV. R. EDGAR NEAL succeeded Dr. Davidson, then came the Revs. S. M. Dammam, Alby J. Cockrell, H. L. Thurston, Clifford Trotter, and finally Dr. W. A. Appling before Dr. Grooms was assigned here last June.

Membership now totals more than 1,200 and the church buildings have been beautified and made more efficient by numerous memorial gifts.

Death took a holiday!

For one day, and one day only, September 20 of last year, no one was killed on Texas highways. One day.



Governor's Office of Traffic Safety

Olson Elected

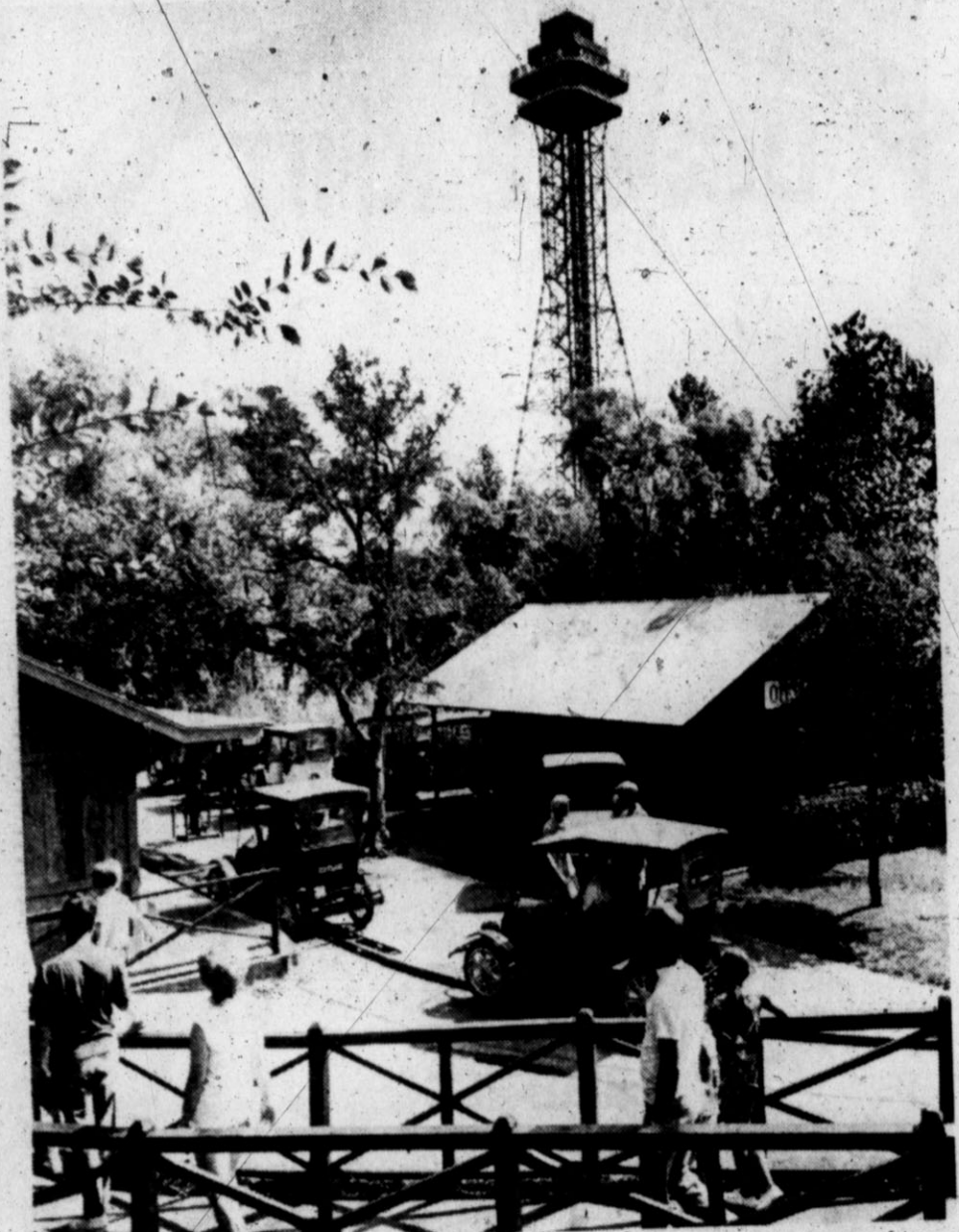
To Serve Board

The Five States Shorthorn Association elected George Olson of Hereford as a board member at their recent meeting in Guymon, Okla.

Robert Dahl of Gruver replaced retiring president Leslie Gloden, Jr. of Guymon and Don Stout of Kremlin, Okla. was chosen as vice-president.

Gloden received a plaque from the Five States Association in appreciation for services rendered.

The Egyptians believed that every day the sun sailed across the sky in his boat. Every night, he disappeared into the underworld in the west. In the underworld was another Nile River. The ruler of the underworld had the sun's boat pulled along this river until at last it crossed the horizon and rose again.



HISTORY CAN BE FUN — Miniature antique cars provide a "ride into the past" for visitors to Six Flags Over Texas. In the background is the Arlington theme park's landmark Oil Derrick. From observation platforms atop the 300-foot tower, guests can see the skylines of both Dallas and Fort Worth.

GEBO'S

April Sizzlers

HEREFORD
230 N. 25 Mi. Ave.

PRICES GOOD THRU' SATURDAY

SUMMER CAPS
Large selection at dollar-stretching prices. Prices from \$1.15 - \$1.99

WESTERN STRAW HATS
Best selection ever. Many styles. Pick the one you want. \$3.68 - \$5.99

WAVE SPRINKLER #61. Waters rectangular areas up to 2,200 sq. ft. (34' X 65') \$3.49

GARDEN TOOLS
Garden and nurseryman's trowels, Cultivator, Lawn weeder. YOUR CHOICE SPECIAL 74¢

LAWN SPREADER
Efficient performance; big capacity; quality spreader features. Flo-rate control and convenient on-off control lever calibrated for accurate spreading. Heavy ga. steel. 18" \$4.99

TANK SPRAYER
1 1/2 gal. galvanized. Adjustable brass nozzle. Oil resistant hose. \$8.47

3 1/2 H.P. 22" MOWER

4 cycle Briggs engine; automatic choke; easy spin recoil starter. 14 ga. steel housing. Extra deep, fully baffled for max. discharge efficiency. 7" wheels. Safety chute and rear guard. Low tone muffler. # 4-2201 \$57.95

3 1/2 H.P. SUPER DELUXE

4 cycle Briggs engine; automatic choke; vertical pull starter. 14 ga. steel housing, extra deep, front, rear baffles. Max. efficiency discharge safety chute/rear guard. Low tone muffler. Protective shroud and 8" wheels. Delux folding handle. # 4-2213 \$76.95

3 1/2 H.P. 22" Self-Propelled

4 cycle Briggs engine; automatic choke; easy spin recoil starter. 14 ga. steel housing, extra deep, fully baffled for max. discharge efficiency. 8" wheels; positive chain drive; quick release control. Low tone muffler. # 4-2251 \$89.95

3 1/2 H.P. 22" DELUXE Self-Propelled

4 cycle Briggs engine; automatic choke; vertical pull starter. 14 ga. steel housing; extra deep; fully baffled for max. discharge efficiency. Safety chute, rear guard. Other extras. Check them out. Low tone muffler. # 4-2252 \$99.50

25" 5 H.P. RIDER

No scalp floating head. 7 position easy height adjustment. 3 speeds forward. 1 reverse. Short turning radius. Dual braking system. Large turf saver tires. Safety chute deflector. Heavy duty gears. 4 cycle Briggs & Stratton with recoil starter. \$287.50

SUPER FLEXIBLE HOSE

5/8" X 50'. Coils like soft rope at sub-zero temp.; lightweight; virtually impossible to kink. Nylon cord reinforced; weather resistant. \$6.89

Kiwanis Watch Golf Film

The Hereford noon Kiwanis club viewed a film of the 1973 Master Golf Tournament Thursday during its regular noon luncheon.

The film showed highlights of the tourney and showed most of the all-star players who participated and Tommy Aaron who won the tourney.

In other action at the meeting Homer "Skipper" Beal was installed as a new member by Tom Burdett, who also sponsored Beal's membership.

Members also received tickets to sell for the annual West Texas State University football spring scrimmage to be held in Whiteface Stadium at 7:30 p.m. April 18. Tickets will be on sale from any Kiwanian for \$1 each.



1972 Chevrolet Impala, 4 Door Hard Top, New Rubber, Automatic Transmission, Air Conditioning \$1995

1971 Impala, 4 Door Hard Top, Automatic Transmission, Air Conditioning, Local One Owner \$1795

1972 Chevrolet El Camino, Local One Owner \$1895

1971 Impala, 4 Door Hard Top, Low Mileage, Really Clean \$1795

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YOU ARE INVITED TO THE JOY CELEBRATION

AT

AVENUE BAPTIST CHURCH
130 N. 25 MILE AVE

APRIL 5,6,7

HEAR **RON KA FER & TEAM** NURSERY PROVIDED

FRIDAY — 7:30 pm.
SATURDAY — 7:30 pm.
SUNDAY — 11:00 am.
7:00 pm.

The Sunday Brand

Section Two

Hereford, Texas, Sunday March 31, 1974

BUTCH & THE KID ARE BACK! Just for the fun of it!



Probably the most entertaining Western ever made!

Paul Newman as Butch and Robert Redford as The Sundance Kid, their way out of a tight spot in "BUTCH CASSIDY AND THE SUNDANCE KID" opening a special return engagement on Wednesday at the Star Theatre.

"Butch Cassidy and The Sundance Kid" Opening Return Engagement

One of the most popular films of recent times, 20th century-Fox's "Butch Cassidy and The Sundance Kid," starring Paul Newman and Robert Redford, returns to the Star Theatre this Wednesday for a limited engagement.

Produced by John Foreman and Directed by George Roy Hill, "Butch Cassidy and the Sundance Kid" deals with the leaders of one of the last of the great bands of riders to take to the outlaw trail. Butch and the Kid did their thing at the turn of the century, much later than Jesse James and his brother Frank whose exploits have had far greater attention from movie-makers.

William Goldman based his original screenplay on the true story of fast draws and wild rides, battles with posies, train and bank robberies, a torrid love affair and a new lease on outlaw life in far away Bolivia. It is also a character study of a remarkable friendship between Butch - possibly the most likeable outlaw in frontier history - and his closest associate, the fabled, ever dangerous, Sundance Kid, a story told with warmth and great humor.

This Newman-Foreman presentation has Paul Newman as Butch Cassidy, Robert Redford as the Sundance Kid and Katharine Ross as Etta Place, the hot-blooded schoolteacher who becomes emotionally involved with both Newman and Redford as she joins in their exploits as highwaymen, gunmen and train robbers in both the Old West and South America.

Industry Award Sets Deadline

The Texas Industrial Commission has set an April 15 deadline for communities to submit nominations for the annual Governor's Industrial Expansion Awards for 1973.

Jim Harwell, executive director of the Texas Industrial Commission, urged all chambers of commerce and other sponsoring bodies to submit the information for their qualifying industries soon to comply with the cutoff date. Winners will be announced April 22.

Entrants in the annual competition will be judged upon several criteria, revolving around the extent of expansion by the industry during the year, its economic impact on the community concerned and the amount of employee growth.

In the past, winners have come from all sizes of communities, ranging from a small hamlet of 600 persons to the state's major cities.

This year's awards will be handled differently than in the past due to the energy crisis that has affected the entire state and nation.

In the prior years, the governor hosted a day-long conference on industrial expansion, attracting from 800 to 1,000 interested citizens from throughout the state.

However, the Governor and the Texas Industrial Com-

mission decided to reduce the awarding of the five winners to special ceremonies in the offices of Governor Dolph Briscoe.

"Normally we invite all industrial expansion award winners, runners-up, chambers of commerce, professional developers and all others concerned with industrial development to the conference," Harwell explained. "In the light of the energy crisis, it just is not practical.

"With the mini-conference only a dozen or so people will be traveling to Austin instead of the usual 800 to 1,000."

Special runners-up certificates will be sent to the community where the chambers of commerce can arrange appropriate recognition and presentation to the honored industry. One of the TIC commissioners will make the presentation for the runners-up.

Harwell noted that this annual recognition is a very important part of industrial development.

"Industrial expansion provides the greatest opportunities to attain the necessary growth in our state," he said. "Not many people realize that it is expansion of existing industry that causes by far the largest growth in our manufacturing employment, and not in location of new industries."

TG & Y family centers

OPEN 9 am. - 9 pm. WEEKDAYS CLOSED SUNDAYS

SHORTS

100% COTTON, ALL DENIM, ALL SIZES

YOUR CHOICE

SHORTS OR HALTER TOPS

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ASSORTED SIZES, COLORS, 100% NYLON

HALTER TOPS

50% COTTON, 50% POLYESTER

BANKAMERICARD

MEN'S SPORT COATS

\$22.88

MR. SCOTT DOUBLE KNIT SLACKS

28-42 WAIST
29-33 LENGTH
CHOICE OF COLORS

\$11.88

LADIES PANT SET

THE LATEST LA FASHION! WEAR IT ALMOST ANYWHERE. 100% POLYESTER IN ASSORTED STYLES AND COLORS. SIZES 10-18

\$14.88

We Will Be Happy To Refund Your Money If You Are Not Satisfied With Your Purchase

GIRLS SHIRTS

65% COTTON 35% POLYESTER SIZES 7-14

\$2.66 EACH

DRESS SHIRT

MEN'S ASSORTED 14 1/2-16 1/2 SIZES 80% POLYESTER 20% COTTON

\$5.99

LADIES BLOUSE

100% POLY CREPE SIZES 32-38 ASSORTED PASTELS

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BEADED DRAWSTRING BAG

EASY TO CARRY

\$1.99

FASHION RINGS

ASSORTED SETS

2 \$1.00 FOR

PERMANENT PRESS

featuring **PORTREL** CELANESE

65% POLYESTER 35% COMBED COTTON

\$3.50 AND UP

BOXER JEANS

DENIM FLARES WAIST SIZES 4-7 50% POLYESTER 50% COTTON

\$1.17 PAIR



Presents Cake

March 30 was set aside for "Doctors Day" by the American Red Cross Volunteers. The volunteers presented cakes to the doctors at both clinics and to the dentists, in recognition of their contribution to the community. American Red Cross Volunteers present cake to one of the doctors at the Hereford Clinic. Standing from left to right are: Mrs. Emil Dettman, president of the local volunteers; Mrs. Clinton Jackson, vice-president; Dr. H.R. Johnson, and Isabel Martinez, secretary.

Cancer Drive Gets Underway

District Captains for the Cancer Crusade's Residential Drive met Monday evening at the Southwestern Public Service's "Reddy Room" to organize and make plans for the drive to begin and continuing through April 8. Attending the meeting were Mrs. Dale Jones, Crusade Chairman; Mrs. Mary Gibson & Mrs. Irene McKinster, Residential Co-Chairmen. District Captains present were Mrs. Mabel Digby, Mrs. Zella Mae Crump, Mrs. Alma Scott, Mrs. Marion Kreis, Mrs.

Kathryn Kester, Mrs. Majorie Thomas, Mrs. Joyce Lomas, Mrs. Linda Yocum, Mrs. Rena Collier. Clubs assisting with the drive and represented at the meeting were The Newcomer's Club, La Madre Mia Study Club, and Jaycee-Ettes. Blockworker Kits prepared by the Rainbow girls under the leadership of Mrs. Helen Ann McWhorter were distributed to the captains. Mrs. Gibson announced that some of her blockworkers will be out this Sunday getting an

early start on their door to door canvassing. Volunteers will be identified by an American Cancer Society Volunteer badge. Residents are urged to read the education leaflet which will be left at each home. In conjunction with the residential drive, the business drive under the leadership of Charles Wagner, and the follow up of the Rural drive, with Mrs. Jan Perrin serving as Chairman, will also get under way Monday.



Cancer Drive Workers

These residential workers of the Deaf Smith County unit of the American Cancer Society met Monday night to plan their drive. From the left, standing, are Mrs. Irene McKinster, Mrs. Mary Hetzel, Mrs. Alma Scott and Mrs. Majorie Thomas. Sitting are Mrs. Dale Jones and Mrs. Mary Gibson.



Fund Drive Workers

These fund drive workers are helping in the residential sections of the city for the Deaf Smith County unit of the American Cancer Society. From left are Mrs. Marion King, Mrs. Zella Mae Crump, Mrs. Mabel Digby, and Mrs. Kathryn Kester.

ABOUT YOUR HOME
By April Rhodes

Have you complained of not having time for creative craft? The energy crisis may be the opportunity you've needed for family togetherness in these arts. Have you tried one of the invisible hair net sprays? The fine mist from the plastic bottle (not under pressure) holds the hair but is less sticky in humid weather.



The new city sandal is bared, a bit more subtly. Shaped a bit more gracefully. It's beautiful on a softly padded platform and feminine heel. Presented in Bone, Black, Navy, Red, or White Crinkle Patent. \$22.99

GATTIS SHOE STORE
In Sugarland Mall

Briscoe Announces Travel Plans For Texas

Governor Dolph Briscoe has announced that three members of the Texas Industrial Commission will travel across rural Texas during the first two weeks of April conducting 26 hearings to determine the needs

of rural Texas and possible programs which can help revitalize the rural areas. Briscoe said the 26 hearings are the result of the passage of the Texas Rural Development Act during the 63rd Legislature, which authorized special attention to the rural economy and added three more members to the Texas Industrial Commission all from rural areas. Appointed by Briscoe as the rural representatives on the Commission are James Bond of

Terrell and James Hunt of Sonora. These new rural commissioners will hold hearings in separate sections of the state to feel the pulse for the rural residents and gather facts for implementing a program to stimulate the rural economy. "The three commissioners want to hear from everyone in rural Texas," Governor Briscoe said. "They will meet with civic leaders, business leaders and elected officials to determine the best program possible to

give rural Texas an economic shot-in-the-arm." Bond will conduct the South Texas hearings in Brenham, Huntsville and Woodville on April 4; Richmond, Victoria and Seguin on April 10; and Pleasanton, Alice and McAllen on April 11. Porter will meet with East Texans in Muenster, Bonham and Mt. Pleasant on April 2; Longview, Nacogdoches and Jacksonville on April 3; and Mexia and Rockdale on April 4. Hunt will hold West Texas

area hearings in San Angelo, Monahans and Lamesa on April 9; Plainview, Pampa and Weatherford on April 10; and Brownwood, Fredericksburg and Uvalde on April 11. After the hearings, the three commissioners will report on their findings to the entire Texas Industrial Commission membership and the governor. The data will be used to prepare the recommendations on the rural development program to be presented to the Legislature in 1975.

On June 26, 1930, The Hereford Brand had some good news and some bad news.

First the good news... the wheat harvest was going fast and the quality was the best ever. And now the bad... there was a "depressed and demoralized market" and the "wheatman enters unwillingly."

One thing every farmer agrees on, the wheat and grain business does have its ups and downs. And, maybe it's the wisest thing not to keep score.

We had been in the elevator business just two months when this story appeared in the Brand. We had nowhere to go but up. But like most of the wheat producers in Deaf Smith County, we stuck it out. And, finally the market did go up. Sure, there were plenty of other "downs" and there will be more. But, the overall direction of the agricultural business has been "up". And, we share the confidence with most... that's the way it will go in the future.



We grew up with the agri-business

PITMAN
PITMAN GRAIN COMPANY - Hereford



NAMES OFFICE
In the 18th and 19th centuries, some European countries established laws compelling people to adopt surnames. This must have led to a lot of name calling.

WARREN BROS.
1410 Park Ave. 364-1423
CLOSED SUNDAYS

1972 Buick Centurion 4 dr. H.T. Loaded with Luxurious Extras. 7100 verified miles. Cinnamon Metallic Finish with Beige Vinyl top. Caramel Vinyl Interior. Save a bunch on this Like New Buick. \$2795.00

1971 Ford Torino-500, 2 dr. H.T. Sharp Med blue body finish with white vinyl top. Factory Air and Power Steering. New whitewall tires. Economical 302 V8. Protective Warranty

1972 Ford Explorer Pickup 360-V8, Automatic, Air, Power Steering and Brakes, Toolbox. Sequoia Brown Finish SHARP! Protective Warranty

1972 Chev. Kingwood Station Wagon - Air, Power, Luggage Rack, Gold Finish with Cocoa Vinyl interior. Sharp & Ready for Summer & Vacation. Check the Low Price on this one.

1972 Chev. El Camino, 350-V8, Factory Air, Power Steering and brakes, Sharp Canary Yellow with Orange side trim. You'll have to see this one to appreciate it.

1968 Ford Mustang Fastback, Power steering, factory air, automatic, and small 289 V-8. Medium green finish with matching interior. Come in and drive this extra clean car.

WHO KNOWS?

1. Define injudicious.
2. Name the most-decorated World War II hero.
3. In what year did girls first serve as U.S. Senate pages?
4. Name the astronauts on Apollo 15.
5. Where would you find the Yellowtail Dam?
6. Name the capital of Wisconsin.
7. When did it become the 30th state?
8. When did the first ship pass through the Panama Canal?
9. Where is the Eisenhower museum located?
10. Who said, "The hand that rocks the cradle is the hand that rules the world"?

Answers To Who Knows

1. Unwise; indiscreet; lacking judgment.
2. The late Audie Murphy, a Texas farm boy.
3. 1971.
4. David Scott, James Irwin and Alfred Worden.
5. On the Bighorn River in southern Montana.
6. Madison.
7. May 29, 1848.
8. August 15, 1914
9. Abilene, Kansas.
10. William Ross Wallace.

Best Of Press
High Fashion
The short skirts of today make it a lot easier to get up stairs.
-Courier, Waterloo, Ia.

One Hundred Proof
No wonder that Washington has so many alcoholics—look at the fifths that have been taken recently.
-Tribune, Chicago.

Debit +
\$ %
% \$
\$ \$
+ Loss

Prevent those visions of loss in your mind during the storm. Farm Bureau Members' insurance needs come first. Deal with people who deal with Farm Bureau Members everyday. Your claimsmen are specialists in adjusting your loss - a dividend was paid to 1971, '72 and '73 Crop Hail Policyholders. Just call your Farm Bureau Agents:

Gene Coulter
or
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Deaf Smith & Oldham County
Hereford 364-1070

TEXAS FB
FARM BUREAU INSURANCE

FARM FACTS

The Miracle Workers
Before 1930, it took more than half an hour of labor to produce a bushel of corn. In the last few years, U.S. farmers have produced a bushel of corn with less than three minutes' labor.

U.S. Might: Farm Power
The United States is one of the world's few areas of highly productive agriculture. With only 7 percent of the world's land area, it produces three-fourths of the world's soybeans, half of its corn, and more than a fourth of its beef, pork, and milk.

Not Brag, Just Facts
Texas currently leads the nation in annual production of rice, onion, cotton, grain sorghum, sheep, goats, beef, cattle, and wool. It also harvests substantial amounts of peanuts, vegetables, citrus fruits, honey, cereal grains, soybeans, turkeys, and dairy products.

Ever-Present Bug Threat
Scientists estimate there are about 2-1/2 million insect species in the world that are not now present in the United States. However, 6,000 of these species are known to be doing damage in foreign areas that are ecologically similar to parts of this country.



"Tapped"
At Texas Tech

Sherry White, left, daughter of Mr. and Mrs. Raymond C. White of 214 N. Texas, has been "tapped" for membership in Mortar Board, national honorary for senior women who have made outstanding contributions to their university. Miss White, an applied voice major, is a member of the Texas Tech choir and active in Sigma Kappa and Mu Phi Epsilon, professional music sorority. At right is Debbie Funicella, vice-president of Mortar Board, adjusting the new member's ceremonial collar at an orientation meeting.

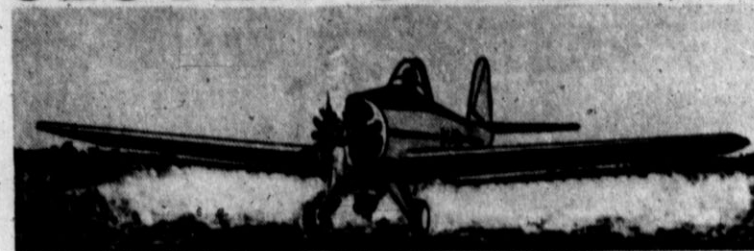
California Chef's Salad

1 clove garlic
1 quart chilled salad greens
4 medium avocado, peeled, cut in bite-size pieces
1 bunch radishes, sliced
1/2 cup chopped parsley
1 small can sliced ripe olives
4 hard cooked eggs, sliced
2 cups cooked ham, to key or beef, cut in strips
1/2 pound sharp Cheddar cheese, cut in strips
1/2 teaspoon salt
Freshly ground pepper
Perk-up Salad Dressing
Rub salad bowl with garlic. Add prepared salad greens and the vegetables. Toss lightly. Arrange the balance of prepared foods in sections or as desired. Add seasonings. Serve with Perk-up Salad Dressing. Makes 6 servings.

Perk-up Salad Dressing

1 (10 1/2 ounce) can tomato soup, undiluted
1 clove garlic, minced
2 tablespoons honey
1/2 teaspoon salt
1/4 teaspoon dill weed
1/2 cup fresh lemon juice or white wine vinegar
In blender combine all of the ingredients. Blend until smooth. Chill before serving over assorted salad vegetables or greens. Makes About 1-1/2 cups.

CLOVER SPRAYING



For early Propazine and Atrazine
CALL 364-3500

Corky Paetzold
364-2847

Between 8 A.M. & 6 P.M.

Bob Coker
364-5439



Honored On Retirement

Raymond Bean, Maintenance Engineer, retires after 13 years of service at the Courthouse. A party was given in his honor Wednesday in Deaf Smith County Courthouse.

Let's figure a deal on Valiant...

At
Jones Motors
Chrysler Plymouth Dodge

We have them in stock with the lowest prices ever. New and used units offered

New Valiant Duster 360V8 Air Space Package

New Valiant Duster 318V8 Air Space Package

Used Dodge Dart 6 cyl. Std. 8000 miles

Used Valiant Duster 6 cyl. Automatic Air 9000 miles

Used Chev. Vega, 3 spd priced to sell

Used Dodge Coronet 318V8 Air Automatic 4000 miles

Used 71 Ford P.U. V8 Std. Clean Unit

Demo Dodge Club Cab P.U. Loaded 8000 miles

ALL PRICED TO SELL!

America's best selling compact...in Jan. '74
...in the 1974 model year so far
...in the calendar year of 1973!

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DOWNTOWN
VARIETY PARK
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OPEN 8:30 - 6 MON. - FRI.
8:30 - 7 SATURDAY

Savings for Easter

WE
HONOR
BANKAMERICAN

Ladies
CANVAS SHOES
Blue and White
Reg. \$1.99
1.57

Plastic
PLAY BALL
Reg. 88¢
77¢

Sayelle
Knitting Yarn
• Mold Proof • 100% Orlon
• Moss Proof • Non Allergic
• Machine Washable
Reg. \$1.29
NOW **99¢** Skein

Register for
Giant Bunny
to be given away
Saturday,
April 13th



Vynelle
LADIES PANTIES
Med., Lg. sizes
Reg. 47¢
3 FOR \$1

KNITTING YARN
100% Virgin Wool
Reg. \$1.99
NOW **99¢**

FOR EASTER!
Little Boy's
SHOES
1/2 PRICE

SCATTER RUGS
Reg. \$2.99
\$1.99

ENTIRE STOCK DOUBLE KNIT

Reg. \$3.99
NOW **\$2.99** Yd.

FOR EASTER SEWING

SEERSUCKER \$2.29 Yd.

DOTTED SWISS \$1.99 Yd.
50% Poly
50% Cotton

Ladies
PANTY HOSE
Reg. 77¢
NOW **53¢**

LAWN CHAIRS
• Nylon Webbed
• Aluminum Frame
Reg. \$4.97

NOW **2 FOR \$7**

NATURAL LOOK FOR PANTS \$1.99 Yd.
65% Dacron Poly
35% Cotton

LARGE ASSORTMENT

EASTER EGGS

- Plastic Eggs
- Candy Eggs
- Hiding Eggs

EASTER BASKETS

Complete with all the goodies
Candy, Eggs, Grass.

PRICES

\$1.49 - \$1.69 - \$3.29

EASTER NOVELTIES

Grass, Plastic and Candy Eggs.
In all colors, Baskets, Egg
Coloring Kits, other decorations.

EVERYTHING YOU NEED
TO MAKE YOUR OWN EASTER!

HHS Students Celebrate One Day For The 1950's



Bobby Socks Babies

These Dreamy Dolls turned out to be the Goodlooking and Alright Cheerleaders of HHS. They are: Shari Hughes, Sharon Dearing, Nancy Barrett, Susan Wartes, Melissa Henry, Cindy Hairgrove and Teresa Leon. They dressed up for the 1950's day at HHS.

Thursday, Hereford High School turned the calendar back to the 1950's.

This for them was only one day, but to others it brought back memories of living in the time of blue suede shoes, skirts, almost touching the tops of bobby socks, penny loafers, saddle oxfords, rolled up blue jeans, and the unforgettable music of Elvis Presley.

An assembly was held

Thursday morning and the talent (composed of HHS students) used music from the past along with the motions, attire and sayings that were popular, "way back then" said one student.

Gene Garkowsky said, "I hope people don't think this is all we do, but we have had a ball, and the kids seemed to have a lot of fun. They need something like this every once in awhile."



1950 Returned

Does Anyone Recognize These Boys? They are: Rex Barber, age 17; David Jones, age 17; Hank Stringer, age 16; Kenin Fox, age 17; and Mike Bridges, age 17. Not necessarily in order as they are standing, as one could not tell who was who. A case of "Only their parents know for sure."

Sunnier Disposition for Bossy?

No claim is made for sunnier dispositions on the part of cows who eat it, but sunflower silage is the latest mouth-watering delicacy being fed dairy cattle.

The new crop food is being tested in Maryland, where researchers say sunflowers can be grown as a possible

second crop following barley.

Sunflowers grow fast and reach flowering stage in 60 days or less, when they can then be harvested as silage.

Other unusual dairy crops on Bossy's menu include almond hulls in California, and potato pulp and meal in Maine.

Formby Featured At Convention

Clint Formby, Member Board of Regents, Texas Tech University is one of the West Texans who will be honored April 19 by the West Texas Chamber of Commerce at the 56th Annual Convention in Odessa.

Selected West Texas presidents of statewide

organizations and associations, and West Texas members of Texas State Boards will be recognized at the noon luncheon in the ballroom of the Inn of the Golden West.

Congressman George Mahon, Chairman of the House Appropriations Committee, United States Congress, will speak at the opening banquet Thursday

evening.

Friday morning Harry W. Clark of Midland, chairman of the WTCC Local Action Com-

mittee, will preside at a series of 74-second reports by presidents of West Texas local chambers of commerce on what their towns are going to do

about Energy-Energetic Leadership in 1974.

At 10:00 Burvin Hines of Arlington, chairman of WTCC Tourist and Travel Development Committee, will moderate a panel discussion on "Bicentennial Opportunity for Energetic West Texas Leadership".

At 10:40 Friday morning Frank Junell of San Angelo, chairman of WTCC State Affairs Committee, will preside at a panel discussion on "Money Makers for West Texas".

Following the Great West Texan Luncheon, Jack M. Shepherd of Midland, acting chairman of WTCC Mineral Resources Committee, will preside at a panel discussion on "Energy and West Texas".

Governor Dolph Briscoe will address the convention on Friday evening at the annual banquet. The governor is a former president of the Texas State Chamber of Commerce, and a former president of the South Texas Chamber of Commerce.

The annual Quota Busters Breakfast will be held Saturday morning in the Golden Rooster Club in the Inn of the Golden West.



THE SIX-CYLINDER BUICK.

The car is Apollo. And it's precisely the kind of six-cylinder car you might expect Buick to come up with.

That six-cylinder engine and Apollo's compact size pretty handily satisfy the demand for thrift.

Yet Apollo is a legitimate six-passenger car. With several hundred

pounds more heft to it than most imports.

With a smooth, solid ride. With liberal sound deadening throughout. And with a cushiony, carpeted, well-appointed interior.

Apollo. It's a pretty special way to package six cylinders.



