

Whiteface Gridders Seek First District Triumph

DAN WELTY
Brand Sports Editor

The Hereford Whitefaces will play their second district game of the season Friday when they host the Coronado Mustangs in Whiteface Stadium for a 7:30 p.m. kickoff.

The Whitefaces opened their district schedule last week with a loss to the Plainview Bulldogs 20-6. Coronado won a 7-0 decision over Lubbock High last weekend.

HEREFORD'S HOMECOMING celebration will be a part of the Friday night festivities, a night in which the Herd hopes to make a comeback after last week's loss. With Hereford 0-1 in district and Coronado 1-0, the outcome of the contest could be a big factor in the decision of who leads District 4-AAAA.

Coach Larry Dippel told The Brand in a Tuesday morning interview that the district race is far from over, and despite

the predictions of Lubbock journalists, Hereford will still be a big factor as defending district champs. "Plainview is quite possibly the best team in our district," said Dippel. "But any of the teams they still have to play could beat them and we might be able to come back and win our last three. Don't count up who the district champ is until the last game has been played."

Coronado's Mustangs have a 5-2 record with losses to Palo Duro and Wichita Falls. Their five wins have not been by large margins, however, and Dippel said this probably is due to the tough competition they've faced this year. Wins over Estacado and Tascosa were both by one point for Coronado, while the Mustangs downed Lubbock High and Hobbs by one touchdown. Their

remaining win was over Dunbar by two touchdowns.

HEREFORD'S RECORD reads just the opposite, though, with two wins and five losses. The two wins were by close margins as was one loss for the Herd. They have been defeated soundly, though, by four of the teams they have faced.

Dippel said Tuesday Coronado has plenty of talent. "Their quarterback (Kenny) Blackwell is one of the keys to their offense. He didn't play against Lubbock High this last week, so he's had a week of rest. Blackwell is a good leader on the field and throws the ball exceptionally well. Coronado moved the ball well against Palo Duro, although they lost the game. I was quite impressed with

their offense against the Dons."

"The tailback Anders (Larry) is a strong runner. (Jim) Perry at wingback is a good receiver, he has good speed, and he's a good open field runner. Rocky Williams, their tight end, is returning off of knee surgery, but he's a big kid, about 216. He's a college prospect and they like to throw to him. With his big size, they use him blocking, too, and they run an off-tackle power play to his side quite a bit.

"CORONADO'S OFFENSIVE line is not awesome, but they block well. Overall, Coronado is a good solid football team. They do everything pretty good — blocking and tackling and throwing the ball. Anders is a strong runner inside. Perry is good on the counters and Blackwell can throw the ball. All that on offense, and on defense they play aggressively," said Dippel.

(See GRIDDERS, Page 2)

Hereford Homecoming Starts With Parade

IT'S HOMECOMING time at Hereford High School and all citizens of the community can be involved in the event through a downtown parade at 3 p.m. Friday and the football game at 7:30 against Lubbock Coronado.

Other activities include the pep rally and crowning of the Homecoming Queen, beginning at 2 p.m. in the high school gym, and the senior class supper from 5

to 7 p.m. in the high school cafeteria. Adults are invited to attend these events.

STUDENTS WILL climax the Homecoming festivities after the football game with several other options, including a program by the Morning Star Singers from McMurry College — to be presented in the high school auditorium — and a dance hosted by the Catholic Youth Organization. The parade will

feature some 30 units, including about 10 floats. Both junior high school bands will join the HHS Band in the big parade, which starts at high school and proceeds down Main Street. The parade will turn east on 2nd street and disperse at Schley street.

GENE BROCK, HHS faculty and parade marshal, said winning floats will be displayed at the football game. Floats

will be judged as the parade is in progress down Main street.

Homecoming Queen candidates are seniors Betty Griego, Melissa Henry and Cindy Smart. Gayle Yosten is the sophomore attendant and Sara Ricketts is the junior attendant.

THE SENIOR supper Friday evening is the last of the class suppers to be held, and the Annual Queen will be determined

the Hereford Brand

Hereford, Texas, Thursday October 24, 1974

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Branding Time

By Speedy Nieman

Banks List \$59 Million In Deposits

THAT FELLER on Tierra Blanca Creek says the heaviest thing a person can carry is a grudge.

SILENCE may be golden but it takes a whole lot of doing to convert it into cash.

ANOTHER big Homecoming celebration is planned by Hereford High School Friday with a 3 p.m. parade and the 7:30 p.m. football game as highlights for the adult community. A high school reporter says the class floats should really be something to see this year. The Homecoming Queen will be crowned at a pep rally just prior to the parade. The senior class is sponsoring a supper Friday evening, and it is expected to draw a large number of residents, as well as homecoming exes.

THE APPRECIATION dinner planned here Nov. 11 for State Rep. Bill Clayton is probably long overdue. It comes at an appropriate time, however, with the veteran legislator tabbed as the new Speaker of the House. The post is recognized as the most influential one in state government during a legislative session.

Purpose of the local event is to show appreciation to Clayton for his service to the area through the years. The Civic Club Center will only seat about 250 persons, and we should have a full house for this popular representative. The \$25-per-plate dinner is set for 7 p.m. on Nov. 11. If you need a ticket, call this writer at 364-2030.

TICKET SALES are also underway for the L'Allegria Study Club's second annual Antique & Show Sale, scheduled Nov. 1-3. Admission is only \$1 a person and proceeds will be used in the Community Center building.

SOME SOUTHERNERS have long memories concerning integration and school busing problems, so they couldn't resist the temptation to "jab the needle" at Boston officials in recent weeks.

The Star Telegram published a Newsday story last week that contained some of the letters that the Boston Globe and Boston Mayor Kevin White have received from southerners pertaining to Boston's current school busing problems. A couple of samples:

"US POOR, ignorant, racist, redneck Southerners sure do admire the brotherly, civilized and orderly manner in which you enlightened, cultured, dignified Bostonians are handling your school integration problems," stated a

(See BRANDING, Page 2)

Bank deposits in Hereford have been setting records for almost every reporting period for several years, but the Oct. 15 bank call last week finally saw the combined totals fall below last year's record figure.

Total deposits at the two local banks as of Oct. 15 were listed at \$59,686,986.44. This was an increase of about \$1 million over the last reporting period in June, but was down about \$4 million over the same month in 1973.

FIRST NATIONAL Bank showed deposits of \$37,877,773 and loans totaling \$29,803,808. Hereford State had deposits of \$21,809,212 and loans of \$10,795,708.

Hereford State's total on deposit was a new record for that bank for this reporting period. Deposits were up more than \$1 million over last October's total of \$20,561,657. First National had a record October total of \$42,952,809 in 1973 but this month's figure was down about \$5 million. Deposits at both banks were up slightly over the June, 1974 figures.

DEPOSITS are normally the highest at the end of the year. The two banks here had a record total of \$73,609,086 in deposits and the close of business on Dec. 31, 1973. That peak figure was more than \$21 million over the high at the end of 1972.

Date	Hi	Lo	Precip
19	76	40	-
20	77	43	-
21	69	46	-
22	67	50	1.35
23	57(est)	48	?

Heavy Rainfall Hits Hereford Area



Rains swell Tierra Blanca Creek off Main Street bridge

Unwelcome rainfall, and too much of it—covered the Hereford area Tuesday and Wednesday with measurements ranging from 1 to 4 inches and the downpour continuing at press time Wednesday.

Rainfall reports received before noon Wednesday ranged from 1 inch northeast of Hereford to about 4 inches around the Frio community. KPAN Radio had recorded 1.35 in the city at the same time.

The soaking rains were unwelcome because of the harvesting of several crops which is currently underway. The sugar beet harvest will come to a halt and farmers won't be able to start again until the fields dry out. The moisture may have a tendency to cut down on the sugar content of the beets, also.

The Wednesday morning reports included measurements of 3 to 4 inches in the Easter and Frio areas, south of Hereford. A report from Eldred Brown, 28 miles west, revealed about 2 inches already recorded and the rain still coming down hard before noon. H.L. Hershey, 13 miles northeast, reported 1 inch of moisture in a "good, slow gentle rain." Before heavy rain started around noon Wednesday, a total of 1.34 inches had been reported near Dawn.

After a slight frost last week, the temperatures had climbed back into the 70's early this week. The high reading was 67 Tuesday, however, and was predicted to reach only the upper 50's Wednesday. The low was 48 Wednesday morning.

School Board Is Buying

Price of School Buses Has Gone Up One-Third

In a marathon session beginning at 4 p.m. Tuesday, members of the Hereford Board of Education approved the purchase of five new school buses, the low bid on cafeteria equipment for the new building, taxes for the young men in the high school choral program, had a look at two phases of curriculum and considered routine reports and actions.

IN VIEW of delivery delays now being experienced, the panel felt orders for the new buses should be placed as soon as size needs could be worked out.

Golden Light of Amarillo was the low bidder on the cafeteria equipment for the new school building. That firm's bid of \$32,412.80 included all items specified by the architect and installation of same. Two other firms, one from Lubbock and one from Abilene, submitted bids on this

equipment. Application will now be processed to secure, hopefully, approval for federal funding to the tune of 75 per cent of the purchase price of this equipment.

FOLLOWING an explanation and an appeal for tuxedo dress for the boys in the high school choral group by High School Choir Director Don Moore, the board approved the purchase of these suits . . . to be made at the best possible price. Moore explained these would be handled from year to year in regard to fitting in the same manner as band uniforms. He said tuxes were widely accepted attire for such school groups and the simple black standard forms could be matched to the choice of dresses by the girls each year by changing shirts and bow ties.

Approval was given the school tax office to advertise for bids on two pieces of property acquired through tax litigation. It was felt that these parcels should at least defray the cost of legal moves as well as bringing in the amount due in taxes.

Marjorie Lassiter, Wilma Braddy and Jim Holmes explained in detail with projector and supportive printed matter,

the part testing plays in the curriculum. Richard Robinson on the status (highly successful) of the adult education program.

CAROLYN WATERS presented the results of a survey of classroom teachers made in behalf of the board members following a request by the wife of the superintendent of schools that the board review its policy against her being employed in the school system. She is a certified teacher, librarian and media specialist and wants to be employed should a vacancy occur in her field.

Questioned whether they thought the policy should be changed and the request granted. 170 members of the teacher organization voted "yes," included all 16 administrative members. This represented 66 per cent of the membership locally. Eighty-nine (or 34 per cent) voted "no" while 14 voiced no opinion and 84 did not vote.

The board made no immediate decision on the findings.

A REPORT on enrollment figures and

(See SCHOOL BOARD, Page 2)

'Be Late Sunday' Here Again

In the early hours of Sunday morning, the time schedule of the United States moves back one hour.

You have a choice of moving the hands of your clocks Saturday night before retiring, Sunday morning upon awakening . . . or as some compulsive purists do: set your alarm for 2 a.m., move your clocks back one hour and return to the arms of Morpheus.

FOR THE benefit of recent generations who may not know better, this time change Sunday is a legislative thing and not an Act of God or Law of Nature. During that period, of history known as World War Two, it was decided somewhere in the eastern sector of the nation that war workers would have more daylight for their labors if the nation's clocks were simply moved forward one hour.

(See BE LATE, Page 2)

Absentee Vote Ends Nov. 1

Voter Address Change Deadline Oct. 30

The general elections of Nov. 5, became a closer reality this week when voting citizens of the area realized we were into the period for absentee balloting (it began Oct. 16) with the deadline being the closing of the county clerk's office at the end of the work day, Friday, Nov. 1.

A voter who plans to be absent from his home balliwick only on election day, may appear in person at the office of the county clerk to cast his vote. Voters who will be absent for a longer period may secure a ballot by mail and return it the

same way. Elsewhere in this issue of The Brand is printed an application form that can be used to apply for the absentee ballot.

October 30 is the deadline for persons who have recently moved to change their voters' box, according to Nell Miller, County Tax Assessor Collector.

In order to be eligible to vote in the Nov. 5 election, the tax office at the courthouse must be notified of a change in residency.

Five political parties have places on the Deaf Smith County ballot with 28

candidates seeking office. Of these, 19 are unopposed on the ballot form that will be used in this county.

THE UNOPPOSED candidates are running under the Democratic banner while Republicans have fielded nine candidates, all for offices at the state government level.

In addition to the Demos and the GOP, the Raza Unida Party has two candidates on the ballot; the Socialist Workers Party, three and the American Party, one. That is S.W. "Sam"

McDonnell, the American candidate for governor.

He faces Socialist Sherry Smith; Raza Unida's Ramsey Muniz; Republican Jim Granberry and the Democratic incumbent, Dolph Briscoe.

OTHER CANDIDATES are GOP Gaylord Marshall seeking to oust Demo incumbent Bill Hobby as lt. governor with Socialist Dan Fein also seeking that post and Republican Tom Cole after John Hill's job as attorney general with Socialist Pedro Vasquez also after that

top legal job in the state.

GOP Nick Rowe and Socialist candidate Sas Scoggins will try to unseat Demo Bob Bullock as comptroller of public accounts. With Robert G. Holt, Republicans are making another general election bid for Jesse James seat in the office of state treasurer.

The job of commissioner of the general land office now held by Demo Bob Armstrong has attracted two hopefuls: Mary Lou Grier, GOP and

(See VOTER, Page 2)

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PK SUPPLY INC. SERVICE GAMERZ MANAGER
DO-IT-YOURSELF
Saturday Program Notes
Sunday Program Notes
Reluctant witness

Foxes Of Inflation

Everyone knows you don't hire the fox to guard the hen house. But what can you expect when the farmer who does the hiring is one of the foxes?

Federal employees have just gotten another raise, and they got it because Congress gives federal bureaucrats the job of making the surveys to determine pay increases for 3.5 million federal civilian and military employees.

The law under which the increases are computed is intended to make government salaries competitive with jobs in private industry.

Not surprisingly, federal salaries have outstripped those of workers in private industry. According to the Department of Commerce, average federal pay is \$12,984 per year, or 46 per cent more than the average \$8,900 received in the private sector.

It might surprise a lot of folks in Perryton to learn that the average in the private sector is \$8,900. That would make a lot of wage earners happy here.

But the federal employees have other advantages as well as pay. Government fringe benefits are about 12 per cent greater than those of workers in private business. Federal government employees receive better vacations, holidays, sick leave benefits, retirement programs and health insurance programs than those employed in the private sector because Uncle Sam helps foot the bills.

President Ford asked Congress to delay for three months a proposed pay raise of 5.5 per cent for federal employees. He said the delay was to help fight inflation.

But the Senate went right on and voted to go ahead with these pay raises, and under the formula, more can be expected soon.

It makes a lot of wage earners wish they were working for the federal government. Maybe all of us can get on there.

THE PERRYTON HERALD



"I'm number 41's father!"

Jacob K. Javits, Senator (R-NY), on Cuban relations: "Major steps are a long way off... We made it clear to them this is a two-way street."

Outer Space

Outer space is getting far out. The latest thought-provoking space discoveries were recently reported in "National Geographic" magazine.

Whereas we once thought a few million stars or planets might surround us, it now seems certain that hidden behind what were heretofore barriers of time and space is a whole new colossal stretch of space, planets, stars, matter, dwarfing the imagination of just two decades ago.

Leading astronomers now feel positive there must be other planets with living beings—not just a few but probably millions! That's because new discoveries have revealed there are billions of galaxies comparable to our own Milky Way Galaxy.

The new discoveries of the vastness of space are so awesome one's imagination can't really understand their meaning; how can one, for example, understand the distance involved in a celestial body ten billion light years away? How can one comprehend the density of a neutron star when one teaspoon of its composition weighs a billion tons?

Veterans' Day

Veterans' Day 1974 is observed on October 28th, originally Armistice Day, commemorating the end of World War I. In recent years the strong, unified sentiment that existed in 1917-1918 has not prevailed; instead, many exhibited hostility to the military and questioned Washington policies.

However, those who served this country, often risking their lives, had nothing to do with policy decisions resulting in military operations. Rather, it was their duty to serve and to obey. To those who felt the sense of duty, who obeyed the law of the land, and sacrificed in serving this country, the nation owes gratitude and admiration.

John C. Sawhill, Administrator of the Federal Energy Office:

"The United States has no short-term policy to halt and reverse rising world oil prices."

Saudi talks of cuts in oil prices.

Shah offers oil, but not on U.S. terms.

City Enters Flood Program

Trash truck bids, request for a rate increase, school safety flashers and the high-water portions of the city were the concerns of the Hereford City Council Monday night.

The most time and attention were demanded by the flooding issue within the city of Hereford. The federal government has declared portions of the city "flood-prone" and the city has to process the necessary red tape to participate in the federal flood insurance program (Flood Act) so property owners can collect the federal flood insurance benefits for any such damage in the future. Participation costs the city nothing. However, it is obligated, under law, once it enters into participation, to publish the flood-prone areas of the city and to warn future builders in any of these areas that they are considered so.

They are roughly defined as the land along Tierra Blanca Creek, Dameron Park and the Putnam Lake area.

THE PANEL authorized City Manager Dudley Bayne to advertise for bids on three new trash trucks with packer bodies to replace the most worn units now in operation.

Also on the subject of trash disposal, members of the council accepted for study recommendations for an increase in trash collection fees for business and an increase in trash collection fees for residential. This would not affect residential

service.

The council passed the necessary authorization needed for the Texas Highway Department to install and maintain the operation of warning flashing lights at all schools within the city where students must cross highways. This program will cost the city nothing. The state even pays the electric bill for the flashers.

THE COUNCIL tabled a request by Hereford Cablevision for a rate increase from \$5.45 to \$6.45 monthly. The action was taken chiefly on the advice of the city's consulting engineer, Bill McMorris, Amarillo, that the service had not been in operation a year as yet offering insufficient area for study of the request.

Members of the council took under consideration a survey on the San Jose sector (whose residents have requested annexation to the city) made by Paul Abalos conducted practically on a house-to-house basis. No action was taken on the survey since it developed that most of the residents petitioning annexation are reportedly renters instead of property owners. Full development of this survey is underway and the council expects a report at the next meeting.

OTHER BUSINESS of the meeting was concerned with the routine operation of the city.

Branding--

from Page 1

letter to The Globe.

"What's the matter with you damn Yankees?" says another from Harris County, Tex. "We've been enjoying forced busing down here for several

years, thanks to your senator's efforts!"

DEAF SMITH County Chamber of Commerce members are reminded that Friday is the deadline for sending in your ballots for the election of new directors.

School Board--

from Page 1

student population revealed a total enrollment to date of 5,525 against 5,508 last year at this time. It was noted that there had not been the rate of "turn-over" this year that had been experienced in previous years. Of this enrollment, 52 per cent is Mexican American; 45.5, Anglo and 2.4 Negro. Supt. Roy Hartman also gave out figures showing that the ethnic distribution of this pupil population was well within the prescribed percentages.

In personnel matters, one teacher was given a leave of absence and one new

teacher was employed. Mrs. Dorothy Brink, high school English teacher requested the leave for reasons of health and recommended a full-time replacement during the period of her leave rather than use of a series of substitutes. The board made this decision in granting her leave. Kathleen Conway was employed at Tierra Blanca to work with a special group at that school under a federally funded program.

The remainder of the meeting was devoted to routine reports and announcements.

Gridders--

from Page 1

The Hereford game plan against Coronado? "Hopefully it will be the same as always. Try to control the line of scrimmage and keep them from moving the ball. Against Plainview, our defensive line did a good job, but the offensive line didn't. I guess Plainview's balance hurt us. On crucial downs the quarterback was able to come up with big plays, either running or throwing."

Does Coronado have any weak spots the Herd will work on? "Nobody has really hurt them. Nobody has really tried to throw against them. It's hard to say how well the Mustang secondary plays the pass. On paper and film they look sound, but it's hard to tell," said Dippel.

"THE GAMES we've won and the games we've played well offensively our throwing game has been the key. We'll rely on it again this week," said Dippel.

Commenting on Mike Crim's throwing game last week, Dippel said, "Mike threw only three of 16 against Plainview. Some of the passes were high, but we also dropped a few. The pressure of the game and several other factors combined probably caused the low throwing percentage. We hope it's better this week."

How long his knee will last we don't know, but we'll use him a lot this week."

Charest will get the starting nod at the fullback spot while Terry Brady will be in the tailback position. Mike Crim will be at quarterback with Mike Munnerlyn rounding out the backfield at wingback.

Hereford fans can expect to see a lot more of number 35 this week. Doug Charest carried only twice against Plainview, but Dippel plans to put him into more action this week. "Doug worked out for the first time Monday."

OFFENSIVE LINEMEN start against Coronado will be Kevin Malone at tight end, Ronnie Ohlig at split end, David Fish and Melvin Betzen at tackles, Kevin Fox and Danny Collins at guards and Terry Bell at center.

The defensive line will be changed, with Brian Edwards going at noseguard and Luis Marquez moved out to tackle along with John Paetzold. Sophomore Abel Treviso will see some action at noseguard after being moved up from the younger squad last week. Terry Bell and Jimmy Sanchez will remain at defensive ends.

Dave Charest, Mike Artho, David Artho and Kent Hollingsworth will fill the defensive secondary.

APPLICATION FOR BALLOT BY MAIL ARTICLE 5:05

STATE OF TEXAS, COUNTY OF _____

FOR THE _____ ELECTION TO BE HELD ON THE _____ DAY OF _____ 19____

I, the undersigned, hereby make application for an official ballot to be mailed to me for absentee voting by me at the _____ election to be held in Election Pct. No. _____ County, Texas on the _____ above stated date.

I do solemnly swear or affirm that:

1. I am a resident of said Precinct and have resided in this Precinct and have resided in this state and to vote at said election; my residence in said election precinct is _____

Street Address _____ Town _____

2. Because of:

- SICKNESS
 PHYSICAL DISABILITY
 RELIGIOUS BELIEF

Attach Physicians, Chiropractor or Accredited Christian Science Practitioners Certificate.

State Church or Faith _____

3. I expect to be absent from County of my residence on the day of said election at the time of applying for said absentee ballot, I am absent from the County of my residence and expect to be absent from said County during the remainder of the period of absentee voting for said election. This application will be postmarked from an address outside the County of my residence.

Attach Voter Registration Certificate Here _____

Mail Ballot to me at this address outside the County. _____

Street _____ Town _____ State _____ Dated this _____ day of _____ 19____

Signature of Voter _____

Name of Witness in event of electors Physical Disability. _____

Strike Paragraph not Applicable.



Your newspaper tells you WHERE news is happening in terms of a living geography lesson. International news and feature services affiliate with newspapers to give editors arms long enough to encircle the globe as they reach out to grasp the story of our times. It's another reason why newspapers make a big difference in your life.

The Hereford Brand

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

Be Late--

from Page 1

This has always stood as a piece of brilliant thinking in the opinion of the Man in the Street since war workers did their thing in brilliantly lighted plants... that had to be so for they were working shifts around the clock so that an extra hour of daylight made no difference at all.

—But the practice was retained through the summer months after the war ended and the work-a-day world returned to normal schedules.

Then came the energy crisis. A GOVERNMENT official of high rank stated he had caused research to be done and considerable energy would be conserved throughout the land if Daylight Saving Time became a permanent thing. Subsequent research proved this to be as effective as the football strategy this same government leader worked out for one of the country's top teams. Children were injured going to school in total darkness, other accidents occurred but... Daylight Saving Time remained.

Finally... finally, legislators heeded the cry of their constituents and full-time Daylight Saving Time reverted to its original status.

NOW, IF certain "reliable Washington sources" truly are, you may never hear of Daylight Saving Time again. It seems that cessation of wartime industry has finally been noted along with the constant variables built into our time zones by the rotation of the earth... which cannot be controlled by legislation. So, influential persons in high places are reportedly preparing to take the action to preserve intact for all time that chronometric status more than frequently referred to as "God's Time."

Regarding those time zone variables... it was noted at one time that, on the longest day of the year and this close to the beginning of the Mountain Time Zone, the sun sets at Amarillo at about 10:50 p.m.

Voter--

from Page 1

William Rayson of the Socialist Workers Party.

ZACK FISHER is listed in the Republican column on the ballot for commissioner of agriculture, a job now held by John C. White, a Democrat.

Jim C. Langdon, Demo; Joe F. Cain, GOP; Fred R. Garza, Raza Unida and Rick Congress, Socialist Workers are all seeking one post as railroad commissioner. Democratic Mack Wallace and Republican Dale W. Steppes are an unexpired term on the railroad commission.

Sears McGee, Thomas M. Reavley and Zolite Steakley are unopposed for places 1, 2 and 3 respectively, as associate justices on the state supreme court.

So are W.A. Morrison and Leon Douglas for judges' places 1 and 2, court

of criminal appeals.

STATE REPRESENTATIVE Bill Clayton ran unopposed. He will serve as speaker of the house.

Without opponents on the ballot are James H. Whiteside, member, state board of education and Mary Lou Robinson, associate justice, court of civil appeals.

All candidates at the area level are unopposed. These are Archie S. McDonald, district judge; Andrew J. Shuval, criminal district attorney; Sam Morgan, county judge; Lola Faye Veazey, district clerk, B.F. Cain, county clerk; Vesta Mae Nunley, county treasurer; A.J. Schroeter, county surveyor; Austin C. Rose Jr., county commissioner, precinct 2; James L. Voyles, county commissioner, precinct 4 and W. Glen Nelson, justice of the peace.

Letter To Editor

All Herd Needs Is Fan Support

Dear Sir:

This letter is directed to the citizens of Hereford:

The tendency of many high school football fans is to stay at home, rather than to actively give support when the local team has suffered a few defeats, especially after following teams to the playoffs in past years.

The Herd has lost some non-conference games this season, but they still have the potential to make the playoffs. Any team has that potential — no matter how the statistics read before district play.

This year's Herd is a young team in terms of previous varsity experience but it has been gaining experience and confidence with every game played this season. Regardless

of what the final scores have been so far, the team as a whole has been improving every week in basic football knowledge and physical strength. With its ability and continuing improvement, all this team needs to be a strong district contender is your continuing support and confidence.

I have followed the Herd's progress since leaving Hereford four years ago and I will return for the Homecoming game, as has become family tradition. I hope to see the stadium overflowing with enthusiastic Whiteface supporters who will carry the enthusiasm into other game this season.

The Hereford football team is a group of determined athletes led by a dedicated coaching staff. They give their all every week for their school and community, and they deserve your "all" in return — win or lose.

Sincerely,
Joyce Powell
Seagoville

Pastor's Father Dies In Mexico

The Rev. and Mrs. Tomas Balderas have returned from Galeana, Nuevo Leon, Mexico, after attending the funeral of his father, Tomas Balderas, 65, who died of a heart attack at his home in Galeana.

Services were conducted in a church in that city and burial was in a Galeana cemetery Oct. 15.

Mr. Baleras is survived by his wife and six sons. In addition to Rev. Balderas, pastor of San Pablo United Methodist Church here, the sons are the Rev. Reyes Balderas of Chihuahua, Juan, Jorge, Pedro and Santos Balderas, all of Galeana.

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

HALF-DAY CLEARANCE JCPenney

Starts today at 10 A.M. to 8:30 P.M.
OPEN EVERY THURS and SAT. NIGHTS until 8:30 P.M. So all you late-rising bargain hunters get the same chance as the early birds. We will not open until 10 A.M. to enable us to take necessary markdowns in preparation for this great event!

Fantastic closeout!

Save 45% to 65% on a tremendous selection of men's casual slacks.

Now 3 for \$10

Orig. \$7.98 to \$9.98. Choose from a wide assortment of popular styles and comfortable fabrics. Many machine washable. Find wide belt loops, flare leg styles and more. In terrific solid colors and bold patterns. All great looks for fall. So hurry in and save!



20% to 50% off texturized wovens.

Now 7.99

Orig. \$9.98 to \$16.00. Top quality men's dress slacks. In great looking woven texturized polyester. Find flare leg and cuffed styles with lots of popular features. In a select group of fancies and solids.

CHARGE IT!

Special fabric CLEARANCE

100% Polyester
Double Knits
\$1.44 YD.

Reduced Polyester Double Knits
Regular '3" - '4"
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4.99
Long sleeve turtle-neck in machine wash and dry nylon. Great over pants and skirts. Assorted colors in sizes S, M, L.

Sling for comfort and long wear. Crepe rubber sole and stitching trim. Assorted colors in women's sizes.



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99¢

Group of small purse accessories. Assorted colors.



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Knit cape of machine washable acrylic! Beautifully styled with long fringe trim. White

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

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

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2-Ply Polyester-2 Ply Fiberglass EL TIGRE BELTED	4 \$133
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CARGO MASTER 11 SALE HIGHWAY TRUCK TIRES

825x20/10	Sale \$69	F.E.T. \$6.31
900x20/10	\$79	\$7.40
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825x20/10	Sale \$99	F.E.T. \$7.26
900x20/10	\$110	\$8.46
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1000x22/12	\$154	\$11.32

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825x20/10	Sale \$99	F.E.T. \$6.31
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The following items are limit quantities-Broken sizes subject to prior sale. Be here at 10 A.M. Sharp For the best selection. Shop Thurs. Eve. til 8:30 and Charge it at Penneys.

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Travel trios in neat knits.

Special **24.99**

Practical, packable polyester knit trios include shirt-jacket, flare leg slacks and matching skirt. Assorted fashion solids or checks in sizes 8-18

Another Group \$15.99

Ladies Better DRESSES and PANT SUITS Reduced Save 20% to 60% These are from Regular Stock 2 Big Racks

Girl's Lightweight JACKETS
Reg. \$4 to \$10
Now \$3.88 to \$7.88

11 only Misses Polyester SLACKS \$4.99

Schools Confront Apathy



Leaves Crisp-ed and Sere

This line from Poe was perfectly illustrated, Monday, on the lawn of the George Warner home, 805 N. Main, captured here by one of our staff shutter shuttlers. West Texas wind being

what it is this welcoming carpet for Jack Frost's first visit didn't endure for a sight-seeing season as nature's autumn actions do in some climes.

School Board Invited To Quarterly Meeting

On November 5, West Texas State University will host the quarterly meeting of the Panhandle Association of School Boards.

welcome by Dr. Lloyd I. Watkins, president of West Texas State University.

JOBLESS RATE UP
Unemployment increased sharply in September to 5.8 percent of the work force, the Labor Department reported. The level of enemployment was the highest for any month since April, 1972.

SOLD JETS TO CHILE
United States officials report that the United States has agreed to sell Chile 18 Northrup F-5E fighters and 16 Cessna A-37 attack planes.

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Adler Portable	\$49 ⁹⁵	\$29 ⁹⁵
Dressmaker Portable	\$29 ⁹⁵	\$19 ⁹⁵
Singer Touch & Sew Portable	\$179 ⁹⁵	\$125 ⁰⁰
Wizard	\$109 ⁹⁵	\$74 ⁹⁵
Singer	\$129 ⁹⁵	\$89 ⁹⁵
Kenmore With Buttonhole	\$139 ⁹⁵	\$79 ⁹⁵
Singer 503, Maple Cabinet	\$220	\$160 ⁰⁰
Domestic, Cabinet Model	\$19 ⁹⁵	\$9 ⁹⁵
Singer Portable (192)	\$45 ⁰⁰	\$29 ⁹⁵
Singer Portable (327)	\$120 ⁰⁰	\$89 ⁹⁵

Used Vacuums From \$99⁹⁵

Repoed-Kirby \$150

SALE Good Thursday Thru Saturday

SANDERS SEWING CENTER

226 N. Main

On Wall Street

Morticians Buck Cremation Clubs

BOB HILL
Lentz, Newton & Co., Amarillo

Wildorado School Board system.

The meeting opens with a banquet beginning at 7 p.m. in the West Texas State cafeteria, with entertainment being provided by the New Day Singers. The West Texas State University film will also be shown. A business meeting will follow the banquet, presided over by E.E. Rankin, Phillips Independent School Board chairman and the association's president.

A flourishing "body disposal" business had developed in California over the strong objections of traditional funeral directors. The "cremation clubs" offer only simple cremations and burial at sea for as little as \$250. But now the California state legislature is considering a bill requiring the "cremation clubs" to be licensed by a board dominated by their arch-rivals, the morticians.

Forest Lawn Cemetery has established a reputation of expensive funeral elegance in California. But cost-conscious Californians have enthusiastically joined in the "cremation club" concept. One profit-making group has conducted over 1,000 low-cost cremations since starting in 1971 and has 10,000 members eligible for the service. Over 30 more clubs have gone into operation in California and several are getting ready to expand into other states.

Funeral directors have

battled the "cremation clubs" concept since the first one opened its doors. But now they admit there is a market that cannot be denied. In fact, funeral homes are offering cut-rate cremations of their own.

The question of licensing has been the big point of controversy. The cremation clubs bypass California law simply by not advertising themselves as "funeral directors." Licensed morticians believe the cremators should be licensed for health reasons and the cremators agree but wish to be licensed by the state health department rather than by the California Funeral Directors and Embalmers Board.

The majority of the cremators are operating at a healthy profit, although their fees and "memberships" are only a fraction of the \$1,886 that the Federal Trade Commission estimates is the average cost of a funeral in the U.S. The cremators hold costs to the minimum by leasing most of their equipment, such as hearses, crematoria and yachts for scattering ashes.

Du Pont told to stop dumping wastes in Gulf.



SECURITY IN GOVERNMENT

Secrecy has become a fetish with our current governor and his administration. He is not comfortable with people, and apparently does not trust them. Such secrecy leads to abuses of power, such as DPS surveillance of private citizens and the turning over of material accumulated thereby to the citizen's employer.

There has been a steady increase in the power of Federal and State governments in recent decades and a consequent decrease in the freedom of action of individual citizens. Add to this the current secrecy obsession and the theory that government officials have a right to lie to the citizens and you have a recipe for trouble and oppression.

See little excuse for secrecy in state and local governments and very limited excuse at the national level. Our state should be run with honesty. There is then no need for secrecy.

sam FOR GOVERNOR
mcDonnell

"Now is the time for all good men to come to the aid of their country."

Paid Political advertising by Wes Owen County Chairman, American Party

How do you turn on the many students who somehow have become turned off?

An Indiana school has some good suggestions — ones that may be useful to many parents as well as teachers — and these are offered in the September - October issue of the National Education Association's journal, Today's Education.

The federally funded project called Pontoon III, located at Marion (Ind.) High School, involves students selected from grades nine to 12 who have been passive in the learning process or who have resisted it. In the mornings they all take English, social studies, and mathematics in two-hour "open" classes. They have a voice in choosing study areas they'll concentrate on and evaluating their work. Options available in the afternoons include academic electives at the school, community work-study activities, and community volunteer service.

"The project's major purpose," says Gary Phillips, the author, "is to change student apathy into enthusiasm for learning and to redirect student activism into constructive educational endeavors."

Phillips, a guidance counselor and director of Pontoon III, describes the types of students in the project and the techniques that staff have found effective in working with them:

REBELLIOUS STUDENTS. These are students with such hostility and anger for any authority that they refuse to do anything they are told to do. They violate rules, try to beat the system. Their most important need is to prove that an authority — parent, teacher, policeman — is wrong.

"We have worked well with these students," Phillips explains, "by never asking or telling them to do anything. They are on their own." They're told they alone are responsible for their behavior. However, they usually accept censorship by their own classmates, so the student discipline committee is effective with them. Since they refuse to do specific assignments, they often learn by being presented with options. Adults can build up warm relationships with them if the older persons are not judgmental.

APATHETIC STUDENTS. They are hesitant to act or move in any direction. They sit and daydream, are absent a lot, do little but watch television at home. These students frequently have experienced failure at school and home. They often imagine a classmate is waiting for them to make a mistake to laugh at them.

The best approach is individualized instruction which eliminates the competition and embarrassment of the traditional classroom. They'll work quietly alone with an assignment that assures success. They need constant praise and the belief they'll succeed. Teachers who accept them can enter their private world and help them — "teachers in our program have used a student's interest in football to teach them out of their shells. Parents can assist by easing up on criticism."

STUDENTS WITH PERSONAL PROBLEMS. Examples are students in trouble with juvenile authorities, ones preoccupied with physical factors such as obesity or a pimply face and youth whose parents are in domestic strife. Recommended approach is "listen to their concerns and help them sort out solutions to their problems," thus providing a temporary haven until their situation improves or they learn to accept what cannot change. Referrals to local agencies sometimes are necessary.

DEFEATED STUDENTS. These are youngsters too shy to recite and too afraid to ask questions. Unlike the apathetic, they are eager to act if they are shown they have some chance of success. They usually respond to warm conversation and easy, short assignments. "We also kid with them in and out of class and show we are human and make mistakes."

STUDENTS WITH ABILITY who lack basic skills. These may be students with emotional blocks, poor hearing or vision, or other impairments. They may fail even though their IQ is above normal.

These boys and girls tend to advance quite rapidly in an individualized setting with programmed materials and other personalized aids. They usually welcome the chance to work on basic math and English and improve their skills. Parents often can be helpful by assisting with homework.

STUDENTS WHO VIEW SCHOOL as alien to their

Kissinger seeks to save accord with Soviet.



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values. They see no point to education. The adults closest to them may have been dropouts who are hostile toward schools.

"We have had success with them by allowing them to construct their own curriculum and by preparing learning materials geared to their interests. For example, we have used catalogs of auto parts for English and math lessons for a student with an interest in cars." They may respond to such practical lessons as learning to fill out job applications.

ACTING-OUT STUDENTS. "These youngsters protest, sulk, fight, show strong emotion to frighten others, and threaten. Their parents are often the kind of people who 'don't take anything from anybody' and brag about how they 'told off' someone at work."

It is futile to give them assignments when they "are busy" proving to themselves that the world is against them. "We...completely ignore such students when they are angry in class," then later discuss the situation on a one-to-one basis. Eventually they stop using the acting-out behavior in the classroom because if gets them no attention. If parents will admit their child has a problem, he usually is referred to a mental health facility.

ROLE PLAYERS. These are the class clown, the bully, the delinquent, the flirt. They become more concerned with getting attention from classmates than from succeeding in school.

The open classroom works best, for in this setting they are unable to gain the attention of students and teachers to their capers. Community involvement also is helpful.

STUDENTS WHO FAIL BY CHOICE. They may feel they gain more by failing than by passing. Reasons may be deepseated, and may involve punishing themselves and parents.

"Since these students are determined not to get good grades, we allow them to grade themselves. This gives them the opportunity to learn and yet to continue to fail until they no longer feel the need for academic failure." They may also need psychological help.

DRUG USERS. Learning is difficult. They are unable to complete tasks, even though they may have good intentions. They are often absent.

"We have had less success with this type than any of the others. However, the drug users in our program have, for the most part, remained in school, which is probably a compliment to the environment of our classroom." Drug-using students do not last long in a traditional classroom, since they cannot sit still and concentrate. Counseling with the student and his parents is called for. Referral to a specialist is advisable.

Ag Census Planned

The 1974 Census of Agriculture, the largest agricultural statistical project of the past five years, will begin in January. It will be conducted by the Bureau of the Census, part of the Department of Commerce's Social and Economic Statistics Administration.

From Alaska to Florida, from Maine to Hawaii, farmers and ranchers will receive census forms in the mail around the first of the new year. The report forms are to be filled out and mailed back promptly. Farmers themselves have participated in deciding what information is collected in the census. Representatives of farm organizations such as the Farm Bureau, The Grange, Farmers Union, National Farmers Organization, and Farmers Cooperatives serve on the Advisory Committee that recommends to the Bureau the questions that should be included in the census.

Three kinds of information are requested about operations during 1974: first, a count of farm resources, number of farms, area of farm land, acres of cropland and pasture, number of each kind of livestock and poultry, number of persons working on farms, number of various kinds of farm equipment; second, a record of farm products produced and sold during 1974; and third, selected farming activities during 1974 such as number of days of off-farm work by the farmer, amount spent for farm labor, for custom work, for feed, for gasoline and oil.

To report this kind of information, a farmer will need to have a few simple records. The Census Bureau is urging each farmer to have his records of quantities harvested, products sold, major farm expenses and the like readily available so that he can easily and accurately fill out his census report when it comes.

It is from the Census of Agriculture, conducted every five years, that data are taken to form the basis for programs of the U.S. Department of Agriculture, Congressional farm legislation, farm organization policies, farm programs established and administered by State departments of agriculture, and many other services provided by colleges, business firms, manufacturers, publishers and broadcasters.

The Census of Agriculture is the only source of statistics on agriculture that are comparable from county to county nationwide. It is the sole source of comprehensive data tabulated for each State and for the U.S. for farms classified by size, tenure, type of organization, market value of products sold, and type of farm enterprise.

Every farmer's report is confidential by law. It may be seen only by sworn Census employees and may be used only for statistical purposes. The mail census method reinforces confidentiality.

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The adults closest to are hostile toward

allowing them to preparing learning example, we have math lessons for a ay respond to such applications.

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Congress Extends Humane Program

BY LLOYD BENTSEN
United States Senator

Both the Senate and the House have overwhelmingly voted to extend, through fiscal 1976, a successful Federal-state program for rehabilitating the handicapped.

The real significance of this action is more easily understood in purely human terms — in the story, for instance, of a man we'll call Mark Williams. Up until a few years ago Mark Williams was a vigorous and energetic steelworker in one of our largest cities. He enjoyed his work and took pride in providing totally for his family's needs.

Then there was the accident. Mark was left paralyzed from the waist down. And for several months afterwards Mark was convinced his life as a productive individual was over. It well might have been, except for the guidance and training provided by a rehabilitation program set up and operated under the Vocational Rehabilitation Act. Under the program, Mark was able to study by mail and receive a degree in structural engineering.

He is now hard at work with a construction company where he supervises the building of churches, apartments and schools. Though still confined to a wheelchair, Mark has resumed a productive, meaningful life.

Mark is only one of three million handicapped individuals who have been helped since this program began 52 years ago. And, although the program would have unquestionable merit solely for the benefits it provides for Mark and others like him, its advantages ultimately affect each and every one of us.

This program works. It pays off economically. And, even more importantly, it pays off in human terms. It carries forth one of the basic tenets of our society. That is, a commitment to the basic right of every person to develop to his full potential with dignity — and, when necessary, with help.