Available in
2 door and
4 door
Models

Buick Apollo

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- 2-door Coupe, Hatchback and 4-door Sedan body styles available
- 3-speed manual transmission, standard
- 111" wheelbase, standard
- Buick-tuned suspension, standard
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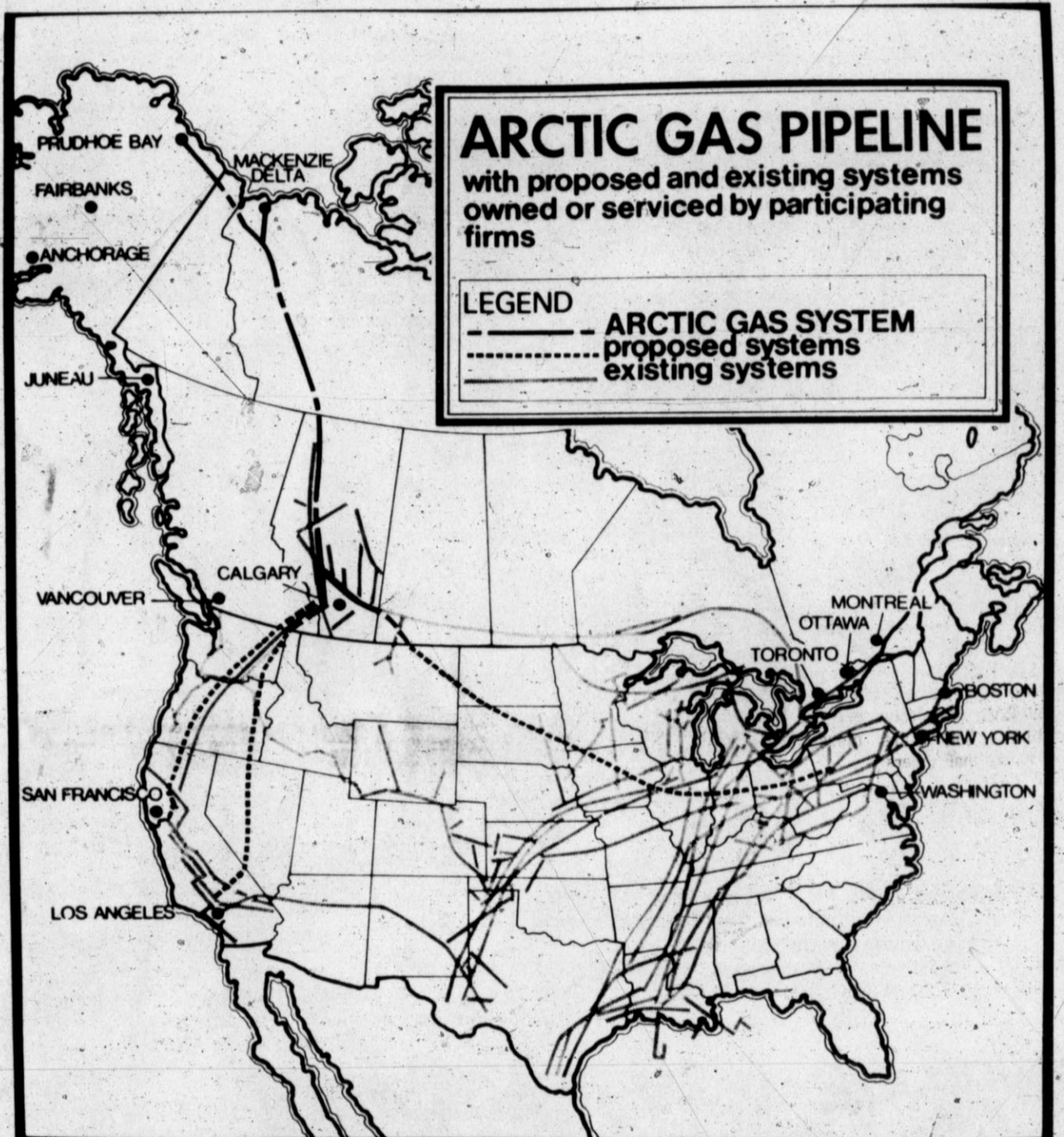
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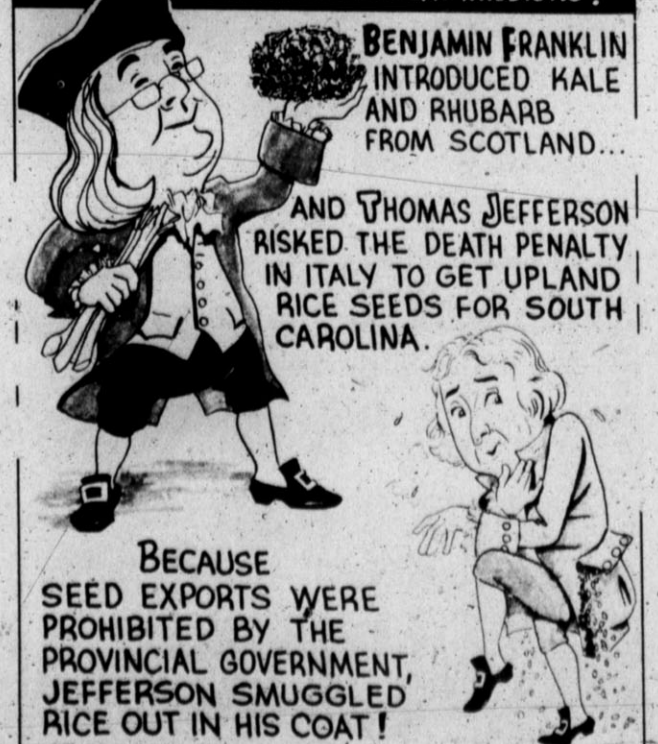
ARCTIC GAS PIPELINE with proposed and existing systems owned or serviced by participating firms

LEGEND
--- ARCTIC GAS SYSTEM
- - - - - proposed systems
_____ existing systems

Shows Pipeline Route

A new map released in Alaska and Washington in March outlines the 2600 mile Alaskan Arctic Gas pipeline system intended to move arctic natural gas from Prudhoe Bay and the Mackenzie Delta to southern markets. All of the Alaskan gas would be provided to U.S. markets on the West Coast, in the Midwest and on the East Coast. Whatever Canadian gas is excess to Canada's needs will also go to U.S. markets. The project is gaining momentum as the energy crisis expands throughout the country, and could supply up to 6 per cent of the total U.S. demand for natural gas by 1980. The \$5.7 billion Arctic Gas pipeline between the Arctic and the U.S. border is shaping up to be the largest construction project in history.

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Now available in sizes up to XXXL—in selected styles

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Water Recovery Vital To Region

Tailwater recovery systems can be a very important water conservation practice.

A recovery system is a facility to collect, store, and transport irrigation tailwater for re-use in the farm irrigation distribution system.

The purpose of tailwater recovery systems are to conserve farm irrigation supplies by collecting the water that runs off the surface of sloping fields and making this water available for re-use on the farm, stated Al Lee of the Soil Conservation Service.

TAILWATER is almost certain to exist where graded furrows and graded borders are used to apply irrigation water. Generally one can expect the amount of tailwater to increase as the furrow grade increases.

Engineers of the Soil Conservation Service have determined by field trails and irrigation application checks that about 20 per cent runoff can be expected when irrigating a field of good flat Pullman clay loam soil.

Also, close checks of actual field operations have revealed that poor management of irrigation water coupled with steep slopes have wasted as much as 70 per cent of the irrigation water being applied to the field.

If this runoff is not collected and re-used, it becomes a total waste. We simply can not afford to waste our water, Lee said.

"As most of us know, water is the life blood of this great region and we must make every effort to conserve this natural resource."

"Irrigation tailwater recovery systems are one method farmers can use to reclaim, conserve and extend the period of time irrigation water will be available.

TAILWATER recovery systems are not trouble-free installations that solve every problem. Some are more convenient than others.

Silt that collects in the tail

ditches and catchpits is the big problem of most recovery systems. This silt is principally top soil, the most fertile soil in the field. This points out that erosion is taking place at the same time and by the same means that water is being wasted.

As it has been mentioned earlier, the greater the grade down the furrow, the greater the amount of tailwater. This also holds true for erosion and silt deposits. The steeper the furrow grade, the greater the amount of erosion and the greater the amount of silt to deal with.

This points out the need for a change in the irrigation system or a change in land use for the steeper slopes. However good irrigation water management coupled with recovery system tailored to fit the particular farm, will control waste and erosion on most fields that slope less than 8 per cent.

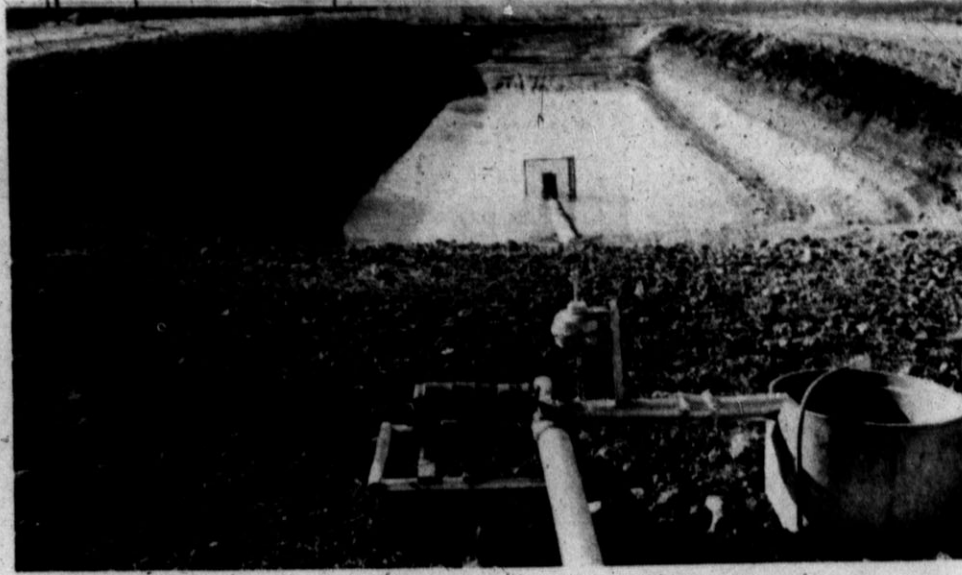
IN ORDER FOR tailwater recovery systems to operate as automatically as possible, they need to be designed to fit each individual farm. The catchpit should be large enough to contain the expected runoff from a complete irrigation set.

And the pumpback should be able to deliver this amount of water back into the delivery system by the time tailwater from the following set reaches the collection pit. However if the pit is pumped out too quickly

it creates problems that are very undesirable.

Lee points out, where tailwater recovery systems have been tailored to fit conservation irrigation systems, the farmers are very pleased and make such comments as "This system is like having another well", or "I didn't know I was losing so much water.", "I wouldn't want to irrigate without a return system.", "That is the cheapest water I can use," and many other similar comments.

For qualified assistance in designing a tailwater recovery system, contact the Soil Conservation Service office.



Shows Tailwater System

Well-planned collection pits such as this one on the Dickey and Tommy Mason farm are very important to a successful tailwater recovery system.

Teletype Service Open

The Texas Department of Agriculture will open a Federal-state market news office at the San Antonio Produce Terminal Market April 1, Agriculture Commissioner John C. White has announced.

This office, in addition to the present service at the San Antonio Livestock Exchange, will provide complete market news for South Texas producers and buyers, Commissioner White said. Daily 24-hour market information by automatic telephone answering equipment will be available.

The phone number for the produce line will be announced later.

John Engle, veteran USDA fruit and vegetable reporter completes training. Engle has been with the Texas market news service since 1965, reporting from Weslaco and Hereford.

"The Department's teletype service at the San Antonio produce market sends reports throughout the nation to media wire services, government agencies, and many large

produce houses. This new office can put the market on the map for the Winter Garden industry," Commissioner White commented.

Automatic telephone answering equipment for the Department's market news office has already been installed at the San Antonio Livestock Exchange. The number is (512) 223-1400. Messages are taped at 11 a.m. and updated at 3 p.m.

Joseph A. Bray, the new livestock market reporter, prepares the messages, giving trends for the San Antonio, Omaha, and Panhandle livestock and red meat sales Monday through Thursday. On Friday the tape contains a weekly summary of activity and direct feedlot sales for South Texas. Tapes are also prepared for several radio stations. On busy days, secretary Belinda Fields does the taping.

Bray has been in market news

reporting since 1956, coming to San Antonio from Des Moines, Iowa. Early in his career he was supervisor of market news for the state of Kentucky.

"With the fine margin of profit that agribusinesses must operate on, market news is becoming more and more important. We are adding phone lines for other commodities in principal market centers so that the whole industry will have accurate, up-to-date information," Commissioner White stated.

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Farmers' Response To Adversity Noted

U.S. agriculture's ability to respond quickly to need was clearly demonstrated last spring, says the associate dean of Texas A&M's College of Agriculture.

L. S. Pope points out that planting of millions of acres of farm land was delayed by torrential rains, floods, and cold wet conditions.

"By May 15, it looked as though a disaster was slapping up in Texas and elsewhere," he adds.

In less developed nations of the world, these same conditions would have meant disaster and famine.

"But the modern American farmer—equipped with technology, machinery, fer-

tilizers, chemicals, and know-how—almost completely overcame this disadvantage of nature," Pope notes.

"This position of strength didn't happen overnight," he emphasizes. "It has been quietly building for over a half-century and is a wonder of the rest of the world."

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6 1/2' Penta Treated Post		11¢ ea.

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Choir

Competes

In Contest

The Stanton mixed chorus competed in the UIL contest in Amarillo. The choirs received a third division rating in concert singing and a third division rating in sight-reading. The choir sang, Kyrie Eleison, Lotti, Praise God Ye Christians, Praetorius, and Fa Una Conzone, Vecchi.

The Stanton Girls' Chorus sang, Ye Sons and Daughters of the King, Vulpus, O Sanctissima, Beethoven, and Praise the Lord, Adler.

The choir received a third division in concert singing and a first division in sight reading. Douglas Morris is the director and the choirs were accompanied by Mrs. Charles Jones.

Warning Signal

The American Cancer Society wants women to understand that a breast lump may not mean cancer but should be brought to the attention of a doctor right away. The key to cure is early detection.

Happy Numbers

For anyone who still thinks that cancer is always fatal, the American Cancer Society reports that there are 1,500,000 Americans alive today who are cured of cancer. They know that cancer is most curable when caught early and you should too.

Keepsake

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

Attend State-Wide Conference

Mr. and Mrs. Joel Williamson of Hereford, Texas represented the Deaf Smith County Farm Bureau at a state-wide Leadership Conference March 23-25 in Waco. At right is David Hoelscher of Alice, chairman of the Texas Farm Bureau Young Farmers and Ranchers Advisory Committee. Purpose of the Conference, which was sponsored by the TFB, was to give young farm and ranch couples an opportunity to understand how they can work to solve agricultural problems through the Farm Bureau.



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I Pledge To Make Every Effort Within My
Ability To Represent The Community Of
Hereford

As A Whole Community

Comment On Sports

WASHINGTON, D.C.—The second-guessers are busy rehashing the spirited battle between Alabama and Notre Dame in the Sugar Bowl. Notre-Dame fans can bask in the warmth of that one-point triumph for a year. Alabama fans are already looking to a rematch next year, and it's likely to come about.

With star pass catcher Wheeler out (television clearly showed an Irish player apparently slugging him early in the game), Tide receivers missed a couple

of key catches in the second half. The moaners and groaners feel Wheeler would have caught them.

Other second-guessers say Coach Bryant should not

have had his team give up the ball on fourth down the last time Alabama had possession. They needed five yards, after a roughing the kicker penalty against Notre Dame, from midfield. It would have been a gamble, and probably a pass-gamble. But at least that depended on Alabama, and

not on holding Notre Dame, which the Tide failed to do after kicking and giving up the ball.

One somehow still has the feeling Alabama would win two out of three contests if the teams played regularly. But Notre Dame "bushed" the Tide on that kickoff return and was up even higher than Bama, to win the big one.

Kissinger calls friends more problems than foes.



All Star Team To Play

The Hereford Little Dribbler's Major League All Star team will play Berger at 6 p.m. Thursday in the regional tournament in Plainview High gymnasium. Pictured are (l-r) top row Coach John Bunch, Dan Ford, Randall Carnahan, Steve Veigel, Steve Farron, Doug Brady and Coach Mack Tubb. Bottom row Terry Blackwell, Alan Wartes, Randy Ellis, Ernie Suarez, Wesley Brooks and Gary Parman.

Hereford Nine Lose Two In Snyder

The Hereford Whitefaces dropped a doubleheader to the Snyder Tigers in Snyder Friday afternoon to drop to a district record of 1-5.

Snyder bopped the Herd 3-2 in a close first game and then bombarded Hereford 11-0 in the second game. Snyder is now 3-3 in district play.

The first game went two extra innings after the score was knotted 1-1 through the regulation seven innings. Hereford then picked up a run in the top of the 9th inning, but the Tigers picked up two runs in the bottom to win the game. Hereford's Dave Loerwald was credited with the loss.

The Herd scored its first run in the fourth inning to take the lead 1-0. Doug Charest struck out and then Steve Loerwald followed with a single. Dave Loerwald then flied out to centerfield and Steve Loerwald advanced to second base on a passed ball.

Mike Crim then doubled in Loerwald for the leading run.

Snyder came back to tie the game in the 6th and the game stayed tied through the 7th. In the top of the 9th Dave Loerwald went out to the third base and Crim lined out to the shortstop.

With two outs, Harvey Torres doubled and Dennis Nunley hit to the shortstop and a Snyder error put Nunley safe on first and scored Torres.

The Herd then put the Tigers first two men out before allowing two singles. A third hit and error missed the third out in the inning and Snyder went on to score the tying and winning runs.

Snyder jumped to an eight-run first inning lead in the second game and then picked up three runs in the third inning. Mike Crim picked up the loss at the mound for the Herd.

First Game	
Hereford	000.100.001.—2.3.2
Snyder	000.001.002.—3.9.3
Second Game	
Hereford	000.000.0.—0.2.3
Snyder	803...000...x11.9.0

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Sports Committee To Sponsor Tournaments Here

Plans for sponsorship of three tournaments were discussed when the sports committee of Deaf Smith Chamber of Commerce held a monthly meeting Friday at the House of Wong.

Jake Webb, chairman, reported that the group was making plans for a track meet, a boxing tournament, and a tennis tourney.

The Hereford Regional Qualifiers' Meet is scheduled April 13 at Whiteface Stadium, and invitations have gone out to schools all over West Texas. The track meet will be open to athletes who have qualified for the regional meets. The first and second-place winners at district earn the regional berths.

Hereford will host the Region 9 AAU Junior Olympic Boxing tourney on June 7-8. The tourney is held for winners of five district tournaments in Texas, Mississippi and Louisiana. Hereford will be the smallest town ever to hold the big tourney.

Plans are also underway for a city tennis tournament, with dates set for June 27-29.

Book learning isn't all of education but it's an essential part and there is no substitute.

FORD ON IMPEACHMENT
Vice President Gerald Ford thinks the House Judiciary Committee should define an impeachable offense and give President Nixon a list of charges before the White House relinquishes any further Watergate-related tapes.

Local Women

Oilton Tennis Club will be host Tuesday, April 9, for the monthly Round Robin Playday for members of the area Ladies Tennis League. Representing Hereford at the tourney will be Nancy Harrison and Ginolu Hamilton.

All women, including beginners, intermediate and advanced players, are invited to participate.

Play is slated to begin at 10 a.m. A "Dutch treat" luncheon will follow at The Garden Tea Room, in the Mini Mall, at 1 p.m.

Persons desiring further information about the event are asked to call Mrs. Charlie Koontz, 285-3368.

In the event of inclement weather the playday will be cancelled.



DE STUDENT OF THE WEEK — Distributive Education Student of the Week is Filemon Valdez, son of Margarita Valedes of 507 Whittier. Valdez works as a parts man at First Supply Co. under the supervision of Howard Lendrel. A senior student at Hereford High School, he plans to attend college after graduation.

One of the mysteries of life is how some people manage to think so well of themselves.

Legislation isn't the cure for every economic and social ill—jail sentences would help more.

NEWS VIEWS

George Wallace, Governor of Alabama, announcing plans to run for another term: "I've got a new wheelchair to start campaigning with, and it rolls pretty fast."

John J. Sirica, U.S. District Judge: "Continued public comment on the grand jury's work by those who have association with the investigation is inappropriate."

Richard F. Vanderveen, Democrat elected to fill Ford's congressional seat: "I promise to do all I can to remove Nixon, with resignation as a first preference."

George Meany, President of AFL-CIO: "If Ford were President a lot of troubles could be approached in a more constructive way."

Richard Nixon, President: "We have a lot of work left to do, more than three years left to do, and I'm going to stay here until I get it done."

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We can give you many ideas on what to do with your own diamonds to turn old into new.

COWAN JEWELERS DOWNTOWN

Committee Recommends Continued Funding Of Assistant DA Program

An evaluation team composed of three area district attorneys this week announced results of a study of the Deaf Smith County Criminal District Attorney's office and recommended that

The committee, studying two periods of time one year apart, concluded that the Assistant DA program "is an effective and worthwhile project" and recommended continued funding of the program.

annual evaluation of the Deaf Smith County district attorney's office in relation to the need of an assistant in the office.

The office of assistant DA was approved last year by county commissioners and Roland Saul presently holds that position under Andy Shuval, Deaf Smith County Criminal District Attorney. The study was done by the three men at the request of Bob Seerden of the Criminal

Justice Division, which finances most of the program.

The two time periods studied by the committee was from October 1972 through February, 1973 (before an assistant DA was approved) and the second time period was from October, 1973 through February, 1974 (after the assistant program was approved).

Goals of the project were: to increase the effectiveness of the prosecutor during trial; and to speed up the administration of Justice in Deaf Smith County.

Things that were to result from the achievement of the goals, were: time-lag between arrest and actual prosecution would be distinctly lowered; There would be better preparation of cases by the DA which should hopefully result in better administration of justice; and a residual result wherein speedier justice would have an effect in that better law enforcement and justice was coming about as a result of speedier trials.

During the second five-month study time before the assistant program was approved, a total of 46 felony case dispositions and 85 misdemeanor case disposition were recorded. During the second five-month study after the assistant DA

was approved the committee reported 87 felony dispositions and 159 misdemeanor dispositions.

"In terms of qualified results, this means that with the Assistant program, there was an 85 per cent greater disposition of Felonies and the Assistant than prior to the inception of the program," the report stated. "There were 86

per cent more misdemeanors disposed of with the Assistant over the base period."

In terms of meeting the goals set out, the committee reported "there had been an increase in the effectiveness of the District Attorney in his preparation for trial; there had been a substantial increase in the speed with which a case was disposed of during this period. There was

a better system of justice because of the program.

Shuval also received a report recently from Peat, Marwick Mitchell and Company concerning district attorneys offices throughout the state and done at the request of the Criminal Justice Council.

The report shows Deaf Smith County handling about the same amount of cases and jury trials

as Randall County and more felony indictments by a grand jury here than in Randall County.

The report also recommended that Deaf Smith county be a separate judicial district in itself because of the heavy caseload in the county. Deaf Smith county presently is in the 60th Judicial District along with three other counties.



New Business Opens

The Circle K Drive In Food Store held its Grand Opening this weekend at its location on West Park Avenue and Texas Avenue. Store Manager Homer Yocum, center, cuts the ribbon to open the store as Deaf Smith County Chamber of Commerce Hustlers hold the ribbon. From left are Charlie Bell, Bill Albright, Peppi Blocker, Yocum, Melvin Jayroe, Katherine Kester, and Dorrell Jones.

Can You Save Electricity While Using It?

There are many things housewives can do to conserve electrical energy while cooking. Since saving electricity means saving money, it pays two ways!

Use of portable appliances for the jobs for which they are intended is one important way to save. This has been endorsed by utilities and other authorities.

Now there is test data available from Sunbeam that tells how much electricity can be

saved by using electric frypans and percolators instead of a range or an oven.

In the laboratory tests used to prove these savings, a Sunbeam Home Economist did the cooking on both the range and frypan and a registered engineer supervised the tests.

You can save 30% of the electricity needed to cook six four-ounce hamburger patties on a range by using an electric frypan.

There are other things the housewife can do to save energy — both electricity and her own!

Making eleven 5.5-ounce cups of coffee in an electric percolator will save another 42% of the electricity that would be needed to use a non-electric percolator on a range.

Bake cakes in frypans? Certainly... and save nearly 60% of the electricity needed to bake the same cake in an oven.

CLEAN CARS

J. V. Campbell Motors

CADILLAC TO VOLKSWAGENS

72 Ford Torino GT 2 dr. H-top, loaded, light beige. Custom vinyl top, light green lower, loaded, beautiful light green interior, this car is extra sharp!

71 AMC Hornet 4 Cyl. Auto. Trans. loaded, light gray with blue vinyl interior. Local owner, low mileage. Here is economy and comfort in one car.

71 Ply. Satellite Sebring 2 dr. H-top, 218 V8, with 2 Bar. 5 Speed, light blue with blue interior, real clean. Will get better gas mileage than a lot of the compact.

69 Ford Torino GT 2 dr. H-top, light beige, with custom green vinyl interior, loaded, has small 302 V8, bright shining paint that is original, cleaner than most 71 models.

68 Chev. Station Wag. 3 Seat, 9 Pass. loaded, white with light blue interior, local owner, low mileage for this model, good family car.

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\$34.50 Sizes G78-14, G78-15, H78-14, H78-15 Plus 2.67 to 2.97 F.E.T. and old tire

\$37.25 Sizes J78-14, J78-15, L78-15 Plus 3.05 to 3.19 F.E.T. and old tire

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This gas savings is based on a car with 20-gallon fuel capacity and currently averaging 15 miles per gallon. Naturally, your savings will depend on how much stop and start driving you do. SEE THIS GREAT TIRE TODAY!

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Jim Conkwright

I BELIEVE.....

It is the duty of the School Board to formulate policy and see that it is enforced. Then to evaluate the results of the policies made and make adjustments as necessary to keep pace with progress. The Board should also represent the community to see that the pupils are receiving the best possible education with the best possible use of the taxpayer's money.

The School Board should work to assure the greatest opportunity for both students who will go to college as well as for students in the vocational program...

The School Board should continue to obtain goods and services locally when it can be done consistent with the best interests of the school system.

The School Board should continue to maintain the highest standards possible in the selection of all personnel.

We must implement new programs, methods and ideas in order to progress. However, we must take care not to be merely a guinea pig in a national experiment.

I Have No Obligation To An Interest Group Or Political Group Within Or Without The School System Or In This Community Pertaining To The Schools. I Wish To Serve Through An Interest In The Youth And School System In An Unencumbered Manner And I Will Make My Decisions Responsibly

Please Make Your Voice Heard—VOTE APRIL 6

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99¢
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MARGARINE
(DOUBLES)
49¢
8-OZ. TUBS

TEXAS-GRAIN FED
RIB STEAK **98¢** LB.

GROUND
CHUCK **98¢** LB.

FRESH LEAN
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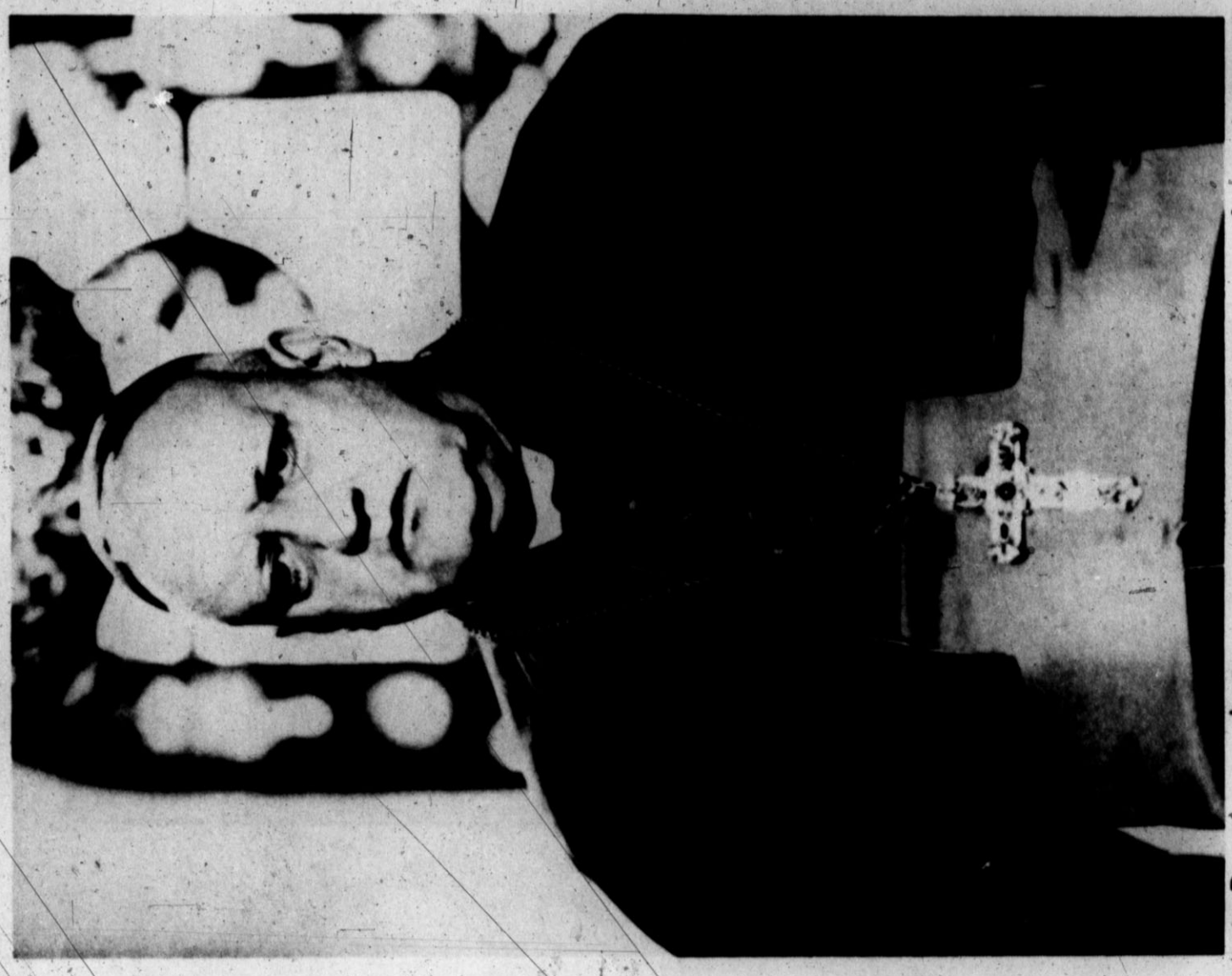
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SUNDAY, MARCH 31, 1974



Raymond Burr portrays Pope John XXIII.

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Greer Garson portrays Queen Mary



Academy Award winner Greer Garson will star in the "Hallmark Hall of Fame" production of "Crown Matrimonial," the applauded British stage drama which views the conflicts within the English royal family that led to the 1926 abdication of King Edward VIII for "the woman I love." The special, to be broadcast on the NBC Television Network Wednesday, April 3 (7:30-9 p.m.), was announced by William F. Stork, Vice President, Special Programs, NBC-TV.

Miss Garson will portray Edward's mother, Queen Mary. Producer David Suskind said Miss Garson is to be joined by the entire featured cast of the hit London stage production. The play, written by Royce Klyon and recently staged on Broadway, presents a study of the unprecedented events which were triggered by Edward when he made it clear he wanted to marry American divorcee Mrs. Wallis Warfield Simpson. The constitutional crisis this caused in Britain monopolized headlines and radio news broadcasts all over the world during December of 1936. In his abdication speech, Edward said: "But you must believe me when I tell you that I have found it impossible to carry the heavy burden of responsibility and to discharge my duties as King as I would wish to do without the help and support of the woman I love."

"Crown Matrimonial" is a co-production of Talent Associates-Norton Simon, Inc., FCB productions and London Weekend Television. Diane C. Bogie is executive producer. The special will be taped in London.

This is the fifth appearance on the "Hallmark Hall of Fame" for Miss Garson. She previously starred in "The Little Foxes," "Berkeley Square," "Captain Brassbound's Conversion" and "The Invincible Mr. Disraeli." She won an Academy Award for her memorable portrayal of "Mrs.

Peter Barkworth portrays King Edward and Greer Garson portrays his mother, Queen Mary

Friday Program Notes

7:00...ABC...THE SIX MILLION DOLLAR MAN
"The Last of the Fourth of Julys," with guest star Steve Forrest. An international meeting of prime ministers is set to be blown up by a laser bounced off a satellite and Steve Austin is assigned to find the source of the danger.

7:00...CBS...DIRTY SALLY
After an argument with Sally, Pike decides to take off on his own for the goldfield, but his travels are cut short by a horse-stealing charge and an awaiting hangman's noose.

7:30...NBC...LOTS-A-LUCK
"The New Stan," Stanley's new image goes with a mod-style wig (R).

8:00...ABC...ALAN KING'S ENERGY CRISIS...RISING PRICES AND ASSORTED VICES COMEDY HOUR
The guests for this entertainment special will be James Coco, Cass Elliot, Barbara Feldon, Morgan Freeman, Jack Klugman and David Streeman.

8:00...CBS...THE CBS FRIDAY NIGHT MOVIES—"THE FAMILY KOVACK"
Starring James Sloyan, Sarah Cunningham, Andy Robinson, Tammi Bula and Richard Gilliland. The cheerful, tightly-knit Kovacks of Chicago—widowed Mom, on the hard children, eldest son is arrested on a charge of trying to bribe a city health department inspector.

9:00...ABC...PORTRAIT: "A MAN WHOSE NAME WAS JOHN"
A dramatization of the incident in the life of Archbishop Angelo Roncalli, the man who came from peasant stock to become Pope John XXIII. The teleplay focuses mainly on that period during World War II, when he was Papal Nuncio to Turkey and when he was sent to Albania to help refugees fleeing from Nazi persecution. Raymond Burr stars as Archbishop Angelo Roncalli with co-stars Don Galloway, David Opatoshu, John Colicos, Henry Darrow and Eric Braeden. (R)

10:30...NBC...THE TONIGHT SHOW STARRING JOHNNY CARSON
Debbie Reynolds, Dinah Shore are special guests.

12:00...CBS...THE CBS LATE MOVIE—"THX 1138"
Starring Robert Duvall, Donald Pleasence, Don Pedro Colley, and Maguire McOmie. Futuristic drama of a computer controlled world of human beings who are kept on a steady diet of programmed automations. (R) (R)

"The Loyal Opposition"

NBC News will examine the Democratic Party's position on the major issues of today in the 14th edition of "The Loyal Opposition," Thursday, April 4 (9:00-10:00 p.m.) on the NBC Television Network.

Democratic Party spokesmen and NBC News correspondents will discuss the recent activities of the party, leadership changes, future plans and attitudes toward Administration policy. The names of those appearing on the program will be announced shortly.

The program will originate in Washington, D.C., and will be produced by Robert Asman.

"The Loyal Opposition" series by NBC News began on June 18, 1961.

"The Midnight Special"

The Righteous Brothers will host NBC Television Network's "The Midnight Special" (12 midnight-1:30 a.m.) following the Friday, April 5 presentation of "The Tonight Show Starring Johnny Carson."

Guests are Paul Williams, the New Riders of the Purple Sage and Rosemary. The show's announcer is Wolfman Jack.

"Celebrity Sweepstakes"

"Celebrity Sweepstakes," a fast-paced game show featuring six celebrity contestants, a fast-working computer, and the participation of an entire studio audience, will appear on the show for one week, and the two on-stage contestants with the biggest winnings return for another day's play.

"The new program has all the elements to make it a major daytime success," said Ms. Bolen. "The game itself is easy to play and fun for the home viewer to follow. In addition, the presence of celebrity panelists will add humor and entertainment value, making 'Celebrity Sweepstakes' double appealing to the young audience we hope to reach."

"We are positioning the program immediately following our newest daytime hit, 'Jackpot,' which has proven its widespread popularity in just a few short weeks on the air. The scheduling of 'Celebrity Sweepstakes' at 11:30 will be a valuable addition to a highly successful—and increasingly popular—morning game-show block."

Host Jim McKrell has appeared on the syndicated series, "The Game Game," and was regular on the dramatic series, "The FBI." Packager Ralph Andrews has created two successful daytime shows for NBC-TV—"You Don't Say" and "It Takes Two"—and two syndicated series, "Liar's Club" and "It's Your Bet."

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MONDAY THRU FRIDAY

7	8	9	10	11	12	1	2	3	4	5
Today Show	Today Show	Today Show	Today Show	Today Show	Today Show	Today Show	Today Show	Today Show	Today Show	Today Show
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It's costume party time at "Happy Days" and Richie (Ron Howard) has let his friend Polaris talk him into a blind date, which turns out to be Phyllis (Deanna Caron) who's just about a Statue of Liberty taller than he is. "Because She's There" on the ABC Television Network series, Tuesday, April 2 (7:00-7:30 p.m.).

Popular emcee-announcer Jack Narz will host the festivities on "Now You See It," new fast-paced daytime game series, which premieres Monday, April 1 (10:00-10:30 a.m.) on the CBS Television Network.

Monday Program Notes

7:00... NBC... NBC DOUBLE FEATURE... MONDAY NIGHT LIVE... THE LAST OF THE MOOSEHUNTERS... THE GIRL ON THE LAKE... "HONKY TONK"...

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Wednesday Program Notes

7:00... ABC... THE COWBOYS... NBC... THE MOVIES PART II... CBS... MEDICAL CENTER... CBS... THE STRATTON STORY...

Tuesday Program Notes 7:00... NBC... HAABURGERS... CBS... CANNON... ABC... DOC ELLIOT... ABC... THE WEEK... THE GUN AND THE PULPIT... CBS... CANNON... ABC... DOC ELLIOT... ABC... THE WEEK... THE GUN AND THE PULPIT...

Table with columns for Channel, Program, Time, and Station. Includes programs like 'The Dick Van Dyke Show', 'The Mary Tyler Moore Show', 'The Dick Van Dyke Show', etc.

George Apple spots UFO

If a man sees a flying saucer, does he play it safe and keep it quiet or report it and risk public ridicule? George Apple, of course, tells what he's seen, and gets the whole family in trouble. In "The Witness" on "Apple's Way" (6:30-7:30 p.m.) on the CBS Television Network, Herschel Daugherty directed from a script by S.A. Long.

Wednesday Program Notes 7:00... ABC... THE COWBOYS... NBC... THE MOVIES PART II... CBS... MEDICAL CENTER... CBS... THE STRATTON STORY... ABC... DOC ELLIOT... ABC... THE WEEK... THE GUN AND THE PULPIT... CBS... CANNON... ABC... DOC ELLIOT... ABC... THE WEEK... THE GUN AND THE PULPIT...

Table with columns for Channel, Program, Time, and Station. Includes programs like 'The Dick Van Dyke Show', 'The Mary Tyler Moore Show', 'The Dick Van Dyke Show', etc.

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Hamburgers' is part of NBC all-specials night

"Hamburgers," described by its producers, Chris Bearde and Allan Byrnes as "an hour of madness with generous use of light gags, animation and audience participation," will be broadcast on the NBC Television Network, Tuesday, April 2 (7:00-8:00 p.m.). The one-hour special will be part of an "All-Specials Night" on NBC-TV, in a line-up of programs including "Bob Hope Presents the Gillette Cavalcade of Stars," "The Dick Van Dyke Show," and the live telecast of the 46th Annual Oscar Awards ceremonies.

Thursday Program Notes 7:00... ABC... CHOPPER ONE... NBC... THE GILLETTE CAVALCADE OF STARS... CBS... SHAFT... CBS... THE KILLING... CBS... SHAFT... CBS... THE KILLING... CBS... SHAFT...

Table with columns for Channel, Program, Time, and Station. Includes programs like 'The Dick Van Dyke Show', 'The Mary Tyler Moore Show', 'The Dick Van Dyke Show', etc.

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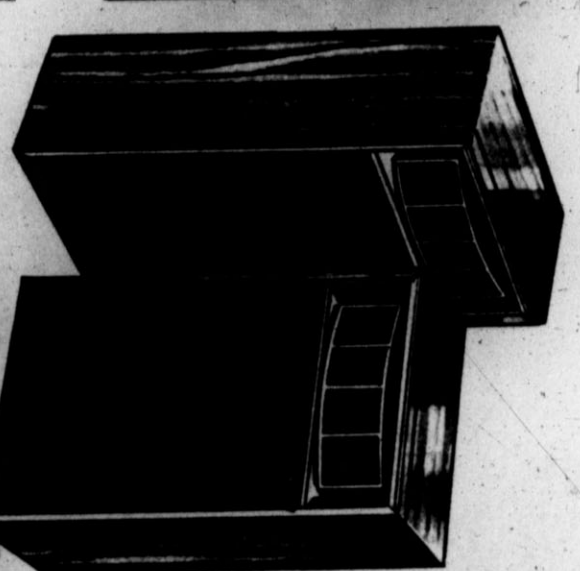
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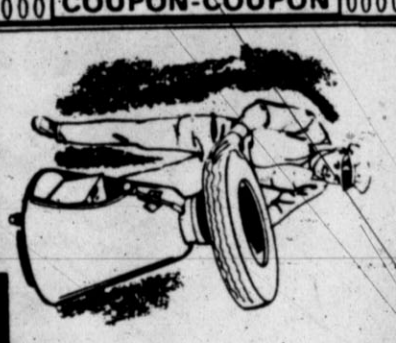
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BALANCE ALL FOUR WHEELS

IMPROVE YOUR CAR'S RIDE & HANDLING

NOW ONLY **4.99**

Weights included

COUPON EXPIRES MAY 1, 1973



ENGINE TUNE-UP 8.88*

8 CYL. **11.88***

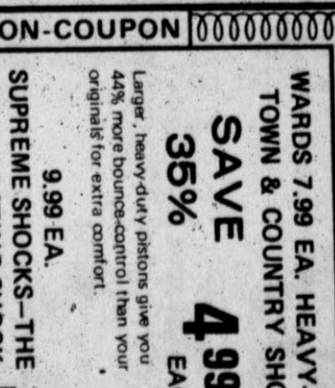
8 CYL.

*LABOR ONLY—PARTS EXTRA

IMPROVE ENGINE'S PERFORMANCE

We install new plugs and points. Set the timing and carburetor. Check the battery, cables, voltage, and compression.

COUPON EXPIRES MAY 1, 1973



WARDS 7.99 EA. HEAVY-DUTY TOWN & COUNTRY SHOCKS

SAVE **4.99**

35% EACH

Larger, heavy-duty pistons give you 45% more bounce-control than your original for extra comfort.

9.99 EA.

SUPREME SHOCKS—THE LONG LASTING SHOCK

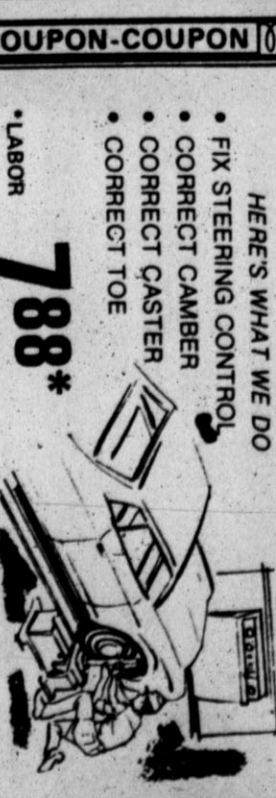
7.33 EACH

Exclusive Nylon piston lenses. Superior shock absorbers. Free form for super-long shock life.

WARDS SHOCK ABSORBER REPLACEMENT GUARANTEE

For as long as you own the car on which we've installed our Supreme Shock Absorbers, we guarantee that our Supreme Shock Absorbers will last as long as you own your car. If they fail, we replace them. No other shock absorber has a better guarantee.

COUPON EXPIRES MAY 1, 1973



WHEEL ALIGNMENT

HERE'S WHAT WE DO

- FIX STEERING CONTROL
- CORRECT CAMBER
- CORRECT CASTER
- CORRECT TOE

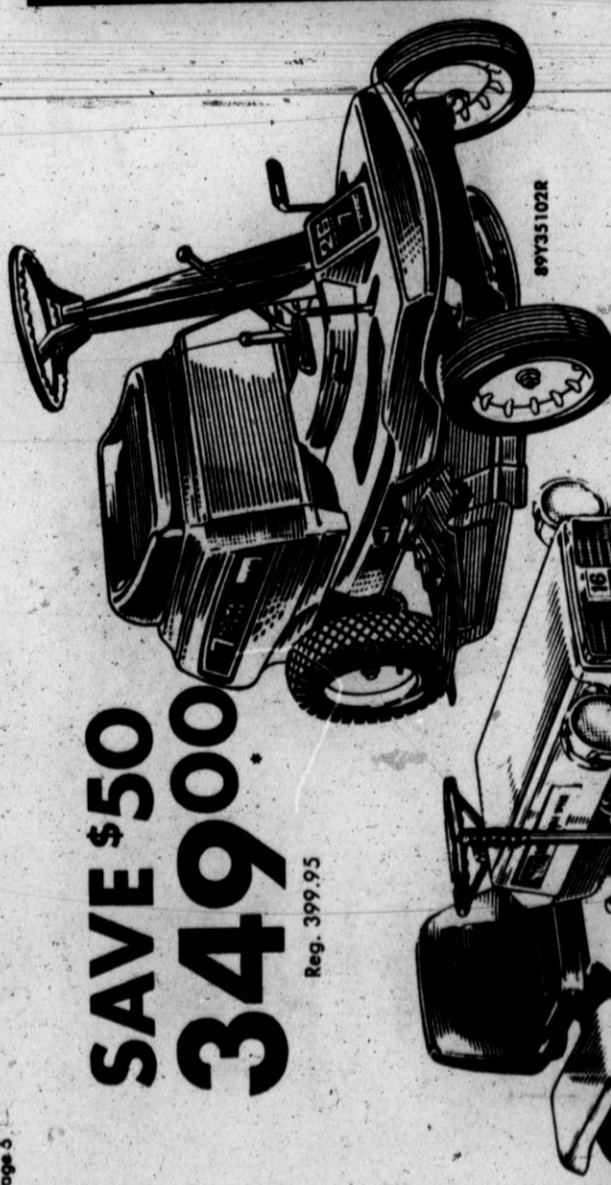
*LABOR ONLY **7.88***

PARTS EXTRA — Cars with air conditioning or torsion bars \$2 more.

MOST AMERICAN CARS AND PICK-UPS

COUPON EXPIRES MAY 1, 1973

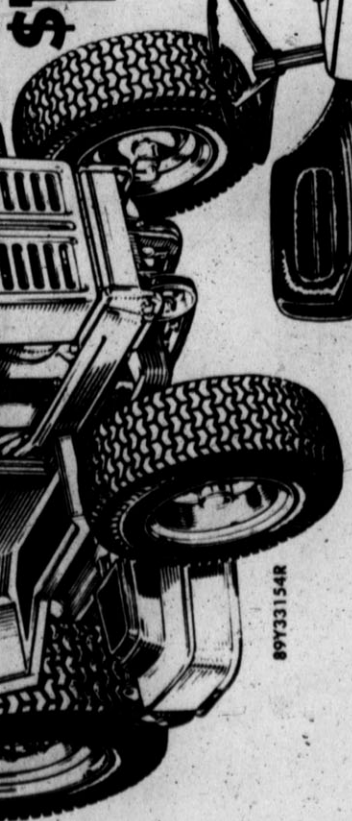
The mechanic who works on your car is one of the best in town...



SAVE \$50
349.00
Reg. 399.95

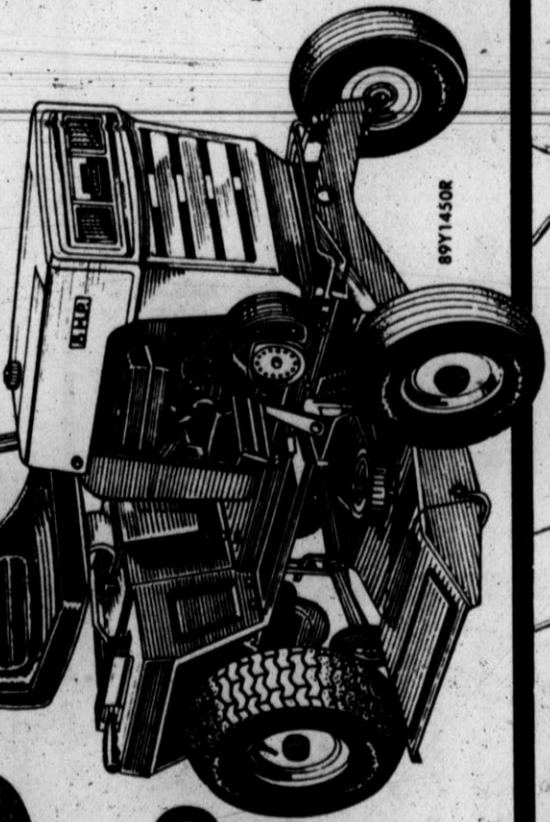
89Y3102R

SAVE \$155
\$1044
Reg. 1199.00



89Y3154R

SAVE \$60
439.88
Reg. 499.95



89Y1450R

NATIONAL TRUCKLOAD LAWN & GARDEN

SALE

WARDS 7-HP 26-in. RIDING MOWER—EASY TO OPERATE

- Auto Drive
- 7 HP Engine with easy spin recoil START
- Rear Engine Enclosure
- 26" Non-Scrub Floating Mower
- Full Differential Drive
- Safety Start System—Parking Brake

89Y3154R

16-HP GARDEN TRACTOR with UNIQUE SYNCHRO-BALANCE DESIGN

- Full power to attachments even at your slow speeds! No shifting, clutching in gear.
- Unhitched, contoured frame for strength, stability, visibility.
- Synchro-Balanced Briggs & Stratton Engine reduces vibration by 80%.
- Takes over 40 year round attachments. May not be on display—available on order.

89Y1450R

8-HP LAWN TRACTOR with 4 SYNCHRONIZED FORWARD SPEEDS

- 8-HP Briggs and Stratton Engine
- 32" Full Floating Mower
- Safety Central Start
- On-The-Go Height Adjustment
- Differential Drive
- Parking Brake

89Y170R

SAVE \$14
82.88
Reg. 96.99

89A407R



22" SELF-PROPELLED ROTARY MOWER

- 3 1/2-HP Briggs & Stratton Engine
- 22" lightweight magnesium Deck
- Instant action Height Adjusters
- Easy-Spin Recoil Start

GRASS CATCHER, Reg. 14.69

20" LIGHTWEIGHT MAGNESIUM DECK ROTARY MOWER

- 170 • 3 1/2-HP Briggs & Stratton Engine
- Instant pull and go Start • Folding Handle
- Instant action height adjusters

GRASS CATCHER, Reg. \$14.69

20" STEEL DECK ROTARY with 5 CUTTING HEIGHTS

- 128 • 3 1/2-HP, 4 cycle Briggs & Stratton Engine
- Automatic Choke • Pull and go starting

GRASS CATCHER, Reg. 14.69

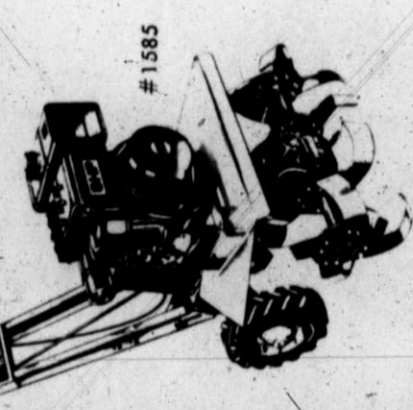
LOW SALE PRICES!

STEEL DECK ROTARY 2 Cycle MOWER

Reg. Low **49.00**

- Recoil Start
- Rear foot guard and deflector
- 4 Manual cutting height adjustments

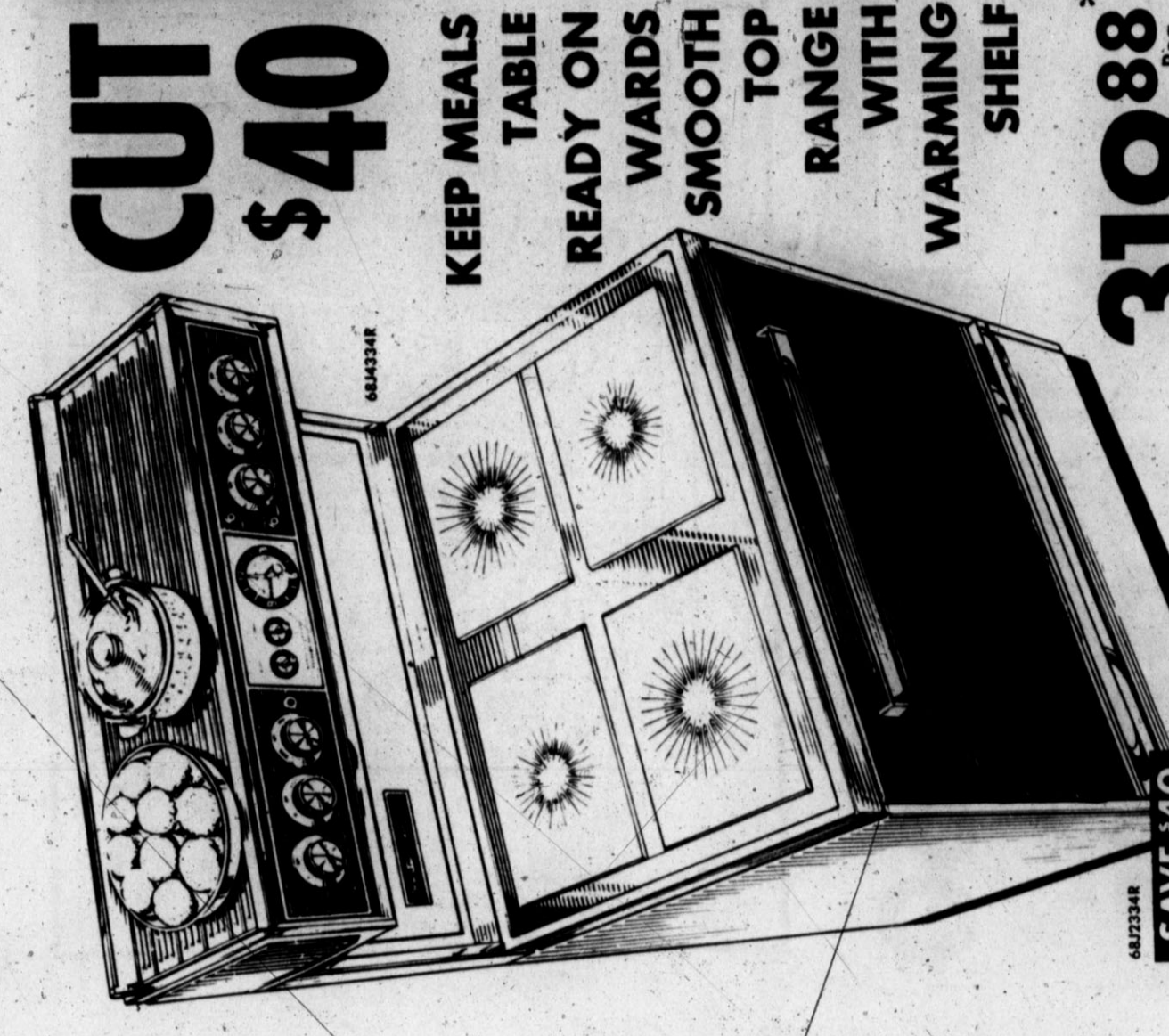
SAVE \$40



Rugged 8-HP TILLER Features 4 Speeds

Reg. 309.99

- Fold up handle
- Safety Power reverse
- Gear unit housing cast iron
- Adjustable tilling widths—adjust to 12.20 or 26 in.



CUT \$40

KEEP MEALS TABLE READY ON WARDS SMOOTH TOP RANGE WITH WARMING SHELF

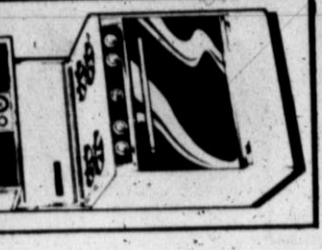
319.88
Reg. 359.95

64J234R

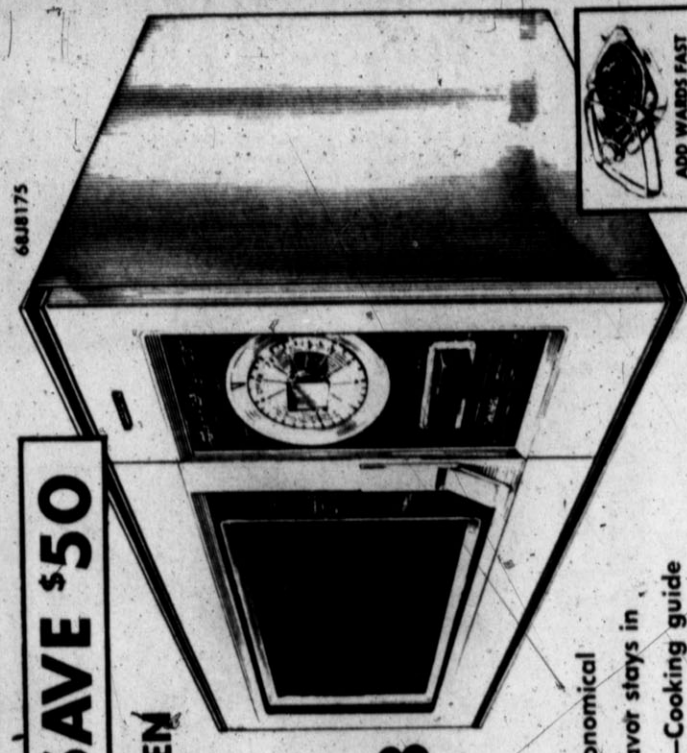
30" GAS RANGE WITH WARMING SHELF!

269.88
Reg. 309.95

- Large oven has low-Temp setting, black glass door
- Clock, 4-hour timer, smokeless broiler
- Four colors



- Easy-to-clean ceramic-glass cooktop—great work space
- Auto cook-and-off oven has black glass window
- Continuous cleaning oven cleans as food bakes
- Clock, 1-hour timer, storage drawer • In four colors



SAVE \$50

WARDS BIG ELECTRONIC OVEN COOKS A MEAL IN MINUTES

239.88
Reg. 289.95

- Fast, cool, clean and economical
- Food stays juicy and flavor stays in
- 2-Speed 28-min. timer—Cooking guide Standard 110V; 650 watt cooking power



100 WARD'S FAST SIGNATURE GRILLE
Signature Grille by Signature Seals
Cleaning Seals sheets in seconds...13.95

OTHER ELECTRONIC OVENS AS LOW AS \$199.88

*Plus transportation

NATIONAL TRUCKLOAD APPLIANCE

SALE



SAVE \$20

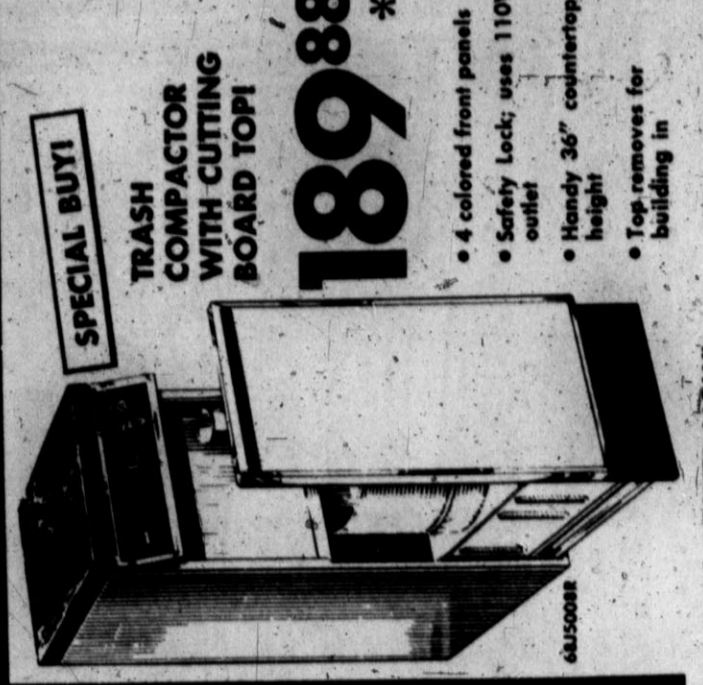
640R240R

SAVE!

WARDS 30" GAS RANGE WITH DECORATOR LOOK

194.88
Reg. 219.95

- LIFT OFF cook top and oven door • Colors
- Pull out porcelain broiler with flavor well cover
- Inside finish dissolves grease spatters as you bake



SPECIAL BUY!

TRASH COMPACTOR WITH CUTTING BOARD TOP!

189.88
*

- 4 colored front panels
- Safety Lock; uses 110V outlet
- Handy 36" countertop height
- Top removes for building in

WARDS CHARG-ALL CREDIT PLAN EXPANDS YOUR BUYING POWER NOW!

*Plus transportation

WARDS CHARG-ALL CREDIT PLAN EXPANDS YOUR BUYING POWER NOW!

NATIONAL TRUCKLOAD APPLIANCE SALE

\$45 OFF ON DELUXE AIR CONDITIONERS



SAVE \$45 on handsome wood-look air conditioners! Our deluxes for many let you dehumidify, filter, circulate and cool, or automatically for year-round comfort.

Select the size that meets your cooling needs

BTU	NET PRICE	SALE PRICE	YOU SAVE
20,000	\$239.95	\$194.95	\$45.00
22,000	\$279.95	\$234.95	\$45.00
24,000	\$319.95	\$274.95	\$45.00

20,000 BTU NOW ONLY **294.88*** YOU SAVE \$45

8075343R
8075373R
8075383R

BUY THE PAIR AND SAVE NOW!



SAVE \$20

SAVE \$30 ON THE PAIR

SAVE \$10

2-SPEED, 18-LB. WASHER

- Regular and gentle wash speeds
- Big capacity saves you work
- Dependable 1/2 horsepower motor
- Specially stop lid
- White only

139.88*
Reg. 139.95

18-lb. capacity Dryer

- Giant 8-cu. ft. Drum
- 110-oz. inch Lint Filter
- End-of-cycle Cool Down
- White only • Gas: \$30 higher

109.88*
Reg. 119.95

5-cycle, 2-speed Washer

- Big 18-lb. capacity
- 4 water-temperature combine-ions
- 1 durable press cycle
- Easy-to-clean Lint Filter
- Automatic Bleach dispenser
- Colors \$5 more

\$199.88*
Reg. 219.95

20-lb. Automatic Washer with 10 cycles

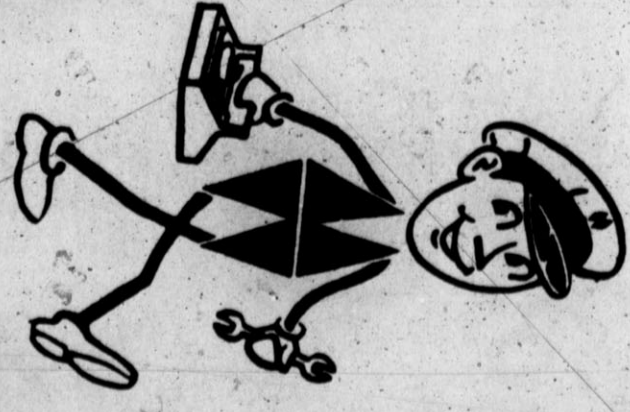
- 4 speeds
- 30-minute pre-soak cycle
- 4-oz. Lint Filter
- Infinite water-level control
- Automatic bleach and fabric conditioner dispenser
- Colors \$5 more

\$209.88
Reg. 229.95
APRIL 4 TO APRIL 10 ONLY

20-lb. capacity Automatic Dryer

- Two automatic drying settings
- 4 heat settings
- 10-minute End-of-Cycle Cool Down
- Slog 'N' Dry feature
- Colors \$5 more

\$179.88*
Reg. 189.95



Did You Know That A Service Contract Is Available On All These Appliances?

Ask About It!!!



CANISTER-UPRIGHT VACUUM 97.88*

- 17-speed HP
- Double motors
- Detachable tool pack
- Cord reel
- 3 Colors - champagne, beige, tawny

YOUR CHOICE UPRIGHT VACUUM 67.88*

- 6-position nap adjustment for any carpet height
- Automatic cord rewind
- 3-position handle
- Headlight • Attachment kit
- 2 speeds for light or heavy cleaning

SAVE \$25

CANISTER VACUUM 37.95

- Includes attachment
- Cord rewind • UL listed
- Audio-visual bag indicator
- Vibre-beat air-powered beater

SAVE \$20



12-cycle Dishwasher with Sock Cycle makes dishes sparkle! 279.88*

- Amicive without soap
- 4-level wash action
- Forced air drying
- Blime dispenser
- Colors \$5 more

SAVE \$40



GIANT FREEZER CAPACITY 237 LBS.

ADJUSTABLE SHELVES FOR VERY BIG OR SMALL ITEMS

CONVERTIBLE DOOR OPENS EITHER WAY

HANDY 3RD DOOR SHUTS BY ITSELF. GIANT POP OPEN

69J2273R

MOUNTED ON ROLLERS FOR EASY MOVING AND CLEANING

SAVE \$60

ALL FROSTLESS SIDE-BY-SIDE 3-DOOR, 22-CU. FT. REFRIGERATOR 389.88*

Reg. \$449.88

- Freezer section capacity 237 lbs.
- Choice of 4 colors
- Large meat keeper
- Big Crisper
- Ice Maker optional, extra



SAVE \$30

15.2-CU. FT. REFRIGERATOR 259.88*

Reg. \$289.95

All frostless! Freezer holds up to 166 lbs., has extra shelf; 2 crispers, storage in both doors.

69J1543R



SAVE \$50

SAVE \$70 ON THE PAIR

SAVE \$20

SAVE \$30 ON THE PAIR

SAVE \$10

WARDS CHARG-ALL CREDIT PLAN EXPANDS YOUR BUYING POWER NOW!

MHMR Center Offers Hope And Help To Many In Community



RELOCATED and formally opened this winter in quarters at 625 East First, the District III Mental Health Mental Retardation Center is an expanded successor to the Satellite School for the mentally retarded, which formerly operated in First Christian Church educational building. Now it serves as a liaison center for various community agencies, as well as offering various other services related to mental health.