Besides providing services for a wide range of handicapped individuals — for the deaf, the blind, the mentally retarded, the mentally ill, the crippled —

part of the effort is to train people whose handicap is actually no handicap at all. For a deaf printer working in a noisy newspaper composing room, the ability to block out sound and concentrate becomes an asset. There are many others like him.

All they need is training and the type of special understanding that is at the heart of this program.

YOUR REPRESENTATIVES

In Congress appreciate this. The Senate bill, which I sponsored, passed unanimously and a similar House bill passed by a vote of 400 to one. All that remains is for minor differences in the two versions to be ironed out in a Conference Committee. I can assure you this won't take long.

What this legislation does is extend the program through fiscal 1976. This will insure a smooth and uninterrupted continuation of existing

projects. Texas and other states will be able to plan ahead more carefully and spend allocated funds with a maximum of efficiency.

The Vocational Rehabilitation Act has, after all, proven to be one of the best investments our government has made. Especially in these days of economic turmoil, we cannot afford to be without it. For it is in every sense a rich program, full of rewards both economic and human.

Bicentennial Medals Make Souvenirs

Though most Americans are normally not avid collectors, the American Revolution Bicentennial Administration (ARBA) is trying to make sure that everyone is aware of the historical medals it is offering as part of the commemoration of the nation's 200th anniversary.

The series of medals is the only one issued under authority of the Congress of the United States and they are expected to be one of the most popular mementos of the period.

available in silver or bronze, is being produced by the United States Mint. Orders must be placed by Nov. 1.

The silver medal is \$15 and the bronze medal is \$3.50. Net revenues from the sale of the official medals are used by the ARBA to help fund the Bicentennial projects of cities, communities and nonprofit organizations throughout the nation.

The front of the medal features a bust of John Adams, second President of the United States and a delegate to the

The 1974 medals can be ordered by sending a check or money order for the number of medals desired to: American Revolution Bicentennial Administration, Post Office Box 1976 A, San Francisco, California 94101.

Checks should be made out to ARBA.

First Continental Congress, which is commemorated on the reverse side of the medal by a colonial figure silhouetted against a relief map of the original 13 colonies. The medal is dated 1974.

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Long pull zipper closure with button over fly Draw string at neck SAGE GREEN

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NO BEANS

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Reg. 93¢

83¢ G.D.P.

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Kester's Jewelry

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11,700 Potential Voters In Area

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Will the events connected with the Nixon administration result in more Deaf Smith County voters going to the polls next month because of their increased concern over the political process?

Or will more than the usual number stay away because of a feeling of disenchantment and frustration with politics in general?

No one can be sure what will happen. What is known, fairly accurately, is the number of eligible voters in the local area and in every other community across the country and how many of them have voted, if at all, in other years.

THE PICTURE has been brought up to date by the Department of Commerce, through a state-by-state study, just released, giving its

estimates of the current voting age population.

In Deaf Smith County, now that persons who are 18 years old and over are eligible, some 11,700 local residents, equivalent to 56.0 per cent of the population, may qualify.

This compares with 65.6 per cent in the United States as a whole and with approximately 64.1 per cent in the State of Texas.

Contrary to expectations, despite the fact that the 26th Amendment made it possible for over 11 million 18, 19 and 20-year-olds to vote for the first time in 1972, only 5.3 million of them, 48 per cent, did so.

What their turnout will be this year, for a non-presidential election, is anyone's guess.

AS FOR THE entire electorate, young and old, the Commerce Department states it has reached 145 million, an

increase of 20 million since 1970, the last comparable year.

Since 1962, it finds, there has been an overall decline in voter participation in non-presidential elections. In the South, however, a growing percentage of the population has been voting.

How much fence-jumping, from one political party to another, will there be this year? While there is no sure guide to what will happen, especially this year, some important light was shed on that subject in a study conducted some time ago by the University of Michigan's Survey Research Center.

It found that once a voter makes his choice of a political party, usually before age 30, he generally sticks to it for life. Only one out of five switches thereafter.

Lions Change Meetings Time

A decision to change meeting times when the nation reverts to Central Standard Time was agreed to by Simms Lions Club when they met recently at Simms Community Building.

The club has moved its meeting time up to 7:30 p.m. now that Daylight Saving Time is being ended.

Lions also voted to have a turkey shoot at the community building on Nov. 17 at 1 p.m.

Bill Page was chosen to find a place to host a Ladies Night in December and Bobby Hammock was appointed to select a gift for the occasion.

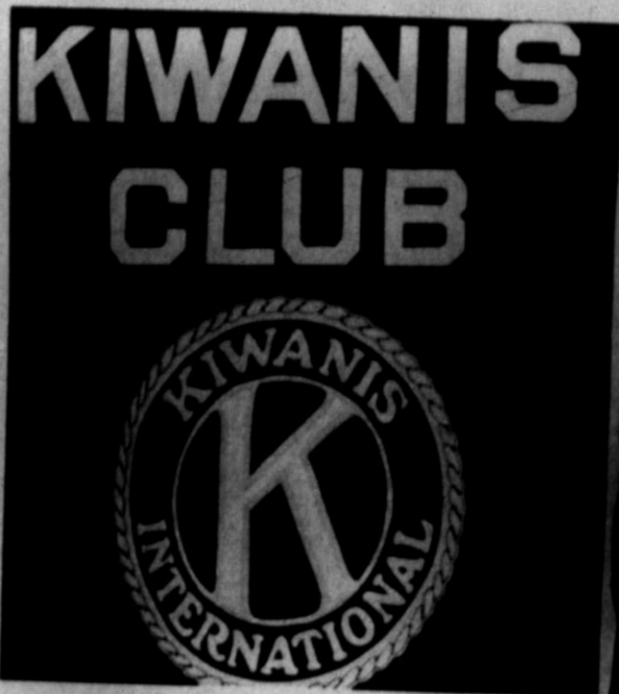
Keith Schroyer, director of the Mental Health Mental Retardation Center, and his wife, Eunice, presented a program for club members. Also, Grady Hughes and Melvin Morris were guests.

ARBC Meets Today

The American Revolution Bicentennial Commission of Texas will hold its fall meeting today at The Alhambra Hotel in Lubbock in order to attend the dedication of the David M. and Florence A. DeVitt Wing of The Museum of Texas Tech University and the Charles E. Maedgen Jr. Hall of Early Texas Cultures.

Following the 10 a.m. meeting at The Alhambra, the group plans an afternoon tour of the Ranch Headquarters, which is a Bicentennial site. They will also have an opportunity to meet with directors of other Bicentennial projects being planned for Lubbock.

In the evening the Commissioners will attend a dinner given by the West Texas Museum Association to celebrate the opening of the DeVitt Wing and the hall of Early Texas Cultures. The Hall of Early Texas Cultures is a Bicentennial Heritage feature.



Kiwanis Sweetheart

The Kiwanis Sweetheart for the 1974-1975 year is Miss Monica Herring, 17-year-old daughter of Mr. and Mrs. Dean Herring who live north of the city. Monica is also the current Miss Teenage Hereford.



Kiwanis Sweetheart Is Monica Herring

Activities of the Hereford Noon Kiwanis are graced with beauty this year as Monica Herring, daughter of Mr. and Mrs. Dean Herring serves as Sweetheart for the Kiwanians.

Monica attends all Kiwanis functions and serves as pianist during songtime for the regular Thursday luncheons. In addition, she provided telephone reminders to Kiwanians whenever a special meeting has

been called. Monica is currently serving as Miss Teenage Hereford 1974 and is a senior student at Hereford High School. There she is a member of several organizations, including the tennis team, the Future Teachers Club and Business Leaders club.

Monica plans to attend the University of Texas after graduation and study physical therapy.

On Wall Street

Inflation War Could Result In Recession

BOB HILL
Lentz, Newton & Co. Amarillo

have a healthy case of inflation along with it. Just be thankful that this country has a Federal Reserve System.

The course of the economy through the winter months has already been shaped by the steps taken by the Federal Reserve last spring and summer. The economy over the past five years is likened to a large ship, traveling at top speed. It takes time and a lot of distance to bring her to a halt or a sharply reduced speed.

Our economy is massive and highly complex. Any economy which has had roaring inflation and a shortage, even a sharp restriction, of credit at the same time has a lot of steam. The critical problem for the Federal Reserve is to make sure the use of money and credit in the war against inflation isn't too restrictive, causing a recession. In fact, Federal Reserve Chairman Burns has stated recently before Congress that our economy is in a recession. What makes it unique is that we

No other country in the world has a central bank which functions quite like it or which has been nearly as successful in discharging its responsibilities. If any single influence has worked to thwart its effectiveness, it is the Congress.

There's no question the steps taken earlier in the year by the Fed have had results. Short term interest rates have dropped dramatically. The 90 day Treasury Bill rate has dropped from over 10 per cent to less than 7 per cent in only 45 days and the prime bank rate has dropped from 12½ per cent per cent to 11½ per cent in the past three weeks.

The crucial question is how much and for how long will the Federal Reserve keep a tight rein on the economy. If interest rates start climbing again before the end of 1974 we will be headed into serious recession in 1975.

Little Change In Price Index

The Wholesale Price Index for All Commodities showed little change from August to September, it was announced by the Bureau of Labor Statistics, U.S. Department of Labor.

Before seasonal adjustment, the index declined 0.1 per cent and, after seasonal adjustment, it rose 0.1 per cent.

The Wholesale Price Index for All Commodities decreased 0.1 per cent from August to September as substantial declines for farm products and processed foods and feeds more than offset the effects of price increases for industrial commodities.

The index for farm products dropped 3.4 per cent, chiefly because of lower prices for livestock, grains, and oilseeds; processed foods and feeds moved down 1.6 per cent almost entirely as a result of decreases for manufactured animal feeds. Meats and fats and oils also were lower but all other major categories of food increased.

The index for industrial commodities rose 0.8 per cent with machinery, chemicals, metals, and furniture and household durables accounting for most of the upward movement.

On a stage of processing basis, consumer finished goods, a selection of food and nonfood commodities similar to those in the commodity component of the Consumer Price Index moved up 0.7 per cent. Producer

finished goods rose 1.9 per cent. Of the 15 major commodity groups measured by the Wholesale Price Index, 10 increased from August to September, and 5 were lower.

In September, the All Commodities WPI was 167.2 (1967-100), 19.7 per cent above a year earlier. The industrial commodities index was 27.9 per cent higher than in September 1973; the index for farm products was down 8.8 per cent over the same period, but that for processed foods and feeds was up 13.1 per cent.

On a seasonally adjusted basis, the Wholesale Price Index for All Commodities rose 0.1 per cent in September, following an increase of 3.7 per cent in July and 3.9 per cent in August.

The industrial commodities index rose 1.0 per cent, less than in recent months. The index for farm products and processed foods and feeds declined 1.9 per cent, following advances in July and August.

Over the calendar quarter ended in September, the WPI increased at a seasonally adjusted annual rate of 35.2 per cent. This was up from the second quarter rate of 12.2 per cent and the first quarter rate of 24.5 per cent.

The index for farm products and processed foods and feeds rose sharply in the third quarter following a substantial decline in the second quarter.

The index for industrial

commodities rose at a seasonally adjusted annual rate of 28.3 per cent compared with annual rates of 32.3 in the first quarter and 35.7 per cent in the second.

On a stage of processing basis, finished goods increased 1.1 per cent (after seasonal adjustment) from August to September. Consumer finished goods were up 0.8 per cent. Producer finished goods rose 2.1 per cent.

Prices of consumer foods edged down 0.3 per cent in September, following 2 months of rising prices, while prices of consumer nonfood finished goods continued to rise. Consumer nonfood finished goods were up 1.2 per cent over the month.

Gasoline, footwear, apparel, and beverages were responsible for most of the 0.7 per cent advance for nondurables. Prices of consumer durables moved up 1.6 per cent, primarily because passenger car prices did not decline as they normally do in September. Household appliances and household furniture were higher.

The increase for producer finished goods was due primarily to continued widespread price rises for machinery and equipment. However, the increase was less than in August. Prices of metal commercial furniture and aircraft also were up.

The index of intermediate materials, supplies, and components (excluding foods and feeds) rose 0.8 per cent in September. The increase was considerably less than in the recent months.

Crude materials for further processing (excluding foods, feeds, and fibers) were unchanged on average in September. Quotations were lower for nonferrous scrap metals. Prices rose for bituminous coal and natural gas.



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KESTER'S JEWELRY

Across from the Post Office in Downtown Hereford

Attention Spotted On Drug Awareness

Due to the major health and social problems resulting from narcotic addiction in Texas, Governor Dolph Briscoe has proclaimed the week of Oct 21-

27 as Parent Awareness Week On Drug Abuse.

During this period, ladies auxiliaries of the Veterans of Foreign Wars will be sponsoring drug abuse seminars designed to educate youth, parents and the general public about the seriousness of drug addiction.

The governor's proclamation stated, "The need is imperative for public and private agencies, business, professional and service groups to develop public interest in programs for effective prevention treatment and control (of drug abuse)." The VFW have had drug abuse as one of their national projects for several years.

Steer Entries Noted At Fair

Two Hereford girls won honors Wednesday for entries in the Junior Livestock Show at the State Fair of Texas in Dallas.

Lynette Clearman received 5th place for her entry in the class 1, heavyweight steer division. Miss Clearman, daughter of the Hugh Clearmans on the Dimmitt Highway, is a member of Deaf Smith County 4-H Club.

Kathy Barrier, also a 4-H'er, took 9th place with her class 4, heavyweight steer. She is the daughter of Mr. and Mrs. Neil Barrier, who live northwest of Hereford.

Leaves are falling now and to prevent winter water damage clear all gutters of leaves and other debris.

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DEAF SMITH GENERAL HOSPITAL
IN COOPERATION WITH AMARILLO COLLEGE

ANNOUNCES
A SHORT-TERM HEALTH COURSE
IN
NURSING ASSISTING

120 Clock Hours - 4 Weeks
BEGINNING: October 28th, 1974
ENDING : November 22nd, 1974

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

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

EQUIPMENT needed after about 2 weeks: White uniform, white hose, white shoes, watch with a sweep second hand, and a pair of bandage scissors. For males -- a white shirt, white pants, etc.

We do not register persons less than 17 years of age. Students presently attending public school are not allowed to register. If a person has quit school, no longer attending, he may apply for entrance if not less than 17 years of age.

The Hereford Brand, Hereford, Texas, Thursday October 24, 1974

By The Garden Gate With Glad

October is a most enjoyable month. There is so very much beauty, especially where there is an abundance of trees. Many people go to the New England states to see the lavishly beautiful fall colors.

Foliage colors change from shades of green to brilliant reds; wines and yellows, various tints and tones of brown. Warm sunshine greets the daylight hours but nights are noticeably cooler.

At higher elevations changes of color are first noticed as light frosts occur. With the coming of frost to other areas, autumn colors become vivid and beautiful. However scientists tell us the most intense colors are produced when we have the sunniest weather.

We are all aware that when autumn comes, complex chemical changes occur in the pigmentation of the foliage of most deciduous woody plants causing dramatic changes in color. Therefore we can agree that fall is one of the most fascinating and beautiful times of the year.

The arranger of flowers can get wonderful color harmony relations and contrast the beautiful colors created through changes wrought by nature.

During this time of lush colors of the trees, there is work to be done by the gardeners. October garden activities include planting annual flowers and woody plants for landscape purposes, saving seeds which have matured, especially vegetables such as okra, beans, watermelon and cantaloupe.

I have had carrots make excellent seed this year, did seed also may be stored. Many times, taking cuttings from the plant and rooting them is the only way the plants can be overwintered.

Rose cuttings can be made now, and set for replanting next spring. Also many shrubs can be used for cuttings. In selecting cuttings, be sure it is a healthy, well matured plant from which you are going to take the cutting. Have a sharp knife; make the cut just below the node or leaf joint. Remove lower leaves from the cutting. Cutting should be at least four inches after leaves have been removed.

Insert half the length in equal parts of good garden soil, compost and washed sand. Place cutting in this soil firmly and water thoroughly. It is well to place container in a larger container in which tepid water has been placed, and let the plant soak from the bottom.

Remove from water bath when well soaked, place where there is no intense light, let it remain several days, then gradually bring to the full light. Keep plants moist, not wet. Plants should be rooted in two to four weeks.

Roses, shrubs and tough cuttings may be planted directly in the outside soil, if so prepared. However it is well to place a glass cover with top closed over the roses, this can gradually removed as warm weather appears.

As in the house, October is an excellent month to eliminate many insects and diseases. Like we clean in the house, much spring trouble will be taken care of if there is a thorough and systematic cleanup in garden and lawn.

Remove annual plants which have finished flowering. Cut off the tops and shape the perennials. Collect all cut materials and other surface debris and remove them from the garden. Also remove all diseased parts, broken stems, branches or any plant which has died.

These cleanup practices will not eliminate all garden problems, but will reduce insects diseases, also make spring work much lighter. Houseplants should also be prepared for their winter residence inside. Clean pot. Remove diseased or broken part of the plant. Add extra soil if the pot needs more. Groom carefully for wilted blooms, insects, etc.

Take the plant into the house gradually. Place in a protected area for several days and get the plant acquainted with the new light and room

FOR LARGER GIFT SELECTION COWAN JEWELERS Downtown

Cast Sought For Handel's Oratorio

Members of the 27 local churches and other residents are urged to participate in the presentation by First United Methodist Church Of The Messiah by Handel.

Rehearsals for the Dec. 8 performances began last week at the Methodist Church under the direction of Bob McFarland, minister of music.

The famous oratorio work incorporates the voices of 70-80 vocal roles with instrumentalists from the Amarillo Symphony, Hereford High School and others.

"The Messiah is a community project approved by the Deaf Smith County Chamber of Commerce," said McFarland. "I'm really excited about this inspirational work."

"I certainly want to stress that participation in The Messiah is not limited to the First Methodist congregation. We want the chorus and symphonies to be composed of community members," he stated.

The Messiah will be performed for the public at 7 p.m. Sunday, Dec. 8 in the high school auditorium.

Cast members are required to attend six of the eight scheduled rehearsals, which will be held each Wednesday evening from 9:15-10 p.m. at the First United Methodist Church. A final rehearsal will be held the day of the actual performance from 4:30-5:50 p.m. with a dinner immediately following.

McFarland said, "In order for 'The Messiah' to be a ministry as well as a fine performance, I believe that the chorus members should be present during at least six of the eight scheduled rehearsals."

"I hope that the community will take advantage of this opportunity to magnify our Lord and Savior in His own festive season - Christmas." For further information, contact McFarland at First United Methodist Church, 364-0770.

Cast members will not need to buy individual scores because they will be provided by the Methodist Church.



Bob McFarland

USDA Reports Parity Ratio

USDA's Agricultural prices for Sept. 30 reported that the parity ratio on Sept. 15 was 75 compared to 78 a month ago and 74 in June. Parity ratio in August 1973 was 102.

The U.S. government also reports indexes on 1967. On this basis, the production items bought by farmers is reported at 181 compared to 156 a year ago, a 16 per cent increase.

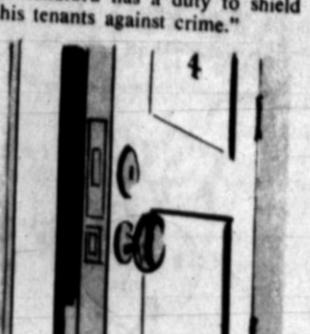
Prices received by farmers, based on the 1967 index, were reported on Sept. 15 at 178 compared to 191 a year ago, a 6.8 per cent decrease.



Safeguarding the Tenant

Olga returned from the market to find that a burglar had broken into her apartment and decamped with some jewelry. Upon reflection, she decided that the landlord ought to pay damages for the loss.

"His caretaker had left the front door of the building open the entire day," she pointed out in a court hearing. "Obviously that made things easier for the thief. A landlord has a duty to shield his tenants against crime."



But the court said that generally speaking, a landlord has no such duty. Rejecting Olga's claim, the court said crime prevention is primarily the job of the government, not of private property owners.

This is the traditional rule of law, leaving tenants pretty much "on their own" with regard to crime. However, a few courts have ruled recently that, at least in certain situations, the landlord may bear some responsibility.

Another case involved an apartment building that was located in a high-crime district. The lobby had only dim lighting, and the front door lock, having once been broken, was left that way.

One night an elderly tenant, entering the lobby, was beaten by an unknown assailant who had been lurking in the darkness. In these circumstances, a court said later, the landlord could be held liable for "creating a condition conducive to criminal assaults."

But even a neglectful landlord won't be blamed if his negligence was not the "proximate cause" of the crime.

Thus, another landlord was held not liable for a robbery, even though he had failed to repair a faulty lock on the tenant's door. It seems that on the day of the robbery, the tenant had left a ground floor window open. Since the robber may well have gained entry through the window instead of the door, the court said it was impossible to pin the crime on the landlord.

A public service feature of the American Bar Association and the State Bar of Texas. Written by Will Bernard.

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Banquet To Honor Mrs. Argen Draper

Mrs. Argen Draper will be among 29 retirees of the Texas Agricultural Extension Service when they are honored at a special recognition banquet Oct. 31 at College Station, Texas A&M University.

The event is set for 6:30 p.m. at the new Aggeland Inn, according to Dr. Ken Denmark, Extension 4-H and youth specialist and chairman of the banquet committee.