DIRECTOR of the Center is Donald J. Elwell, here listening to a client in a counseling session in the comfortably furnished room at the center which supplies a setting resembling an attractive living room in a home.



COUNSELING is an important function of the center, which serves Deaf Smith and Oldham Counties. Aid is given to former patients of mental hospitals and their families so they can adjust to living outside an institution. The program called Suicide Prevention Crisis Intervention is being set up, sponsored by Hereford Jaycees. A sheltered workshop for handicapped adults is operated, with training in vocational skills and personal living.

(See Story Inside Page This Issue)

The Sunday Brand

Section Three

Hereford, Texas, Sunday March 31, 1974

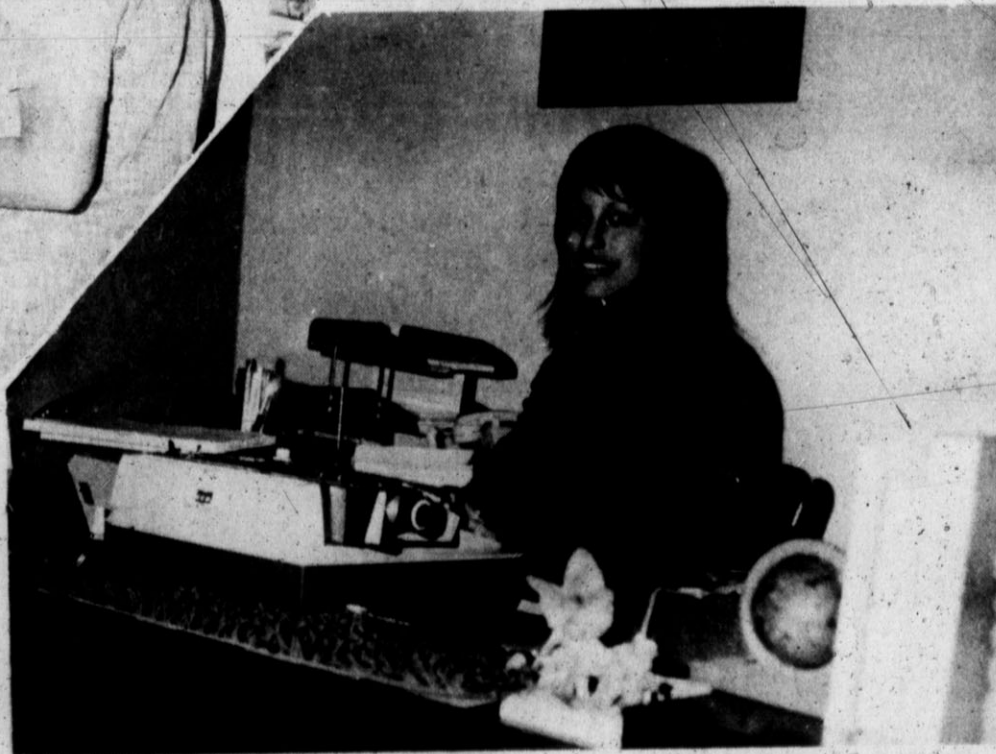
FOOD, its production and preparation, is a subject being studied by workers at the center, illustrated by actual work. A new project is a garden plot on the west side of the building, top photo, being cleared and cultivated now to get ready for planting. Leara Jean Brown wields the rake while Roger Garcia continues spading the ground. Mary Ann Brown, lower photo, stirs a mixture in a coeducational cooking class, held in the cheerful kitchen area.



WORKSHOP experience is in varied form at the Center, all aimed at helping the handicapped learn salable vocational skills. Mary Jean Ward, top left, is making a yarn pull-rug, a resaleable craft item, while Jimmy Dale Brownlow, left below, works on a pre-vocational sorting task. A contract with a local flower shop gives the workers a job making net tufts for corsages, above. Dorothy Coombes, left, inspects a finished tuft while David LeGate and Mary Brinkman perform stages of the task.



STAFF of the center includes Margaret Griego, right, secretary-receptionist, and instructors Kathy Margrave and Ruth Dobbs, putting the daily schedule on the bulletin board for the workers in photo above.



RESULTS of the work are scattered over the table as Joe Brown puts finishing touches on another keychain, a resale item.

Maybe She'll Stay

West Texas Space-Time Please German Visitor

PLENTY of space and plenty of time to live. That is the impression Christel Wich has formed of the United States, and especially the Plains region, on a visit from Germany which she hopes may turn into a permanent residence.

"You really do have more time here in Hereford," the blonde young woman from Nurnberg insists; "there are no mountains or tall buildings to block the sun when it rises or when it sets, so your days are actually longer."

Christel is visiting the Elmer Kimballs, 521 Star, and is the sister of Frank Hergert, the German student who attended Hereford High School several years ago in the American Field Service program, and lived in the Kimball home that year.

THE TWO families have become well acquainted through trans-Atlantic visits in both directions, but this is the first time Christel has been in America. One sister lives in Leesville, La., and Christel visited her for two months before she came on to Hereford.

"This is not a strange place to me because Frank has told me so much about it," she says "I would like to be here and show

me Hereford; he liked living here and has happy memories of many friends here."

But she says enthusiastically that the Kimballs and their friends are doing a good job of showing her the town and its surroundings, and she is becoming well acquainted.

Not allowing the visitor to become homesick for her own language, Mrs. Kimball invited a group of women who have come to homes here from Germany, for coffee and conversation in German. Incidentally, hostess and guest practice each other's languages as they converse.

THEY HAVE been entertained at dinner in the Herschel Thurston home and asked to have coffee informally in numerous homes here—the Earnest Langleys, Melvin Thompsons, Joe Putt Whites and Fain Cesars. Christel is amazed and pleased with the West Texas habit of morning coffee to entertain friends.

"In Germany, women wouldn't have time to visit and have coffee at 10 o'clock in the morning," she explains, "because they would be getting noon dinner ready. Families all try to come home for dinner, even men from their businesses, and school children are dismissed so they go home at noon."

Although she has been an employed woman, the visitor likes to cook and helps Mrs. Kimball with kitchen duties. She likes to make cakes, and the Kimballs especially like the fish she bakes. She says she loves American food, and mentions jellied salads as "something different."

BUT SHE misses the black bread that Germans eat with sweet butter, white sausage and beer as diet staples. If she can find the flour required, she has



Christel Wich, standing
... with hostess, Mrs. Elmer Kimball

promised to make her hosts some of the bread. And now that she has tried American food she is going to sample Mexican food since the authentic kind can be found here.

"A secretary, she believes she would like to do that type of work in the United States, and the Kimballs are trying to persuade her to practice her English, brush up on secretarial skills as they are used here, and decide to make this her home. "The United States is so big," she says after traveling more than half across it, "and the people are so friendly! Germany is crowded, and the people seem each one closed on himself."

"Traveling by bus or plane, people there would not talk to strangers, but here they are so nice! Once I was sitting beside an older woman she said she was 84 — and she talked to me about God. Where else but in America would you find that? The U.S. is so marvelous!"

BESIDES visits in homes, she has enjoyed "shopping" in supermarkets, going to church and talking about Germany to an intermediate school class, where the children were delighted to hear her "say that in German" and she as pleased in asking them to "say it in English" — or Spanish. Interested in the farms here, she has watched Kimball direct

spring planting and is watching the progress of calves he bought lately to feed. Her home is on the outskirts of Nurnberg where she is accustomed to having horses and dogs.

She is a bit doubtful about riding the ranch horses she has seen here, but plans to investigate western saddles and horses, and make try riding. Because the Kimballs have been busy in the planting season, they are just beginning to take their guest to see the area outside Hereford, to places like Palo Duro Canyon and the Canadian River. Meantime, for western scenery she has found the Plains sunsets spectacular enough.

Small Talk

By SUE COLEMAN
Women's Editor

THAT TRIP to the National DAR Congress in Washington next month, which Margaret Ann Durham and Mildred Elliott will take as delegates from the chapter here, is going to be more of a special occasion than is usual for a convention trip.

The two sisters will be joined by another sister, Shirley McLarty of Dallas, and all three will visit a fourth sister, Mrs. B.A. Rice, in the capital city. They are all enthusiastic DAR members so they expect to enjoy programs of the national meeting, and the Texas sister will stay about two weeks for more reunion visiting.

WELL, IT only goes to show what I was saying about more trophies for talent being deserved than could be given at the Miss Hereford pageant, but I was as mixed up as could be about the presentation which won Donna Munnerlyn first runner-up place. She danced, as I remember quite well, a modern solo arrangement in a glittering costume that didn't dim her blonde beauty. And it was Daren Kitchens who tickled the audience with the impersonation of a bewildered lady on her way to a church meeting who got into the crowd pushing into a football stadium.

The two girls, both very pretty, still don't look alike and there's no reason for my mixing them up, unless it was Karen's makeup in which she didn't look like Karen — and that was the idea, of course. She didn't look like Donna, either!

THERE were so many people who helped make the pageant a good one, even the standees in the back row with their applause, that it's a hopeless chore to try to list everybody. For instance, we named committee chairmen from the C. of C. Women's Division, but all those chairmen had committee members working with them. Then there were accompanists, quite a lot of them because some of the performers had more than one. And a crew, all high school boys, I think,

which operated lights and curtains and those little things that you can't have a show without.

One of the boys, by the way, put on a small show himself at the dress rehearsal which entertained me immensely and I'd like to see it again. David Crume was sitting where the spotlight shone over his shoulder and on the back of the pit organ as well as on the stage.

In a dull moment he began making shadow pictures on the organ with his hands — something I haven't seen anyone do for years, and he's good at it. He can make shadows of barking dogs, parrot on a perch, men running, dancing or talking, an elephant and no-telling what. Too bad only a few could see them.

A favorite uncle used to entertain the kids in our family that way and always delighted us. I'm glad to find the shadow pictures just as amazing and as funny now.

Off and on, as the weather goes, spring is bringing out the yard workers around town... the young Craig Poarches have a promising lawn started at their mobile home and the other day he was doing some digging while Tonya, holding her little dog in her arms, was moving a hose... Mary Elizabeth Barnard was dressed mighty pretty in yellow pants and striped top as she attended to lawn watering in her front yard... and on one of our windy days when most of us sat in doors, Mildred Guinn was industriously raking stray paper from a flower bed.



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

EASTER CARDS
Boxed or Single
CHRISTIAN BOOK STORE
347 N. MAIN 364-0550

B & R WELDING & MFG., INC.

South Kingwood Rd. North of Shurgo

● Feedyard Construction & Repair,
Millright Work, Water Systems.

● Drilling Equipment Repair

● Custom Welding of all types

"Weld anything but a broken heart
and the break of day."

Charlie Brown-Troys Riddle
Jean Henderson
364-3201

SCHOOL BOARD VOTERS

Please Consider

1. HIGH SCHOOL EDUCATION COMPLETE

12 years schooling should be well rounded; not just a step toward college.

Many high school graduates are taking jobs or going into business which do not require special education.

2. VOCATIONAL PROGRAM

Include as many subjects as possible

Each High school student should have at least one skill after graduation.

3. ATHLETIC PROGRAM FOR ALL

Sports program include all students regardless of ability.

Girls athletics expanded to include basketball etc.

Guaranteed playing time; approximately one fourth game each week.

Suits and clothing issued equally when special gear is required.

Open Athletic facilities over weekends and during summer.

4. LIMITED SCHOOL BOARD TERMS

Limit to two terms (6 Years) Long terms cause disinterest

CHARLES SCHLABS

CANDIDATE FOR SCHOOL BOARD

Pd. Pol. Adv. in Hereford Brand by Charles Schlabs

Junior High FHA Groups

Observe National Week

National FGA Week begins today and will last through Saturday with Stanton and La Plata Junior High Future Homemakers participating in various activities.

Impact projects the students have cooperated in have included volunteer work at the Hereford Day Care Center, making toys and organizing parties at the center and making tray favors for patients in Deaf Smith County General Hospital.

On the agenda during the week at La Plata will be: Each FHA member try to attend church services Sunday; Monday is Color day; tag day and remember your Little Day; Tuesday is Daddy Date Night with a supper beginning at 7:30 p.m. in the cafeteria.

Also, scheduled is Teachers Appreciation Day Wednesday; Thursday Mr. Irresistible and

Miss Will Power will be picked; Friday is Slave Day and all FHA girls are to be on the gym floor at 7:30 a.m. for the slave auction.

Stanton activities will include church services Sunday; Emblem Day and Red and White Day Monday; Senior Citizen Day Tuesday, and a salad supper for FHA mothers in the homemaking department at 7:30 p.m.

Wednesday has been designated as 50's Day; Thursday is Teachers Appreciation Day and Friday a Coke party is planned for secret sisters. Also, Mr. Irresistible and Lady Will Power will be chosen.

The FHA goal is to help youth assume roles in society through home economics education in areas of personal growth, family life, vocational preparation and community involvement.

AUTO SERVICE MENU Front End Alignment

INCLUDES:
- Adjust Camber & Caster Reg. \$12⁵⁰
- Set Toe In \$7⁸⁸*
- Check all 4 tires for abnormal wear (Air Conditioner or Torsion Bars \$2⁰⁰ more)
PICKUPS \$11⁵⁰
ENGINE Reg. \$15⁵⁰
Tune-Up \$8⁸⁸*
- Install points, plugs, condenser Reg. \$18⁵⁰
- and rotory
- Check and adjust Carburator \$11⁸⁸*
- Set Timing Dwell \$11⁸⁸ 8 Cyl.

Complete Brake Job

- Install new brake linings - aced Reg. \$37⁵⁰
to fit Drums.
- Turn all 4 Drums \$28⁸⁸*
- Inspect wheel cylinders
- Refill Brake system, Bleed, adjust, and Road Test (DISC BRAKE HIGHER) LABOR ONLY
A La Carte: \$6⁰⁰*
Muffler Installation \$1⁹⁹*
Wheel Bearing Repack \$6⁵⁰
Balance all 4 tires \$4⁹⁹*
*PARTS EXTRA

MONTGOMERY
WARD

AUTOMOTIVE CENTER!

State Inspection Center

South Plains DITCHING SERVICE

We have in stock
100,000 Ft. of 2" PVC
Gas Pipe. We sell &
install 2" Gas Lines.
For information Call
806-894-7634 or 806-894-3629

SOUTH PLAINS
DITCHING SERVICE
Box 348 Levelland, Texas

Liaison Between Agencies Is Big Service Of MHMR Center

Working with one primary objective in mind — to offer mental health and mental retardation services to the people of Deaf Smith and Oldham Counties — the District III Mental Health-Mental Retardation Center, has been established in Hereford since last December.

"As a liaison between all referral agencies, it is our objective to coordinate services proportioned to the needs of our community," Donald J. Elwell, Jr., director of the center, said. Both programs, mental health and mental retardation, were combined in one office to coordinate referrals to state hospitals.

"The MHMR Center does not serve primarily for instigation of services provided in cooperation with other agencies," Elwell stated.

"We offer consultant services to county offices and agencies in preparing and screening for commitments to state institutions, working with the district attorney's office, county judge, doctors and sheriff's office," explained Elwell.

The center provides marriage

counseling and other family services by receiving referrals from doctors and ministers. "We cooperate with the school system, county and state welfare offices to strive to fill in the gaps," Elwell said. "We can't help every person, but we can usually make proper referral."

The center is also instrumental in working with the Texas Commission on Alcoholism and the regional MHMR program in alcoholism treatment and education by providing a vocation and assistance in referrals to counseling.

The center has a sheltered workshop which includes pre-vocational training skills, socialization training and remedial background. It also serves as a referral agency for post-state hospitalization.

Currently, 15 workers are enrolled at the workshop, with ages ranging from 16 to 50. Ruth Dobbs and Kathy Margrave serve as full time instructor-supervisors and Margaret Griego is the secretary-receptionist.

Established through a state grant, the center operates on state and community support. The state pays the staff salaries, the building rent and furnishes other facilities and supplies, on the provision that the community provides transportation.

The Hereford Center is being operated under the direction of the District III MHMR committee of trustees. Members of the committee include Bruce Coleman, Mrs. Johnnie Doshier, Mrs. Lloyd Glass, Mrs. Anne Haliburton, Mrs. Lesvia Aguirre and Byron Terrell.

The Lonely Heart



Comings And Goings At Kings Manor

BY FAY GAUGGEL

Mrs. George Grogan of Amarillo visited Mrs. Lena Pryor and Mrs. S.O. Wilson recently.

Mrs. Allie Collins had as her guests Mr. and Mrs. Charles Allen of Friona, Mrs. Ed Bagot of Amarillo and Mrs. Frank Spring of Friona. Mrs. Grace Mason had as her guest this week her sister, Mrs. John Rolland, from Alamogordo, N.M.

King's Manor Auxiliary promised us excitement and it began March 22, in Lamar Memorial Garden Room.

Twenty-five tables were set up for games of 42, 34, bridge, dominoes, canasta, or whatever. Many chose to dress up for the occasion. We're still Victorian enough to believe it makes for gaiety and glamour. Guests began arriving at about eight. Piano music was played as they arrived and began arranging foursomes.

The 25 tables were soon all in use.

Mrs. J.J. Durham, Auxiliary President, and her aids had planned well. The St. Patrick color theme was carried out. Frequent trips to the serving table were made for punch or coffee and homemade cookies. Many Westgate residents were in attendance.

The 42 prize was won by Alpheus Todey and the bridge high was Mrs. Leona Seavey. The prizes were two lovely cakes.

By arduous labor and planning, the Auxiliary has covered itself with glory and a sizeable amount of money which will be spent at Westgate.

Mrs. Clark Andrews was chairman and Mrs. Earl Harkins co-chairman while Mrs. Bill Davis worked with them for the occasion.

Church Women To Hear Guest Speak

In keeping with the Lenten season, a guest speaker, Sister Maria Margarita Jimenez of the Sisters of St. Joseph, Orange, Calif., will be heard at the meeting of Church Women United Thursday morning. The program will begin at 10 a.m. in First United Methodist Church.

All women of the area are invited to hear the speaker, who travels extensively speaking of God and prayer. Her messages are addressed to women of all ages, in all religious denominations. After she spoke in this area last year she was

invited to return for this program.

Sister Maria Margarita spent 20 years as a classroom teacher and is described as a speaker whose positive Christian philosophy combines the awe and wonder of life with deep faith and prayer.

A salad luncheon will be served in the church fellowship hall at 12 noon. Those attending will each bring a salad for the lunch. Employed women are especially invited to have lunch with the group and meet the speaker.

Pageant Judge Pleased On Visit To Hereford

To the entire Women's Division of the Deaf Smith County Chamber of Commerce and all you other delightful Miss Hereford Pageant Committee people — and just everyone I met in Hereford!

I would like to express my appreciation to each of you for the delightful weekend in Hereford, and the privilege of judging the Miss Hereford Pageant.

Your hospitality to us reached beyond descriptive objectives! It was wonderful! I can truthfully say, in my four years of judging local pageants throughout the state, you each made this trip undoubtedly one of the most enjoyable for me that I have ever had.

My only regret is the tight schedule we were on, during our lovely, but too brief visit with you. I wish we could have spent our time together more leisurely. But we are there for the business of judging a pageant; hopefully to choose for you the best possible representative for your city, not

only throughout her year, but especially during the week at the Miss Texas Pageant.

I also want you to know how refreshing it is to go to a local franchise whose committee and officers are so enthusiastic, eager to improve and learn, and so dedicated toward their production, title holder and entire pageant program.

You have been very successful in your first two years and, believe me, have already established a reputation in Fort Worth for sending top contenders to the Miss Texas Pageant. And after my visit in Hereford, I can be confident that your titleholder will always be prepared, and well taken care of before she arrives to compete.

It's great that you have potential Miss Herefords to recruit from your teenage pageant. And let me emphasize, I was extremely impressed with the quality of your teenage group Saturday night. It was hard for me to remember that

they were just teenagers and not the Miss Hereford contenders!

My special thanks goes to Wanda Newman for the painting. (She did paintings for each judge as a gift from the Women's Division.) It will hang in a place of honor in my home and everyone who asks about the H3 on it will tell them about my wonderful trip to Hereford.

I will be looking forward to seeing many of you, I hope, at the Miss Texas Pageant in July. Please try to come if possible. And hopefully we can show you as delightful a time as you did us.

Best wishes for a successful year and continued success in not only your pageant but all of the Chamber's endeavors.

The "H" may be for "Hustlin, but when I think of Hereford, I will also always think of it meaning "Hospitality"!

Sincerely,
Ken Nelson
Fort Worth, Tex.

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Mrs. Gulley To Sing In Amarillo

Mrs. Wesley Gulley, Hereford soprano, will be presented in the Sunday afternoon Concert Series of the Amarillo Federation of Women's Clubs this afternoon as vocal soloist in a program which will also include duo piano selections.

The public is invited to the concert and a reception immediately afterward, honoring the artists. It will begin at 3 p.m. in the Federated Club building, 2001 Wolfen Circle, Amarillo.

Jane Gulley, known here as a soloist and choir director, will be accompanied by Mrs. Ken Walser in two groups of songs. She will sing first a solo, With Verdure Clad, from Haydn's oratorio, The Creation, and an aria, Vaghissima Semblanza (Donaudy).

Her songs in the second group are Standchen, by Richard

Strauss, Oh Quand Je Dors (Liszt) and the air, My Hero, from the Strauss operetta, Chocolate Soldier.

Completing the program, Adele Bennett and Barbara Kelly, Amarillo duo pianists, will play a Bach fugue, numbers by American composers Ferde Grofe and David W. Guion and Latin-American pieces by Ernesto Lecuona and Arthur Benjamin.

Mrs. Gulley has been director of junior high and Hereford High School choirs. She studies voice with Mrs. Dolson W. Palmer, has earned her degree in music from Oklahoma City University and done graduate study at the University of Texas at Austin.

An active member of the Music Study Club, she is serving as its choral director this year.



Mrs. Wesley Gulley ... in concert today

C Of C Women Slate Membership Luncheon

Lou Clark, El Paso artist, will give the program for the Women's Division of Deaf Smith County Chamber of Commerce's spring membership meeting at noon Tuesday at the Civic Club Center.

Mrs. Clark, invited by Mrs. Joel Newman, chairman of the Fine Arts Committee, will give a demonstration on decorative clothing painting which is so popular now.

Also, someone will be the winner of a watercolor painting

done by Mrs. Newman to be drawn for at the close of the meeting. All members are invited to bring guests to the luncheon.

Mrs. O. G. Nieman, president of the Women's Division, reminds all members today is the last day of the Fine Arts Festival being held at the Community Center from 1 to 6 p.m.

Governor Bumpers, to run against Fulbright.

To Demonstrate Cutting

A beef cutting demonstration, to show the new USDA standardization for beef cuts, will be a part of a three-day beef promotion beginning Thursday, with all grocery stores in the city participating.

It is sponsored by Hereford CowBelles with Mary Gibson, public relations chairman, in charge.

C. D. Adams, a local butcher, will give the demonstration in Community Center at 8 p.m. Thursday, making the new standardized cuts from half a beef. The public is invited and Beef cuts will be given as door prizes.

admission charge will be a dollar.

Here's How
BEEF
Is Best

TACO SALAD
Mrs. Leo Hellman
Hereford COWBELLES
1/2 head lettuce, finely shredded
1/2 lb. shredded sharp cheddar cheese
1 medium chopped onion (10 oz.) can tomatoes
1 lb. ground round beef
1 can taco sauce
1 (6 oz.) pkg. corn chips, crushed
1 can chopped black olives
Garlic salt
Drain tomatoes well. Layer lettuce, tomatoes, onions and olives. Add tomato juice and sauce to cooked ground round beef.
Simmer for 5 minutes and add small amount of garlic salt. Sprinkle grated cheese over layered ingredients. Top with hot meat mixture and corn chips. Serve hot.

CALENDAR OF EVENTS

- SUNDAY**
St. Thomas Episcopal Women of Church, parish hall, 9:30 a.m.
- MONDAY**
4-H Parent-Leader Assn., SWPS Reddy Room, 7:30 p.m.
Order of Rainbow for Girls, Masonic Hall, 7:15 p.m.
Dawn Lions, Dawn community building, 7 p.m.
Rotary, Civic Club Center, noon.
Odd Fellows Lodge, IOOF Hall, 8 p.m.
Evening Lions, K-Bob's Steak House, 7 p.m.
- TUESDAY**
Women's Division of Deaf Smith County Chamber of Commerce, general meeting at luncheon, Civic Club Center, noon.
Progressive Extension Club, home of Mrs. Pete Carmichael, 2 p.m.
- WEDNESDAY**
Simms Study Club luncheon, Dickie's Restaurant, 12:30 p.m.
Ford Extension Club, Arrowhead Mills Tour, 10 a.m.
First United Methodist Women dinner in church fellowship hall, 7 p.m.
United Presbyterian Women's Assn., luncheon at church, noon.
Merry Mixers Square Dance Club, Community Center, 8 p.m.
Knights of Columbus, KC Hall, 8 p.m.
Deaf Smith County Historical Museum, open to the public, free, from 2 to 3 p.m.
Noon Lions, Civic Club Center, noon.
- THURSDAY**
Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, Hereford Study Club, home of Mrs. S.L. Garrison, 7:30 p.m.
Bay View Study Club, Community Room of First National Bank, 2 p.m.
L'Allegria Study Club Guest Day, Flame Room of Pioneer Natural Gas building, 9:30 a.m.
Summerfield Suudy Club, home of Mrs. Mack Noland, 2:30 p.m.
North Hereford Extension Club salad luncheon, home of Mrs. A.E. Hodges, 12:30 p.m.
Farm and Ranch Club homecoming luncheon, home of Mrs. W.W. Gilbreath, noon.
VFW, VFW Clubhouse, 8 p.m.
Kiwanis, Civic Club Center, noon.
Jaycees, Dickie's Restaurant, 8 p.m.
- FRIDAY**
Campfire Girls Leaders Assn., CFG Lodge, 9:30 a.m.
Garden Beautiful Club, home of Mrs. N.D. Bartlett, 3 p.m.
Patriarches Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.
Bridge Menagerie Club for Contact Bridge, will meet every Friday at 309 Western. Open to public, 7:30 p.m.
- SATURDAY**
Delta Xi Chapter of Delta Kappa Gamma Luncheon at Country Club, 11 a.m.
Deaf Smith County Historical Museum open to public, free, from 2 to 5 p.m. Saturday and Sunday.



WEDDING DATE SET — Miss Marian Betzen and Dan Hardy are to be married June 8 in St. Anthony's Catholic Church, her mother, Mrs. Agnes Betzen of 1101 Union, announces. Hardy, stationed with the U.S. Army at Fort Lewis, Wash., is the son of Mr. and Mrs. Hilton Jones, 824 Avenue K. The bride-to-be is a sophomore at West Texas State University, majoring in speech therapy. She completed high school studies in Hereford, and Hardy at Boys Ranch High School. (Bradly photo)

Monday Is Deadline For Cute Kids Entry

Monday is the deadline for entering children in the second annual Cutest Kid Contest which is sponsored by Hereford Newcomers Club.

Entry blanks may be mailed to Newcomers Club, P.O. Box 2147 and will be accepted no later than Tuesday. Entry fee is \$2 per child.

The afternoon event is scheduled for May 4 at Community Center with contestants being judged before awards are presented at 2 p.m., when the public is invited to attend.

Children from 2 to 5 years of age are eligible for the contest with prizes for both boys and girls in each age division being given.

Blanks may be obtained by contacting Mrs. Melvin Hoover at the Hereford State Bank and Mrs. Les Oesterriech at Carousal Beauty Salon or by calling Mrs. Glenn Perry at 364-5708. Blanks are also available at Eurr's Grocery.

Game Party Puts \$452 In Benefit Fund

Appreciation to those who bought tickets to the Kings Manor Auxiliary benefit fund night, some of whom contributed more than the ticket price, is expressed by Mrs. J.J. Durham, Auxiliary president, who said the total amounted to \$452.

It will go toward buying new draperies for residents' rooms at Westgate, the nursing care unit of Kings Manor retirement home.

Various games were played at 25 tables in the garden room at the Manor, and Auxiliary members served refreshments.

Mrs. Durham announced that the orientation program for new members will be postponed from April 8 to 2 p.m. April 30, and will be held at Westgate.

A campaign for new members in progress, with a goal of 150 enrolled. Members of longer standing who wish to learn more of the assistance which can be given to Westgate residents, are invited for orientation along with those lately enrolled.

An executive meeting of the Auxiliary is scheduled at 2:30 p.m. April 29 in the Manor library.

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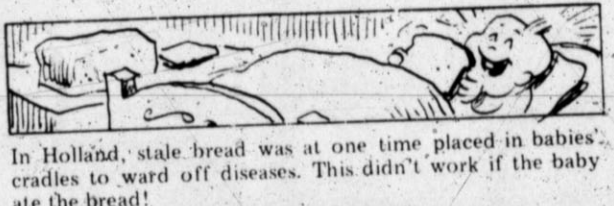
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H. D. Chatter

By Argen Draper
Home Demonstrator
Agent



Sewing Techniques

For Suede Given

THE BEAN supper, Home Demonstration Council, Raymond Bean's retirement party, extension specialist, clothing sub-district meeting and a district meeting in Amarillo are the big things we've done this week.

CONSTRUCTION techniques for synthetic suede:

- Stitch a test seam to determine correct pressure and tension. Use a medium tension and light pressure.
- Use polyester or silk thread and size 14 needle. (Leather point needle can be used, but regular one is fine.)
- Stitch length should be medium to long (8-12 inches-inch)
- Use paper clips to hold seams together or baste in seam allowance.
- Stitch at moderate speed. Tie the thread ends together because back-stitching can make the stitching holes too large.
- Seams should be finger pressed open and seam allowance fused down with heat set fusibles.
- Make hems two inches or less. Chalk mark hem on wrong side and secure with glue or fusible fabric.
- Darts need to be slit open and pressed flat to avoid bulkiness.

PRESSING - Press lightly on wrong side using low synthetic temperature setting and press cloth.

2 c. flour with pinch of baking powder
1 1/2 salt
3/4 c. shortening
1-3 c. plus 1 T. water
Mix as for pastry, roll out and put cherries on dough. Sprinkle with 1/2 c. sugar and roll as you would a cinnamon roll. Slice 1 1/2 inches thick and lay slices in pan. Pour boiled mixture over it. Bake 35 minutes at 350 degrees F.

THE TWO student teachers at Dimmitt have visited us several times. Dixie of Colorado City and Cathy King of Silverton are teaching in the homemaking department at Dimmitt High. They are smart and enthusiastic and we're always glad to meet ambitious young women in home economics.

DIANA Adams, junior home economics student at Texas Tech, helped serve at the bean supper. She was an outstanding 4-H member of the Frio 4-H club and is now making a good record at Tech.

CAN you believe it? When Joe Funk came to buy his car license tags, he was issued the exact two numbers he had last year. It seems some people have all the luck. We can never remember our number until the year is almost over.

THIS is the 4-H cherry cobbler recipe that most people used for the dessert Friday night at the 4-H bean supper.

CHERRY COBBLER
Put juice from two cans pie cherries in saucepan. Add 1/2c. sugar, 1 stick oleo and 2 c. water. Bring to boil and add 1/4 t. almond flavoring and cake color.

WE HAD a long visit with Edwin "Goose" Ramey, who is an authority on Canadian wild geese and honey bees. (And no telling what else). Anyway, he said the latest miracle among animals: People were so amazed about Mr. Edd, the talking horse, and now the latest discovery is a spelling bee.

ENGAGEMENT ANNOUNCED—Mr. and Mrs. Donald Adams, south of Hereford, announce the engagement of their daughter, Diana, to William F. Lauback of Chicago, Ill., son of Lillian Lauback of Chicago and William Lauback of Hoffman Estates, Ill. The wedding is being planned for August in Lubbock. Miss Adams is a senior student at Texas Tech University in Lubbock, majoring in home economics education. Her fiancée, a sergeant in the U.S. Air Force, is stationed at Reese Air Force Base, Lubbock.

Hospital Notes

PATIENTS IN HOSPITAL
Mrs. Jim Cloyd, 1101 16th;
Mrs. Juana Mata, 328 Ave. H.;
Mrs. Allie Fullwood, 206 McKinley; Mrs. Fred Collett, 118 Aspen; Mrs. Carrie Stewart, Vega.

Mrs. Jesus Garcia, 320 Ave. I.;
Artis James, 404 Ave. I.;
Mrs. Clotel Green, 203 Western; James Boyd, 308 Douglas; Mrs. M. D. Benefield, P. O. Box 432.

Fred Conyers, 1003 Simpson;
Mrs. Hazel Davis, 1310 W. Park;
Mrs. Steven Larkin, Star Route; Mrs. Diana Noland, Friona; Mrs. Nancy Nix, Dalhart.

Joe Pacheco, Friona; Mrs. Jose Mancha, P. O. Box 644; Laurlan Jordan, Vega; Kelly Williams, Dalhart; Conrad Gonzales, 417 Ave. H.; Juan Garcia, 133 Ave. H.

Ricardo Mendez, P. O. Box 2032; Bernabe Barajas, 209 Union; Walter Frost, 320 Ave. A.; Bartolo Casias, 600 Irving; Emmett Brown, 409 W. 4th; Mrs. Gladys Miller, 420 Star; Ricky Madrigal, 335 Ave. B.

PATIENTS DISMISSED
Mrs. Mark Hicks, Thomas Tucker, Mrs. Eugene Coffman, March 29.

Mrs. Troy Foster, Cody Hill; Raymond Betzen, Ralph Mercer, Mrs. Joe Evans, Anthony Ortega, March 28.
Mrs. Reginaldo Salazar, Gary Grasmick, Mrs. Carmen Briones, Mrs. Myrtle Ford, Jack White, Sharon Stowers, Mrs. Servio Gamez, Harvey Hammett, John Simpson, March 27.

Dinner Honors Pledges

Spring pledges of Kappa Iota Chapter, Beta Sigma Phi, were honorees at a preferential dinner Wednesday evening, when yellow rosebuds, the sorority emblems, were presented to those chosen for membership.

They are Mmes. Temple Abney, James Head, Les Oesterreich and Gary Royal, who will be received formally at the spring BSP rituals next month.

A Mexican supper was served at Li'l Charro Too, then the group went to the home of Mrs. Davie Sorrells for a business session.

Members who acted as hostesses at the meal were Mrs. Ed Allison, chapter president, and Mmes. Tom LeGate, John Kfeigshauer, Sparky Stephens, Dirk Owsley and Sorrells.

Bride-Elect Given Items For Kitchen

Neighbors of the bride-elect and her family in Northwest Deaf Smith County were guests at a kitchen shower Friday complimenting Beverly Bradley, whose marriage to Allan McCoy of Canyon is to take place in the Bippus Community Church May 18.

Mary Ruth and Charlene Weaver were hostesses in the home of Mrs. Charlie Burk for the informal party, where gifts for a bride's kitchen were presented and opened.

To register, guests were asked to write their favorite recipes on file cards, also given to Miss Bradley.

Mrs. Joe Carthel and Mrs. Wayne Sifford served refresh-

ments from a table with white linen cloth and blue flowers in the center, colors to be used in the wedding.

Guest included Sharon Homfeld, Rhonda Hall, Mmes. C.F. Homfeld, Elmo Hall, G.V. Hall, Kenneth Homfeld, Jack Weaver, J. C. Perrin, C.T. Douglas, J.S. Stocks, S.N. Thwait, and from Texico, N.M., Mrs. Jack Dorris.

Adm. Thomas H. Moorer, chairman of the Joint Chiefs of Staff, has reported the United States needs an expanded air and naval base in the Indian Ocean to protect supply and fuel lines to Japan and other allies.



JUNE BRIDE-ELECT—June 14 is the date set for the marriage of Esther Pierson, daughter of Mr. and Mrs. C.W. Pierson of Route 3, and Robert Knott, son of Mr. and Mrs. James Saunders of Garland. The bride-elect is a freshman student at Southwestern Assemblies of God College and was a 1973 honor graduate of Hereford High School. The prospective bridegroom is presently engaged in farming east of Hereford. He served four years in the U.S. Marines and was stationed in Okinawa for two years. Before coming to Hereford, he worked as a senior counsellor at Teen Challenge in Dallas.

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CHOCOLATE PEANUT CLUSTERS
OR CHOCOLATE BRIDGE MIX
12-oz. Bag 57¢
Our Reg. 79¢ BAG

Polaroid
COLOR PACK FILM
Type 88 \$288

Red Heart "Wintuk"
KNITTING YARN
Orlon acrylic-yarn is machine washable and dryable Beautiful colors
4-oz. ply 88¢

Green Plastic
GARDEN HOSE
50'x5/8" No. 5600
Our Reg. '34"
Lightweight for easy handling Yet sturdy & strong \$247

FOLDING FENCE
With weather-Lock, Plastic Enamel Finish Protects-Shrubs-Lawns-Flower Beds and Trees
10'x18" 93¢
Our Reg. '14"

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THE FIRST NATIONAL BANK of HEREFORD
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Society Chooses "Golden Hearts"

The West Texas State University chapter of Sigma Phi Epsilon national social fraternity selected Diana Zinser and Libby Word of Hereford as members of their "Golden Heart Little Sisters."

The "Golden Hearts," an auxiliary to Sigma Phi Epsilon undergraduate chapter, support the chapter in numerous activities. They include rush,

pledge education, open house, Parents Day and receptions. "Golden Hearts" also participates with the chapter in activities such as house seminars, fundraising projects, community service, campus activities and charitable work.

The West Texas chapter received its charter from National Headquarters in Richmond, Virginia, on April 28, 1973.

"Golden Hearts" are selected by the fraternity members on the basis of their interest and support of the fraternity.

Miss Zinser, daughter of Mr. and Mrs. Frank Zinser, is currently serving as secretary of the "Golden Hearts" and is a member of the Chi Omega social sorority. Miss Word, daughter of Mrs. Bob Word and the late Mr. Word, is also a member of Chi Omega social sorority.



LATELY MARRIED — Mr. and Mrs. Don Squier, married earlier this month in Christ Chapel on the Marine Corps Base at Twentynine Palms, Calif., were honored at a reception. Sunday in the home of the bride's parents, Mr. and Mrs. L.S. Livesay, 528 Willow Lane. Mrs. Squier is the former Mary Ann Livesay. Squier is a sergeant in the U.S. Marine corps stationed at Twentynine Palms. He is to leave April 6 for duty at the Okinawa base in the western Pacific and his bride will reside in Hereford while he is overseas. (Bradly photo)

School Menus

HIGH SCHOOL JUNIOR HIGH

MONDAY — Corn dog with mustard or Vienna sausage, seasoned green beans, potato salad, German chocolate cake, rolls, butter, milk.

TUESDAY — Beef-cheese pizza or beef ravioli, buttered corn, creamy cole slaw, apricot cobbler, school bread, butter, milk.

WEDNESDAY — Western beans or barbecued weiners, mixed greens, glazed sweet potatoes, Jello with fruit, cornbread, butter, milk.

THURSDAY — Fried chicken with gravy or chicken fried steak, mashed potatoes, green peas, cranberry velvet, rolls, butter, milk.

FRIDAY — Hamburger or sloppy Joe, French fries, fruit punch, cookie, buns, milk.

ELEMENTARY SCHOOLS

MONDAY — Corn dog with mustard, seasoned green beans, potato salad, German chocolate cake, rolls, butter, milk.

TUESDAY — Beef-cheese pizza, buttered corn, creamy cole slaw, apricot cobbler, school bread, butter, milk.

WEDNESDAY — Western beans, mixed greens, glazed sweet potatoes, Jello with fruit, cornbread, butter, milk.

THURSDAY — Fried chicken, mashed potatoes,

green peas, cranberry velvet, rolls, butter, milk.

FRIDAY — Hamburger, French fries, fruit punch, cookie, buns, milk.

ST. ANTHONY'S PAROCHIAL SCHOOL

MONDAY — Frito pie, pinto beans, cabbage-apple salad, chocolate cake, rolls, milk.

TUESDAY — Beef stew with

vegetables, tossed salad, cinnamon rolls, cornbread, milk.

WEDNESDAY — Barbecued weiners, corn, carrot sticks, peach halves, buttered bread, milk.

THURSDAY — Baked turkey and gravy, mashed potatoes, cranberry sauce, cookies, rolls, milk.

FRIDAY — Tuna sandwiches, tossed salad, potato chips, peach cobbler, milk.

Excerpts Given By Calliopian Members

Mrs. Tom Kendrick and Mrs. Hazen Woods jointly gave a play review to members of the Calliopian Study Club Thursday evening in the home of Mrs. George Warber.

The women portrayed the two main characters in the Broadway play, *Prisoner of Second Avenue*, written by Neil Simons, which they had seen previously in Amarillo buy a touring company.

The only business transacted during the meeting was the decision to continue to host the

Deaf Smith County Historical Museum in May.

Members present were Mmes. Edwon Axe, Irving Alexander, Clyde Cave, C.J. Crump, Emil Dettman, Alton Fraser, J.T. Gilbreath, John Gilliland, Ansel McDowell, D.C. McWhorter, Emmett Milburn.

Also Mmes. A.T. Mims, Millard Nobles, Keith Simms, Jack Wilcox, and Sue James, and Virginia Holmes.

The forward-looking employe is making plans for this year's vacation.

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McPherson Graduates In FBI School

Deaf Smith County Sheriff Travis McPherson of Hereford graduated in 96th Session of the FBI Office

Efrem Zimbalist, Jr. star of the television show "The FBI," was the principal speaker.

A brief address by David H. Haswell, Sergeant First Class, Commonwealth Police Force, Canberra, Australia, was given to his classmates and the audience of relatives and friends.

For the first time a husband and wife become FBI National Academy graduates to approximately 8,000. In addition to having graduates from every state in the Union, more than 50 different countries were also represented.



REPLACEMENT TREE — Shady trees which have beautified Deaf Smith General Hospital grounds for years, but are now dying, are being replaced by Garden Beautiful Club as one of its major civic projects. New trees are set on the westlawn where old Chinese elms are being removed as they die. Mrs. T.J. Carter and Mrs. Deward Roberson, club members, inspect one of the newly-set trees, a cottonless cottonwood. Fruitless mulberries and red oaks were also planted this week, all trees which do not bear booms or fruit which can be a nuisance. Funds for this project came from the club's homes tour last year.

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He'll be college age before you know it. Now is the time to start a Savings Account, while he's small and they can grow together towards a better future you helped provide for.

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S.R.O.

During the Golden Age of ancient Greece, Pericles, the Athenian statesman, not only gave each poor person a ticket to the latest music or drama presentation, but also paid him so that he could afford to stop his work to attend the performance.

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Know THE Weather

What are the ingredients which cause tornadoes? Do they sometimes occur in clear weather, in a cloudless sky? Does dry or moist air prove more conducive to tornado development?

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On Wall Street

Tax Issue Pivots On President Nixon

BOB HILL
Lentz, Newton & Co., Amarillo

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LIVE CATTLE

Mo.	Hi.	Low	Close	Prev. Close
APR	42.40	39.90	41.80	41.90
JUN	45.75	42.92	45.40	44.92
AUG	48.75	45.60	48.47	47.92
OCT	48.55	45.82	48.15	47.82
DEC	49.12	46.17	48.55	48.12

FEEDER CATTLE

APR	46.00	43.30	46.00	44.80-A
MAY	46.80	43.75	46.55	45.50

MILK

MAY	491	455A	455	490N
JULY	480	470A	470	500N

KC WHEAT

MAY	475 1/2	416	416	469
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B-BIG A-AIK N-NOMINAL

Local Builders Association

Installs Officers

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every taxpayer to take every deduction he or she is entitled to take. But don't make the mistake of cheating. In the first place any reputable income tax advisor or accountant wouldn't

knowingly sign a tax return that has disproportionate deductions. That may be when you will be asked to drop by the local IRS office with your records to prove your deductions.



By Bill Albright, Executive Vice President Deaf Smith County Chamber Of Commerce

H3 / HUSTLE HUSTLE HUSTLE

Directors on a "rainy" March day in 1973. But looking back over the Hustlin' happenings of those 12 months it seems like it has to be a much longer time to have crammed everything in. Just a brief note of thanks to all of you who have made us welcome and helped to smooth the transition from a very busy life to a really Hustlin' one.

While some "rough edges" have been encountered along the way, I do appreciate the understanding, cooperation and positive attitude that exemplifies Hospitable Hustlin' Hereford.

I think you'll all agree that you've had very little difficulty identifying that "new guy at the Chamber", these past few months, thanks to the whisksers left over from the Jubilee. Well, by now that fella isn't so new anymore and the face fuzz has served its purpose.

So we'll start the 2nd year with a "smoother" approach. You shouldn't have any problem recognizing the "Chamber Exec". Just look for a cloud of dust and lots of Hustle, Hustle, Hustle!

Hard to believe that a whole year has passed since I met you first, met with the Board of Hustle, Hustle, Hustle!

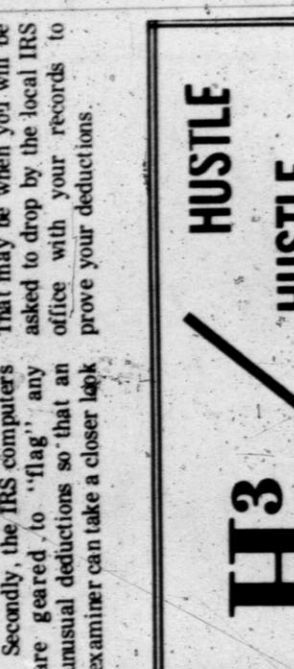
Part of my job is to emphasize areas which need attention and I can think, off hand, of no less than sixteen different activities that can use some help-NOW!

These are projects to which the Chamber is committed and projects which have only one overall objective: That is to make this community a better place to live and to earn a living.

So what can the Chamber do for you? It can provide a means for you to be an active part of the progress of Hereford and Deaf Smith County. Join and support your Chamber of Commerce.

Hard to believe that a whole year has passed since I met you first, met with the Board of Hustle, Hustle, Hustle!

Choose-Keepsake because the famous Keepsake Guarantee assures a perfect engagement diamond of precise cut and superb color. There is no finer diamond ring.



Keepsake REGISTERED DIAMOND RINGS



SANTA ROSA HIBISCUS CAROLINE

Serving Texas since 1927

KESTER'S JEWELRY

ACROSS FROM THE POST OFFICE IN DOWNTOWN HEREFORD

"I am willing to give whatever time is necessary to be an active, involved school board member."



QUALIFIED: 22 year resident of Hereford. A former teacher in both grade school and high school--currently a substitute teacher in the school system.

CONCERNED: That Hereford and Deaf Smith County continue to be a leading area in all of Texas.....that we offer quality education in all levels of our school system and receive 100% value for every tax dollar spent.

INVOLVED: Mother of four children with an intense interest in the future of our youth.

ASSURE ANOTHER POINT OF VIEW ON THE SCHOOL BOARD

NOTE Mrs. Clint (Margaret) Formby VOTE

Florsheim's Trotter tie...



an exercise in comfort

Just wait until you slip into Florsheim's ultra-soft, crepe soled, winning walking shoe. A stacked low heel. A padded arch inside. Can't think of anything else Florsheim could have done in genuine leather for your ease.

SIZES	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12
4A									X	X	X	X	X	X	X	X	X
3A									X	X	X	X	X	X	X	X	X
2A									X	X	X	X	X	X	X	X	X
A									X	X	X	X	X	X	X	X	X
B									X	X	X	X	X	X	X	X	X
C									X	X	X	X	X	X	X	X	X
D									X	X	X	X	X	X	X	X	X

"We Care About Your Feet"

AT

GATTIS SHOE STORE
IN SUGARLAND MALL

Test your diamond

I.Q.

Q. IS A LARGE DIAMOND ALWAYS MORE VALUABLE?

A. Not always. A smaller stone of finer color and more precise cutting--to show the fire--can be considerably more valuable than a larger gem of less quality. Cutting, color, clarity and carat weight are all important factors. As a member of the American Gem Society, we'll help you strike the right balance. AGS affiliation is awarded only to those jewelers who qualify on the basis of gemological knowledge and high ethical standards. Come in soon and let us explain the "Four Cs" of diamond value to you.

AGS MEMBER AMERICAN GEM SOCIETY

COWAN JEWELERS DOWNTOWN

Society Chooses

"Golden Hearts"

The West Texas State University chapter of Sigma Phi Epsilon national social fraternity selected Diana Zinser and Libby Word of Hereford as members of their "Golden Heart Little Sisters."

The "Golden Hearts," an auxiliary to Sigma Phi Epsilon undergraduate chapter, support the chapter in numerous activities. They include rush,

pledge education, open house, Parents Day and receptions.

"Golden Hearts" also participates with the chapter in activities such as house seminars, fund raising projects, community service, campus activities and charitable work.

The West Texas chapter received its charter from National Headquarters in Richmond, Virginia, on April 28, 1973.

"Golden Hearts" are selected by the fraternity members on the basis of their interest and support of the fraternity.

Miss Zinser, daughter of Mr. and Mrs. Frank Zinser, is currently serving as secretary of the "Golden Hearts" and is a member of the Chi Omega social sorority. Miss Word, daughter of Mrs. Bob Word and the late Mr. Word, is also a member of Chi Omega social sorority.



Wedding Flowers

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A complete selection that will please every Bride, yet the prices are moderate.

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LATELY MARRIED — Mr. and Mrs. Don Squier, married earlier this month in Christ Chapel on the Marine Corps Base at Twentynine Palms, Calif., were honorees at a reception. Sunday in the home of the bride's parents, Mr. and Mrs. L.S. Livesay, 528 Willow Lane. Mrs. Squier is the former Mary Ann Livesay. Squier is a sergeant in the U.S. Marine corps stationed at Twentynine Palms. He is to leave April 6 for duty at the Okinawa base in the western Pacific and his bride will reside in Hereford while he is overseas. (Bradly photo)

School Menus

The Sunday Brand, Hereford, Texas, Sunday March 31, 1974

HIGH SCHOOL

JUNIOR HIGH

MONDAY — Corn dog with mustard or Vienna sausage, seasoned green beans, potato salad, German chocolate cake, rolls, butter, milk.

TUESDAY — Beef cheese pizza or beef ravioli, buttered corn, creamy cole slaw, apricot cobbler, school bread, butter, milk.

WEDNESDAY — Western beans or barbecued weiners, mixed greens, glazed sweet potatoes, Jello with fruit, cornbread, butter, milk.

THURSDAY — Fried chicken with gravy or chicken fried steak, mashed potatoes, green peas, cranberry velvet, rolls, butter, milk.

FRIDAY — Hamburger or sloppy Joe, French fries, fruit punch, cookie, buns, milk.

ELEMENTARY SCHOOLS

MONDAY — Corn dog with mustard, seasoned green beans, potato salad, German chocolate cake, rolls, butter, milk.

TUESDAY — Beef-cheese pizza, buttered corn, creamy cole slaw, apricot cobbler, school bread, butter, milk.

WEDNESDAY — Western beans, mixed greens, glazed sweet potatoes, Jello with fruit, cornbread, butter, milk.

THURSDAY — Fried chicken, mashed potatoes,

green peas, cranberry velvet, mamon rolls, cornbread, milk rolls, butter.

FRIDAY — Hamburger, French fries, fruit punch, cookie, buns, milk.

ST. ANTHONY'S PAROCHIAL SCHOOL

MONDAY — Frito pie, pinto beans, cabbage-apple salad, chocolate cake, rolls, milk.

TUESDAY — Beef stew with peach cobbler, milk.

FRIDAY — Tuna sandwiches, tossed salad, potato chips, peach cobbler, milk.

Excerpts Given By

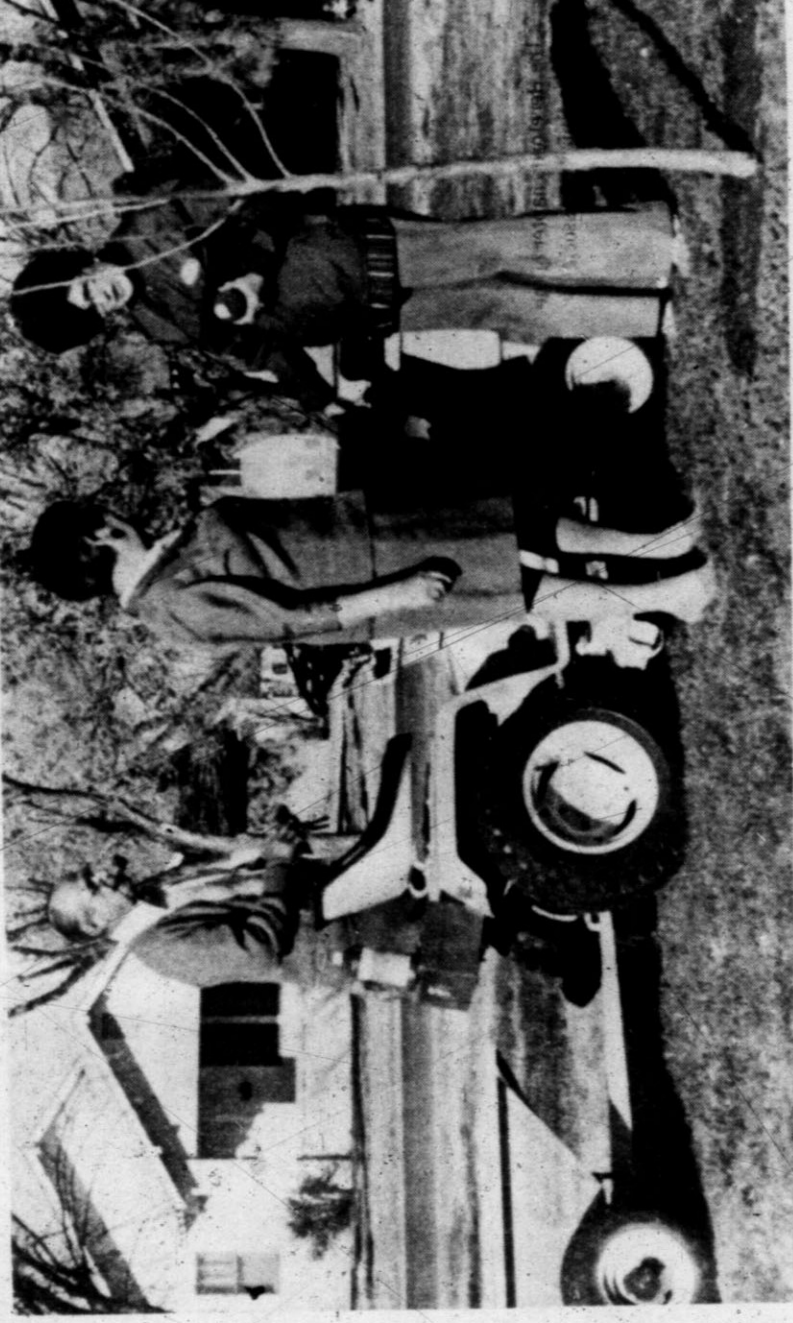
Calliopean Members

Dear Smith County Historical Museum in May.

Members present were Mmes. Edwon Axe, Irving Alexander, Clyde Cave, C.J. Crump, Emil Dettman, Alton Fraser, J.T. Gilbreath, John Gilliland, Ansel McDowell, D.C. McWhorter, Emmet Milburn.

Also Mmes. A.T. Mims, Millard Nobles, Keith Simmes, Jack Wilcox, and Sue James, and Virginia Holmes.

The forward-looking employe is making plans for this year's vacation.



McPherson Graduates In FBI School

Deaf Smith County Sheriff Travis McPherson of Hereford graduated in 96th Session of the FBI Office.

Efrem Zimbalist, Jr. star of the television show "The FBI," was the principal speaker.

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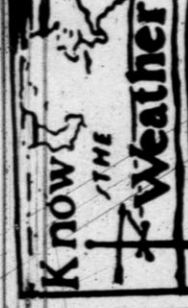
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HEREFORD TEXAS FEDERAL CREDIT UNION

330 Schley

Phone 364-1888

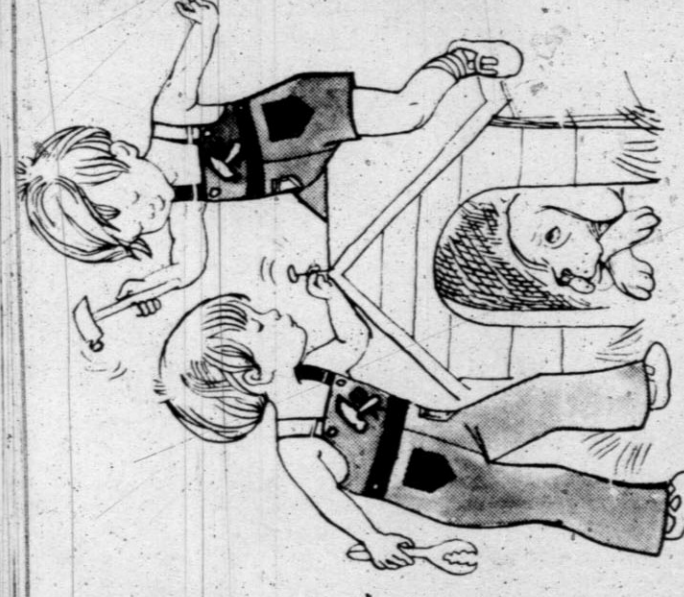


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On Wall Street

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LIVE CATTLE

Mo.	Hi.	Low	Close	Prev. Close
Apr	42.40	39.90	41.80	41.90
Jun	45.75	42.92	45.40	44.92
Aug	48.75	45.60	48.47	47.55
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FEEDER CATTLE

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MILK

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B-Bid A-Ask N-Regional

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NOTE: Chamber office hours April first will be 8 to 5.

What can the Chamber do for me? That's a logical question and not a selfish one either. Each answer must be tailored to the individual asking it-but there are some points that apply to everyone.

Generally speaking, we, being human, have a tendency to view happenings from the outside - and too often we adopt a critical approach. That's probably due to misun-

derstandings and lack of factual information and also to a feeling of being left out of the action. Well, believe me, there's a lot to be learned from people who are interested in the "quality growth" of the community; to assert themselves by contributing their talents and time to the worthy projects of your Chamber of Commerce.

H³ / HUSTLE

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Keepsake REGISTERED PATENTED DIAMOND RINGS



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Serving Texas since 1927

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2A									X	X	X	X	X	X	X	X	X
A									X	X	X	X	X	X	X	X	X
B									X	X	X	X	X	X	X	X	X
C									X	X	X	X	X	X	X	X	X
D									X	X	X	X	X	X	X	X	X

"We Care About Your Feet"

AT GATTIS SHOE STORE IN SUGARLAND MALL

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AGS MEMBER AMERICAN GEM SOCIETY
COWAN JEWELERS
DOWNTOWN

"A politician is no better than the people who elected him. However, he is a lot better than those people who don't vote at all."

--Will Rogers

Editorial

Conquest Of Cancer

High on the list of those who contributed to enactment into law of the National Cancer Act, is the American Cancer Society.

HOW DOES this affect the role of the voluntary health agency in the field of cancer—the American Cancer Society? All the evidence at hand shows that the demands upon the Society have increased greatly since passage of the National Act.

More scientists than ever before have requested research grants for the Society at the same time that government funding increased. The President of the American Cancer Society, Dr. Justin J. Stein, described the special role often played by ACS-sponsored research as follows:

"The American Cancer Society," Dr. Stein has written, "probably has a more flexible policy for research, with fewer restrictions, and is able to fund promising young investigators who are just getting started. The Society also funds certain categories of grants which are not available from other sources...."

AN EXAMPLE of the unique role of the Society's research is its sponsorship of the Cancer Prevention study. More than a million individuals have been studied for many years to find out what environmental factors may cause cancer.

This monumental study was made possible because the ACS has tens of thousands of volunteers all over the country and the scientists directing the study could enlist their support. Out of this study came valuable information about cigarettes as a cause of cancer, about the dangers of asbestos and other occupational and environmental hazards.

INSOFAR AS education and service to cancer patients are concerned, there is no substitute for the voluntary agency. This April the American Cancer Society is bringing a message about Cancer; it teaches those who have lost voice boxes how to talk again; it helps assure normal life to many who otherwise might have been defeated by the disabilities resulting from cancer.

SO, WHEN a volunteer comes to your home, give generously and help realize the Society's goal of wiping out cancer in your lifetime.

More On TV News

In a recent issue of "TV Guide," Richard Townley discussed a new breed of media consultant. They're still few in number, these firms, but they earn their fodder by telling television stations how to change their programs to fit the public's desire.

Townley notes that news shows are also being shaped to what the people want—to get the largest possible audience. In other words, the news "show" is tailored to meet the tastes and likes of the largest possible viewing group—as some say, the lowest common denominator.

Good newspapers still print the news as is—and while they offer features to appeal to all readers, the news in good newspapers is not only more complete but undistorted.

The Sunday Brand

Established 1948 Published Every Sunday at 120 West Fourth Hereford, Texas 79445 The Hereford Brand, Incorporated

Entered as second-class matter July 6, 1946 at the post office at Hereford, Texas, under the Act of March 30, 1879. Second-class postage paid at Hereford, Doni Smith County, Texas. Subscriptions Rates: Zone 1, \$4.00 per year; Zone 2 and above, \$6.00 per year. With the Hereford Brand, both papers, Zone 1 \$5.50 per year; Zone 2, \$7.40 per year. Carrier delivery, \$1.00 per month. Single copies 20 cents each.

O.G. Nieman Publisher Don Richards News Editor Sue Coleman Women's Editor Lynn Bransdine Advertising Manager CIRCULATION 394-2000 Mail



By ARCH N. BOOTH Chief Executive Officer Chamber of Commerce of the United States

Power Struggle Drags On

Has the Presidency become too powerful, is Congress acting to "regain" its "lost" power? Many commentators have been speculating lately that the answer to both those questions is yes. I'd like to agree, but I don't.

Modern Presidents and modern Congresses have worked tirelessly to expand the power of the Presidency, although for quite different reasons. The outcome of these efforts, however, is not a more powerful Presidency, but a more powerful bureaucracy; a monster which Presidents find themselves unable, and Congresses unwilling, to control.

This has happened because Congress has developed and refined several ingenious mechanisms which allow the congressmen to take credit for "doing something" about a problem, while escaping blame if the "something" that's done proves unpopular with the voters.

THE TACTIC is recommended by Nicolo Machiavelli in his famous book on statecraft, The Prince. The wise ruler, he says, should always do himself those things that will be popular with his subjects, and delegate to others the execution of those acts which are necessary, but unpopular.

Congress uses three principal devices to achieve this end. The first, and most classic, is over-appropriation. More money is voted for a program than is prudent. Thus, Congress gets credit with voters who support the program, while it is left to the President to point out that there is not enough money to do everything Congress has mandated.

This leaves a President looking like a pinchpenny, even though he may be exercising greater responsibility in the public interest than Congress. The second device is simply to give the President more power than he wants. Congress is then free to blame him if he does not use the delegated authority, and also free to blame him if he uses the authority and such use turns out to be unpopular. Wage-price controls were set up this way.

The third device is the regulatory agency. These agencies—such as the Federal Communications Com-

mission, the Environmental Protection Agency, and so on—occupy a unique position in the Federal Government. Technically they are "creatures of Congress" empowered to do certain things that Congress would do itself, if it had the time. As such, they are delegated broad "rule-making" authority that actually amounts to law-making authority.

Nevertheless, although they are supposed to be an arm of the legislature, they look more like an arm of the Executive Branch. And while the President does not exercise direct control over them, he does appoint their policy-making officers, albeit with the advice and consent of the Senate and within certain guidelines.

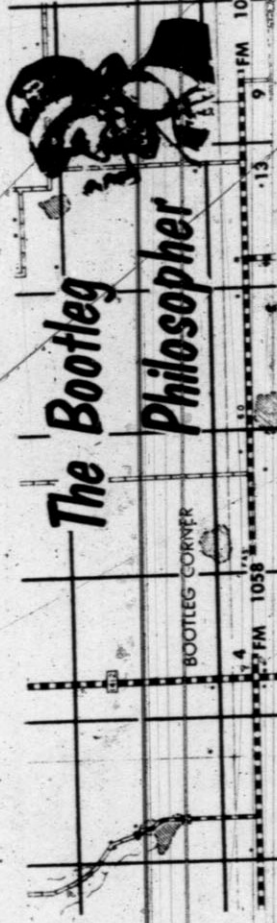
In recent years, Congress has learned to use the creation of new regulatory agencies with maximum political skill.

THUS, WHEN the voters demand that something be done about pollution, Congress establishes the Environmental Protection Agency—and takes the credit. When the EPA, following its mandate from Congress, proposes extreme measures to force people to stop driving into cities with an air quality problem, Congress looks on in mock horror and blames it all on "those crazy bureaucrats."

Same thing with the gasoline allocation formula that has caused so much trouble around the country. The Federal Energy Office knows it's a terrible system, wants to abandon it, is taking the heat for it...but the fact is, the decision was made in Congress, not the F.E.O. How many voters know that?

There are a few faint signs Congress is having second thoughts about the wholesale delegation of its powers, though not enough yet to be sure it's a trend. If the congressmen are really serious, they can first regain control of the federal budget by passing the budget reform bill, S. 1541. Keep an eye on that.

Until then, I'll not shed any tears for Congress. Any power the members have lost; they have lost willingly. They can get it back, whenever they are willing to take back the responsibility that must accompany the exercise of power.



Editor's note: The Bootleg Philosopher on his bind weed grass farm comes to the defense of Congress this week, perhaps.

Dear editor: According to the polls, members of Congress are held in rather low esteem these days, only 26 per cent of the people saying they approve of them, although it is well to keep in mind that another poll shows that about 35 per cent of the people don't even know who their Congressman or Senator is, meaning I guess you don't have to know a politician to dislike him.

NONETHELESS, members of Congress do have a hard job and I'd like to point out a recent example.