Mrs. Draper, who was extension agent in Deaf Smith County, will contribute 27 years to about 826 years of collective service by other retiring agents at the banquet.

The Extension Service and the Alpha Zeta Chapter of Epsilon Sigma Phi, the national honorary Extension fraternity, annually honor those who have retired from Extension work during the last year.

Dr. John E. Hutchison, Extension Service director, will serve as master of ceremonies at the banquet. The Honorable Raymon Thompson, Young County judge and president of the Texas County Judges and Commissioners Association, will present a special plaque to each retiree.

Mrs. Beatrice Rubenstein, Austin County Extension agent and president of Epsilon Sigma Phi, will recognize special guests while Miss Mary Cothran, district Extension agent at Overton, will give the invocation.

Special entertainment will be provided by the Dukes of Aggeland, a group composed of members of the Texas Aggie Band.

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Big Thicket Threatened

By LLOYD BENTSEN U.S. Senator

In the early 1800's, when many of our forefathers crossed the Sabine River to settle Texas, they came to a land of wild and untamed beauty.

They came into the Big Thicket region - a region of floodplains and sandhills, of forests and savannas, of swamps and bogs - a region whose diversity in plant life was matched only by a remarkable collection of wildlife.

And even as this area no doubt inspired our ancestors, it must have also frightened them a bit. For this wilderness, despite its beauty, was also harsh. It had to be tamed before they could begin calling Texas their home.

Each of us is living testimony to their success. Because of the historical importance this area holds for all of Texas, I am pleased to report that both the Senate and the House have approved legislation to preserve a sizeable portion of the Big Thicket in its natural state.

The bill has been sent to the President for his signature, which is expected shortly.

THE PRESERVATION of the Big Thicket is an issue very close to my heart. It has been a concern with many Texans for over thirty years and there have been unsuccessful legislative efforts in that direction for the past eighteen years.

Realizing this, during my campaign for Senator in 1970, I promised to introduce a bill establishing the Big Thicket as

FOR GIFTS THAT ARE LASTING COWAN JEWELERS Downtown

a natural preserve. And, upon entering the Senate in 1971, the first piece of legislation I introduced was a Big Thicket bill to this effect.

Its passage now, three years later, represents hours of tireless effort on the part of those of us who agree that the Big Thicket must not be allowed to disappear.

It has been a long struggle, and although the final measure doesn't include everything I thought it should have, I do feel it strikes a good balance for all the different interests concerned.

It preserves enough of the area in its original state so that each of us has access to a living textbook of the challenges the first Texas settlers faced. And, it preserves enough so that our state possesses a living laboratory of diverse plant and animal life.

This is after all an area which has repeatedly been referred to as a biological crossroads. There are plants to be found in the Big Thicket that hail originally from the Appalachians, others from the

tropics, and still others from the desert.

The Big Thicket is also the last known home of the red wolf, the ivory-billed woodpecker and thousands of other different animals threatened with extinction in the face of modern pressures.

Of equal importance, the bill also provides protection for those people who have homes or own land in the Big Thicket area. They will not come out losers by the establishment of this park.

As a Texan, I am justifiably proud of all of our state. I am proud of its rugged beauty and its vibrant spirit - of its vigorous past and dynamic future.

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Know THE Weather

bugs and other creatures cease all movement. Bees, for example, will cease their activities at about 50 degrees. If the temperature is less than 50 degrees you will not hear or see a bee. The exact degree at which other insects and bugs become inactive has been a subject of careful study, which seems to prove that the behavior pattern seldom, if ever, varies. Nature's laws, then, are better obeyed than most of man's.

Dippel Tells Boosters Defense Did Well

Coach Larry Dippel presented a short program on defensive secondary techniques to the Coronado Mustangs, and Virgil Waters was named the Booster of the Week at the Tuesday night meeting of the Whiteface Booster Club.

Coach Dippel commented on last week's game against Plainview. "We really played good defense. Statistically it doesn't look like that, but Plainview had six penetrations and only three touchdowns. We were not disappointed in our effort against Plainview, but the output of our offense against the Bulldogs was disappointing. "If we had been more successful with our throwing game," said the Herd head coach, "things might have been different. When you have to throw the ball you're going to have bad nights. Our running game broke down and we lacked any consistency in our offense. We simply got beat by a team that played better than we did."

Dippel showed the boosters some of the defensive secondary techniques the Herd uses and walked through several defensive situations with secondary personnel. They are David Artho, Bobby Fields, Mike Artho, Mike Munnerlyn, Fernando Rocha, Dave Charest, Albert Gonzales, Kent Hollingsworth and Kirk Spain. Dippel told the group he thought the defensive secondary and offensive line were the two most difficult positions to play in football.

"Defensive secondary people must have two prerequisites. They have to have speed and quick feet. They also need to be able to think. Our two main objectives in the secondary is to not give up the long run, and not give up the long pass," said Dippel.

Coach Bourland said that Coronado was not as impressive as Plainview, but that they had the potential to be as impressive. "Coronado has had a lot of people injured and they're just now getting well," said Bourland.

The Mustangs are five and two on the season with losses to Palo Duro and Wichita Falls. Offensively they run I-10 sets and the I-pro set right and left.

Defensively the Mustangs line up in the five-man front-two linebacker formation. On offense, the Mustangs will be getting back two of their key players in Larry Anders, a tailback who has been out with a bad knee, and Kenny Blackwell, their quarterback who missed last week's game against Lubbock High. Anders is a strong inside runner and Blackwell can throw the ball well.

Defensively, the Mustangs start 10 seniors, with a forcing unit that averages 188 pounds per man. About six of the Mustangs start in both offensive and defensive positions. Blackwell, the quarterback, plays at the linebacker spot, and received the injury that kept him out of last week's game playing that position.

"They run a five man line with two linebackers," Bourland said, "and they'll probably stack some, both ways. They'll also run a five and move the linebackers up tight against the line."

Probable offensive starters Bourland outlined were Blackwell at quarterback; Alan Hatch at full back; Anders at tailback; Jim Petry at wingback; Dan Posey at center; Jeff Selberry and Steve Langston at guards; Mark Fisher and Steve Bewley at tackles; Rocky Williams at tight end; and Jay Dillard at split end.

In the defensive lineup: Steve Langston at noseguard; Fisher and Gilbert Murray at tackles; Williams and Gary Hamilton at ends; Randy Free and David Arp at linebackers; Buster Whitener and Larry Toon at cornerbacks; and halfbacks Dillard and Hatch.

DISTRICT 4-AAAA STANDINGS (Season)

Team	W	L	Pct.	Scored	Allowed
Coronado	5	2	.714	91	92
Plainview	5	2	.714	106	87
Monterey	3	3	.500	100	81
Hereford	2	5	.286	71	145
Lubbock	2	5	.286	49	103

(District)

Team	W	L	Pct.	Scored	Allowed
Coronado	1	0	1.000	7	0
Plainview	1	0	1.000	20	6
Monterey	0	0	0.000	0	0
Hereford	0	1	.000	6	20
Lubbock	0	1	.000	0	7

Last Week's Games
Plainview 20, Hereford 6; Coronado 7, Lubbock 0; Monterey, open.

This Week's Games
Friday
Coronado at Hereford
Saturday
Plainview at Monterey

Wayne was also selected Player of the week during September. His recent injury will probably sideline him for the remainder of the football season.

He is the son of Mr. and Mrs. Joe Schumacher who reside eight miles south of Hereford.

HEREFORD'S DEFENSIVE COORDINATOR, Bob Keyes, is single. But we hear that's about to change.

Anyway, Coach Keyes has been a bachelor long enough to reach the cake-baking stage. A platter full of chocolate swirl that looked delicious was in the high school office the other day as we visited there, and we were told Coach Keyes had whipped it up.

As a bachelor, our farthest advancement was into the hamburger convenience dinner stage. That was the main reason we got married.

THE ENTERTAINER BILL COSBY, in a book entitled "Cool Coo" in our library here in Hereford, relates a story of how he psyched his competition out as a track star at Temple University.

Seems Bill was in the Middle Atlantic championship meet as a high jumper, but most of the competition could out jump him. So he passed the word that he saw other jumpers slip on a lip of grass at the take off point below the high jump bar.

Although most of the competition had jumped over 6'5", each jumper changed his step to miss the lip, and failed to clear the bar. Each changed his step except Cosby, who won the event and championship with a leap of just over six feet.

HERE'S AN EVENT we're sorry we missed. According to a press release from ENMU, the intramural department there sponsored a university-wide horseshoe tournament.

The competition included singles tournaments for both men and women. The shoe closest to the stake scored, but the shoe had to be within six inches of the stake.

Reason we missed it is the press release got to us after the event had happened. Shucks!

THE COACHES who serve as special analysts during the college games on ABC-TV on Saturday afternoons are being paid well, according to the Dave Campbell football newsletter. The network pays them \$1,500 per guest shot.

WE HEARD THE OTHER DAY that things are not any worse than they always were, it's just that the news coverage is so much better.

CHARLIE KEESE and KENNETH HICKS brought home season trophies from the Wellington Motocross track this weekend. Keese won first place in the open and 250cc class for the season, while Hicks brought home the miniman title for the season. The Hereford motocyclists won three out of five classes. Not bad.

A SIGN WE SAW in Juarez offered some good advice that had little to do with sports, but thought we'd pass it along: "A wise monkey never monkeys with another monkey's monkey."

WAYNE SCHUMACHER, FORMER Hereford griddler, has been hospitalized after surgery on his knee, which was injured Saturday night during the Tardletan State University Southwestern State University game.

Schumacher, 1974 graduate of HHS, has received the Fighting Texan award and honorable mention in the Lone Star conference for his accomplishments as freshman linebacker on the TSU varsity squad.

James C. Mercer of 112 Aspen won the Brand-fooball contest this week with the lowest number of misses in the seven weeks of the contest.

Mercer missed only two winners, Springlake's victory over Vega and Matador's win over Nazareth. In addition, Mercer hit the tiebreaker score on the nose with a guess of 26.

George Loerwald of 405 McKinney Ave. was second in this week's contest, with only two incorrect guesses, but a tie-breaker score of 31. Loerwald missed the Springlake win over Vega and SMU's victory over Rice.

Third place in the contest went to Dick Lookingbill of 109 B Union, who led several persons who missed three choices. Lookingbill was the closest on the tiebreaker, however, with a guess of 23.

Lookingbill's incorrect choices included the Springlake-Vega game, Dunbar's win over Lamesa, and Buffalo's defeat of New England.

Prize winners may claim their winnings at the Brand

Stanton Dogie cheerleaders for the 1974-1975 school year are: back row, left to right, Judy Hill, Diana Castro, Terri Hill, Tonja Black, and Kyla Poteef. In the front are Cherie Anstey, left and Sonya Hacker, right. All are freshmen with the exception of eighth-graders Diana Castro and Judy Hill.

Mercer Misses Two Wins Football Quiz



The End Zone

THE END ZONE usually appears in the Sunday Brand, but technical difficulties made it impossible to appear there this week, so it's here in the Thursday paper. (Notice how easy it is to blame it all on technical difficulties?!)

WRESTLING RETURNS TO the Bull Barn Saturday night after a one week's absence. And it will back in a Halloween Spectacular.

On the card is a 10 Man Battle Royal, Russian Roulette style. The main event will feature Alex Perez and Bull Bullinski in a tag team match against Jim Dillon and El Gran Goliath.

Other matches will include Killer Karl Kox against Karl Von Steiger. The matches are sponsored by the Hereford Lion's Club and action gets underway at 8:30.

PUNT, PASS, AND KICK competition in Oklahoma City found Hereford's Don Delozier coming in second in the 10-year-old division and Jeff Shelton not placing in the 8-year-olds. Competitors had to place first in OKC to advance to the next step up, Kansas City. A hearty well done to the boys, though.

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Mercer Misses Two Wins Football Quiz

Harris Still Rates Herd Low

Hereford is still in the bottom of the Harris Rating System poll, but the Herd remained in about the same spot despite their loss to Plainview in the district opener.

The Herd is listed at 185th this week, up from 192nd last week. According to the Harris Rating, Hereford's power rating is also up, from 119.7 to 121.2. This would mean Hereford could score two more points than last week.

Comparing Hereford with Coronado finds the Herd a big underdog for the district 4-AAAA contest set for Friday night. In the poll, Coronado is listed at regular playing strength of 133. Harris, however, says the team will play at 128 this week, the Mustangs a one touchdown favorite over the Herd.

Listed below are teams of local interest:

AAAA	AAA	AA	B
1. W.F. Rider 160.5	1. Bmt. S. Park 150.2	1. Ham-Fannett 133.7	1. Big Sandy 113.7
2. Longview 158.8	2. Wharton 148.6	2. Cameron Yoe 131.8	2. Bronte 108.3
3. Odessa Permian 152.1	3. Brownwood 147.8	3. Newton 130.7	3. Groom 106.3
4. S.A. Churchill 152.0	4. Cuero 146.0	4. Kenedy 129.0	4. Celina 105.6
5. Lufkin 150.4	5. Friendswood 144.8	5. Alpine 128.4	5. Paradise 105.0
6. Plano 149.9	6. Snyder 140.3	6. White Oak 126.9	6. Moody 102.7
7. S. Ang. Central 149.8	7. Brazosport 139.9	7. West 126.3	7. Wortham 1-1.5
8. Abilene Cooper 149.4	8. Iowa Park 138.1	8. Commanche 125.6	8. Eden 101.3
9. FW Arl. Hts. 149.1	9. Orange Stark 137.0	9. Dimmitt 124.7	9. Runge 99.7
	10. Bonham 136.9	10. Freer 124.7	10. Sundown 99.1
	11. Lub. Estacado 132.5	11. Floydada 124.3	11. Valley View 92.4
	12. Monahans 132.0	12. Lubbock Roosevelt 117.8	12. Lefors 91.3
	13. Lubbock Dunbar 130.0	13. Odessa Ector 115.8	13. Sudan 90.9
	14. S. Ang. Lk. View 129.7	14. Sweetwater 115.8	14. Whiteface 83.8
	15. Kermit 128.5	15. Dumas 114.7	15. Meadow 83.6
	16. Pecos 127.8	16. Denver City 113.2	16. Booker 80.5
	17. Seminole 126.7	17. Friona 111.3	17. Texline 76.5
	18. Lamesa 123.7	18. Lockney 108.3	18. Nazareth 75.8
	19. Perryton 122.0	19. Littlefield 108.0	
	20. Brownfield 115.9	20. Phillips 101.0	
		21. Boys Ranch 100.5	
		22. Morton 95.6	
		23. Panhandle 95.1	
		24. Dalhart 93.8	
		25. Royal 130.6	
		26. Aledo 123.6	
		27. Rankin 120.9	
		28. Memphis 120.8	
		29. Grapeland 120.6	
		30. Stinnet 121-54	
		31. Dan Welty .697	
		32. 122-53	

Fearless Forecasters			

This Week's Picks			
Larry Dippel .674 118-57	Tom Simons .662 116-59	Speedy Nieman .691 121-54	Dan Welty .697 122-53
Plainview at Monterey Caprock at Amarillo Hi Pampa at Tascosa Palo Duro at Borger Muleshoe at Perryton Levelland at Dumas Boys Ranch at Dalhart Olton at Friona Tulia at Floydada Stinnet at White Deer Hart at Vega	Monterey Amarillo Hi Tascosa Palo Duro Perryton Dumas Dalhart Friona Floydada Stinnet Vega	Monterey Amarillo Hi Pampa Palo Duro Perryton Dumas Boys Ranch Friona Floydada Stinnet Hart Groom Sudan WT Houston Arkansas Texas A&M Texas Tech Texas Alabama Oklahoma Dallas Minnesota Washington Oakland	Plainview Amarillo Hi Pampa Palo Duro Perryton Dumas Boys Ranch Friona Floydada Stinnet Hart Groom Sudan WT Houston Arkansas Baylor Texas Tech Texas Alabama Oklahoma Dallas Minnesota Washington Oakland
Groom at Happy Sudan at Nazareth WT at Utah State Cincinnati at Houston Colo. State at Arkansas Texas A&M at Baylor Texas Tech at SMU Texas at Rice TCU at Alabama Oklahoma at Kansas State Dallas at NY Giants New England at Minnesota Washington at St. Louis Oakland at San Francisco			



Hereford Netters

Hereford's tennis team is finishing up its fall schedule with these players: back row, left to right, Debbie Feagley, Rose Warren, Karen Anstey, Janet McWhorter, Jane Hoffman, Susan Grimsley, Ellen Jorde, and not pictured, Monica Herring. Front row left to right are: Steve Hoover, Rocky Rodriguez, Marshall Formby, David Rudder, Dwayne Waters, Mark Inmon, Clayton Faubion, and Herbie Del Toro. Not shown is Jessie Castaneda.

Only 3 Seniors

Hereford Netters Young But Gaining Experience

Hereford High School tennis coach Steve Thomas is one coach who is looking forward to next year. His team for this year is mostly juniors who are gaining valuable experience in tennis.

There are only three seniors on the school's 17 player squad; Monica Herring, Karen Anstey, and Dwayne Waters. There are also two sophomores on the team, Steve Hoover and Clayton Faubion. The rest are juniors, most of who began tennis in their sophomore year in the beginning tennis course offered by the school.

"Most of the kids have come a long way since last year," said Thomas. "All but one or two of them are in their second year of playing. We've got a pretty good crew now, but it's possible we could have six senior boys and six senior girls on our team next year, and we're looking forward to that."

Some of the players have had more instruction than the beginning tennis class, though. Marshall Formby, David Rudder and Ellen Jorde attended the summer tennis camp at Trinity University this past year, while Janet McWhorter and Jane Hoffman attended World Championship of Tennis summer camp at Lakeway World of Tennis outside Austin. Jane was named the most improved player at the WCT camp.

The fall session of tennis matches is underway now for

the Herd netters and while it is not a district schedule, the players become accustomed to playing under competition situations. The district schedule does not occur till the spring.

According to Thomas, his 17 team members will have participated in about 7 dual matches and two tournaments before cold weather sets in. The team has competed against Plainview, Monterey, Lubbock High, and Borger in matches since August 15, with the team planning to attend the WT Team Tourney set for the weekend of Nov. 8-9.

Thomas says the tourney will include 16 teams vying for the championship at West Texas State. In the tourney, the team will advance instead of the individual. Team total points will determine winners. This year's entry will mark the first time a Hereford tennis team has competed in the tourney staged by WT tennis coach David Kent.

Six boys and six girls will travel to the Canyon meet. A qualifying round robin set the Hereford players in this order: Boys one through six are Rocky Rodriguez, David Rudder, Jessie Castaneda, Herbie Del Toro, Mark Inmon, and Steve Hoover; Girls one through six are Susan Grimsley, Ellen Jorde, Monica Herring, Karen Anstey, Jane Hoffman, and Janet McWhorter.

The District 4-AAAAA schedule for the team will begin in

February, at a time still to be decided. In the past, the district championship has been decided in the district tournament, a series of matches held in just one weekend.

The district championship will be decided differently this year. Plainview, Hereford, Lubbock High, Coronado, and Monterey will compete in a round robin or double round robin to determine the team championships. Officials have yet to decide if the teams will play each other once or twice.

Thomas said the round robin would be an aid to his players. "This will give the players a lot more exposure as far as competition is concerned. We'll still have the district tournament, though, to determine which individuals will advance to the regional and state tournaments. All in all, we'll be involved in 10 to 12 dual matches and about five tournaments in the spring session."

Listed below is Thomas' spot evaluation of some of the top Hereford tennis team members: Rocky Rodriguez: "Rocky of course is playing in our number one spot as a junior and I would have to say he has exceptional ability. He beat Borger's number one player and played well against Plainview and Coronado but didn't win. Rocky serves and volleys well."

David Rudder: "David is a left hander and a junior. He's a

strong hitter, but he lacks a little control. Dave can be a tough player. He has a hard serve."

Jessie Castaneda: "Jessie is a junior in his first year. He came into our program in the middle of last year, but has come a long way since that time. Jessie is better at doubles than he is singles right now."

Herbie Del Toro: "Herbie is a good doubles player. He's steady on the courts and a fairly consistent player. He's also a good competitor."

Susan Grimsley: "Susan is our number one girl player, and she's just a junior. She's a strong competitor and has a good forehand. She needs a stronger serve, though."

Ellen Jorde: "Ellen has the best serve of all our girls. She volleys well and is also a good competitor."

Monica Herring and Karen Anstey: "Both Monica and Karen are our senior girls, both in just their second year. They'll probably play as our doubles team in the tournaments and district competition. Karen is pretty good at singles, she moves well and has a good serve."

FOR LARGER GIFT SELECTION COWAN JEWELERS Downtown

Boxing Club Wins 7 Of 13

Hereford boxers won seven of 13 bouts as they traveled to Amarillo for a four-way meet with Lubbock, Guymon, and Amarillo. The club will travel to Canyon this week to box in matches to benefit Kelly Forehand.

According to Harold Wheeler, Hereford Boxing Club sponsor, there were several good matches. One of the premier

matches was Eddie De Leon's victory over Skip Whipp of Lubbock. Whipp had a four year age advantage and 13 pounds on De Leon, but De Leon won the match handily. Whipp went to the regional Golden Gloves finals in New Orleans two years ago.