Under a new idea developed a while back, members no longer are put in the awkward position of having to vote themselves a raise. A commission decides if a raise is in order and, if the President approves, the raise is automatic, unless the members vote it down. What could be neater than getting a raise and being able to go back home and tell the voters you didn't vote for it?

Well such a situation arose last week. A raise from \$42,500 a year to \$47,700 was approved, with a second raise running the salary up to \$52,800

year after next. No vote necessary, just sit tight and it'd be automatic.

WHAT'S SO hard about that, you might ask. Nothing, if the newspapers would leave Congress alone. But newspapers started pointing out that by not voting to stop the raise, Congress actually was voting to get it. People who could remember who their Congressman was started watching to see what he'd do. Congress started feeling itchy. It's no easy job deciding between a big raise and a mad voter, this close to income tax paying time and an election coming up in the Fall.

By a 3 to 1 vote, the pay raise was declined in the Senate and a vote never got to the House. Members aren't so dumb. They know the first rule of office is to stay there. Personally, I think they ought to have the raise. You ever tried to get by on \$42,500 a year and still keep a clear head for the critical problems facing this nation? Yours faithfully, J.A.

The United States was unable to get a cease-fire in Vietnam in ten years. It was able to get one in the Middle East in two weeks. Which proves, once again, the old adage: Unless the major powers agree, the U.N. is unworkable. And, if they do agree, then it is unnecessary. NORWICH, CONN. BULLETIN

Advertisement for DROUTH featuring a wheat crop and text: ESTIMATED 30 MILLION BUSHELS WHEAT LOSS TEXAS WHEAT CROP DISASTER AVAILABLE FEATURES

The Sunday Brand Editorial Forum Hereford, Texas, Sunday March 31, 1974

Talk Of Texas

By JACK MAGUIRE

THE UNCHANGING TIMES

Environmental protection was a concern of the city fathers in San Antonio more than 80 years ago. At that time the upper reaches of the San Antonio River were one of the finest preserves of black bass in the entire Southwest. To keep it that way, the Board of Aldermen decided to take strong action.

On March 3, 1893, the aldermen passed an ordinance levying a \$50 fine against anyone fishing the river during the spawning season of the bass. The same law required all businesses having "mill dams, water wheels or other obstructions" on the river to build and maintain fishways.

As is so often the case, the law didn't work. Black bass disappeared long ago from the river.

THE DAY OF THE IRISH

Texans of all nationalities were a bit of green this St. Patrick's Day, there's a good reason: The Irish were among the first permanent white settlers in these parts.

Irishmen began leaving their mark on the history of Texas in 1765 when Don Hugo Oconor, in the service of Spain but a son of the Emerald Isle, arrived in North America as inspector-general of the Eastern Interior Provinces. From 1767 to 1770, he was the ad interim governor of Texas and as forced as the color of his flaming red beard.

A decade later, another Irish man-turned-Spaniard, Father Juan Morfi (Murphy) came as the priest accompanying a military inspection tour. He wrote one of the earliest (and best) histories of early Texas.

By 1785 there were Irish settlers around who Liberty stands today. Later Ireland furnished four of the 11 major empresarios who brought settlers to Texas. James Power, James Hewitson, John McMullen and James McGloin founded the settlements of San Patricio and Refugio in 1828 and 1829. From that point on, the Irish played a major role in Texas history.

James McGloin founded the settlements of San Patricio and Refugio in 1828 and 1829. From that point on, the Irish played a major role in Texas history.

That's why there'll be St. Patrick's Day celebrations from San Patricio to Shamrock in a state that has not forgotten its Irish Heritage.

TRAVELLING TEXAS

A granite marker in La Grange, Fayette County, records the fact that the first U.S. Mail rural route began operating out of that post office on Aug. 1, 1888.

FOOTNOTE TO HISTORY

One day in March, 1942, an unarmed, over-aged, privately owned civilian aircraft flown by a quasi-military pilot of the Civil Air Patrol sent a German submarine into the deep off the Texas coast.

It didn't sink the U-boat; the plane carried neither guns nor bombs. However, when the commander of the sub saw the plane approaching, he took a dive and stayed down. And from that day until the Navy finally sent blimps and subchasers 15 months later, the men of the Civil Air Patrol Group 10 kept the Gulf of Mexico open for shipping. Until the day the volunteer pilots of the CAP decided to go to war, German submarines had been playing havoc with oil shipments from Texas. An average of one tanker per day had been attacked by Nazi U-boats.

The CAP Group 10, strictly a civilian outfit, decided to take over until the U.S. Navy could help. Equipped only with 40 old Stinsons, Fairchilds and Wacos flown and maintained by 160 volunteers working out of Beaumont, the private pilots saved millions of barrels of vital oil for the war effort.

IT TAKES ALL KINDS

George W. Brackemridge, famed Texas capitalist and philanthropist, liked to drink quantities of milk. And he insisted that it be fresh and unrefrigerated. To assure a constant and ready supply, he kept a milch cow atop the San Antonio building where his office was located.

STATE CAPITAL Highlights AND Sidelights

by Bill Boykin
TEXAS PRESS ASSOCIATION

AUSTIN, Tex. — An extensive property tax study is beginning in 35 of 1,113 Texas school districts as a guide to overhauling the public education finance formulas.

The Legislative Property Tax Committee approved the survey by C.B.M. Inc. of Cleveland, Ohio, and Marshall and Stevens, a worldwide tax appraisal service.

About \$382,900 is available for the work, although apparently not all of the money will be spent.

Gov. Dolph Briscoe had requested a top-to-bottom study of tax values in all districts in preparation for his recommendations to the 1975 Legislature on school finance reform.

However, the property tax committee said such a study would cost \$8 million, and

a 325-district spot-check proposed by Texas Research League \$2 million.

Committee Chairman Sen. H. J. (Doc) Blanchard of Lubbock said he is hopeful the 35-district survey "can be used as a model by which we can set a formula for allocating state school aid that provides equitable support and maintenance."

Consultants have a November deadline for completing their work, and a first phase report is anticipated April 18.

Districts to be covered ranged in student population from 18 in Terlingua to 26,884 at Northeast of Bexar County. They include:

Friendswood; Little Cypress-Mauriceville; Overton; Hitchcock; Blue Ridge; Darrouzett; Cross Plains; Presidio; Celeste; Sonora; Glen Rose; Rusk; Joshua; Mumford; Carthage; Arlington;

dell; Bruni No. 22; Bowie County CSD No. 42; Lindale; Alvord; Devers; Strong and Leakey.

A "SAD" TAIL — Texas printers are having problems with the new campaign reporting law, because the name and address of the printer — name and address of the candidate have to appear on each printed item.

Latest problem comes from candidates who are having "t-shirts" printed for campaign workers.

It seems the name and address of the candidate and name and address of the "t-shirt" printer must be printed on the tail of the shirt.

"If you see someone pulling off a 't-shirt' at a political rally, don't worry about a streaker, it's just someone fulfilling the request of the Secretary of State's inspector."

STATE OIL SHARE BIGGER — The State School Land Board revised oil and gas lease terms for public lands in an effort to increase the state's income and encourage more drilling.

The Board, by a two-to-one vote, raised minimum royalty interest on state leases from one-sixth to one-fifth royalty and reduced the leasing term from five to three years.

Quarterly lease sales will be held, and minimum bonus bid payment will be reduced to \$10 an acre in all areas for the right to hold a state lease.

Terms adopted by the board will go into effect with leases awarded at the next oil and gas lease sale July 2. Nominations of state tracts for that sale will be open until April 19, and the School Land Board will determine terms and conditions of leases to be awarded on nominated tracts at its meeting May 7.

"With oil prices doubling and gas prices tripling, I think it is an appropriate time for the state to realize higher royalty for production of its mineral resources," said Land Commissioner Bob Armstrong.

ENERGY "SAVED" — Governor Briscoe claims the state's voluntary energy conservation program has brought "significant savings" in gasoline, middle distillate fuels and electricity, and ought to be continued.

Total gasoline sales increased 3 per cent for December and January, over the same period a year ago, but historical growth rate for gasoline sales is about seven per cent per year. Briscoe cal-

culated 81.5 million gallons of gasoline or about six and a half per cent of expected demand has been effectively saved.

Electrical production was reported up 2.3 per cent in January over January 1973, but down seven and a half per cent from the projected demand.

Briscoe urged continued cooperation by individuals and

called on oil companies to plow more of their profits into research and exploration.

AG OPINIONS — Financial information on individuals collected by the Legislative Property Tax Committee in a market value study is open to the public, Atty. Gen. John Hill held.

In other recent opinions, Hill concluded:

A dozen prisoners can testify before a legislative committee studying prison reform.

Marijuana possession offenses committed before last August 27 should be tried in district courts, although the offense may be a misdemeanor.

Candidates for Congress and other federal offices must comply with the Texas cam-

paign reporting and disclosure act except where federal laws are in conflict.

Licensing system for use of aircraft in control of predatory animals is controlled by an act covering 157 counties passed last May 18.

The City of Eagle Pass's lease agreement with private investors for commercial development is presumed to be public information and should be released to the party requesting it.

litical ads for distribution if the name and address of the original printer is clear.

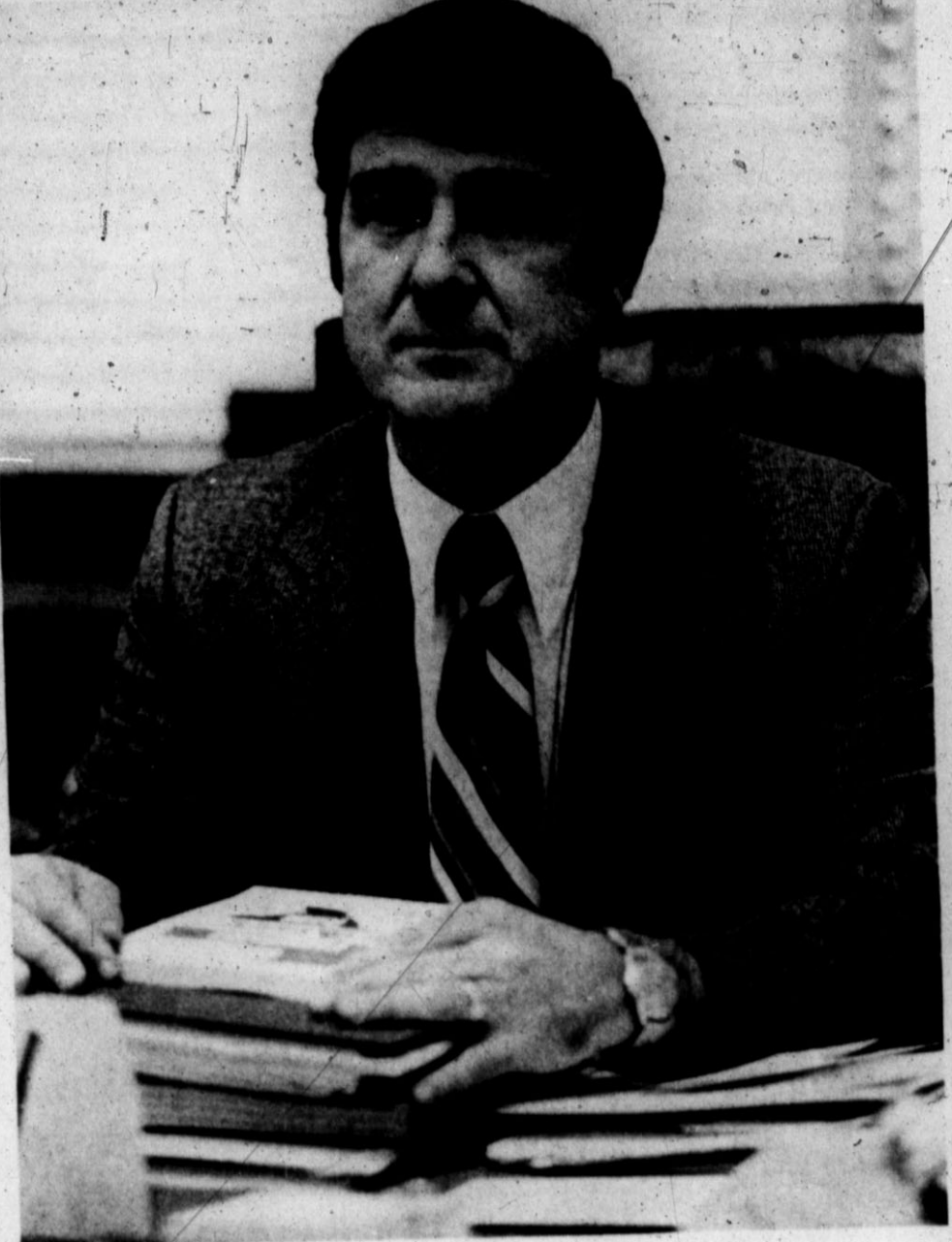
COURTS SPEAK — The State Supreme Court ordered a third trial for a suit over a loan against a Lubbock bank.

The Court of Criminal Appeals reversed a conviction of Abilene men for conspiracy to commit theft in a dispute over computer cards.

A Federal Court jury convicted Duval County political boss George B. Parr of income tax evasion.

An Amarillo man won a Supreme Court ruling in a \$4,000 damage suit against an auto dealer accused of using incorrect procedures in a motor repair.

APPOINTMENTS — Norman Moser of DeKalb was named chairman of Texas Animal Health Commission.



To Be Governor For A Day

The seat of Texas government will move to the Texas Panhandle on Saturday, April 27, when State Senator Max Sherman of Amarillo is sworn in as Governor of Texas for a day. Sherman, who is presently serving as President Pro Tempore of the Senate, is second in line to succeed to the governorship and will be sworn in to this position when the Governor and the Lt. Governor are absent from the State. The festive inaugural day will be marked with many events in the Panhandle that are designed to give as many people as possible a chance to visit with the Governor and his family.

Members of the Texas Youth Council and State Board of Examiners in the Basic Sciences don't have to file financial statements under the ethics act.

A juvenile court has authority to allow a federal agency access to its files.

Texas Department of Public Safety is not a "consumer reporting agency" within meaning of the federal fair credit reporting act.

Secretary of State Mark White Jr. reminded April 1 is the filing deadline for executive heads of state agencies to submit affidavits discussing interest in state-regulated businesses.

White also ruled it is legal to make photo copies of po-

Betty Baxter's
4th Return to
Canyon Church
April 5,6,7,8

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By The Garden Gate With Glad

By Mrs. Art Manjeot

GARDENERS PRAYER:

Help us, O Lord, to grasp the meaning of happy growing things, the mystery of opening buds and floating seeds, that we may weave them into the tissues of our faith in eternal life. Give us the wisdom to cultivate our minds as diligently as we nurture tender seedlings.

Help us to weed out envy, malice and hatred, as we pull out the troublesome weeds. Give us strength to accept with serenity the things that cannot be changed, courage to change the things we cannot accept, and understanding to distinguish one from the other. And Lord give us an extra helping of patience.

As we garden we develop characteristics which make us better fitted to all walks of life; one is to be patient, and wait. Although you will want to get your garden started just as soon as possible, we need to wait.

It is well to start preparing the soil, spade it deep, and work into it those ingredients which will tend to make the soil more pliable.

An easy method to determine if the soil is in good condition is the hand-ball test. Shape a handful of freshly dug soil into a ball. Squeeze that ball; if it crumbles, it's safe to cultivate. If the ball sticks together and seems sticky, leave the garden soil a bit longer before you start planting.

Too, we are to wait until the soil is of the right temperature (about 60 degrees) before planting. If soil is cold, the seed will not germinate. Last year the planting season was very late, as the soil did not test 60 degrees until early June. As our weather has been acting lately, it may be another late planting season.

If you have itchy fingers and want to get some of the pruning done, remove the dead branches, or canes on the roses. It would be well to wait until Good Friday to cut the tender new growth.

Also as you cut branches of the beautiful flowering shrubs to enjoy in the house, cut them with an eye to aid in shaping the tree or shrub. Many of these branches can be rooted and planted later in the yard.

Pussy willow roots easily and is a delightful material for spring flower arranging; excellent line material. When catkins are showing is the right time to cut branches for rooting.

Place cut stems in a container of water in a sunny place (preferably warm or tepid water). Roots will form few weeks and the cuttings can be planted outdoors in an area where there is at least half day of sunshine better still full sunshine.

Pussy willow (salix discolor) grows either as a shrub or small tree. It prefers a damp soil but will grow satisfactorily in any fairly good soil with average moisture. It is one of the very easiest woody plants to foot, and is a very fast grower, hardy in our area.

My friend Lois Ethridge uses pussy willow in many of her spring arrangements, then she lets these stay in water until rooted and shares them with her friends. She has several nice small trees in her back yard.

While we are waiting to start gardening for real, it would be wise to check the potted plants which we plan to put out on the patio or plant in with our bedding plants. In all probability the plants need a pick-up.

Add one cup of vinegar to a gallon of water, and use this for watering the plants. Be sure the water is warm; plants respond more readily if warm water is used as it goes quicker to the roots than the cold. You can also use weak coffee, three parts water.

In winter and especially during extreme dry weather our house plants catch colds and or dehydrate from the dryness in the house. If the tips of leaves turn brown and droplets form on the leaves, it is an indication of "winter slump".

Another suggested aid, and one which perhaps would work quicker, is to make some weak tea, pour it into an old clean window sprayer and spray the foliage of the plants. This can be repeated, if needed. These are good treatments if soil seems to have too much alkalinity.

TULIPS... As stated in last week's column, various bulbous plants have a most interesting history. Such is true of the tulip. It originated in Persia and Asia Minor.

The ambassador of Emperor Ferdinand I saw them at the sultan's court in Constantinople and sent samples to Central Europe. From Bavaria they

reached Holland in the 16th century.

Alexandre DuRoi relates in his story, The Black Tulips, the excitement over bulbs in France during the early part of the 17th century when as much as \$1,000 was paid for a single tulip bulb.

In Holland they were found to be very adaptable to the soil and weather conditions, and today Holland is known as the tulip capital of the world. From Holland tulip bulbs were brought to America and today is one of the most popular of all of the spring flowering bulbs.

Many types, and varieties have been developed. There is a wide range of color and they grow well if properly planted and given a minimum of attention.

It is like being in fairyland to be in Holland at tulip time. They do not make Leis of them for people, as are made in Hawaii; instead they have huge leis for cars.

Tourists traveling through great fields of tulips, purchase one or more leis for the car. I will remember when we Manjeots toured Holland, Art and Lloyd Sr. bought an extra large one for our car of flame colored tulips. It was really pretty on the blue Chevrolet.

Soon there will be much beauty created by the flowering tulips in Hereford. Mine are starting to bloom now, and in a few days I will have arrangements in my house. They will be beautiful with the crabapple branches.

District I Gardeners had a most enjoyable and beneficial convention program last week. The authoritative speakers were all of high caliber, the National Judges meeting was well attended and Mrs. C.E. Courtney of Arlington was one of the best arrangers I have seen and heard in many years.

Hereford Garden club was happy over their awards. We are indebted to The Hereford Brand for publicity, which

enabled us to take first place on and publicity. Some new plantings will be added to the Hereford Garden Center, by the E.I.P. Cash Award.

Bud To Blossom Garden Club took first place with their president's report. Congratulations to Mrs. Billy W. Sisson, who submitted the report.

The theme for the speech and poster contest for youth communications, was Trees Today for Life Tomorrow. It is indeed thrilling and encouraging to study the posters and note the thinking of the youth.

Some things I gleaned as I studied their posters: hope; trees give free air conditioning; a tree is shelter, lumber, shade, beauty, gives oxygen fruits, and nuts, are sound barriers, windbreaks, protect birds and animals. "Do You Care? PLANT A TREE"; "Don't Cut Down Our Trees".

The last was the caption on a first grader's poster which took first place. **THINK ON THESE THINGS... TREES ARE OUR FRIENDS.**

Ray Speaks To Art Guild

Don Ray of Channing spoke to members of the Hereford Art Guild at their regularly scheduled meeting in the Community Center recently concerning Color Chords.

In his program, Ray stressed the value of color which establishes the mood of painting. He also suggested that colors can be used as you would music.

Members were reminded of the Art Festival scheduled from 1 to 8 p.m. Saturday and from 1 to 6 p.m. Sunday at the Community Center. A special

Life expectancy, for the average resident of Deaf Smith County, has reached an all-time high.

A child born today to local parents has excellent prospects of living to the middle of the 21st century, even if there is no further improvement in the span of life.

Its expectancy at birth is now 71.1 years, according to the Institute of Health Insurance. This compares with 59.7 years in 1930 and 68.2 in 1950.

SINCE THE turn of the century, it states, longevity has increased more than 24 years for the average person. Most of the gain was realized in the period between 1900 and 1950, when infant mortality was sharply reduced and when antibiotics and other drugs conquered many of the infectious diseases.

The added life span is reflected in the rising proportion of people reaching the retirement age of 65 and beyond.

In Deaf Smith County, some 540 men and 670 women, equivalent to 6.3 percent of the total population, are now in the 65 and over bracket, the latest Census Bureau figures show.

Many of them are continuing to lead an active life rather than retire. Approximately 47.9 percent of the men in that age category are still in the labor force.

By way of comparison, in the United States there are 24.8 percent and, in the State of Texas, 29.6 percent.

By the same token, life ex-

pectancy beyond age 65 is greater than ever. For men it is over 13 years and, for women, nearly 17.

WITH THE LONGER life span, the likelihood is better than ever that a Deaf Smith County couple, recently married, will be alive and able

to celebrate their silver anniversary together. If they are in their early 20's the odds are 8 to 10 in their favor.

Scientists at Stanford University and elsewhere envision a major increase in life expectancy in the near future due to revolutionary developments in biology.

They predict that "the availability of artificial organs will lead to production lines, both for the devices themselves and for their installation in human beings."

"Millions of them will be implanted before the end of the century, carrying man toward a 100-year life expectancy."

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5 p.m. Friday

Deadline for Classified Advertising in the HEREFORD BRAND.
5 p.m. Tuesday

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W.A. Phipps Sec.

Hereford Rotary Club
meets every Monday at 12:05
Civic Club Center (Jim Hill)

Lions Club
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Civic Club Center (Jim Hill)

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1974 Kirby Classic Omega Vacuum Cleaners in box. \$199.95 at **SANDERS SEWING MACHINE**
226 Main Street
B-1-38-tfc

For sale: 1971 Pinto and a General Electric Range. Can be seen after 6:00 p.m. at 524 Avenue G.
B-1-18-13-3c

American Legion & Auxiliary meets Tuesday 7:30 p.m.
American Legion Hall Veterans Park

Farm Fresh large eggs for sale. Call 276-5239.
B-1-10-39-12c

JUST ARRIVED
NEW SHIPMENT OF AUXILIARY GAS TANKS
100 gal., 50 gal. Chevy & Ford Fender Well Tanks (limited supply)
Tanks custom built to any specification.
F & G Texaco
800 West 1st Corner Hwy 60-385
Phone 364-5291
Hereford, Texas
B-1-10-2c

Baled wheat straw for sale \$45.00 per ton. Call 364-5810.
B-1-10-12-tfc

WANT TO BUY:
Your stocker or feeder cattle. Lots need springers and cows.
HAVE FOR SALE:
+100 choice young Hereford cows, calving now.
+90 choice black baldface heifers, 40 calves now.
+225 choice first calf heifer pairs, calves up to 400 lbs.
+28 young registered grey Brahma Bulls.
+65 Young Brangus Bulls.
+Many others.
Call now to buy or sell.
Si Watkins
Clovis, New Mexico
Phone 505-762-4445
B-1-12-6c

For Sale: Good 289 Ford Engine complete. \$175.00 cash. Tri-State Diesel Rebuilders, Austin Road. Phone 364-2201.
B-1-12-tfc

For Sale: General Electric canister type vacuum cleaner. Call 364-6890.
B-1-10-12-tfc

THE proven carpet cleaner Blue Lustré is easy on the budget. Restores forgotten colors. Rent electric shampooer \$1. Duckwalls, Sugarland Mall.
B-1-22-13-2c

6 week old female puppy needs a good home. Call 364-4590.
B-1-11-13-2c

FOR SALE: 1963 10x4 house trailer. Call Dimmitt 647-5463.
B-1-10-13-2c

FOR SALE: 2-three year old green broke fillies (one dun color), both sired by registered horses. Call 364-5883.
B-1-18-13-2c

FENCE SALE
6 ft. Western Red Cedar Picket Fence - \$2.99 per running ft. Rockwell Bros. & Co. 104 South Main, Hereford, Texas. Phone 364-0033.
B-1-13-tfc

FOR SALE
1-45 gal. aquarium with stand, 3-10 gal. aquariums.
1-4 band Hallcrafters Radio.
Phone 364-5333
225 Avenue J
B-1-13-1c

MILLIONS of rugs have been cleaned with Blue Lustré. It's America's finest. Rent electric shampooer \$1. McCaslin Lumber.
B-1-20-13-2c

TWO FAMILY GARAGE SALE.
2:00 to 6:00 p.m. Sunday.
336 Douglas.
Washer, dryer, refrigerator, cook stove, pole lamps, children and adult clothing. Other household items.
B-1-24-40-1c

FREE PUPPIES. THREE DIFFERENT VARIETIES. PHONE 289-5637.
B-1-40-2p
For Sale: 10x45 mobile home at Concha Lake. Carpeted and partially furnished. Call 364-0374 or 364-4214.
B-1-16-40-tfc

FOR SALE: Cabinet combination stereo and AM-FM radio, automatic record changer. Very good condition. Call 364-5132 after 3:00 p.m.
B-1-40-1p

For Sale: White (brand) riding lawn mower. 3 h.p., used one season. See at 3rd mobile home, north of Clover Spraying Service on Austin Road.
B-1-40-1p

AKC REGISTERED GERMAN SHEPHERD PUPPIES.
Still a few choice female puppies from our show male who has one of the best bloodlines in the country.
Phone 258-7356.
B-1-40-3c

For Sale: White gold man's wedding band with three small diamond chips. \$90.00 value, now \$40.00. Has never been worn. 364-5369.
B-1-21-40-2c

1972 Kawasaki 125 in very good condition. Call 364-5822 between 8 and 5, or 289-5994 after 6:00 p.m.
B-1-17-40-tfc

For Sale: Two 850 gallon propane tanks, truck mount. 1956 Chevy truck, one ton flat bed. Clover Spraying on Austin Road.
B-1-21-40-tfc

For Sale:
Walnut Danish Coffee Table, \$35.00.
Matching lamp table, \$35.00.
Walnut table lamp, \$15.00.
Wrought Iron Spanish Swag Lamp, \$20.00.
300 Douglas
364-3514.
B-1-40-1c

16 ft. Glassbar Boat. 35 h.p. motor and heavy duty trailer. Excellent condition. 364-1309 or 122 Fir.
B-1-16-40-2c

For Sale: 1973 and one half Honda 450. Excellent condition. 364-6480.
B-1-11-40-tfc

For Sale: Old walnut dining room suite round table, 4 chairs, buffet. Good condition. 605 Avenue K. Phone 364-5094 evenings and weekends.
B-1-22-40-2c

MR. FARMER
Your best buy today for your soil is Humic Acid, having an analysis of 56 per cent upward of Humic. Priced at \$70.00 per ton delivered.
For more information, call: 364-5767 or 364-5194 after 6:00 p.m.
S-1-33-tfc

2. FOR SALE Farm Equipment

See Us For Parts-Sweeps-Chisels for **Graham (Hoeme) Plows DAVIS IMPLEMENT**
409 EAST FIRST
Phone 364-2811
B-2-35-tfc

See Us For **Mayrath Grain Augers** Also have parts in stock **DAVIS IMPLEMENT**
409 EAST FIRST
Phone 364-2811
B-2-35-tfc

WANTED: POPCORN GROWN UNDER CONTRACT. Harvest with Hesson's Rolla Cones or corn heads. Contact: Hi-Plains at Stratford, Texas or Baker Popcorn Company, Garden City, Kansas. Call collect: 806-396-5591 or 316-276-9254.
B-2-7-20p

DIESEL STORAGE TANKS 1500-20,000 gallons. Pressure tanks 1500-6,000 gallons. 364-0484.
B-2-40-3p

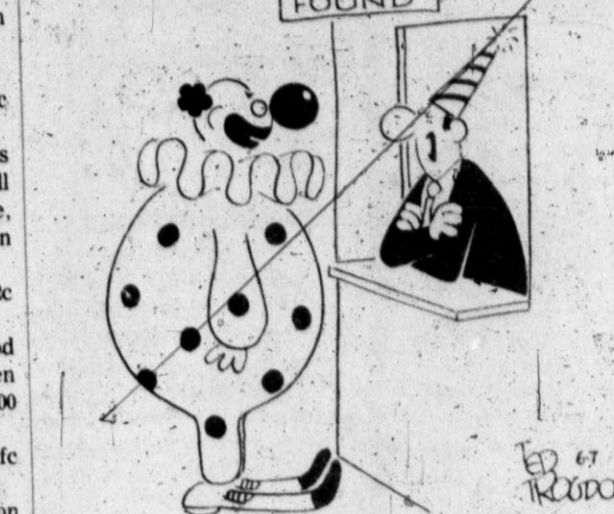
3. FOR SALE Automobiles

SELECTED USED TIRES \$3.00 UP
30 Day Guarantee
MONTGOMERY-WARD AUTOMOTIVE SALES
114 EAST PARK
B-3-17-tfc

For Sale: 1963 Ford Fairlane 500. V-8, 289 Standard. Good condition. New brakes, new tires. \$325.00. Call 364-4411 after 6:00 p.m.
B-3-39-tfc

'68 Toronado. Brown color. Good condition. See at Texaco Station, Hwy 385 and 60, or call 364-5820 after 5:00 p.m.
B-3-19-39-2c

TICKLE BOX® by Ted Trogdon



For Sale: 1970 GTO Pontiac in good condition. Craig Nieman, 364-6857.

1972 Opel Rallye, automatic transmission, 6900 miles. 364-6801 or 364-5017 after 6:00 p.m.
B-3-12-6-tfc

For Sale: 1973 black Super Chevy 1/2 ton pickup. Extra clean. Priced to sell. Call 258-7706 or 364-2396.
B-3-18-37-tfc

For Sale: 1973 Chevy, 1973 Olds. Call Installment Loan Dept. FNB 364-2435.
B-3-12-9-tfc

WALKER'S USED CARS AND TRUCKS
WE BUY, SELL OR TRADE
400 West First
Phone 364-2250
B-4-1-tfc

For Sale: 1968 Plymouth Fury II. Good condition. Call 364-4523.
B-3-10-11-tfc

1970 Ford 1/2 ton pickup. See at Hamby's Rental, South Hwy 385. Phone 364-3466.
B-3-14-38-tfc

1973 Dodge 1/2 ton, club cab, jump seats, factory air and all power, loaded-knee deep in rubber. Very good condition. Call 364-0764.
B-3-58-tfc

NEW & USED CARS
ORVAL WATSON FORD
PHONE 364-2727
B-3-18-tfc

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

NEW & USED CARS
now for sale at **JOHN ORSBORN BUICK, PONTIAC, GMC's** new location.
221 North 25 Mile Ave.
B-3-8-tfc

1972 Chieftain Winnebago. Good condition. Fully loaded with power plant. Air conditioner. Less than 10,000 miles. Call after 6:00 p.m. 247-2807 Friona, Texas.
B-3-23-12-tfc

For Sale: 1971 Cadillac Sedan DeVille. Excellent condition, low mileage. Fully equipped. New tires. \$4,250.00. Phone 364-1033.
B-3-17-39-3c

FOR SALE
1964 1600 International factory trailer (16'x8'). 345 motor, 5x2. 1965 1600 International - Grain Truck. 16 ft. bed and hoist. 5x2. Archie Preston Rt. 4, Box 11 Phone 364-4580 Hereford, Texas
B-3-13-2c

1973 Buick Century Regal. Loaded. 13,000 miles. Call 364-2135 after 6:00 p.m.
B-3-11-13-tfc

For Sale: 1965 Chevy 1/2 ton pickup. 3 speed, 283 V8, fully insulated top. Excellent condition. \$800.00. 364-4881.
B-3-18-40-2c

Extra clean low mileage Ford Pickup and cabover camper. Extra gas tank, toilet, other extras. 364-4109.
B-3-16-40-1c

NORTHWEST
3 bed. brick, completely redecorated, inside and out. Kitchen & Den Comb, formal living room, 2 full baths, fully carpeted, double garage, buy equity and assume loan with Payments at \$176.00 Per Month.

MONEY MAKER
1 bed. Duplex 2 blocks from Main Street. Will take Small down payment and \$125.00 Per month at 8 1/2 per cent interest. Call for details.

READY & WAITING
This 3 bed. in North part of Hereford has 1 1/4 baths, all built-ins, carpet, fenced back yard, double garage. Buy equity and assume loan of \$163.00 Per Month.

GOOD LOCATION
This older home has 2 bed., 1 bath, sunken kitchen, with large trees. \$1,000.00 down, will handle this one with payments at \$150.00 per month.

POSSESSION AT CLOSING
320 A.C. with 3 bed. brick home with lots of improvement, wheat goes with sale, 3 wells, one 6 in. & two 5 in. \$48,000 will handle this place.

NORTHWEST OF HEREFORD
640 A.C. with lots of improvements, good water, \$85,000 down.

HAMBY REAL ESTATE
1/2 mile South of underpass on Hwy 385.
OFFICE 364-3566
Gerald Hamby 364-1534
Chick Weemes 364-3169
J.M. Hamby 364-2553
Calvin Edwards 364-1017
EQUAL HOUSING OPPORTUNITY
B-4-38-tfc

FARMS
160 acres of dry land, in Deaf Smith County. All under cultivation. \$150.00 per acre.
Board of Realtors Multiple Listing Service
CARTHEL REAL ESTATE
206 N. 25 Mile Avenue
Phone 364-9944
1-188-3611
Wayne Carthel
Leela Peters
EQUAL OPPORTUNITY
B-4-10-tfc

COMBINATION FARM AND RANCH
3560 Acres near Dalhart. 400 acres alfalfa, 1200 good wheat. Good improvements. Good water - 8 wells on natural gas. Valley sprinkler irrigation. 6 miles highway frontage. Land can be divided. Call: 806-249-4353 between 7 a.m. and 8 a.m.
B-4-6-tfc

THREE FARMS FOR SALE
Will sell one or all together. 400A, 480 A, 640 A. West of Hereford. Call 505-356-5158
B-4-39-3c

FORSALE BY OWNER
3 bedroom brick in Northwest, with builtins, 1 1/4 bath, fenced yard, 2 car garage, storage building and garden plot. Convenient to schools. \$25,000. Call 364-5076.
B-4-40-tfc

350 CHOICE ACRES IRRIGATED. Strong 8" wells connected. 80 acres wheat. Deep plowed, listed for potatoes, corn, milo. 364-0484 Hereford.
B-4-40-3p

FOR SALE
292.57 Acres, 2 irrigation wells. \$300.00 acre. \$15,000 will handle. 102 Acres, 1 irrigation well, bal loan \$13,629.00, \$385.00 per acre. 5 1/2 pct. \$10,000 will handle. 325 Acres irrigated. \$375.00 per acre. 29 pct. down. 784 Acres dryland. Approx. \$130.00 per acre. 90 Acres irrigated. \$425.00 acre. 14,000 Acre ranch-out of state \$65.00 'per acre. Good improvements. Leased 2 more years. Contact: Grady Rogers 364-1949.
B-4-40-1c

180 ACRES IRRIGATED. Strong 8" water. One mile underground pipe. Listed for potatoes, corn, milo. 364-0491.
B-4-12-3p

350 ACRE FARM. Two 8" wells connected. 8000 ft. underground pipe. 80 acres wheat. 230 acres ready plant crops. Hereford 364-0484.
B-4-42-3p

Brick duplex. Good location. Cash or new loan. Phone 364-0022.
S-4-10-32-tfc

3 bedroom house, fireplace, builtins, 1 1/4 bath, fenced yard, two car garage, patio. \$27,000.00. Call 364-3260.
S-4-16-35-tfc

FOR SALE BY OWNER
160 Acres of dryland in cultivation Northwest of Hereford. Call Sundays; Week days after 6:00 p.m. 806-744-9685 Lubbock.
S-4-38-4c

I have Farm and Ranch Buyers, I need your listings.
J.M. HAMBY REAL ESTATE
Phone 364-3566
Res. 364-2353
B-4-29-tfc

5. FOR RENT

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

OFFICE FOR LEASE. Ralph Owens 364-2222.
1B-5-10-14-tfc

TRAILER SPACE FOR RENT
Northwest Mobile Lodge
Phone 364-1108
B-5-10-13-tfc

For Rent: Trailer space at 217A Avenue A. Paved street and drive. Phone 364-4533.
B-5-14-27-tfc

SUMMERFIELD MOBILE MANOR
FIRST MONTH FREE. 7 miles West on Hwy. 60. Phone 357-2552.
B-5-15-10-tfc

Storage for rent. Phone 364-1483 or 364-3937.
B-5-10-50-tfc

DIAMOND VALLEY MOBILE HOME PARK
600 & 700 Block Avenue H, Sioux & Cherokee, 700 Block Avenue G.
Phone 364-1483 or 364-3937
B-5-50-tfc

Office building. Lease, sell or trade. Call Gene Campbell, 364-0780.
B-5-10-28-tfc

FURNISHED one and two bedroom apartments. Inquire 112 Avenue H, Apt. 36.
B-5-12-46-tfc

For Rent: One bedroom furnished apartment. \$105.00 per month. No pets, no children. Call 364-0944 between 10:00 and 5:00.
B-5-19-13-tfc

For Rent: Small furnished apartment. Call 364-3709.
B-5-10-13-tfc

2 bedroom apartment for rent. Partially furnished, water, gas paid. \$100.00 per month, \$25.00 deposit. Inquire 210 Catalpa.
B-5-40-1p

2 bedroom unfurnished trailer house. Stove and refrigerator furnished. 6 miles Southeast of Hereford. Call 364-4777.
B-5-16-40-1c

Unfurnished 2 bedroom duplex unit. No pets. \$110.00 per month. Call 364-1747.
B-5-12-40-tfc

HEREFORD MINI STORAGE Economical storage facilities for furniture, boats, motor, homes or any storage needs. Size 12'x12', 10'x22' & 12'x32'. CALL 364-5520
S-5-49-tfc

BACHELOR APARTMENTS. Carpeted-private entrance, private bath, 821 South 25 Mile Avenue.
S-5-14-32-tfc

6. WANTED

WANTED: LAWNS TO MOW. Will do light hauling. Call Terry Riley, 364-2295.
B-6-13-1p

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 258-7751 or 364-0165.
B-6-13-6-tfc

CUSTOM MANURE HAULING & SPREADING
Contact: Rick McCracken, 364-6141 or 364-5797 or call Harold Finch, 364-3734.
B-6-38-13p

WANT to lease a section or more of grass land for cow, calf operation. Call 364-1828 after 7:30 p.m.
B-6-18-40-tfc

Page 12
POP UP BALE LOADER. Cash for good used machine. 364-0484. B-6-40-3p

8. HELP WANTED

Hide room labor wanted. We offer:
+Good pay
+Paid vacation
+Paid hospitalization
Colorado By-Products
3 1/2 miles West Hwy 60
Phone 276-5331 days;
364-2495 nites
B-8-42-tfc

NEED: two general line mechanics. Insurance, retirement, vacation. Call Bobby Wynne at Orval Watson Ford.
B-8-15-35-tfc

WANTED: Warehouse man experienced in inventory and sales of irrigation products. Fringe benefits. An equal opportunity employer. Send resume to P.O. Box 1073, Hereford, Texas.
B-8-24-11-tfc

WAITRESS. If inexperienced, will train. Apply in person after 4:00 p.m. at the Music Stand, 628 West 1st.
B-8-17-11-tfc

School Bus drivers needed. See Eldon Owens at school bus shop.
B-8-10-4-tfc

Missouri Beef Packers Inc., is now accepting applications for maintenance men. We offer:
+Year round employment
+Paid vacation
+Paid holidays
+Company paid group Hospital Ins.
+Good wages and no experience necessary.
Apply at Personnel Office, Missouri Beef Packers Inc. Friona, Texas, 4 miles West of Friona on Hwy. 60. An equal opportunity employer.
B-8-39-tfc

NEED experienced welders for new facility. Apply in person to Allied Millwrights, 1 mile West on Holly Sugar Road.
B-8-19-39-tfc

Need cooks and car hops especially. Apply in person at Herf's Drive Inn, 411 North 25 Mile Avenue.
B-8-15-13-2c

Help wanted for feed yard. Care and feeding of livestock. Experience preferred but not required. Apply Cansler Feeders, East of City on Austin Road or Call 276-5880 or 364-5098.
B-8-29-13-tfc

PINKERTON'S INC. has immediate openings for part time and full time security guards. No experience necessary. Must have clear work and police record. Many fringe benefits:
+Paid vacation
+Profit sharing
+Uniforms and equipment supplied.
For further information, call Sgt. Vaughn, 364-4044. An equal opportunity employer.
B-8-13-4c

WANTED: Cleveland Trencher operator. Fringe benefits. An equal opportunity employer. Send resume to Box 1073, Hereford, Texas.
B-8-17-7-tfc

RN or LVN charge nurse needed for 11:00 to 7:00 shift. Apply in person Kings Manor-Westgate.
B-8-16-39-tfc

TREMENDOUS OPPORTUNITY for an experienced individual in paint and hardware.
+Need someone interested and willing to learn.
+Good starting salary.
+Excellent working conditions.
+Exceptional chance for advancement.
+Many fringe benefits.
Please apply in person to: Carl McCaslin Lumber Company, 344 East 3rd. Hereford.
B-8-38-tfc

PART-TIME - SUMMER STUDENTS, housewives and men. Distribute catalogs and take orders for Fuller Brush. Phone 385-5465 or write Box 1092, Littlefield, Texas 79339.
B-8-12-3c

WANTED: Feed mill mixer and pellet mill operator. Good working conditions, insurance and retirement plan. Call 806-365-4448.
B-8-16-40-2c

DIESEL MECHANIC Interested in hiring well qualified diesel mechanic or a man not afraid of work who has some experience. \$5.00 hr. to start, plus commission, depending on ability. I have a contract to build 8V71 Detroit Engines for manufacturing company, to be used as stationary engines on irrigation systems.
Don't waste my time and yours unless you can fit the bill.
Ed Young
Tri-State Diesel on Austin Road
Phone 364-2201
B-8-40-2c

DIESEL TRUCK-TRAILER MECHANIC. Good salary. Good house, utilities furnished. 806-364-0484.
B-8-40-3p

NEED Man, for manager-trainee. Must be dependable and bondable. Good salary, plus commission, paid vacation, group insurance available. For appointment, call 364-3400 Plains Finance and Furniture.
B-8-27-40-tfc

MECHANIC-OPERATOR. For TL-14 AC Tractor-loader. 364-0484 Hereford.
B-8-40-3p

EXPERIENCED AUTO MECHANIC Good starting salary and all company benefits available to the right person.
Apply J. C. Penney Auto Center.
B-8-40-1c

HEAVY EQUIPMENT MECHANICS. Excellent opportunity for willing, honest, aggressive people:
+Competitive wages
+Retirement plan
+Hospitalization insurance paid
+Uniform allowance
+Expanding company.
Positions available in Canyon and Hereford.
Apply to Mark Grimsley, 364-0763 or 655-4201. Jake Diehl Dirt & Paving Inc.
An equal opportunity employer.
B-8-40-tfc

PIANO TUNING. Call Elson Clark, 364-0628 or 364-1150.
B-11-10-5-tfc

HOME APPLIANCE REPAIRS Guaranteed work on all makes and models: 10 years experience. Available for night-time emergencies.
JOE'S HOME APPLIANCE REPAIRS
343 N. Main
Ph. 364-5751
B-11-45-tfc

HOME REMODELING. Add a room, build a new home? Rockwell Bros & Company Lumber, 104 South Main, Phone 364-9033, Hereford.
B-11-20-36-tfc

KELLEY ELECTRIC Virgil Kelley Electrical Contractors Residential - Commercial All bids & wiring competitive. Ph. 364-1345 - Nights 364-1523 or 364-5929.
P.O. Box 30
B-11-64-tfc

HOUSE PAINTING Interior-Exterior Also minor repair Richard Donley 507 West 4th Phone 364-5207
B-11-28-tfc

YARDS & GARDENS TO ROTARY TILL. Free estimates. Phone 364-5068.
B-11-8-12p

DRAGLINE SERVICE TAILWATER PIT CLEANING DUMP TRUCKS 30 TON CRANE BOBBY GRIEGO Day Phone 364-0574 Night - 364-2322
1B-11-14-tfc

WILL PICK UP JUNK CARS. FREE Call 364-3350 or 364-3777
1B-11-28-tfc

DAVIS-WEBB PAINT & DRYWALL CONTRACTORS Residential or Commercial Phone 364-0629
B-11-38-6c

ALL TYPES OF ROOF REPAIR AND ROOFING Minor home repair All work guaranteed Phone 364-3278
B-11-38-tfc

Will do rototilling and yard work. Call 364-1288 after 6:00 p.m.
B-11-11-34-tfc

ROTO-Tilling - yards, gardens, flower beds. Hedge trimming. Hereford Nursery North 25 Mile Avenue Phone 364-4012
B-11-37-tfc

APPLIANCE REPAIR We repair all makes and models of appliances. All work guaranteed. MONTGOMERY WARD & CO. 114 East Park Phone 364-5801
B-11-52-tfc

WANTED 100 to 150 watches a week to repair by latest approved methods.
COWAN JEWELERS
B-11-45-29-tfc

ROTOTILLING YARDS & GARDENS. Phone 364-1432, 605 Avenue H.
B-11-10-10-tfc

NEED WATER? JOHN E. TURNER 1003 GRAND WELLSERVICE PHONE 364-2194
B-11-13-2p

FARMERS SAVE- Substantial discount on crop hail insurance in all townships in the Texas Panhandle on 1974 wheat crop.
Call collect 806-267-2532
B-11-13-6c

B.L. Jones CONCRETE CONTRACTOR We will do your finishing or give you a turnkey job. Free Estimates.
246 16th Street
Phone 364-6617
B-11-21-tfc

FRANK WESTER CEMENT CONTRACTOR 107 BRADLEY Residential-Commercial Turnkey Job - Straight finish Phone 364-5169
1B-11-39-tfc

SPRING is the time for thorough check of your refrigeration unit.
Call - BROWNSHEET METAL 364-3867.
B-11-40-tfc

HEARING AID BATTERIES for all makes sold and tested at THAMES Pharmacy. Phone 364-2300.
S-11-12-40-tfc

COMPLETE Turn Key Installations of Pumps and Gear Drives Big "T" PUMP CO. INC. Sales & Service
HEREFORD 364-0353
DIMMITT 647-3444
FRIONA 247-3311
S-11-24-tfc

FOR ALL YOUR INSURANCE Consult The La Plata Agency 914 East Park Avenue Phone 364-4919
Pauline Lovan 364-3526
Robert Lemons 364-1726
Frank Pannell 364-2412
S-11-16-tfc

CONCRETE WORK Specializing in feedlot repair. Also walks, driveways, patios, etc.
AL GAMEZ 228 Avenue A Phone 364-4236
S-11-36-tfc

Douglas M. Kelley Owner COMPLETE ELECTRICAL SERVICE Commercial - New Construction - Residential - Remodeling - Industrial - Repairing. Licensed and Bonded in Hereford, Dimmitt, Friona, Dalhart.
Call 364-0011 Day or Night 531 East First Street
S-11-36-tfc

HEREFORD WRECKING CO. New & Used Parts WRECKER SERVICE We buy scrap Iron & Metal Have storage for cars, boats, etc. 1st & Jewell Ph. 364-0580 Nites - 1009 or 0075
S-11-12-40-tfc

TREE TOPPING & SHAPING HEDGE TRIMMING Free estimates C.L. Stovall 208 Avenue C Phone 364-4160
S-11-37-tfc

REWARD \$25.00 PER HEAD FOR INFORMATION LEADING TO RECOVERY OF:
+3 heifers-flying W on left rib.
+1 cow - flying W on left rib.
David Brumley 364-4741 or 364-1174
B-13-39-6c

STRAYED: Two 700 lb. steers branded "HM" on left shoulder, 6 miles west of Ford. 289-5939.
B-13-16-40-8c

CLASSIFIEDS GET RESULTS!

Legal Notice

NOTICE TO BIDDERS Sealed bids addressed to the City Commission and Mayor of the City of Hereford, Texas, will be received at the office of the City Manager, City Hall, Hereford, until 2:00 P.M., April 15, 1974 and then at said office publicly opened and read for one diesel tractor for the Park Department.
Complete specifications may be had by contacting City Manager Dudley Bayne, Box 512, Hereford, Texas 79045.
The right is reserved to reject any or all bids and to waive any informality in bids received.
City of Hereford, Texas
s-James H. Sears, Mayor
S-39-2c

CARD OF THANKS We wish to express our sincere thanks and love to everyone who sent flowers, food, cards, those who called, and for all the kind words and expressions of love extended to us during our time of sorrow.
Mr. and Mrs. Weldon Toews
Mr. and Mrs. Max Stipe and Nickie
And Frame
Even when a gal is pretty as a picture most fellows like to take a peek at the frame.
-Bulletin, Great Lakes, Ill.

Texas Grain-Fed Beef Gets Going

AUSTIN -- Texas Department of Agriculture (TDA) home economists and members of the Texas Cowbelles will distribute educational kits on Texas Grain-Fed Beef to primary and secondary schools as part of a TAP (Texas Agricultural Products) promotion during March and April.
According to Agriculture Commissioner John C. White, a new beef cookbook and recipe folders will be printed as part of the annual campaign to encourage sales of Texas beef.
"Texas is the biggest cattle-raising state in the country, and we're proud of the high quality of our beef," White said. "Despite rising prices, Texas Grain-Fed Beef is a good buy in terms of nutrition and just plain good eating."
A chuckwagon motif will be used in food stores and on billboards and television. There will also be radio spots.

TDA is sponsoring the campaign in cooperation with the Texas Cattle Feeders Association, the Texas Grain Sorghum Producers Board and the Texas and Southwestern Cattle Raisers Association.
The Texas Cowbelles are affiliated with the National

Cowbelles, an auxiliary of the American National Cattlemen's Association.

TAP promotions of Texas commodities continue year-round. A two-week turkey campaign will be held before Easter.

I TURNED AROUND AND IT WAS SOLD!
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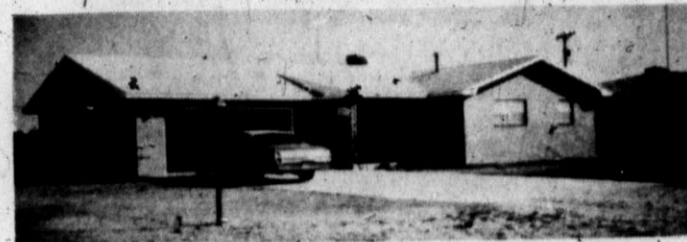
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 Circle Drive, all Brick, 3 BR, 2 bath. Very, very tastefully decorated. N.W. School only 4 blocks away. Double garage. Shown by appointment. \$25,500.00

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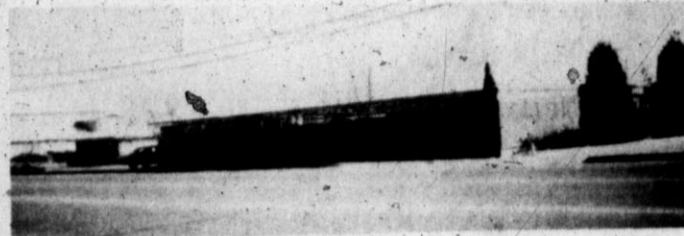
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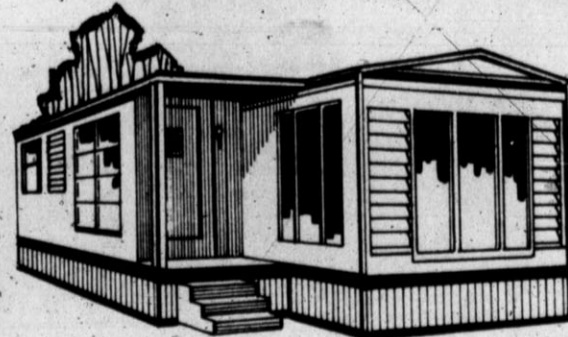


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NUGGETS



In front of the Deaf Smith County jail, Hereford, Texas, about 1910 Sheriff Ed Connell, center in shirt sleeves, poses with Mrs. Connell on his right. Their sons, beginning second from left, Douglas, George (in baby carriage), the twins, Ira Allen and Bill. Their daughter Eddie (the author) stands at the extreme right. Deputy Sheriff Clarence Wheeler, wearing hat and coat. Two ladies in the buggy are the Norton sisters, pioneers also. The other children are neighbors.

EDITOR'S NOTE: The following appeared as a feature article in the May issue of Frontier Times, a magazine devoted to the life and times of the frontier days of this country. The monthly is published in Austin by Western Publications, Inc.

FIDDLER ON THE PHONE

By Eddie Trussell

MY FATHER, Ed Connell, 1863-1940, Texas Ranger, Deaf Smith County sheriff, XIT cowboy, brand inspector and pioneer restor was also a fiddler. Not a violinist—a fiddler.

Many times as a young girl on the Texas plains I have heard my father take down the receiver of our old wall telephone and ask Central to connect him with others on our party line, whereupon he would volunteer to present a fiddle concert via the telephone. The announcement was always greeted with enthusiasm as there was very little chance to hear music at all at the time.

Papa's repertoire was quite limited. "Turkey in the Straw" with many squeaky embellishments was his masterpiece. I can see him now as he stood and played directly into the mouthpiece of the phone, patting his big foot in strict rhythm. Later, when we were the proud owners of a mail-order piano, my mother accompanied his performance by chording on the piano. To all of our musically impoverished ears, this was sheer harmony from Heaven.

How distinctly do I remember one snowy, wintry evening Papa was brightening the lives of our pioneer neighbors with one of his concerts when we children, playing in the same room, became rowdy. He shook his head at us time after time and frowned but our disturbance continued. Finally his artistic (?) temperament reached the breaking point. Abruptly stopping his bow in mid-air, his listeners were startled to hear, "Hold on a minute—I've got to stop and spank these kids!" (which he proceeded to do). Our howling—augmented by the blizzard's howling—must have resulted in a "howling success."

Papa's telephone listeners were never a captive audience, as each had the privilege of hanging up the receiver at will. As far as I know, however, none

ever did. Evidently they concluded that "Fiddlin' on the phone" was better than no fiddlin' at all.

MY FATHER was not only a natural-born fiddler, he was a natural-born matchmaker, as well; and he was as aggressive in volunteering his gifts in one capacity as he was in the other. The latter talent, however, was somewhat curtailed due to the shortage of young ladies and the abundance of young men. One might say, the market was undersupplied on one hand and oversupplied on the other, the cause being the large number of cowboys and the scarcity of families boasting grown daughters.

Imagine Papa's joy when new neighbors moved in next door to our little home in Hereford. These neighbors were from New York. Now, neighbors did not arrive daily from New York to make their home in our barren, little town. The basic cause of Papa's joy, of course, was not necessarily that we had new neighbors or that they were Yankees. His delight sprang from the fact that the Vanderburg family included a beautiful talented daughter. Immediately his matchmaking talent, which had of necessity lain dormant, revived.

We all fell in love with Miss Zula on sight. She brought the charm and culture of the East with her to share as a refreshing breeze in a dry and thirsty land. The matchmaker immediately began to ply his trade, and an unsuspecting young cowboy from the XIT Ranch was his immediate choice. C. R. Smith was all that any young lady could desire—at least, in the opinion of the master matchmaker and his family.

C. R. always stayed in our home when he came into town for supplies for the ranch. His visits brightened our lives. He was a favorite with us children as well as our parents. To us he was Roy Rogers, Tom Mix, and The Virginian rolled into one. I think C. R. was a foreman on one of the divisions of the huge XIT, but I am not sure. Papa had been with the XIT on two different tenures: 1895-96 as protection man and a few years later at a Tombstone line camp. It was during these years that C. R. became a family friend.

The matchmaker's first problem was how to get C. R. to court Miss Zula. As we were all aware, the cowboy was as timid as he was handsome, and was totally inexperienced in the art of court-

ship. Papa's solution was inevitable—the fiddle. Miss Zula sang like a mockingbird and played her own accompaniment on the piano. I remember that her repertoire included "A Bird in a Gilded Cage" and "In the Shade of the Old Apple Tree"; Papa included the ever-popular "Turkey in the Straw" and "Pop Goes the Weasel." Neither of the latter was exactly conducive to romance but Papa had all confidence in the persuasive power of his fiddle, anyway.

Cupid cooperated with the best laid plans of the Fiddlin' Matchmaker and on the first balmy day of spring, after the snows of winter and the dusty winds of March, Young Lochnivar came in from the ranch. "Mama! Papa! C. R.'s here!" we children chorused, at full volume as the XIT wagon and team pulled up at the gate. What a welcome he received. What a supper Mama cooked and, as we old Westerners used to say, "He ate hearty." At his line camp on the ranch C. R. was "chief cook and bottle washer." When on roundups he ate from the chuckwagon, so the taste of my mother's delicious cooking was enough to soften the heart of any unsuspecting cowboy.

Everything progressed beautifully. The ranch began needing an unusual amount of supplies after C. R.'s initial visit to our charming neighbor. His trips into town became more and more frequent as spring moved into summer and summer into fall and fall into the first blizzard of winter. Papa's fiddle was no longer necessary as an inducement to visit next door, although he obligingly volunteered to go along each time.

I really don't know just when C. R. and Miss Zula married, as Papa became sheriff of Deaf Smith County for the second time and we moved from our little home next door to the Vanderburgs to the living quarters of the jail. I only know that the couple lived out their days in Hereford as esteemed and beloved citizens, the parents of three fine children. C. R. became a successful and influential businessman, honored and respected by the entire plains area. I had the pleasure recently of reminding their son, Roy, who still lives in Hereford, that it was Papa's fiddle that made the match between his mother and his daddy. "Pop Goes the Weasel" might not be the most romantic of tunes but it helped C. R. "pop the question."

Jaycees To Sponsor Jamboree

The Hereford Jaycees are sponsoring a Western Jamboree, scheduled for April 12, and will be held in the Bull Barn.

Guest stars will be, Mayf Nutter, The Renegades, and LaWanda Lindsey.

Mayf Nutter, co-star of "Hawkins" starring James Stewart, star of radio, TV, and films, writer, and a member of the Country Music Hall of Fame will be singing some of his recordings such as, "Never Ending Song of Love", "Never Had a Doubt", "Everybody's Talkin'", and others.

Nutter can be described as "The singer, actor, songwriter, who puts it all together as the total entertainer." Tall, dark-haired, good looking and still in his mid-20's, started becoming known to the country in 1965 when he came out with a rhythm and blues hit, "Head Shrinker."

In between recording sessions and personal appearances, Nutter was signed for acting roles in "Gunsmoke", "High Chaparral" and "Bonanza", and was resident narrator for numerous Walt Disney productions.

A bachelor, Nutter maintains residences in Bakersfield, Calif. and in Hollywood, commuting in a hand-made limousine purchased from Playboy entrepreneur Hugh Hefner, and is chauffeured by a blond former Playboy bunny.

The Renegades, started playing professionally in 1967 and now are one of the most popular contemporary country

music groups in the southwest. They seem to create a certain atmosphere about them that gain many fans in each town across the country.

They have appeared with and backed many well known performers such as, Charlie

Rich, Freddie Hart, and Wanda Jackson, and many, many others.

At 14 years old La Wanda Lindsey signed her first major recording contract and became a performing star. She recorded 21 singles and 4 albums in-

cluding a duet album and 4 singles with Kenny Vernon.

Wherever she appears, she touches the hearts of everyone who sees her and they always call her back for more, which is perhaps the greatest compliment to any artist.



To Star In Hereford

Mayf Nutter, left, co-star with Jimmy Stewart in the TV series "Hawkins" will be the star attraction April 12 in Hereford during the Jaycee's Western Jamboree in the Bull Barn.

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Reason 8. H & R Block is a year-round service. We do not disappear after April 15th.

H & R BLOCK
THE INCOME TAX PEOPLE
127 W. 3rd
Open 9am-6pm weekdays, 9-5 Sat. Phone 364-4301
NO APPOINTMENT NECESSARY

ALLIED MILLWRIGHTS
CONGRATULATIONS AND THANKS
Through your continued support and encouragement, you have enabled us to provide for you a new facility. Yes! We are moving into a modern and spacious new plant located on Holly Road. We are adding new equipment and personnel in order to continue to merit your patronage.
AGAIN—THANK YOU AND MAY WE CONTINUE TO SERVE YOU.
Allied Millwrights Inc.
R.M. Slaughter
Don B. Taylor

Trip Is Experience

Two weeks in Durango are proving to be more of an education than a vacation for Suzanne Solomon, a senior student from the College of Education at Texas Tech University.

She is the daughter of Mr. and Mrs. Henry Lee Solomon, 500 Star St. in Hereford and majoring in elementary education.

Miss Solomon is one of 17 students to leave Lubbock March 16 for two weeks in Mexico. The trip consists of visits to cultural events, historical and archeological sites and participation in Mexican schools as teachers' aides.

The youths are involved in "Project Durango", a new concept in preparation for their careers as educators.

Project Durango was conceived last fall when six members of the Texas Tech education faculty visited in Mexico and laid the groundwork for the project. Their visit made possible the students' trip to the Durango area and their participation in Mexican school classrooms.

After the Texas Tech professors returned to Lubbock, their efforts were coordinated by Dr. Tom Livingston, a former faculty member now living in Durango.

The Texas Tech students have expressed interest in teaching in the southwestern U.S. where they will work with pupils from backgrounds and cultural heritages different from their own. By enrolling in special projects courses and participating in Project Durango, the group is taking a close look at the background and heritage of Mexican-American pupils they one day will teach.

The students began to prepare for their trip to Mexico early in the spring semester by working as teacher's aides in public schools in Lubbock and participating in seminars at the university. Their work in the public schools has been supervised by members of the Texas Tech education faculty, including Dr. Ralph Carter and Dr. Duane Christian.

One of the students, Ann Byrd, a junior student from Lockney, called her classroom experience "a great opportunity to learn to deal with these youngsters in a school situation."

"Getting to know them has been a good experience for me," she said.

"Serving as teacher's aides allows the students to gain a first-hand look at classroom teaching," said Carter. "In the classroom, they have the opportunity to compare theory with reality and to experience working with Mexican-American children earlier than they otherwise might."

"Working in Mexican schools will broaden their concepts of educational practices and forms as well as provide the opportunity to function in a different environment," Carter said.

While in Mexico, the Texas Tech students are in the minority, according to Christian.

Page 16 **Turrentine Represents Land Bank At Houston Conference**

George E. Turrentine of Hereford has just returned from Houston, where he represented the Federal Land Bank Association of Hereford at the annual Stockholders' Meeting of the Federal Land Bank of Houston.

The meeting, held at the Houston Oaks Hotel, was attended by members of 66 Federal Land Bank Associations located in Texas. There were about 500 persons in attendance at this meeting.

Stockholders and guests heard President George W. Cunningham present his annual report to the stockholders in which he reported that in 1973, the \$254 million in loans closed was the most credit ever extended to Texas farmers and ranchers in a single year in the Bank's 57-year history. Also, those attending heard addresses by Gov. Dolph Briscoe and Dr. James A. Byrd, Economist, First International Bancshares, Inc. of Dallas.

The Federal Land Bank of Houston makes long-term loans on farm and ranch property throughout Texas and is currently servicing over 35,000 loans for more than \$867

million. The federal Land Bank Association of Hereford makes and services loans in this area. Members of the Board of Directors are Ira Scott,

President, Frank J. Bezer, Vice President; Charlie Burk, George E. Turrentine and J.R.

Hickman. Others attending the meeting from this area were Mr. and Mrs. Woodrow B.

Wilson, and Mrs. George E. Turrentine, Manager, Woodrow B. Wilson.

Henry VII of England got hot under the collar at the idea of arson, and included it in the crimes that constituted high treason.



Anthony's
C. R. ANTHONY CO.

SUGARLAND MALL & DOWNTOWN

APRIL DOLLAR DAYS

NO FOOLIN'
● FANTASTIC PRICES ON ALL (BRAND NEW) SPRING MERCHANDISE
● BEST BUYS IN TOWN—NO FOOLIN'!

Compete At A&M

A West Texas State University Equestrian Team has now been formed, said Marjul Wright, West Texas State University riding instructor. The team will represent West Texas in intercollegiate competition this spring, and assist with various Four-H projects.

"Our first objective is the show at Texas A & M next month," said Miss Wright, a slender Kentucky-trained horsewoman. "The students will be competing in both Western and English classes so they should do well."

"West Texas is the only school in Texas (aside from Texas A & M) to have a riding program," remarked Miss Wright. "This program could be a good drawing card for the school. The new English riding classes have been quite successful this spring, and of course the beginning and intermediate Western classes are very popular."

When asked if the program would continue next fall, Miss Wright answered "Definitely. There has been a great deal of interest in all the classes, especially the English riding and jumping. We are in the process right now of getting jumps made and setting up a hunt course for our team members to use before the show."

Equestrian team members will compete in Western Pleasure, English Pleasure, Open Jumping, Trail Class and others. The prizes will be trophies and systems of saddlery. The show itself will be held at College Station on April 12 and 13.

Look Who's New

Mr. and Mrs. Santos E. Rincon Jr. are the parents of a daughter, Catherina C., born March 28. She weighed 5 lbs. 8 oz.

Mr. and Mrs. Jenaro Ledesma Mata are the parents of a son, Augustine Salinas, born March 29. He weighed 8 lbs.