Joe Tjerina provided the only knockout of the evening for the Hereford boxing club, with a

third round KO of Guymon's Adam Flores. That fight was in the 108 pound division.

Other winners for Hereford included Jerry Soliz winning over Jesse Lucero of Amarillo in the 57 pound division on a decision. Robert Martinez decided Manuel Placencia of Lubbock in the 59 pound division, while Jesus Herrera Jr. won a decision over Lee

Peterson of Amarillo in the 62 pound class.

Hector Guerrero and Vincent Guerrero won matches in the older divisions with Hector downing Mike Hernandez of Amarillo in the 96 pound class, and Vincent scoring a decision over Wayne Jewel of Guymon in the 103 pound division.

Other boxers who competed Friday night, but failed to win were Jaime Ruiz, Javier Herrera, David Ruiz, Jesus Guillen, Martin Lucero and Juan Ruiz, Jaime Herrera could find no match.

The Hereford Boxing Club will travel to Canyon Friday and Saturday night to compete with all the boxing teams in West Texas for two nights of benefit matches. The event will be held in the West Texas State fieldhouse with all proceeds going into the Kelly Forehand benefit fund. Forehand is the Canyon football player who was paralyzed from the waist down due to an injury during a Canyon game. Matches both nights will begin at 8 p.m.

Parasite Speeds Deer Death

Deer face more than death from starvation when range conditions deteriorate, according to an article in the October issue of TEXAS PARKS AND WILDLIFE magazine.

The more immediate threat to their lives is a parasitic infection called theileriasis, say authors Gary Harwell and R.M. Robinson of Texas A&M University and Larry Weisbuh, wildlife biologist for the Texas Parks and Wildlife Department.

According to the article, most deer in Texas carry the parasite, which goes by the Latin name Theileria cervi, but they suffer no ill effects until the nutritional quality of the range begins to deteriorate.

The parasite enters the blood stream via the bite of a tick and invades the red blood cells. There, they destroy red blood cells and, at the same time, increase their own numbers.

Good, nutritious deer food creates more blood cells than the parasites can destroy. But when the food becomes nutritionally insufficient, more and more blood cells are destroyed, causing the deer to become anemic.

The animal actually becomes paler and the ears may appear waxy white. Affected deer may lack sufficient energy to respond and run from danger.

Deer continue to lose body condition until even their gait is affected. Running and jumping

standard fences become difficult.

When the deer finally collapses, death comes rapidly and with little struggle.

The authors say that under circumstances of poor nutrition, the deer would still die of starvation, but it could take days or weeks longer.

They say that the disease and the accompanying nutritional problem constitute a hazard to expanding herds, hitting the weanling deer necessary to herd replacement.

Control of the problem, when it exists, is directed toward solving the nutritional problems of the herd rather than toward the disease itself.

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Contest---

(Cont. from Page 8)

office. Other persons who had only three incorrect choices were Dorothy Mercer, Henry Ramaekers, Tandy Walden, Chick Weemes, Jolene Williamson, Barry Arnwine, Cawthon Bryant, Lynn Lauderback, and Raymond Lueb. These persons finished out of the winnings due to their tiebreaker scores.

Missing four choices in the contest were Debra Reed, Judy Renfro, Joe Rusher, Joyce

Shipp, Loy Stagner, Juana Valdez, Larry Walterschied, Alan Wartes, L.V. Watts, Bob Baker, Christie Beene, Wendell Burdine, Beverly Bryant, Royce Coatney, Pat Goforth, Clifford Johnson, Mrs. Melvin Kalka, Marguerite McGee, Irene McKinster and Mike O'Rand.

(Winners of the Weekly football contest are announced in The Thursday Brand. Please do not call the office for the names of the winners.)

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TEXAS PANHANDLE Builders ASSOCIATION

Corn Producers Complete Tour

Selected farmers from Kansas, New Mexico and Texas were recently brought up-to-date while on a four-day tour of corn producing areas in the Southwest and corn markets in Chicago.

The first leg of the tour focused on western corn and livestock production. The farmers toured irrigated corn production areas of Colorado and saw a seed company's research plots near Greeley. While there, they also visited the Monfort and Farr Feedlots.

From Denver the group flew to Chicago, where they saw busy floor trading at the Mercantile Exchange and visited the tallest building in the world — The Sears Tower. While at the "Merc", the farmers had a chance to talk with David Motz, a grain broker with Heinold Commodities. Heinold is the largest brokerage house at the "Merc" and a subsidiary of DEKALB.

The final day was spent at the company's home office which is located 60 miles west of

Chicago's "Loop" at DeKalb, Ill. Corn research and seed quality control were highlighted on a field tour conducted by Dr. Basil Tsotsis, Director of Corn Research, and during lab testing demonstrations by John

Launer, Assistant Manager of Quality Control. Harold Noren, Senior Vice President of the seed division, addressed the group on "The Crop Year Ahead" before they returned home.

4-H, FFA Youth Place Livestock

Many Hereford youth from Deaf Smith County 4-H and the local FFA chapter received honors for entries in the Junior Livestock Show last week at the state fair in Dallas.

Placing in junior barrow competition were: Mack McCleod of FFA placed 5th in Class II — 200-212 lbs. Chester White out of 35 shown. Jerry Johnson of FFA placed 2nd in Class 18 — 226-240 lbs. Duroc out of 51 shown.

Tommy Johnson of FFA placed 10th in Class 22 — 213-225 lbs. Hampshire out of 42 shown. Mike Clevenger of FFA placed 9th in Class 28 — 226-240 lbs. Poland China out of 15 shown.

Randy Coleman of 4-H placed 6th in 200-212 Class Spots out of 13 shown. Rudy Coleman of 4-H placed

5th in Class 32-213-225 lbs. Spots out of 18 shown.

Randy Coleman of 4-H placed 7th in Class 33 — 226-240 lbs. Spots out of 24 shown.

Roger Jobe of FFA placed 3rd in Class 38 — 226-240 lbs. Yorkshire out of 12 shown.

Terry Yerby of FFA placed 9th in Class 38 — 226-240 lbs. Yorkshire out of 12 shown.

Real Bargains On Beef Now

Beef is plentiful for now, and there are real bargains on some featured cuts — more often round steaks and steaks for broiling, one observer said this week.

"Liver continues to be a good value, and chuck cuts also are featured," Mrs. Gwendolyn Clyatt, consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System, noted.

"Egg supplies are down a little from last year with prices some higher, while fryer prices are about the same as last week."

At fruit and vegetable counters, grapefruit and squash are two headlines.

"Texas grapefruit is gaining prominence with prices slightly

lower than oranges, and squash is plentiful — with hard-shelled winter varieties taking the place of soft-skinned summer squash.

A sharply larger crop of dry beans and peas is expected, and prices should continue their current downward trend, Mrs. Clyatt predicted.

In selecting pumpkins this month, choose those heavy for their size. Rind should be hard and free of bruises or blemishes. Extra-large pumpkins may have stringy, coarse flesh with less flavor than small or medium sizes, the specialist said.

Additional fruit and vegetable economy centers on apples, grapes, dry yellow onions and potatoes. Also cabbage, carrots, broccoli, turnips, rutabagas, collards, mustard and turnip tops. Cranberry supplies are improving.

Red Delicious are best eaten raw, while Yellow Delicious and Jonathans are good either raw or cooked.

Some Irish believe that carrying furze plants in their pockets will help them find lost objects and keep them from stumbling.



These corn producers from this region recently returned from a tour of farming areas and trade markets in Colorado and Chicago. Those attending included: (standing, L-R) Bill Cornett of Dawn, J.R. Gill of Amarillo, Larry Scott and

Gaylon Rhodes, both of Bovina; (seated) Robert Strain of Dawn, Charles Schlabs of Frio, R.W. McClure of Kress, August Falkenburg of Kress, Fernan McBeth of Kress, and Carrol Lackey of Tulia.

FmHA Promotes Boyd

J. Lynn Futch, State Director, Farmers Home Administration, Temple, Tex. has announced the promotion of Ormel I. (Jack) Boyd to Chief, Business and Industrial Programs (B&I). Boyd has served as B&I Specialist for the past year, assisting with implementation of new guaranteed loan authorities assigned to FmHA by the Rural Development Act of 1972, Public Law 92-419.

Activity in the new program of providing loan guarantees to aid in business and industrial development in towns and cities of up to 50,000 has exceeded expectations according to Futch. He noted that eight conditional commitments to guarantee loans of \$29.2 million were authorized in the past fiscal year.

Since July 1, ten commitments for \$1.6 million have been issued. Futch said 58 requests for loan guarantees of \$16.6 million are presently being evaluated or applicants have been advised to complete formal applications for final feasibility determination.

Boyd has been a member of

the State Director's staff since 1968, serving as Community Programs Specialist until 1973. He completed 20 years federal service in 1974. All his service has been with FmHA except for military duty in World War II.

Boyd was FmHA County Supervisor in Seguin, Guadalupe County from 1959 to mid 1968. He received special recognition in 1967 for his work with rural groups and communities on rural water systems.

During 1957-58 he served as

Assistant County Supervisor in Richmond, Fort Bend County. Prior to employment with FmHA, Boyd taught vocational agriculture for eight years.

Boyd is a graduate of Texas A&M University and holds BS and MS degrees in Agriculture Education. The new Chief, B&I Programs, is a native of Chilton, Falls County. He and his wife, the former Marjorie Beasley of Trent, Taylor County, have two sons, Don a senior Aggie Band member at Texas A&M, and Alan, a freshman at Tarleton State University, Stephenville.

TV COMMENTARY

FROM TIME TO TIME there is a tempest stirred over the question of showing R-or X-rated movies on TV, even after they have been edited — or mutilated, depending upon one's point of view. Some contend that after a butcher job on a film, it isn't worth viewing.

MOVIES are cut for two reasons before they smile at viewers through the tube. Unacceptable scenes have to be clipped so small fries in living rooms won't be contaminated, and segments of film must be sliced out to fit the film into programming schedules.

IN TIMES PAST the surgical procedure on films has been done by persons not involved in the production of the film, with the result that on occasion the soul has been severed from what the viewer sees. Networks are in the process of rectifying this situation.

ON A DIFFERENT TRACK, two interesting programs are scheduled on PBS on October 8 and 15. On specials called "While the Cat's Away" and "Doors, Locks and Windows," three ex-burglars will demonstrate how to foil the best tricks of their trade.



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1971 Plymouth Fury III 4 dr. Sedan green color, air conditioning, nice 2nd car.

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ON VETERANS PENSION

The Senate has passed legislation increasing by 12 per cent pension payments for veterans and their survivors. Also it raises by \$400 the annual income limitations, \$3,000 for single pensioners and \$4,200 for those with dependents.

ON STEEL PRICES

Edgar B. Speer, chairman of U.S. Steel Corp., indicated that the steel industry can get by without further big price increases if costs are held down in other sectors of the economy.

FORD'S VETO

President Ford has vetoed a measure to cut off U.S. arms aid to Turkey, declaring the ban would dash hopes for a Cyprus peace settlement.

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	August price (each)	Discount price (each)	August price (each)	Discount price (each)	
BR70-13	\$47.95	\$42.95	—	—	\$2.28
BR78-13	47.95	42.95	—	—	2.11
CR70-13	54.80	46.95	—	—	2.32
DR78-14	56.15	47.95	—	—	2.40
ER70-14	—	—	\$54.15	\$48.45	2.79
FR70-14	—	—	56.45	50.95	3.04
GR70-14	—	—	61.70	55.45	3.18
HR70-14	—	—	66.45	59.95	3.47
HR78-14	70.40	59.95	—	—	3.15
GR70-15	67.05	56.95	63.30	56.95	3.22
HR70-15	—	—	68.05	60.95	3.42
HR78-15	72.05	60.95	—	—	3.26
JR70-15	—	—	72.25	63.95	3.62
JR78-15	76.50	63.95	—	—	3.44
LR70-15	—	—	75.45	66.95	3.86
LR78-15	79.90	66.95	—	—	3.60

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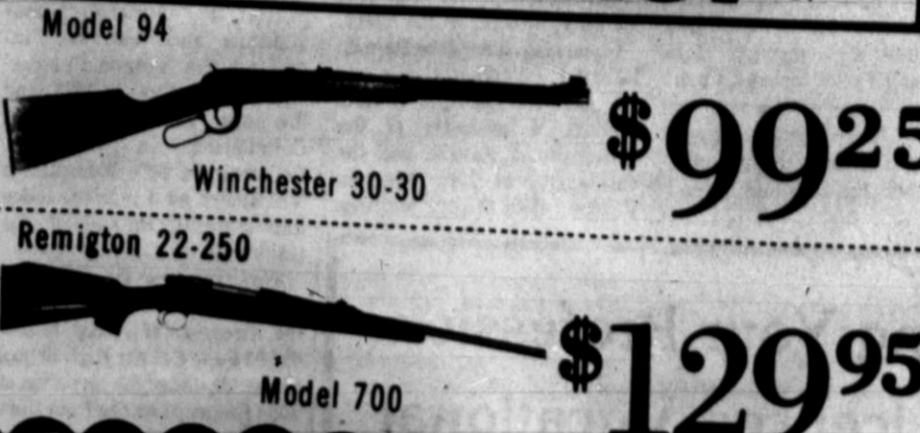
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Scouts Plan Pow Wow

The Llano Estacado Council of the Cub Scouts will hold a Cub Scout Leaders Pow Wow in Amarillo on Saturday, November 2.

All cub scouts leaders or parents who are interested in becoming leaders are invited to attend the meeting which will be held in the First Christian Church at 3001 Wolf in 1-40 in Amarillo.

The meeting is scheduled to begin at 9 a.m. and will continue

through 5 p.m. with the noon meal to be a Blue and Gold Banquet. Cost will be \$2.50 per person. Training sessions in games, skits and puppets, pack administration, crafts and Webelos dens will be scheduled for 10:30 a.m. through 12:15 p.m. and 2 p.m. through 4 p.m.

The fellow who always knows the answer, in positive form, has finished learning.

High School To Perform With Honor Orchestra

The Annual Honor Orchestra Invitational Day Oct. 26 at West Texas State University will be attended this year by high school orchestras from Hereford, Amarillo's Palo Duro and Bel Air in El Paso, it was announced by Dr. Michael Matesky, director of the event.

Guest clinician will be Dale E. Kempler, coordinator of music for the Albuquerque Public Schools. A graduate of the University of Kansas and the University of New Mexico, Kempler held faculty positions

at Eastern New Mexico University and the University of New Mexico before accepting his present position in 1968. The Albuquerque Youth Symphony, of which Kempler has been musical director and conductor since 1964, has appeared at numerous conventions and festivals, including the Vienna-Prague-Budapest Festival in 1973, and the Music Educators National Convention in Anaheim, California in 1974. Kempler is well-known as a musical judge and clinician throughout the Southwest.

Performances by the local high school orchestra under the direction of Nicky Nixon, the El Paso-Bel Air High School orchestra under the direction of June Gingery and the Palo Duro High School orchestra under the direction of David Hinds will take place in the morning.

"The guest clinician will work with each orchestra individually following its performance," Matesky explained, adding, "We are pleased that the event happens early enough in the year to allow the students to benefit from the experience."

At 1:15 p.m. the West Texas State University Symphony Orchestra under Dr. Matesky's direction will perform excerpts from the Mozart "Haffner" and the Prokofiev "Classical" symphonies for the guest orchestras.

All activities in connection with Honor Orchestra Invitational Day will be held in the WTSU Activities Center.

DOUBLE TROUBLE

PUEBLO, COLO. -- When Thomas Cooper's auto broke down at 3:15 A.M., he called a wrecker. While waiting for the wrecker, he investigated a noise and found four suspects attempting to remove the rear tires from the car.

FARM PRICES DROP

Prices of raw farm products dropped 2 per cent from Aug. 15 to Sept. 15, marking the first decline since last spring, the Agriculture Department reported.

Five months of extensive research and compilation of National Weather Service wind data have led Drs. Vaughn Nelson of West Texas State University and Carl Gilmore of Amarillo College to conclude that wind can provide a viable energy supplement to a fossil fuel-powered society.

"The potential electrical output from the wind in Texas is estimated to average 250,000 megawatts, or about eight per cent of the nation's anticipated demand for electrical power," their report to the Governor's Advisory Council on Energy states.

"While we realize that this amount of power will not be obtained from the wind by 1980," the researchers note, "wind power can be used to alleviate the energy crisis."

"This is vitally important because fossil fuels are finite and polluting, and we will have to find alternate energy sources to meet the needs of the future," Professors Gilmore and Nelson maintain.

"The energy supplied by the winds of the Texas Panhandle is a non-polluting, non-depletable resource."

Nelson, head of the Department of Physics at WTSU, and Gilmore, of the AC Department of Physical Sciences, worked with wind data gathered from 15 Texas weather stations and seven surrounding ones over a 10-12 year period to find "that the Texas Panhandle has the highest wind energy potential in the United States."

A reasonable scenario considered by the two for Texas by 1985 would be the erection of a series of wind energy conversion systems (WECS) which would provide an output of 500 megawatts. Enough, perhaps, to provide the energy needs of more than 100,000 persons.

"This is technologically feasible today," Nelson points out.

First, however, the team is requesting \$44,000 for a proof-of-concept test which would supply most or even all of the heating and cooling requirements for a one-family dwelling at WTSU's Nance Ranch. The WECS unit would be a 30-40 foot tower with a horizontal axis rotor. Only \$4,000 would be spent on equipment.

Also suggested is the establishment of a Wind Energy Institute at West Texas State University not only to act as an information center, but to test and develop WECS for rural applications.

The Nelson-Gilmore wind energy study, made under the auspices of a \$14,000 grant from the Governor's Advisory Council on Energy in Texas, joins other reports from a more than \$450,000 National Science Foundation grant to Texas to look at the total energy picture, including production, supply and demand, and viable energy alternative sources such as

solar, chemical waste, wind and geothermal.

The wind supplies the unique combination of being free, with availability unaffected by human-created problems such as international affairs, strikes and distribution, the report points out. It is non-polluting, water is not required, it adds, nor will the conversion process increase the earth's heat balance.

"There is a large region where a WECS unit would be operating at capacity (a rated windspeed of 20 mph) for 40 per cent of the time, and even an area where it would be operating at capacity of 50 per cent of the time," the report says. "This would not mean that the WECS would not be producing energy for the other 50 per cent of the time because it would be operating at partial

capacity over 90 per cent of the time. The WECS would compare favorably with the nuclear generating plant which has operated at capacity only 58 per cent of the time."

The proposed WECS units are reminiscent of the windchargers used in rural areas during the 1930s and 40s, except on a grander scale, Gilmore states, especially since there is a much greater energy potential 300 feet in the air.

While most of the National Weather Service data was taken at 23 feet, the energy was estimated for heights of 100 and 300 feet since the velocity increases with height. The researchers propose to instrument a television tower (1626 feet tall) to obtain long term data on wind energy as it relates to height.

Only one large experimental

WECS has been developed, although a number of smaller ones are in use throughout the world.

"Possible potential users of the WECS are for electricity, heating and cooling, and the chemical production of hydrogen," Gilmore states.

Another important factor remaining to be solved before the most complete use can be made of wind energy is the problem of storage of energy. "If this problem is solved," Nelson notes, "wind energy will be able to supply a significant part of the nation's energy requirements."

"It is a philosophical question of how much energy do we need and what we are willing to pay in terms of cost to ourselves, the impact on the environment and the future generations," Nelson concludes.

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To Hear
Baptist General Convention of Texas

Amarillo Civic Center, Oct. 29-31

Theme: 'A New Day for the Church...'

TUESDAY, 6:30 p.m.
Music
Report from Committee on Order of Business
Bible Study
Texas Baptists Together
President's Address
Giant West Texas Fellowship

Fellowship in Song
Address
Male Chorus, Southwestern Seminary
Jaroy Weber

WEDNESDAY, 9 a.m.
Bible Study
Report of Committee on Committees
Report of Administrative Committee
Election of Officers
Report of the Executive Board
Report of Treasurer
1975 Budget Presentation
Baptist Church Loan Corporation
Business
Baptist Standard
Annuity Board Report
Convention Sermon

Harold T. Branch
Jack Riddlehoover
James Flamming
Lloyd Elder
Jay L. Skaggs
James Flamming
Bruce W. Bowles
John J. Hurt
Darold H. Morgan
William C. Everett

WEDNESDAY, 6:15 p.m.
Instrumental Prelude
Address -- "Home Missions"
Texas Baptists Together, cont.
Woman's Missionary Union
Address -- "Foreign Missions"
Address

Wayland Baptist College Band
C. B. Hogue
James H. Landes, Lloyd Elder
Mrs. Earl W. Johnston
Eula Mae Henderson
Keith Parks
James H. Landes

WEDNESDAY, 2:30 p.m.
Bible Study
Report of Institution Study Committee
Election of Officers--Business

Billy B. Tisdale
E. H. Westmoreland

THURSDAY, 9 a.m.
Bible Study
Committee on Convention Arrangements
Committee to Nominate Executive Board
Committee to Nominate Institution Boards
Resolutions Committee
Business
Baptist Foundation
Mexican Baptist Convention
Memorials Committee
Christian Life Commission
Christian Education Commission
Address

Darrell W. Robinson
Gene Wofford
Roy Bass
Lamoin Champ
John R. Claypool, Chairman
J. C. Cantrell
Rudy Sanchez
Mrs. C. J. Humphrey
James M. Dunn
Woodson Armes
Warren Hultgreen

WHO KNOWS?