A Question

"If you don't know cancer's Warning Signals, how do you know you haven't got one?" asks the American Cancer Society. Ask the ACS for a leaflet to learn those signals—it may save your life.

Common But...

Indigestion is a common complaint, but persistent indigestion, heartburn, nausea, loss of appetite should send you to your doctor. That's the word from the American Cancer Society.

A Reminder For Women

You don't have to announce the fact, but if you are over 40, the American Cancer Society hopes that you will see your physician if you notice any unusual bleeding or discharge. It need not be cancer but it should be checked out.

ENCRON POLYESTER BY ENKA

ENCRON® Polyester CUFFED PANT

SOLIDS OR JACQUARDS

Pull-on style 100% Encon® polyester double knits. Beautifully detailed and tailored for perfect fit. Fashion colors. Sizes 8 to 18.

\$7.

*Encon is a reg. T.M. of American Enka Co., Enka, N.C. A part of Arizona Inc. for its polyester fiber.



ENTIRE STOCK OF LADIES' ACCENT SHOES

REG. 14.99
\$10.

Special for Dollar Days only. Values to \$14. in fashionable styles for spring into summer. White, black patents, red or navy. Sizes 5 to 10.



2 FOR \$1.

Kodel® Polyester and Cotton MEN'S UNDERWEAR

T-SHIRTS ATHLETIC SHIRTS BRIEFS **6 FOR \$6.**

Kodel® polyester and cotton blend, white that stays white. Full cut for comfort fit and long wear. Buy a season's supply now.

100% COTTON TANK TOPS

\$1. A group of easy care 100% cotton knits. Solid colors with contrasting trim. Sizes 3 to 7 and 8 to 18. Reg. 1.29 and 1.59 quality.

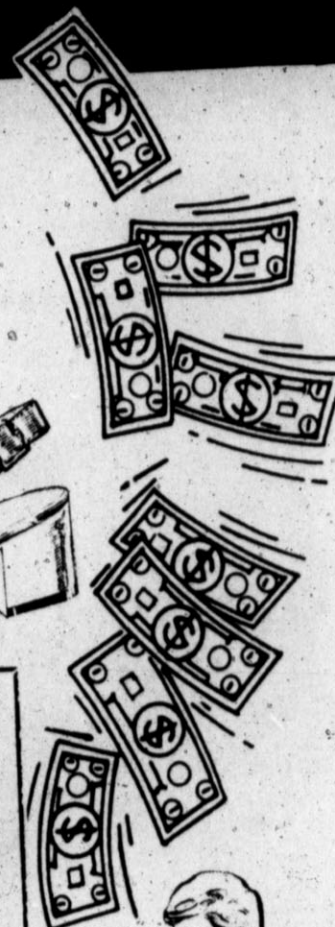
4-BUTTON FRONT DENIM FLARE JEAN

Blue denim flare jeans, four patch pockets, four brass button front. Sizes 26 to 36. S-M-L-XL lengths.

\$6.

MEN'S STRETCH CREW SOCKS

Rib knit stay up tops in a wide assortment of colors. You'll enjoy their comfortable fit. Oriol® acrylic, nylon knits. One size fits 10 to 13.



FOR NEW SPRING FASHIONS 60" WIDE POLYESTER KNIT FABRICS

A beautiful special purchase group of solid color and fancies in spring's newest textures and weaves. All first quality, every yard an exceptional value.



100% Polyester KNIT TOPS \$3.

Ladies' cool, comfortable care-free random rib knit tops in white or fashionable spring colors. Sizes S-M-L. Outstanding values.

OUR FAMOUS JODI HILL 100% POLYESTER SHIRT-JAC

\$7.

Ladies' popular shirt-jac in new spring colors. Two button cuff, two patch pockets. Sizes 8 to 18. Save now.



THIRSTY BATH TOWELS

NAME BRANDS **\$3.77 SET**

Bath Towel 22" x 44" and 24" x 46", Hand Towels 16" x 27", Wash Cloth 12" x 12". In colorful jacquards, prints or solids. Thrifty shoppers will stock up at this low price.



Men's Polyester KNIT SPORT COATS \$22.

Enjoy the handsome good looks of better quality polyester knit fabrics that keep their smart wrinkle free appearance. Solid colors and novelties. Most all sizes 36 to 46 in regular and longs.

MEN'S POLYESTER KNIT SLACKS \$7.

All from our regular stock of better quality brand name slacks. 100% polyester knits, washable, tumble dry, no ironing needed. Savings in this group up to 50% or more.



Spring Specials



Specials Good at Hereford, Canyon, Tulia, Dimmitt and Tucumcari N.M.



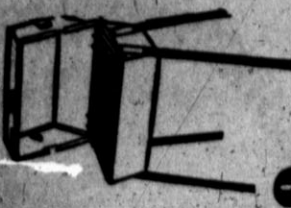
NO. 5600 50' GARDEN HOSE

\$2.27



10-LBS. Squirrel CHARCOALS BRIQUETS

69c



Smoky Dan BAR-B-Q GRILL

\$10.99



NO. 216 AIR CONDITIONER PUMP

\$5.99

GIBSON'S DISCOUNT CENTER

Prices effective Monday April 1, thru Saturday April 6, 1974

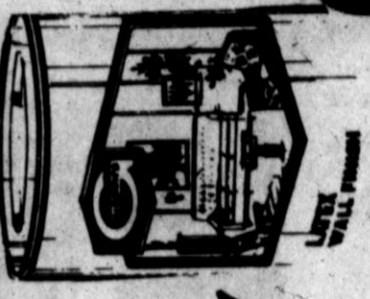


Stops Gas Theft SUPER COP LIGHTER 99c



AIR CONDITIONER PADS 99c

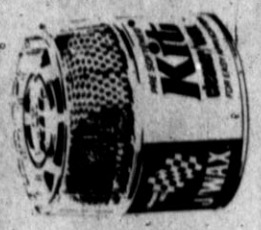
Gibson's SPRAY PAINT 69c



Gibson's Interior WALL PAINT \$2.97



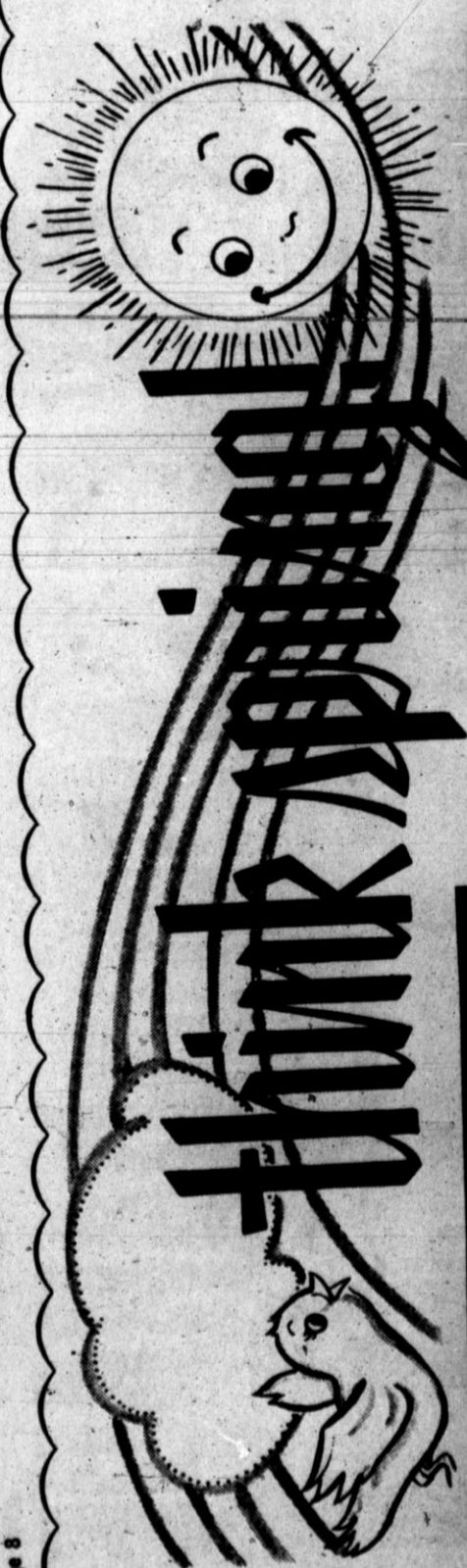
Gibson's Exterior HOUSE PAINT \$3.97 Gal.



KIT AUTO WAX 12-OZ. 99c



STP OIL TREATMENT 77c



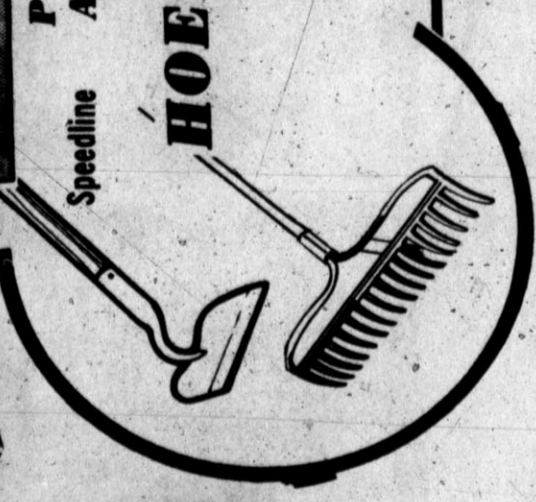
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Advertised Specials Good at... HEREFORD, CANYON, TULIA, DIMMITT and TUCUMCARI N.M. GIBSON DISCOUNT CENTERS...

PRICES EFFECTIVE APRIL 1-6-1974



Sylvania LIGHT BULBS 60-75-100 WATT 44c



HOE or RAKE \$1.88 Your Choice



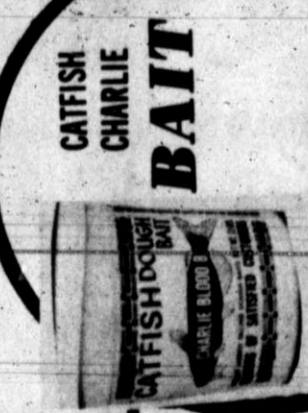
AK1 LIFE JACKETS Coast Guard Approved \$3.49



SST-1179 & TRACK For Auto TAPE DECK \$23.97



HELL BENDER LURES YOUR CHOICE \$1.00



CATFISH CHARLIE BAIT 78c



Thermos 1 Gal. PICNIC JUG \$1.88

STYROFOAM 30 qt. w/Handle ICE CHEST 99c



ALL FISHING RODS 25% OFF



ICE CHEST \$10.99



Garcia Ambassador ONLY REEL \$23.97

WERE HEADQUARTERS FOR Fishing Supplies



IN TUNE WITH SPRING

Advertised Specials Good in Hereford, Canyon, Tulla, Dimmitt & Tucumcari N.M. at Gibson's

Prices effective Monday April 1 thru Saturday April 6 1974

GIBSON'S DISCOUNT CENTER

WHERE YOU BUY THE BEST FOR LESS



PLAYING CARDS

Promotional

29¢

Caphart AM/FM RADIO DIGITAL CLOCK \$25.97



PICTURES

For dice

\$1.99



TAPE RECORDER

Soundesign Cassette

No. 7621

\$34.97

Sylvania **MAGI CUBES**

\$1.29



Colorpack CAMERA



Polord

\$29.77

Sony 8 Track **TAPE CASES**



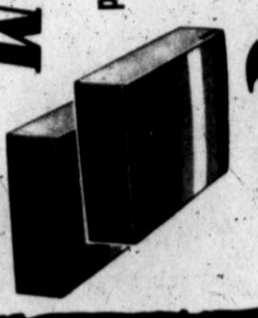
\$5.97



SQUARE SHOOTER 11 POLAROID CAMERA

\$19.97

108 Polaroid FILM



\$3.97

JEWELRY
PINS-EARRINGS & NECKLACES
1/2" Retail
\$1.29



SPRING SAVINGS PARADE



Advertised Specials Good in Hereford, Canyon, Tulla, Dimmitt and Tucumcari N.M.

Prices effective Monday April 1 thru Saturday April 6, 1974

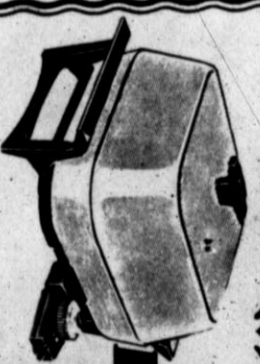
GIBSON'S DISCOUNT CENTER

WHERE YOU BUY THE BEST FOR LESS



No. H Sunbeam **HAND MIXER**

\$10.97



Sunbeam **ELECTRIC FRY PAN**

\$22.87

No. FP6P



No. HD100 Sunbeam **HAIR DRYER**

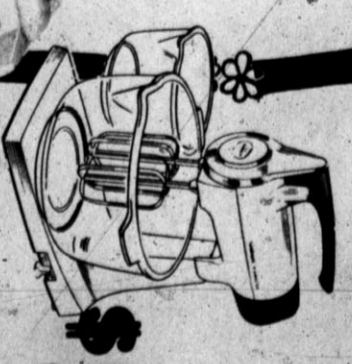
\$17.87



Sunbeam **IRON & DRY**

No. SD36A

\$17.87



No. 100W Sunbeam **MIXER**

\$39.97

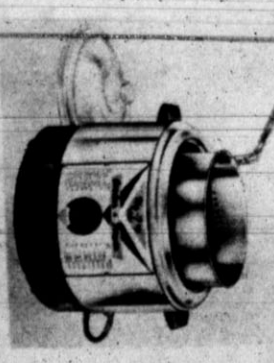
Pacer **ICE CREAM FREEZER**

No. 6640 \$10.79



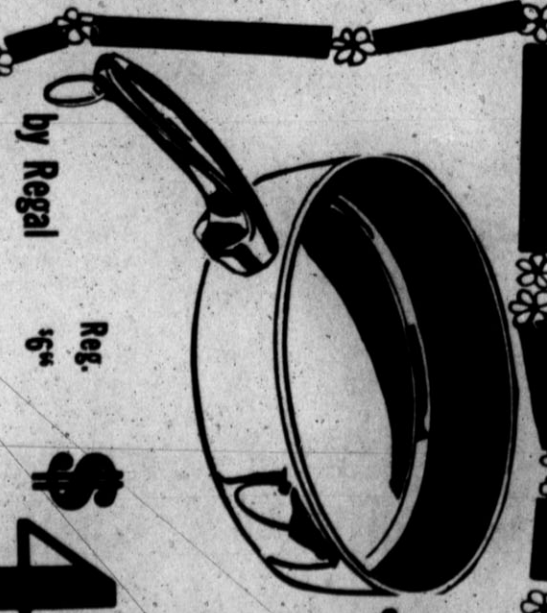
Hometex Corp **IRONING BOARD COVER**

\$5.75



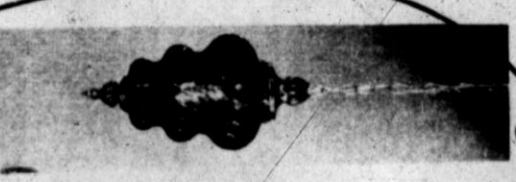
by Reliable **HY-FRY**

\$6.67



Reg. 1964 **JIFFY FRY PAN**

\$4.27



No. 5000 **SWAG LAMP**
by Larvin or Tempo
Values to 15"

\$10.97

Spring Sale



Advertised Specials Good at, Hereford, Canyon, Tulia, Dimmitt & Tucumcari N.M. Prices effective Monday April 1 thru Saturday April 6

GIBSON'S DISCOUNT CENTER

WHERE YOU BUY THE BEST FOR LESS

TRAVEL ALARM CLOCK
by Bradley or Overceen
\$3.97

ALL WATCHES
(Except Timex)
20% OFF
Gibson's Discount Price!

CORN BREAD MIX
Your Choice White or Yellow
10c

INSTANT TEA
88c

PHOTO ALBUM \$1.49
BY Crest

ALBUMS
Retail NOW \$6.98
NOW **\$3.88**

TAPES
Retail NOW \$6.98
NOW **\$4.67**

BILLFOLDS
Meeker Men's & Ladies
20% OFF
Gibson's Discount Price!

ICE CREAM
Borden's Rounds
97c

FLOUR
5-Lbs.
89c

Spring Savings Spree

Advertised Specials Good in...Hereford, Canyon, Tulia, Dimmitt & Tucumcari N.M. Gibson Discount Centers....

Prices effective Monday April 1, thru Saturday April 6, 1974

GIBSON'S DISCOUNT CENTER

WHERE YOU BUY THE BEST FOR LESS



OR PHARMACY
EMERGENCY 944-4109
PRESCRIPTIONS
Phone 684-4900

Men's 12" WELLINGTON BOOTS
Fully Lined Neo-core Sole oil resistant
No. 555 Size 6 1/2 to 12
Retail \$16.97
NOW **\$11.50**

Men's Absorbent Cushion Sole SOCKS
No. 601 Retail \$15
NOW **\$11.50**
Pkg of 3 High Cushion Heel Full Cushion Toe for Sport or Work

SCRABBLE
(The Word Game)
No. 17 NOW **\$3.88**

It's EASTER Shopping Time
Check Gibson's for all your Easter needs....

- EASTER EGGS
- CANDY
- BUNNIES
- TOYS

We have a large selection of.....

EASTER BASKETS
Party Favors & Supplies

Make Gibson's Your Easter Headquarters....

SPRAYS & SHIRTINGS

GIBSON'S
DISCOUNT CENTER
 WHERE YOU BUY THE BEST FOR LESS



Advertised Specials Good At...
 Hereford, Canyon, Tulsa, Dimmitt and
 Tucumcari N.M.
 Prices effective Monday April 1 thru
 Saturday April 6, 1974



Advertised Specials Good at
 Hereford, Canyon, Tulsa,
 Dimmitt and Tucumcari N.M.
 Prices Effective

WHERE YOU BUY THE BEST FOR LESS
GIBSON'S
DISCOUNT CENTER



LISTERINE
 Bonus Size
 17-OZ.
69¢

PLEDGE
FURNITURE
POLISH
 Shine That Lasts
99¢



HOME PERMANENT
 Lit
 Reg. Gentle-Super
\$1 19



HAIR SPRAY
 Sudden Beauty
 13-OZ.
53¢

Men's, Ladies & Children's
THONGS
 Comfortable for Fun Time
 Footwear
 Retail 69¢
 NOW **44¢**
 Retail 59¢
 NOW **33¢**

Men's & Boy's
TRACK SHOES
 ALL SIZES
 Retail 55¢
 NOW **\$4 44**

BATH OIL
 CAPRI
87¢
 64-OZ.



ANACIN
 100 Tablets
99¢



ALCOHOL
 Gibson's
19¢

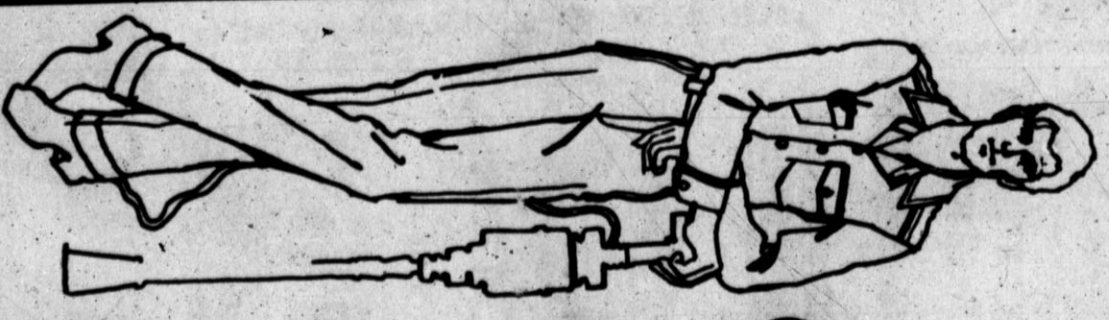
New Crush
PANTY HOSE
 BIG GIRL
 No. 499 Retail 1.19
 NOW **77¢**



Boy's Short Sleeve
SHIRT
 by Ely Walker
 50% Polyester
 50% Cotton
 Size 8-18
 Permanent Press
 Retail 3.99
 NOW **\$2 49**



Women's Magnolia
SATIN BRIEFS
 Ass't. Colors
 Size 5-10
 Retail 1.19
 NOW **77¢**



DICKIES
WORK CLOTHES
 Never Need Ironing
PANTS \$4 99
 Retail 6.99
SHIRTS \$3 99
 Retail 5.99



Secret
DEODORANT
 YOUR CHOICE
\$1 29
 13-OZ.



Final Net
HAIR SPRAY
 (Now in Giant Size)
 17-OZ.
\$1 39

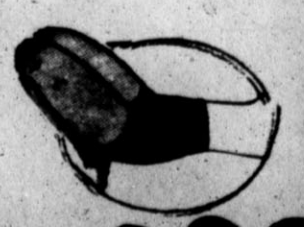


Herbal Essence
SHAMPOO
 8-OZ.
 Dry & Normal
88¢



New Crush
PANSTERS
 Sheer Stretch-Knee High-Answer
 for Pants with non binding Sta
 Up Band No. 419 Retail 69¢
 NOW **29¢**

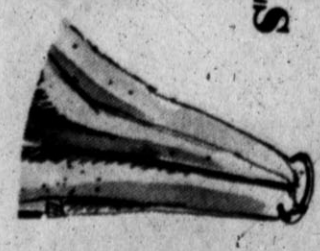
New Crush
PANTY HOSE
 PRE-TEEN
 One Size fits all
 No. 469
 Retail 79¢
 NOW **39¢**



Ladies Lace Cup
 by Angela
BRA
 Snap to open-snap to close Front Hook
 Plunge Bra with convertible straps for
 Halter wear
 No. 486
 Retail 1.29
 NOW **\$1 69**

White Flour Sack
DISH TOWELS
 28x34
33¢

33¢



Secret
ANTI-PERSPIRANT SPRAY
 14-OZ.



Is 19¢ a good price to start a 52 piece set of stainless tableware?



It is, when it's premium quality flatware. "Night Blossom": the kind of fine stainless you've admired in a big department store. The kind of quality that stands out when you walk past. But we know how tough it is to choose a flatware that matches the rest of your table. So we've made it foolproof.

Take this quick quiz:

Q. What decor does "Night Blossom" stainless blend with?

- A. Modern
- B. Formal
- C. Mediterranean
- D. Casual
- E. Everything

The answer? Everything. (We told you it was foolproof.) "Night Blossom" is a carefully chosen pattern designed to enhance every table. Look at the richly textured design:

until recently, such deep embossing was impossible on a metal as hard as stainless.

The jeweler's touch. Each piece is finished individually, through repeated processes of rolling, pressing, polishing and buffing. Each bowl or blade has a mirrorlike polish, while the handle is softly shaded and burnished.

Turn a piece of "Night Blossom" over. You'll see the design continued on the back — something you usually find only on the most expensive sterling. Feel its satisfying weight. We may have put a discount price on "Night Blossom", but it sure isn't discount flatware.

Caring for stainless. Stainless may be practically bombproof, but a few

pointers will help keep it looking brand new. Salt left in contact with stainless may pit or (oh, yes) stain the metal. So might immersion in water for long periods. Wash, rinse and *dry* stainless as soon as possible after use. It's completely dishwasher safe, too, as long as your rinse cycle leaves the flatware completely dry.

How to collect. One item of the four-piece place setting will be featured each week for twelve weeks, beginning this week with teaspoons. They're 33¢ apiece with each \$3.00 purchase, and there's no limit.

- Weeks 1, 5, 9 — Teaspoons 19¢*
- 2, 6, 10 — Dinner Forks 19¢*
- 3, 7, 11 — Dinner Knives 19¢*
- 4, 8, 12 — Salad Forks 19¢*

*with each \$3.00 purchase

If you spend, say, \$15.00 you can get five teaspoons.

Completer pieces will be on sale throughout, no purchase necessary.

COMPLETER PIECES:

4-piece Place setting	\$1.29
Teaspoons(4)	\$1.29
Soup Spoons(4)	\$1.29
Iced Teaspoons(4)	\$1.29
Fruit Spoons(4)	\$1.29
Two Serving Spoons, Cold Meat Fork	\$1.29
Sugar Spoon, Butter Knife, Pierced Spoon	\$1.29
Gravy Ladle, Cake Server	\$1.29

So start collecting a whole set now. You see, the same value dollar that buys you good taste in food now also brings you good taste in tableware.



Your dollar here is a value dollar. (Ideal Foods)



1105 W. PARK AVENUE, HEREFORD
OPEN 8 A.M. TO 11 P.M. 7 DAYS A WEEK
WEEK FOR YOUR CONVENIENCE

Prices effective Sunday March 31,
thru Wednesday April 3, 1974.
Limit rights reserved.
No Sales to Dealers.



WATCH YOUR SAVINGS GROW WITH
**the Right Price,
Right Now...**



Savings come easy when you shop Ideal where you'll find the quality you desire at a price to fit every budget. Choose from our huge selection of national brands or, if you're looking for extra savings, choose our "Camelot" brand and still enjoy national brand quality... guaranteed 100% at Ideal.

DOUBLE GUNN BROS. STAMPS!
TUES. & WED. WITH \$2.50 PURCHASE

ENRICHED FLOUR
Gold Medal
\$1.56
10-LB. BAG

VALUABLE COUPON
ENRICHED FLOUR
Gold Medal Flour
10-LB. BAG \$1.56
LIMIT ONE WITH THIS COUPON
EXPIRES WED., APRIL 3, 1974
IDEAL FOODS!

MOUNTAIN GROWN
Folger's Coffee
\$2.59
3-LB. CAN
LIMIT ONE WITH COUPON AND \$5.00 PURCHASE

VALUABLE COUPON
MOUNTAIN GROWN
Folger's Coffee
3-LB. CAN \$2.59
LIMIT 1 WITH COUPON AND \$5.00 OR MORE PURCHASE. EXPIRES WED., APR. 3, 1974
IDEAL FOODS!



DEL MONTE LIGHT MEAT

Chunk Tuna..... 6-OZ. CAN **48¢**



HUNT'S, LIMIT 4

Fruit Cocktail..... 15-OZ. CANS **4 \$1**



HUNT'S

Tomato Juice..... 46-OZ. CAN **38¢**

MEADOWDALE

Salad Dressing..... 32-OZ. JAR **48¢**



MEADOWDALE, ALL FLAVORS

Ice Cream..... 1/2-GAL. CTN. **68¢**

GOLDEN WHOLE KERNEL

Niblets Corn..... 12-OZ. CANS **4 93¢**

MACARONI AND CHEESE

Kraft Dinner..... 7 1/2-OZ. PKGS. **4 88¢**

CAMELOT ASSORTED

Layer Cake Mixes..... 19-OZ. PKGS. **3 \$1**

CAMELOT

Cut Green Beans..... 16-OZ. CANS **4 89¢**

CAMELOT ASSORTED

Hamburger Dinner Mixes..... 7-OZ. PKGS. **38¢**

CAMELOT ASSORTED

Frosting Mixes..... 13 1/2-OZ. PKGS. **3 \$1**

DEL MONTE EARLY GARDEN

Sweet Peas..... 16-OZ. CANS **4 93¢**

MEADOWDALE

Pear Halves..... 29-OZ. CAN **48¢**

WAGNER ASSORTED

Breakfast Drinks..... 32-OZ. BTL. **3 86¢**

CAMELOT

Garden Spinach..... 16-OZ. CANS **5 \$1**

THRIF-T PRICED!

Camelot Applesauce..... 16-OZ. CANS **3 78¢**

WHITE OR COLORS

Charmin Tissue..... 4-ROLL PKG. **42¢**



JENO'S FROZEN CHEESE, HAMBURGER OR

Sausage Pizza..... 12 1/2 OZ. PKG. **88¢**



CAMELOT INDIVIDUALLY WRAPPED

American Slices..... 12-OZ. PKG. **88¢**

MEADOWDALE CAULIFLOWER OR

Broccoli Spears..... 8-OZ. PKGS. **4 \$1.00**

MEADOWDALE FROZEN FLORIDA

Orange Juice..... 6-OZ. CANS **5 \$1.00**

DAISY IMITATION

Cheese Loaf..... 2-LB. LOAF **\$1.08**

KRAFT PHILADELPHIA

Cream Cheese..... 8-OZ. PKG. **37¢**

MEADOWDALE

Chopped Broccoli..... 10-OZ. PKGS. **4 \$1.00**

MEADOWDALE MIXED VEGETABLES OR

Golden Corn..... 10-OZ. PKGS. **5 \$1.00**

GRADE A

Ideal Buttermilk..... 1/2-GAL. CTN. **64¢**

SWEET MILK OR BUTTERMILK

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Smoked Ham.....LB.

SHANK PORTION 7 TO 9-LB. AVERAGE

78¢
LB.



JUMBO CALIFORNIA

Navel Oranges

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LBS.

CALIFORNIA

Fresh Asparagus

LONG, SLENDER TENDER SPEARS

59¢
LB.

RUMP PORTION
Smoked Ham
88¢
5 TO 7 LB. AVERAGE LB.

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Boneless Hams.....LB.

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EXTRA FANCY RED

Delicious Apples

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FRESH

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HAWAIIAN FRESH

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2 BREAST QUARTERS
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2 WINGS, 2 GIBLETS
3 TO 4 LB PACKAGE LB.

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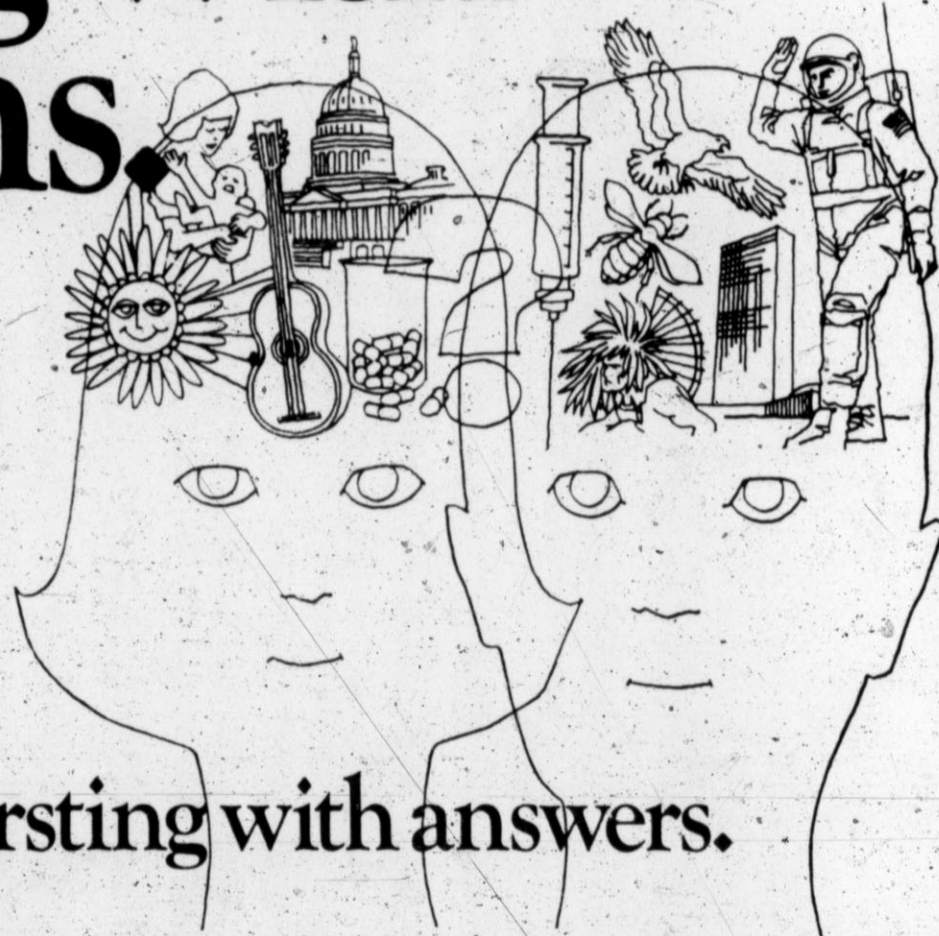


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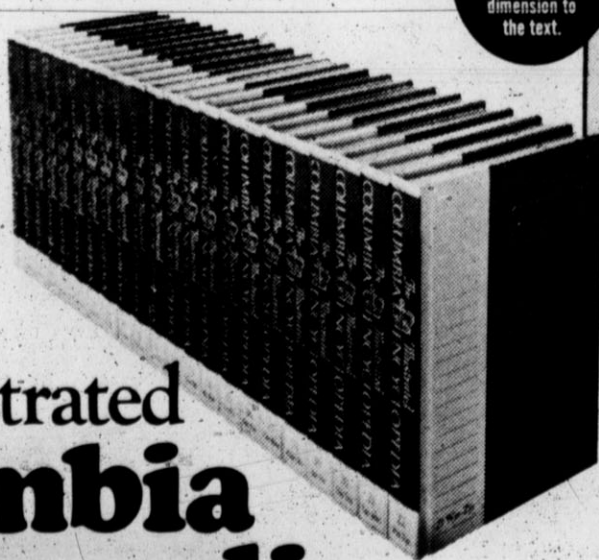
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