1. What is a sphygmomanometer?
2. Name the last known U.S. prisoner of war in Indochina recently released.
3. If confirmed, Rockefeller will become Vice President number what?
4. Who was the first Secretary of Transportation?
5. When was that Cabinet post created?
6. What is the motto of the state of Iowa?
7. When did the United Nations adopt an official flag?
8. When did Lord Cornwallis surrender the British Army to General Washington?
9. When was the first transcontinental telegraph completed?

Answers to Who Knows

1. An instrument for measuring blood pressure.
2. Emmet James Kay, a commercial pilot from Hawaii.
3. Forty-one.
4. Alan S. Boyd.
5. By an Act of Congress October 15, 1966.
6. "Our Liberties We Prize Our Rights We Will Maintain."
7. October 20, 1947.
8. October 19, 1781.
9. October 24, 1861.

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ordinate perfectly with
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TEXAS BUSINESS

by Dudley Lynch

The Texas construction industry is going through feast and famine at the same time.

It all depends on what kind of construction.

If a company specializes in heavy construction (industrial plants, office buildings, parking garages, etc.), the chances are good that there is work to be found.

During September, a record amount of new construction contracts were signed in Texas — a total of \$199.3 million, or \$38 million more than the old September, 1969 record.

But if building houses is the subject, then these are hard times.

The latest residential building figures were compiled through August. And that month happened to mark the lowest point in residential construction in four years.

For the first eight months of '74, housing starts were off 16 per cent from last year's figures. August itself was off 32 per cent from August, 1973.

Of the state's 24 metropolitan areas, only five gained in residential housing (Amarillo, Amarillo, Galveston-Texas City, Lubbock and Odessa). Of the non-metropolitan areas, six cities accounted for nearly one-fourth of the states' new dwelling units. And these cities were Gladewater, Kilgore, Longview, Marshall, Huntsville and Victoria.

In the state's biggest cities,

one-family homes were down drastically. Austin's new one-family units were down 17 per cent, Dallas-Fort Worth 27 per cent, Houston 32 per cent and San Antonio 36 per cent.

Explains Mildred Anderson of the Texas Bureau of Business Research, "The growing scarcity and cost of land, increasing cost of material, zooming costs of labor, scarce money supply and high interest rates are of major concern. Middle and lower income families cannot afford a new home."

She says it will be several months before any impact from any programs President Ford might initiate could be felt.

"A BELLWEATHER project" is what developer John Love calls his new 331-acre Metro Park South industrial site near Italy, just south of Waxahachie. Love's idea is to entice companies tired of big-city problems into the countryside, where they can benefit from developed land costs of only 25 to 30 cents per square foot, wages of only \$1.60 to \$2 an hour and a higher quality of living for employees.

Getting financing for the \$2 million project, located near Interstate 35 and U.S. Hwy. 77, wasn't easy. "We had one commitment from a lender who liked the concept of the park, but once he found out where the project was to be, it was no

deal," says Love. He finally got a loan from a city banker who has some rural banking interests.

ELECTRICITY out of sea water? That's been a dream of nuclear physicists for many decades now, and it's still a long way off. But some of the key research on the problem is being done at the Fusion Research Center of the University of Texas.

Using a device improbably called the Texas Tokamak, physicists recently achieved temperatures of more than 200 million degrees, a level which is necessary if nuclear fusion (as opposed to nuclear fission) is to be a "commercially viable" source of energy for us average homeowners. "What we have achieved is one milestone in a long road," says director Dr. William E. Drummond. His center is supported by 10 Texas power companies.

THE LARGEST pair of boots that the Jones Boot and Saddle Manufacturing Co. — a Lampasas firm that is famous world-wide among bootwearers — ever made was a size 14 1/2 for a Gonzales man. The fanciest pair they ever made had the Veterans of Foreign Wars shield inlaid with 24 karat gold leaf. The weirdest pair were made from elephant ears brought back from an African hunt by a Rio Grande Valley customer.

Roy Jones, his wife Elizabeth and eight employees produce about a thousand pairs of \$90-\$150 boots each year from their small, two-story factory. Customers often must wait six to nine months for delivery. The company got its start in 1938 when Jones began turning out one pair of \$16.50 boots a day.

IN A VISIT to Texas the other day, assistant postmaster Jesse T. Ellington said that first-class postal rates will probably increase from 10 to 12 cents an ounce by next July. He was in Texas to dedicate a commemorative stamp saying "Retarded Children Can Be Helped." Arlington is the home of the National Association for Retarded Children.

THE EXPERIENCES of Crutcher Industries, a Houston-based firm whose varied activities include the making of Friedrich air conditioners in San Antonio, demonstrate how difficult it is to predict marketing behavior in today's business climate.

With new shopping center construction off badly, Crutcher could have predicted a dropoff in the sales of their commercial refrigeration units. But instead, sales are up. The reason is that there is a stepup in renovating old shopping centers, and the Friedrich brand uses less power than many.

On the other hand, their central air-conditioning business could be expected to be down because new housing starts are off nationally by 50 per cent. And this is the case. But they are selling all of the room air conditioners they can make. Says president D.H. Hartmann, "When people don't build new houses, they fix up old houses. And when they fix up old houses, they put a room air conditioner in the extra bedroom."

THE COUNTRY CLUB business isn't what it used to be, and Fred Cress says good riddance. Cress has managed the Ridgewood CC in Waco for 26 years, and he says things

have never changed as rapidly in his business as in the past three or four years.

Summing up, Cress says that country clubs have changed from an atmosphere that is "formal and stiff to an informal atmosphere." For example, instead of a formal New Year's Eve dance and party, Cress's club now offers a free hors d'oeuvres table and free champagne from 11:30 p.m. until midnight. People can come and go as they like. Cress says the party is a sell-out well in advance.

At his Waco club, business is up 25 per cent all around. He credits the gasoline shortage. People entertain themselves closer to home these days.

ONE OF THE biggest land-buying booms in Texas a few months ago surrounded a site near Lewisville, north of Dallas, where the Xerox Corp. planned to build a \$200 million plant that would hire 6,000 workers by 1976.

And now along comes the Xerox people with news that they have "deferred" the Lewisville plant because of the country's economic problems. It may be built later, but no one knows. In any event, the news is a serious blow to a lot of land investors who took a gamble on real estate investments near Lewisville and now may be stuck with the deal.

A THING or two about Texas ports, just for the record: The state has 25 ports along 624 miles of the Gulf of Mexico coastline. Of these, 13 new major deepwater ports, which handled 221.6 million tons of cargo last year — about 95 per cent of all the cargo moving through Texas ports. Houston is

always the busiest, and in fact, usually ranks second among all U.S. ports in annual volume. The state also has three intracoastal waterways: Sabine River to Galveston, Galveston to Corpus and Corpus Christi to Brownsville.

DR. MO-SHING Chen isn't likely to be invited to the White House any time soon, but maybe he should be.

Chen is director of the highly regarded Energy Systems Research Center at the University of Texas at Arlington. And after doing a survey of Texas power uses he says that year-round daylight savings time does not save any power at all. "When you get up in the dark," he contends, "you have to turn on lights." And that negates any advantage in having more light in the evening.

The outspoken physicist also takes a dim view of forcing government employees to turn their office thermostats up to 78 degrees in the summer. It has little effect on energy usage, he says — and the warmer temperatures measurably affect the manpower efficiency of the workers.

IN THE MID-60s, as a young newspaperman, I edited the semi-weekly paper, the Brand, in Hereford, Texas, and one of the people I remember there is Frank Ford.

So it was with delight that I was reading a syndicated newspaper feature called "Mother Earth News" the other day and found that Frank Ford of Hereford, was the subject. Ford is a tall, lanky, likeable (very likeable) fellow, as I remember him. He is also what

you would call a food, or health, nut.

He grows and mills and peddles his own wheat, making a "whole" flour that he sells under the brand Arrowhead Mills. He must have started about the time I first knew him, and for the first seven years it was rough-going. He farmed in the summer and did construction work in the winter, just to keep going. But it finally paid off. Today, Arrowhead Mills is selling \$6 million worth of whole-wheat flour a year.

"I was never discouraged," Ford told the Mother Earth News. "I just knew that — sooner or later — people would start demanding better food."

Frank Ford, entrepreneur, nice guy, man with a dream.

QUICK CHECKS

□ The Sheshunoff Texas Bank Index for Oct. 10 was 790.33, compared to 782.62 the week before. The 1973-74 range (for 22 leading Texas bank stocks) is 1166.05 to 782.62.

□ More than 130 top corporate executives from across the U.S. were scheduled to run in the Tyler Cup III jogging event Oct. 19 at the Aerobics Center in Dallas.

□ Manufacturers of new drilling rigs in Texas are booked solidly into 1977 — a measure of the renewed interest in finding new petroleum resources.

□ Two population (and thus business) hot spots away from the big-city influences in Texas are the Longview-Marshall and Victoria areas. The Population Research Center at Austin is predicting a 1990 population of 137,204 for the former and 72,826 for the latter.



RON HOEHN

Student To Speak At Church Here

Guest speaker at the Seventh-Day Adventist Church in a meeting at 11 a.m. Saturday will be Ron Hoehn, student missionary from Korea who is at present a student in Southwestern Union College at Keene, Tex. The public is invited to hear the young speaker. Elder I.B. Burton, pastor of the church, announces. Hoehn is a native of Korea, and the adopted son of Dr. and Mrs. David Hoehn of Roswell, N.M.

Schools and Church activity conducted by Seventh-Day Adventists in Korea utilize the services of student missionaries from the United States, one of whom is Alice Burton, daughter of the Hereford pastor, whose work is in Seoul and nearby cities.



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The Whiteface

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The Hereford Brand,

Hereford, Texas, Thursday October 24, 1974

Teacher, Students Cited

Teacher of the Six Weeks, Mrs. Bonnie Masten of 608 Bowie, was chosen recently by the National Honor Society as an outstanding teacher from the language department.

After all the ballots were in, NHS president Shyla Thomas collected and counted them and sent the results to Jerry Don George, principal. Final tabulation was given to Mrs. Betty Oglesby, sponsor of NHS.

Mrs. Bonnie Masten graduated from Wheeler High School in 1955. She worked the next 14 years doing secretarial, hospital and other jobs.

In 1970, she attended West Texas State University finishing in three years. She first majored in journalism and then switched to Spanish and then to speech. Mrs. Masten has a bachelor's degree in speech and is now working on her Masters in that field.

She has two daughters, Merinda, a sophomore at HHS and Anjon, 4. She teaches developmental English and first and second year Spanish. Next year she hopes to have third year Spanish. This is her second year to teach at HHS, after she

completed her student teaching assignment here.

This past summer, along with 30 members of the University of Northern Iowa, she stayed for eight weeks with a Spanish family 150 miles north of Madrid. This was sponsored by the Spanish Summer Institution.

When asked for her impressions of Spain she stated "In addition to experiencing the best way to study a language I felt the pulse of the Spanish people."

Mrs. Masten would "love to travel especially in South America." She said "The people are so close to each other that I would like to take from the Spanish culture and put it in me."

Davidson and Danny Collins spoke for Kent and Shyla.

Students were selected for their academic and scholastic achievements. This six weeks, only seniors were eligible for the honor. Next six weeks, only juniors will be nominated.

Kent is a member of NHS and plays defensive halfback for the Whitefaces. He was recently commended by the National Merit Scholarship Program Corporation. Commended students are in the upper 2 percent of those expected to graduate in 1975. This previous summer, Ken was chosen, because of high academic and scholastic achievements to at-

tend the Farm Bureau Citizenship Seminar on the Baylor University campus in Waco. Kent plans to attend Texas Tech University and Major in a science. His parents are Mr. and Mrs. Alton Hollingsworth.

Shyla is president of NHS and vice president of the senior class. She is captain of the drill team and a member of the student council. Her other activities include Leo Club and Future Teachers of America. Shyla plans to attend the University of Texas at Austin. Her parents are Mr. and Mrs. Wayne Thomas.



Recognized for excellence this past six weeks were Mrs. Bonnie Masten, Kent Hollingsworth and Shyla Thomas. Mrs. Masten, language arts instructor, was honored as Teacher of the Six Weeks by National Honor Society. Hollingsworth and Miss Thomas, both seniors, were honored as Students of the Six Weeks for their outstanding participation in academic and extracurricular activities at HHS.

Pep Squad To March

Homecoming preparations was the main topic at the Pep Squad meeting Thursday afternoon at the high school auditorium.

Decided at the meeting was the marching formation of the Homecoming parade. The girls will march in close succession to the bank to the tune of "Hawaii 5-0".

Photographer Bill Bradley will take Pep Squad pictures for the Roundup Oct. 31. These pictures will be available separately to the girls.

Pep Squad members have met daily after school to practice the hand movements to "Hawaii 5-0". Also a new seating arrangement during football games was decided to make the squad appear as a stronger unit.

Senior girls Terri Barella, Lupe Calderas, Sylvia Casarez, Sylvia Castro, Irma Flores, Eleanor Gamez, Betty Griego, Beverly High, Ruby Reyna, Kathy Manning, Marta Mendez and Francis Sanders have ordered Pep Squad jackets which should arrive in six weeks. This a special privilege for senior members only.

Cosmetology Plans First Bake Sale

Candy apples, cakes, cupcakes, pies and popcorn balls are what cosmetology will be selling at their first bake sale of the year Saturday at two locations, TG&Y and Sugarland Mall.

Proceeds will help pay for the annual Christmas banquet in December and will purchase maroon VICA Blazers for officers of the club.

Cosmetology students hold special customer services 12:30-3:30 p.m. at the cosmetology lab every Thursday and Friday.

Service includes all phases of cosmetology, for example, wig washing, hair shampoo and manucure.

Proceeds from services are used to buy supplies used in classrooms and support the cosmetology.

Mrs. Jackie Cabiness, instructor, commented that the primary purpose of cosmetology is to prepare students for gainful employment.

Officers for this year are as follows: Jane Martin, president; Sandra Wells, vice-president; Cynthia Romero, secretary; Linda Cantu, treasurer; Gussie Sander, parliamentarian; Margarita Madregal, Sargeant at arms; and Carmen Aljandre, reporter.

Activities Color Season

Following a long tradition on Homecoming afternoon, many strange sights will sparkle on the high school parking lot as the school floats prepare for the Homecoming Parade at 2:30 p.m.

The parade will follow the same course as it has in the past, beginning from the south parking lot of HHS, traveling south to Park Avenue, proceeding west to Main Street, making a left at the light. From there they will follow Main Street down to the corner of 3rd and Main, making a left there and traveling to the Deaf Smith County Museum.

Along the route, judges will choose the winning floats which will advance to the Whiteface Stadium to make one circle during half-time down the outside track of the homestead of the field.

Among the floats will be three cars carrying the Homecoming Queen and her attendants. These cars will be a highlight of the parade for they will carry the 1974-75 HHS Homecoming Queen. The parade is sponsored by the Student Council.

Construction of the floats began Monday the 14th; the deadline is 12:00 midnight to night.

A \$50 limit has been set for construction costs of participating floats.

Most of the organizations at HHS are exhibiting either a float or a decorated car in the parade. Many organizations will also be marching along in their groups. The junior high schools will also participate by exhibiting a float and a marching band.

Parade Marshal is Gene Brock. Homecoming afternoon, the senior class will be having a class supper. The supper lasts from 5 to 7:30 p.m. at the high school cafeteria.

The menu contains barbecued beef and pork, potato salad, beans and the dessert will be pies, cakes and cobbles. Also, candied apples and popcorn balls will be sold at the door as a money making project. Most of the money made in the supper will be used to lower prices at the senior banquet and prom.

Regular prices are \$2 for adults and \$1.50 for children under 12.

The public is invited and encouraged to attend. The senior class has also made a special invitation to the Coronado Band.

Many local citizens have supported the senior class by making donations toward the supper. These people are responsible for helping the senior class achieve certain goals.

Donating beef was Taft McGee through Sugarland Feed Yards, and the pork by Bill Walden and Kirk Andrews. Onions were donated by Melvin Betzen and John Paetzold and potatoes by Cameron Clements and Tommy Johnson.

Arrowhead Mills donated beans along with several senior girls, giving a pound apiece.

Mrs. O.G. Nieman is chairman of making the candied apples and popcorn balls for the seniors to sell at the supper.

Students will be busy decorating halls tonight for Homecoming.

Seniors will decorate the cafeteria; juniors, the first floor; sophomores, the second floor.

Paper links were sold Wednesday and Thursday for five cents in first period classes. The links will be put together to form a victory chain at the pep rally Friday.

These events are being sponsored by the Student Council.

FHA District Theme - Impact

Impact was the theme of the Future Homemakers of America district workshop Oct. 10 in the HHS Library.

Impact is a new nationwide campaign in FHA. It is divided into three levels. The first level is the individual a person who sets up goals to better himself and reaches for these goals. The second level in Home and Community, a person works to make things better in her home and community. The third level is Adulthood, when a person prepares himself for adult life.

Presiding over the meeting were two area officers and also a state officer. Members attending from HHS were Chapter I president Isabel Pina, Royal Rose president Sandra Stallings, Frankie Wells, Ann Bradley, Melinda Watts, Ernestine High, Linda Mendez and Mary Jane Cano. Also attending were students from La Plata, Stanton, Kimmitt, Amarillo, Canyon, Zazareth, Hart, Lazbuddie, Friona, Bovina, Farwell and Adrian.

The theme of finding the pot

of gold at the end of the rainbow was used to divide the students into six groups as they received colored slips of paper at registration. The rainbow symbolized the different phases of FHA-HERO and the pot of gold represented the personal satisfaction of accomplishing goals.

Each group had a different situation which they were to solve. One of the situations was how to get the Co-op employed members involved. Some of the suggestions were to hold night meetings, have a breakfast for the football players on a Friday morning (day of a district game) and have a teacher appreciation day and bake cupcakes, cookies and cakes and put them in the teacher's lounge.

Early next month FHA will initiate new members and install officers in the Junior high chapters.

The club has also been selling stationary to help pay expenses for the high point FHA delegate to attend the state meeting in San Antonio in April.

Lang Selected By Who's Who

Kenneth Lang, son of the Rev. and Mrs. W.A. Lang Jr. of 113 Elm, was another Hereford High School student notified this week by Who's Who Among American High School Students.

Students are selected by recommendations of church organizations, civic organizations and various other clubs and organizations. The recommendations are then judged by the Merit Scholarship committee.

Each person is then sent a biography sheet to be filled out and returned by a certain date. The biography will then be published in the eighth annual edition of Who's Who Among American High School Students.

When asked how he felt about being selected, Kenneth replied, "Among the three per cent of the high school students in the junior and senior classes featured on a national basis, I was very pleased to have been selected as one member of Who's Who. It was a great honor to have been selected."

The activities Kenneth is



KENNETH LANG

involved in at high school includes being co-photographer for the Whiteface, plays for the high school band and stage band and is presently a band manager.

His hobbies include photography, music and collection of sea shells.

After graduation, Kenneth plans to attend West Texas State University and major in music.

FCA To Enroll New Members

Athletes still interested in being a member of the Fellowship of Christian Athletes may still join.

FCA meets every other Wednesday, dues for FCA are \$3 and members will receive an FCA T-shirt when dues are paid.

Pictures were taken of officers and members Tuesday. FCA visits churches as a group and as a part of their organization.

Officers are president, Craig Nieman; vice president, Pete

Hale; secretary, David Artho; treasurer, Dennis Evans; program director, Kirk Spain; senior representative, Lynn Tarr, junior representative, Mike Artho, sophomore representative, Dennis Artho. Rick Schleider was guest speaker Wednesday morning at Dickies as he gave a testimonial of his faith. Rick is running back at West Texas and president of the FCA at that school. Coach Rick Stewart is FCA sponsor for this school year.

Choir Holds Audition For All Region Honor

The HHS choir will be auditioning for All Region November 6, at Caprock High School.

Don Moore will be taking all

his members who have three numbers prepared to sing.

Hereford will be competing with schools from the northern area of the Panhandle. Dr. Bev

Henson from the University of Oklahoma will be conducting the audition in which the all region members will be picked. There will be 96 members

chosen for the all region choir. These members will hold a concert December 6 and 7 in the Amarillo High School.



Up to their elbows in papier-mache, Sue Hamlett and Cathy Carrothers help with the senior float which will be displayed in the Homecoming parade tomorrow afternoon. The parade, which

begins at 2:30 p.m. at the high school parking lot, will focus on a cartoon theme. Gene Brock, faculty member, will be Parade Marshal.

Tennis Results In

Hereford High School tennis team competed in Lubbock against Monterey and Lubbock High in a tennis meet Saturday. Those who won at the Lubbock High tournament were Karen Anstey and Jane Hoffman in girls singles, Steve Hoover boys singles, Steve Hoover and Mark Inmon in boys doubles.

The tennis team did not win any matches at Monterey but the matches were close.

The team traveled to Borger last Monday due to the postponement from a week before because of bad weather. Results were not in by press time.

On Nov. 8 and 9, the team will be traveling to Canyon to the West Texas State University High School Tennis Tournament. Tennis teams from the Panhandle will compete at the tournament.

For the past few weeks the team and coach Steve Thomas have been holding matches to see who would qualify for the WTSU competition.

Those who qualified are Rocky Rodriguez, David

Rudder, Jesse Castenada, Herby Del Toro, Mark Inmon, Steve Hoover, and Marshall Formby in the boys' division. Susan Grunsley, Ellen Jorde, Monica Herring, Karen Anstey, Janet McWhorter and Julie Hoffman are in girls' division.

Inconsistent Bill: I've eaten beef all of my life and now I'm strong as a bull.

Will: That's funny. I've eaten fish all my life and I can't swim a stroke.



Round-Up Ends Yearbook Sales

Round-Up staffers ended their sale of annuals which netted over 600 sales which is 86 per cent of the student body. The sale was conducted for two weeks starting October 1 and ending October 11.

The annual will have 284 pages with eight of them color. It will feature student activities, student life, organizations, the sports world and other events.

Taylor Publishing Co. of Dallas will be the publisher and is expected to have the book completed by May.

The annuals were sold for \$9 each with an option of having a student's name imprinted on it for an extra dollar.

November 6 is the first deadline for completion of the first 16 pages by the Round-Up staff. The final deadline is February 15.

Members of the Round-Up staff are: Craig Nieman and Cindy Smart co-editors, Nancy Banner, Ann Bradley, Cathy Close, Mark Drake, Alma Gamez, Horrace Gamez, Linda Ginn and Cathy Friemel.

Hereford High School Says 'Welcome Home!' To Ex-Whitefaces



Mrs. Danny Martin
...displaying windmills

Let's Cook

Homemaker To Exhibit Art Project In Fair

BY SANDY PANKEY
Brand Staff Writer

MRS. DANNY Martin may be behind the eight ball because buried under her art project is her husband's billiard table. The table, located in the Martin's recreation room at their home at 206 Ranger, is a perfect place to exhibit her windmill plaques.

The idea for making the unusual art objects originated when she saw one that a friend of hers had.

"The first time I saw a plaque of this sort which was made of nails, it was on a heavy black fiberboard," explains Mrs. Martin.

selling them until a friend suggested it. Actually I have had a very good response for the plaques," she says.

The Martins, who are very active in community projects, are members of First Baptist Church. Martin is on the school board and his wife takes part in various club projects.

THE HOMEMAKER'S main interest at this moment is planning the annual benefit antique show to be held Nov. 1-3 in community center. The show, sponsored by L'Allegre Study Club every year, will exhibit its wares Nov. 1, 2 and 3.

"The club will sponsor for sale all sorts of antique objects including some lovely jewelry. All proceeds from the show will go to a community project," explains the club's past president.

MRS. MARTIN is serving on the schedule and brunch committee for the show. She is also vice-president of the Deaf Smith General Hospital Auxiliary and chairman of the welcome committee of the Women's Division of Deaf Smith County Chamber of Commerce.

The attractive woman who moved to Hereford with her family in 1950 from Levelland, enjoys making craft articles, sewing, snow skiing and cooking.

"I like to cook and I'm an avid recipe collector. I may never actually get around to trying a recipe but if I see one I think might be good, I clip and file it."

Mrs. Martin gets ample practice since she cooks for her husband and four children, 14 year-old Kim, 13 year-old Todd, 10 year-old Tim and four-year-old Kamille.

A RECIPE that she says goes particularly well with Mexican dishes is Casserole Squash and her recipe for Coconut Pound Cake was obtained from a local grocery store where they give free recipe cards.

CASSEROLE SQUASH
3 cups cooked squash

1 onion cooked with squash
1 egg beaten
1/2 cup milk
1/2 can Ortega chilies
Salt, pepper and garlic to taste

2 cups grated cheese (save some to go on top)
Mix and put in casserole. Sprinkle Cracker crumbs and cheese on top. Bake in 350 degree oven for 30 minutes or until bubbly and brown.

COCONUT POUND CAKE
Sift 2 cups of flour into 1/2 tsp. of salt and set aside. Cream together 2 sticks of oleo and 2 cups sugar. Add 5 eggs, 1 tbs. almond extract, flour (by spoon) and 1 can toasted coconut.

Mix well and put in ungreased angelfood cake pan. Bake 1 hour in 325 degree oven.

Look
Who's New

Mr. and Mrs. Domingo Arias Garcia are the parents of a daughter, Catherine Adele, born October 20. She weighed 5 lbs. 14 1/2 oz.

Mr. and Mrs. Martin G. Silva are the parents of a son, Lee Martin, born October 19. He weighed 4 lbs. 7 oz.

Mr. and Mrs. James Lee Moore are the parents of a daughter, Terri Michelle, born October 19. She weighed 7 lbs. 15 oz.

Mend small cuts or holes in your linoleum by filling them with a small amount of melted crayon in a matching color—then apply a clear coat of varnish.

You can make a handy rainy day boot caddy by lining a large flat box with aluminum foil and placing it near the front door.



In WMU Posts

Mrs. R.W. Eades of First Baptist Church here took office as president of the Women's Missionary Union of Amarillo Baptist Association, at its convention in Claude Tuesday. Other area women will fill offices and chairmanships for the year. From left in top photo are Mrs. John Seiver, First Church, enlistment committee; Mrs. Eades; Mrs. Floyd Cole, Frio Church, enlistment; Mrs. Gaylon Bryan, Avenue Baptist, mission action. In lower photo are Mrs. Doyce Barnett, First Church of Friona, Acteen director; Mrs. Clark Andrews, Frio, mission study; Mrs. Joe Tally, Friona First, nominating chairman.

Need For Girlstown Support Emphasized

Immediate need for cash and supplies at Girlstown U.S.A. to meet expenses due to rising costs, is cited by Viola Williams,

a member of the Girlstown Board of Directors, in asking contributions in this area from friends of the girls' residence.

A number of Hereford organizations, including the Lions Club, Beta Sigma Phi, some home demonstration clubs, study clubs and church groups, contribute regularly to Girlstown, but Mrs. Williams is asking for extra money now to meet a deficit.

During the summer when many clubs hold no meetings, she explains, contributions are always at a low ebb. With the rapid rise in prices for food and other essentials, a large debt was incurred in recent months, and continued high operating costs have made it impossible to pay.

Although money is the primary need now, food and other items required in the three Girlstown homes, at Whiteface, Austin and Berger, will be greatly appreciated, Mrs. Williams emphasizes.

"We certainly won't refuse any donation; a can of corn or a package of hairpins will help meet a need," she said, adding a reminder that cash gifts to Girlstown are income tax deductible. Contributions may be made to Mrs. Williams at 404 Western or sent to one of the homes.

Deaf Smith County residents have contributed generously to Girlstown in the past and are supporting it now, Mrs. Williams says. Hereford CowBelles began a state CowBelle project that has resulted in donation of beaves and cash to buy beef for the girls.

With the three homes in operation, the West Texas enterprise to provide homes for girls of any age who have no homes, or whose unsavory home environment poses a danger, has cared for hundreds of girls and enabled them to grow to useful womanhood.

Dr. Milton C. Adams
OPTOMETRIST
335 MILES
Phone 364-2255
OFFICE HOURS
Mon.-Fri. 8:30 to 5:00

Melinda Holmes Is Honoree

The first birthday of Melinda Kay Holmes, daughter of the Riley R. Holmes of 222 Greenwood, was celebrated at a party Saturday in the home of her grandmother, Mrs. Frank Norred. Half a dozen small playmates were guests. Mothers of the children directed play and refreshments were served. The birthday cake

was in the shape of a kitten. Guests were Jana Allison Pruitt, Duane Rein, Pam King, Lori King and Brian King.

When cleaning don't overlook the light bulbs. A dirty or dusty bulb can decrease its potential light by fifty per cent.

"I MADE my first windmill plaque using the same material but wasn't very pleased with it. One day I saw an assortment of old boards which had been discarded and I asked permission to pick them up.

"A friend and I loaded up the boards and I stacked them in the driveway until I began making the plaques. The older lumber gives the plaques a more rustic look and when the boards are charred, they really look authentic," says the pretty brunette.

Using all different sizes and shapes of boards, Mrs. Martin first washes the lumber and lets it dry before gluing cement nails, washers and fences on the rough surface.

"I had a difficult time at first getting the nails to stay on the wood until I experimented with several types of glue," states Mrs. Martin.

FOR VARIATION, the homemaker highlights her plaques with silver and gold paint. As a final step, she sprays the plaques with a clear varnish.

Mrs. Martin will sell her plaques this Saturday in Ropesville's Arts and Crafts Fair.

"I had never thought about

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REPEAT
OF A SELLOUT!

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Why put your money in a lot of different places for different reasons? Why carry a ring full of keys? We have all the services you need to make your banking easier and better. So why not do all your banking behind one door using just one key—OURS!

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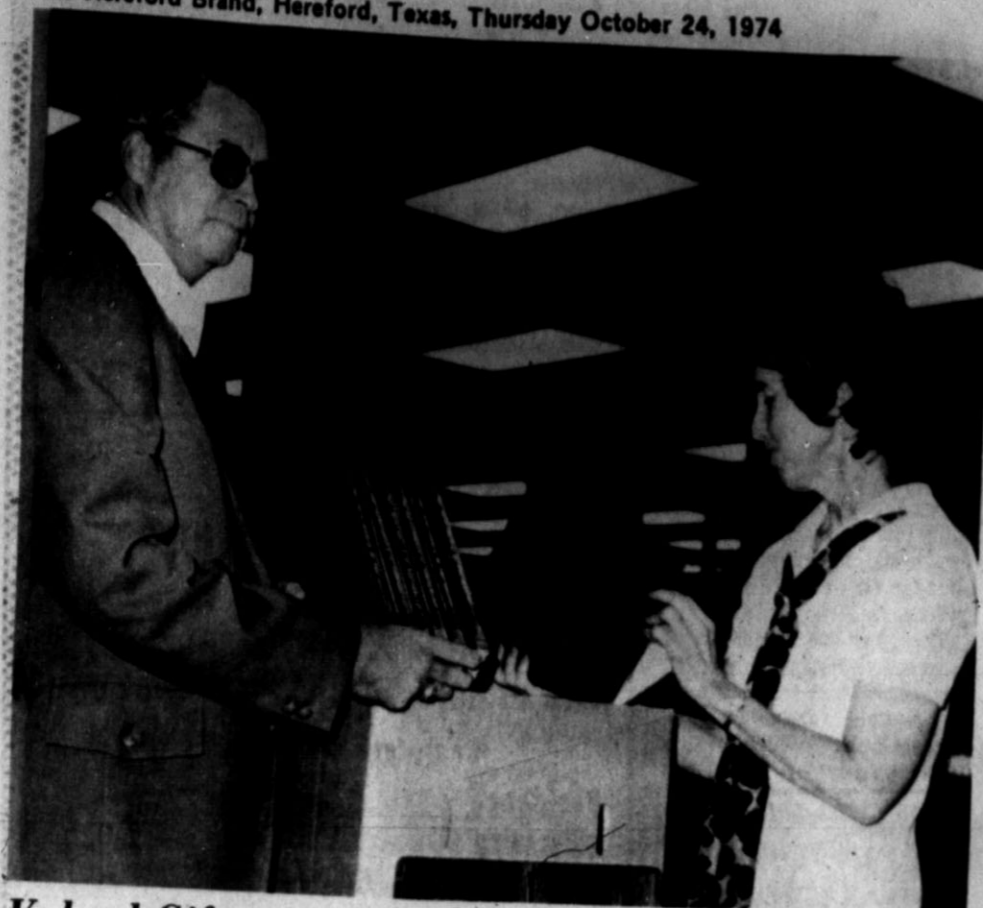
Member F.D.I.C.

Keepsake



KESTER'S JEWELRY

Across from the Post Office in Downtown Hereford



Family Reunion Surprises Couple

Previous arrangements made by their six children culminated in a surprise celebration of Mr. and Mrs. Andrew Kershen's 40th wedding anniversary on the weekend. The children and their families, with other relatives, came from seven states.

The family reunion began Friday evening with a buffet supper in the home of Mr. and Mrs. Ronald Kershen at Canyon. The honored couple, expecting only the Ronald Kershen family to be present, were greeted by all their children.

Two came from New York, Margie J. Daniel of New York City and Faye Kershen of Brooklyn; Drew Kershen from Norman, Okla., Kaye Kershen from Clovis. Mrs. Richard Sheppard and Ronald Kershen are the others.

A mass in honor of the Kershens was conducted at St. Anthony's Catholic Church Saturday afternoon, with the Rev. Bernard McGory, pastor, as celebrant. David and Eric Kershen, grandsons, were servers and Mrs. Morris Hacker the organist.

Dinner at the House of Wong followed, then a party for family and friends at the Kershen home west of Hereford. A Sunday morning brunch at Dickie's Restaurant saw the family together again before they attended church services.

Anne Eder and Andrew Kershen were married Oct. 15, 1934, at Marienthal, Kan. They lived in that state until 1945 when they moved to Deaf Smith County, and have farmed and ranches here since.

Members of the children's families here on the weekend were Mrs. Ronald Kershen and

sons, Daniel, Brian, Russell, Eric and David; Mrs. Drew Kershen and sons, Joshua and Andrew III, and Richard Sheppard.

Sisters and brothers of Mrs. Kershen were Mary Rowton of Marienthal, Florence Daubert of Scott City, Kan., K.J. Eder of Benson, Ariz., George Eder with Mrs. Eder of Arriba, Colo., and Mrs. R.A. Freidman of Los Angeles, who remained to visit until Tuesday.

Mrs. Roy Creed of Haysville, Kan., and Mrs. Albert Spies of Wichita are Kershen's sister who were here. His brother, Robert, of Albuquerque, with Mrs. Kershen and son Billie, were also present, as were Mr. and Mrs. Mike Dunivan of Albuquerque, Mr. and Mrs. Nick Berning of Marienthal.

A special guest was Mrs. Anna Betzen, a lifelong neighbor and friend of the couple.



November Bride-elect Honored

Pam Kerr, second from left, was honored with a bridal shower Saturday afternoon in the home of Mrs. B.G. Coffen. Miss Kerr and her fiance Bud Kendrick will marry November 16 in First United Methodist Church. Greeting guests with the honoree was Mrs. Coffen, hostess, the bride-elect's mother, Mrs. Jay Kerr, and the prospective bridegroom's mother, Mrs. Marvin Kendrick.

Valued Gift

A complete set of Encyclopedia of Photography was presented to Deaf Smith County Library this week for use in the reference section, where Librarian Gwen London says requests are often made for such a work. Mr. and Mrs. Ken Rogers gave these books, with a number of story books for the children's section of the library. Mrs. London inspects a volume of the encyclopedia as Rogers takes others from the carton to place on shelves.

If everyone thought alike this would be a stagnant world.

Then there are those people who brag about the sum they pay in taxes.

True Words

Committees have become so important that a subcommittee has to be appointed to do the work.

-Gazette, Augusta, Kan.

Enough Said

Many people who are too polite to talk with full mouths think nothing of talking with empty heads.

The tired business man can get unusually spry when it's time to play.

PROPERTY ENTERPRISES

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

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Avis Blakey 364-1050

Best Of Press

Time For Thought
When politicians agree, the angels may rejoice but the voters just wonder what's cooking.

-Globe, Boston.

How's this for a definition? Collegebred—a four-year loaf on father's dough!

An unsuccessful organizer is one unable to get other people to do the work.

Self-control is a virtue that individuals recommend to their friends.

Food, rest, mental peace and exercise are the four keys to old age.

LAY AWAY NOW FOR
CHRISTMAS
COWAN JEWELERS
Downtown

Sherwin-Williams

helps you do it all



COVER YOUR WALLS WITH SAVINGS!

SAVE \$3.00



SUPER KEM-TONE™ LATEX WALL PAINT
Hundreds of colors... great washability! The deluxe latex wall paint that's so easy to apply... dries fast to a soft, velvety finish. And so easy to keep clean!

SALE 75¢
Accent colors priced higher Reg. \$1.25

SAVE \$3.00



KEM-GLO™ SEMI-GLOSS ENAMEL
Goes on with ease, dries in 2-4 hours to a tough, durable, washable semi-gloss finish. Perfect for kids' rooms, bathrooms, kitchens!

SALE 113¢
Accent colors priced higher Reg. \$1.43

SAVE \$2.00



LAWRENCE BEST™ LATEX SEMI-GLOSS ENAMEL
Wide range of modern colors. Decorates and protects your walls at an economical price.

SALE 58¢
Reg. \$1.25

SAVE \$2.00



ROGERS' LATEX WALL PAINT
Goes on easy! Dries fast to a good-looking flat finish! So easy to live with! Choose from hundreds of colors!

SALE 55¢
Accent colors priced higher Reg. \$1.25

SAVE \$3.00



ROGERS' SOFT SHEEN LATEX ENAMEL
Today's wall paint for young decorators. Hundreds of contemporary colors. Combines toughness of enamel with easy application of latex.

SALE 63¢
Reg. \$1.25

Satisfaction Guaranteed These coatings are a result of extensive research and testing by the Sherwin-Williams Company. We guarantee your satisfaction in use of these products or your purchase price will be cheerfully refunded.

1¢ SALE

ON-STYLE-PERFECT™ WALLPAPER

So many patterns! Stain resistant, beautiful wallpaper! And for every roll you buy at regular price (\$2.35 to \$3.95) get a second roll for just one penny more!

FREE BOOKLET!

"IDEAS FOR COLORFUL INTERIORS"

It's new... it's free... 8 pages of professional decorating tips from Sherwin-Williams. A checklist of things to consider when choosing paint, wallcovering and carpeting with room-by-room illustrations and explanations. Get your own copy of "Ideas for Colorful Interiors." It's free... at your Sherwin-Williams Decorating Center!

COLOR COORDINATE YOUR HOME—INSIDE AND OUT—WITH PAINT, WALLCOVERINGS, AND CARPETING AT SHERWIN-WILLIAMS DECORATING CENTERS.

Hereford
Sugarland Mall
364-4484

It's so easy to shop at a Sherwin-Williams Decorating Center. Just say, "Charge it."

Duckwall's

IN SUGARLAND MALL
OPEN THURS. & SAT. NIGHTS TIL 8:30 P.M.

Halloween Costumes

Costumes bring you the magic of Halloween! Traditional characters. Flame-retarded. Sizes S (4-6) - M (8-10) - L (12-14).

\$1.66



Pumpkin Basket

Sturdy plastic. For decoration or to hold treats.

77¢



Paper Plates

White paper plates make party-cleanup easy! 9" size. 100 in pkg. Our Reg. 90¢.

63¢ Pkg.



Halloween Hats

Vinyl hats for masquerade fun! Flame-proof. Three styles.

39¢



Masks

A great assortment of favorite Halloween masks!

Priced From **29¢**



Solo Party Cups

Plastic cups in happy bright colors! 2 1/2 oz. cups in a pkg. Our Reg. 34¢.

28¢ Pkg.



Costume Wigs

Flame resistant wigs of Herculon Olefin. One size. Assorted styles.

69¢



Eveready Flashlight

Sturdy flashlight with 2 'D' cell batteries. Our Reg. \$1.19.

88¢



Duckwall's, A Favorite Haunt



For Halloween and a whole lot more.

Kodacolor Film

*C-126-12 Kodacolor 12 exposure color prints *C-110-12 Kodacolor 12 exposure color prints for Pocket Instamatic cameras. Stock up now!

Your Choice **97¢** Roll
Special Price



BRACHS

•Milk-Maid-Caramels
20 oz. pkg. Our Reg. 99¢

Special Price **79¢ Pkg.**

TRICK OR TREAT CANDY

•Autumn-Mix
1 lb. pkg. **69¢ Pkg.**

•Mellowcremes
1 lb. pkg. **49¢ Pkg.**

•Candy Corn
1 lb. pkg. **53¢ Pkg.**

•Indian Corn
13 oz. pkg. **49¢ Pkg.**

Sylvania Magicubes

3 cubes in pkg. **\$1.23** Special Price



BRACHS

•Peanut Butter Kisses
28 oz. pkg. Our Reg. \$1.27

Special Price **93¢ Pkg.**

BRACHS

•Sweetarts
103 in Pkg. **89¢ Pkg.**

•Pixy Stix
91 in Pkg. **89¢ Pkg.**

•Milk Duds Jrs.
11 1/2 oz. Pkg. **89¢ Pkg.**

•Black Cow Suckers
11 1/2 oz. Pkg. **89¢ Pkg.**

Your Choice **89¢ Pkg.**

Tootsie Roll Midgeos

12-7/8 oz. pkg. **69¢ Pkg.**

•Tootsie Pops
13 1/2 oz. pkg. **79¢ Pkg.**

•Halloween Smarties
101 in pkg. **79¢ Pkg.**

Your Choice **79¢ Pkg.**

•Hershey Juniors
Milk Chocolate. 30 in pkg. **99¢ Pkg.**

•Baby Ruth Juniors
30 in Pkg. **99¢ Pkg.**

•Butterfinger Juniors
30 in Pkg. **99¢ Pkg.**

Your Choice **\$1.17 Pkg.**

JEWELRY
Post Office
Hereford

CowBelles Attend State Convention

A large delegation of CowBelles from Hereford attended and participated in the second annual Texas CowBelle Convention held Sunday and Monday in Ramada-Camelot Inn in Amarillo.

Mrs. Robert Josseland chairman of ways and means committee, gave her annual report as well as a report of the national ideas decisions and action committee of which she is chairman.

Mrs. N.E. Tyler, state Beef for Girlstown chairman, presented her report and Mrs. Jack Carrothers installed officers.

They included Mrs. Wayne Owen of Lubbock, president; Leta Mae Hess of McLean, Velma Tanner of Oldham County and Violet Bell of Pearsall, vice-presidents.

Also, Mrs. George Burnett of Abernathy, treasurer; Mrs. Byron Jones of Bovina, secretary; Mrs. Terry Crofoot of Lubbock, correspondent.

Mrs. Jim Perrin served on the state nominating committee.

Mrs. Tom Henry of Happy gave the annual presidential report telling of outstanding projects. She related that the CowBelles now have 28 locals with 1700 members.

Other outstanding projects included the cowBelle's state news letter, printing of What is a CowBelle?, Beef for Girlstown, sponsorship of the 4-H meat identification program, beef certificates and a Texas CowBelle handbook.

The Texas CowBelle Board of directors and husbands were guests at a dinner Sunday

evening with Farr Better Feeds and Oswald Division serving as hosts.

Two workshops were presented Monday afternoon with one featuring a program on beef education given by Mrs. Earl Plank of Clovis, N.M. The former Hereford resident is national chairman for beef education.

Members attending from Hereford included Mmes. Melvin Cordray, Olen Caviness, Carroll Newsom, Dick Coupe, Elmo Hall.

Also Mmes. Reece Lawson, David Hutchins, Willis Duggan, Bill Albright, Steve Clements, Raymond Paetzold, Mary Gibson, Rachel Hunter and Hilrey Aven.

Others were Roy Faubion, honorary life member; Bill Albright honorary CowBelle; Nolan Grady, Herb Vogel and Jack Carrothers.



Homecoming Concert

As part of the Homecoming activities, Morning Star will be presented in concert following the football game Friday evening in Hereford High School auditorium. The professional group from McMurry College will present the program free of charge.



People once said that if they turned their money when they heard the cuckoo singing, they'd have money until he came again.

Haunts Will Roam House For Halloween Benefit

Fund raising is associated with hair raising sights and sounds at the annual Halloween haunted-house open-house sponsored by girls of Wa-Tah-Ni-Ki Horizon Club and the Rainbow Assembly. It is scheduled again this year open to the public on the nights of Nov. 1 and 2.

The house is four miles north of Hereford on the Vega Highway, a long-vacant residence with two stories and a cellar which the haunting hostesses arrange for all sorts of spooky effects.

This year the house will be reserved on Halloween, Oct. 31, for groups which make advance reservations. These may be arranged by notifying Mrs. Luther Lesly or Mrs. J.A. McWhorter.

Tickets for the other two nights are on sale by members of the girls' organizations which began the Halloween entertainment as a service project for youth of the community. The house will be open at 8 p.m. each day.

Mulled Cider
1 to 1 1/2 qts. cider
1 to 2 c corn syrup
3 sticks cinnamon
18 whole cloves
Juice of 2 lemons
Rind of 1 lemon, sliced
Cook cider, corn syrup and spices over a very low heat for 30 minutes but do not boil. Let cool 10 minutes before adding lemon juice and rind. Heat again before serving.

EZRA BAGWELL Representing OSGOOD MONUMENT CO.

Serving the Panhandle area since 1906
Exclusive dealers for:
ROCK OF AGES STONE ETERNAL GRANITES
Complete Memorial Service
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FOR GIFTS THAT ARE LASTING
COWAN JEWELERS
Downtown

Halloween Carnival Set At Walcott

Halloween costumes will be the approved dress for visitors to Walcott School's annual carnival Saturday evening, sponsored by the Parent-Teacher Organization. Prizes will be given for costumes in four age groups, and fines will be assessed those not appearing in masquerade.

Beginning at 7:30 p.m., carnival attractions will be in swing in all classrooms and the gym. The P-T-O will serve refreshments.

Mrs. Willis Duggan is general chairman for the carnival and Mrs. Roy Blevins is president of the PTO this year. Teachers, pupils and parents will serve on committees to conduct the games and contests. All residents of the area are invited.

Spook House Plans Made By Rainbows

Final plans for their part in "haunting a house" as an annual Halloween project were made by girls of the Hereford Rainbow Assembly Monday evening at their meeting in the Masonic Hall.

They will meet at 2 p.m. Sunday in Mrs. J.A. McWhorter's home to make popcorn balls and candy apples for sale at the house, four miles north on Highway 385, where they and a Horizon Club group will conduct a spook house for entertainment of the public on the evenings of Nov. 1 and 2.

Tickets at 50 cents each are being sold by the girls this week.

Initiation of three new members was conducted at the meeting. Nita Anderson, daughter of Master Mason Jimmy Anderson, Kalfina Manning and Regina Bryan, friends of Rainbow Girls, were initiated.

Anderson was a visitor for the ceremony, as were Mrs. L.J. Clark, Mrs. McWhorter and Bill Phipps. There were 26 members present.

Jana Ray presided as worthy advisor and Mrs. Rodgers Rutland as mother-advisor.

Scientists study action on aerosol gases.

FOR LARGER GIFT SELECTION
COWAN JEWELERS
Downtown



The Funk & Wagnalls New Encyclopedia AT SAFEWAY!

Volume 10

\$1.99 Ea.

A New Volume Available Each Week!

U.S.D.A. FOOD STAMP COUPONS Gladly Accepted

NO TRICKS WHEN YOU TREAT THEM RIGHT!

Safeway has a complete selection of Halloween candies and treats...Buy Plenty!

Prices Effective Thru Saturday, October 26, 1974 in—HEREFORD, TEXAS

FRESH FRYERS
Whole Body Cut Up lb. 47¢
39¢ lb.

SLICED BACON
Smok-A-Roma 2-lb. Pkg. \$1.97
99¢ lb.

Sliced Meats 3-oz. Pkg. 49¢
Sliced Bologna Slicing Brand lb. \$1.14
Braunswieger Safeway Brand lb. 79¢
SAUSAGE Safeway Whole Hog lb. 99¢
Corny Dogs Little Boy Brand lb. 99¢
Chicken Fried Beef Patties lb. 99¢
Beef Tacos Caribee Brand lb. \$1.39

SAFEWAY IT'S STOCK-

Detergent White Major 10-oz. Box \$2.59	Picante Sauce Pace Brand 9-oz. Jar 41¢	Fruit Drinks Cragmont Brand 46-oz. Can 47¢	Dill Pickles Zippy White 22-oz. Jar 59¢	Catsup Del Monte Brand 32-oz. Bottle 69¢
Salad Dressing Piedmont Brand 32-oz. Jar \$1.03	Instant Tea Camellia Brand 3-oz. Jar \$1.15	Grapefruit Juice Town House Brand 46-oz. Can 49¢	Fruit Cocktail Town House Brand 17-oz. Can 44¢	Wheat Bread Skyline Brand 16-oz. Loaf 39¢
Ripe Olives Town House Large Pined 8-oz. Can 53¢	Dry Milk Lucerne Brand 8-oz. Box \$1.75	Tomato Juice Town House Brand 46-oz. Can 54¢	Light Chunk Tuna Town House Brand 6-oz. Can 56¢	Bread Mrs. Wright's Special Formula 16-oz. Loaf 39¢

Safeway's Frozen Food Items!

ICE CREAM
Snow Star 1/2 Gal. Ctn. **88¢**

ORANGE JUICE
Scotch Treat 100% Florida Orange Juice 5 6-oz. Cans **\$1**

CLEAR WRAP
Kitchen Craft SUPER SAVER 12"x100" Roll **49¢**

CLING PEACHES
Town House Yellow 29-oz. Can **57¢**

TOMATO SAUCE
Town House 8-oz. Can **15¢**

ORANGE JUICE
Bel Air 16-oz. Cans **4 \$1**

CORN-ON-THE-COB
Bel Air 4 EARS **77¢**

RED BEETS
Town House 16-oz. Cans **25¢**

MARGARINE
Coldbrook Quarters lb. Ctn. **46¢**

GRADE "A" EGGS
Breakfast Gem Large Doz. **67¢**

SOFT DRINKS
Cragmont Plus Dep. 2 Qt. Botls. **53¢**

WHOLE TOMATOES
Garden-side 16-oz. Can **33¢**

DEL MONTE PEAS
Low Price 17-oz. Can **31¢**

BLUE BONNET
Soft Whip Margarine 2-8-oz. Tubs **79¢**

BLUE BONNET
Soft Family Margarine lb. Tub **79¢**

The Hereford Brand, Hereford, Texas, Thursday October 24, 1974

Survey Of Needs Taken

Possible service projects for the current year were discussed in El Llano Study Club Monday evening, when members were entertained in the home of Mrs. Melvin Thompson. Mrs. Fain Cesar was co-hostess.

Needs of several local agencies were reviewed by the members, who will vote at a coming meeting on the one to be assisted by the club this season. Mrs. R.W. Eades presided for

the discussion and other business.

A guest, Mrs. Glen Reeve of Friona, presented the program. She displayed her collection of dolls dressed as White House brides, and told something of the history of each woman represented and why she was married in the official residence of the American First Family. Mrs. Reeve has dressed the dolls in authentic costumes, a

hobby that began after she read a book describing all the weddings which have taken place in the White House.

Mrs. L.P. Spinks was a guest introduced by Mrs. Labry Ballard. Other members present were Mmes. R.C. Hoelscher, Bob Word, Raymond White, John Jacobsen Jr., Elmer Kimball, Lloyd Kirkeby and Tom Hamlett.



In the 'Spirit' Of Things

Gathering up sacks, old clothes and papers, neighborhood children met at the John Claypools' home at 402 Union recently to make their own kind of spooks for the Halloween holiday. Creating the ghostly goblins are Valerie Shaw, Diana, Monica and Scott Devers, Coe and Kim Claypool.

Small Talk

By SUE COLEMAN
Women's Editor

IT THE parties are as entertaining as the invitations, there are some very festive events taking place around the town during this first fall holiday season of Halloween. Cut from brown wrapping paper and folded properly to fit postal regulations, notes asking friends to a five-hostess party Saturday are decorated with cutouts of witches and their cauldrons, big yellow moons, hooty owls and pumpkins.

These were all cut and pasted in place, you understand, so they must have meant hours of work — by some people whose hands are smarter than mine about making decoration.

PROBABLY by the hostesses, Bobbie Malone, Ruth Word, Margaret Golden, Mary Gibson and Hazel Davis.

Another Halloween party last week also had invitations in keeping with the fall carnival

decor elves' caps cut from orange paper, hand lettered and ornamented with pasted-on green feathers.

That was the coffee Lucy Rogers, Teena Jayroe and Beverly Wagner gave for three newcomers to Hereford, Mmes. Don Tardy, Don Childers and John West. And even if she was ill that day and couldn't be at the party, Mrs. West was still an honoree!

NEWS of a long-time-ago teacher in Hereford schools, whom many residents still remember, was brought home this week by C. Ora Cockrell from a visit with Mrs. Gordon Smith in Springfield, Ill. Mrs. Smith is the former Grace Lucas.

She and Mrs. Cockrell taught here at the same time, before either was married, and both took their meals at Mrs. Patton's Boarding House, where most of the unmarried professional and business people ate.

Mrs. Patton, mother of the late John Patton, operated THE boarding house in Hereford at that time, and every town had such an institution because restaurants were not plentiful and single residents didn't live in apartments; they rented bedrooms and ate at boarding houses.

Sounds odd now, but then it would have sounded odder for a young teacher to have had her own apartment—plumb scandalous, in fact.

Anyhow, the two ex-teachers had a nice visit together and Mrs. Cockrell says Mrs. Smith is well and active and enjoying life, and sent regards to acquaintances in Hereford.

DURING a business convention in Abilene on the weekend, the J.O. Clarks and the Richard Clarks visited in the home of J.O.'s brother and family who live in that city.

The Clarks attended a meeting of Area 5 Spring Crest drapery dealers, with operators of 12 other stores in various parts of Texas. Lil and Wayne Franke of the Abilene store were hosts.

Staff members of the Abilene newspaper and television station conducted workshops on advertising and a representative of a fabric firm on fabrics, fabrics.

ONE OF 48 students chosen from Rice University for listing in the 1975 edition of Who's Who Among Students in American Universities was Sharon Readhimer of Hereford.

She is a graduate of Hereford High School, an honor graduate in fact, with the class of 1971.

Art Show Scheduled On Sunday

Original work in arts and crafts of all sorts, with a new division for stitchery, will be shown by Hereford Campfire Girls in their second Fall Art Festival Sunday afternoon in Community Center. The public is invited to the show-tee from 2 to 5 p.m.

Entries will be made during those hours today. Anyone registered in any level of the Campfire program is eligible to enter work done during the 1974 calendar year. Judging will be done Saturday and cash prizes awarded in several classes and age divisions.

Mrs. David Hutchins is chairman of arrangements for the tea. Hostesses will be members of Te-Ca-Ki-Ta Senior Horizon Club and their advisor, Mrs. Johnny Dupnik.

The awards and recognition committee of Hereford Campfire Council, Mmes. Charles Springer, Dwayne Walker and Susan Hamby, and the program services committee, Mrs. Arthur Clark, Tom Simons and John Gilliland, are directing plans for the annual art festival.

A pair of—plaid sleeves and a collar of the same will give a new look to that solid color dress.

VOTE NOVEMBER 5
Agriculture is our Most Vital Industry
Re-elect
JOHN C. WHITE
Commissioner of Agriculture
• Integrity • Leadership

Fashions
This is the season when many sleeveless dresses can get a new look by sewing in long sleeves of a different fabric or color. The layer look of the past season has made this a good style.

Ellis CHILE
GOOD! BETTER! BEST!

SMOKED HAM
Shank Portion
Water Added
69¢
Rump Portion 1b. 75¢

GROUND BEEF
REGULAR Any Size Pkg.
69¢
Premium 1b. 99¢

CHUCK ROAST
Blade Cut
USDA Choice
58¢

OSCAR MAYER MEATS FROM SAFEWAY!

Weiners	Oscar Mayer Meat	\$1.29
Franks	Oscar Mayer Meat	\$1.29
Sliced Bologna	12 oz. 12.oz.	\$1.13
Liver Cheese		83¢
Cotto Salami		89¢
Smokie Links	12 oz.	\$1.39
Link Sausage		\$1.65
Sliced Bacon		\$1.73

Boneless Ham	Normal Cured Ham	\$2.29	RIB STEAK	USDA Choice	\$1.19	Pork Steak	Fresh Blade Shoulder	99¢	ROUND STEAK	USDA Choice	\$1.19	Chuck Steak	Center 7 Bone USDA Choice	88¢	SIRLOIN STEAK	USDA Choice	\$1.19	Heel Of Round	Boneless	\$1.19
Pork Chops	Wilson Corn Ring Smoked	\$1.69				Spare Ribs	Fresh Small Size	99¢				Arm Roast	USDA Choice Best Chuck	\$1.08				Boneless Rump	USDA Choice	\$1.49
Canned Ham	Safeway's Wilson Certified	\$4.99				Quarter Loins	Pork Loin Ass't. Chops	99¢				Beef Stew	Boneless Lean Cubes	\$1.19				Bottom Round	Steak or Roast	\$1.49

UP TIME!

GET IT TOGETHER GET IT TOGETHER SAFEWAY

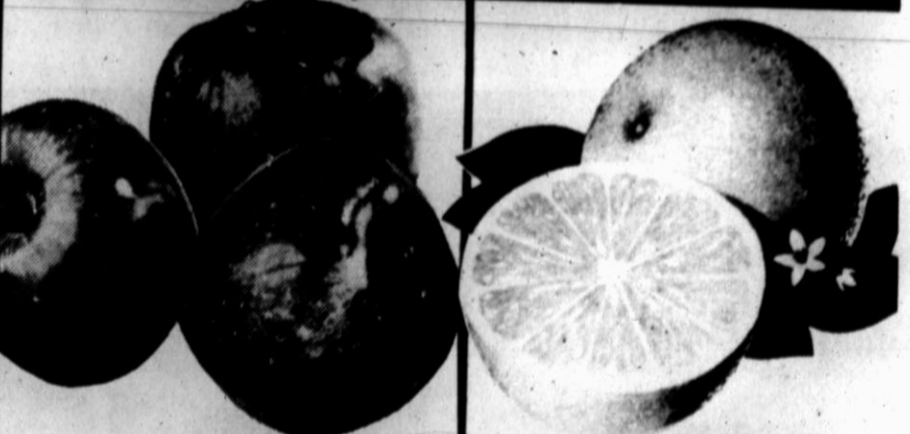
Choice Morsels	Low Price!	12-oz. 59¢	Golden Corn	Green Giant Cream Style	17-oz. 30¢	Maryland Club	Quality Coffee	1b. \$1.35
Lipton Tea	Low Price!	8-oz. 95¢	Kal Kan		14-oz. 33¢	Peanut Butter	Best	3-lb. \$1.85
Lipton Tea	Tea Bags	24-ct. \$1.05	Kal Kan	Chunky Beef	14-oz. 35¢	Grape Jelly	Empress Brand	16-oz. 73¢

GOLDEN CORN
Town House Whole Kernel or Cream Style
28¢
17-oz. Can

LALANI PINEAPPLE
Low Price!
37¢
15 1/4-oz. Can

CHILI W/BEANS
Town House
45¢
15-oz. Can

Safeway's Garden Fresh Produce!



RED APPLES
Extra Fancy Rome **4 lbs. for \$1**

GRAPEFRUIT
Indian River Red **5 for \$1**

Red Apples	Delicious Crisp	4 lb. Bag	79¢	White Onions	Super Burgers	1b.	19¢
Bananas	Golden Rise	2 1/2	29¢	Leaf Lettuce	Colorful Red	1b.	29¢
Pumpkins	Jack O Lantern	1b.	6¢	Yellow Squash	New Crop	1b.	39¢
Cauliflower	Serve With Cheese Sauce	1b.	39¢	Scotch Heather	4.oz. Jar	1b.	\$1.99
Peanuts	Roasted Bulk	2 lb. Bag	\$1.19	Orange Juice	Safeway Brand	1-gal. 12.oz. Bott.	89¢

Safeway's Health & Beauty Aids!

PEAK TOOTH PASTE With Baking Soda 79¢ 6.3-oz. Tube	MICRIN PLUS Gargle and Rinse 99¢ 12-oz. Bott.
SCOTT'S LIQUID GOLD Regular \$1.39 16-oz. Bott.	SCOTT'S LIQUID GOLD Aerosol \$1.39 10-oz. Can

50¢ OFF CHEER
Laundry Detergent!
\$2.91
10-lb. 11-oz. Box

Right Guard	Deodorant	3.5-oz. \$1.99	Cold Cream	Pond's Reg. and Lemon	3.5-oz. \$1.09
Sinutab	Quality Tablets	30-ct. \$1.99	Renuzit	Solid Air Freshener	7-oz. 79¢
Right Guard	Anti-Persepsant	6-oz. 99¢	Mr. Bubble	Liquid Bubble Bath	16-oz. 59¢
Pond's Cream	Dry Skin	3.3-oz. \$1.19	Alberto Balsam	Super Conditioner	8-oz. \$1.39

THIS COUPON IS WORTH
Toward the purchase of a 2-lb. can of
MARYLAND CLUB COFFEE
One Coupon Per Customer
Redeemable Only At Safeway
Coupon Expires Sat., October 26

50¢

30¢ OFF DASH
Laundry Detergent!
\$2.85
9-lb. 13-oz. Box

POTATOES
All Purpose Russets
\$1.69
20-lb. Bag

ORANGES
Sweet Juicy
\$1.89
15-lb. Bag

SHOP EARLY BE SMART
COWAN JEWELERS
Downtown

For God So Loved The World

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

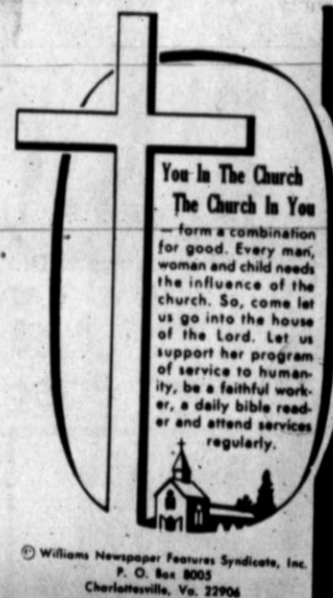


Belief in the Little Things...

Maybe they are just a couple of pups, "eye-pealing" their way into your heart. Or maybe it's just a far away candle flickering in the night. Or it could be a neighbor, whose car won't start . . . or a friend with a broken heart. And it could be that your home town may have a tax problem or a discontented minority.

Believe me, a little problem can grow to encompass a whole country and all of it's people. Perhaps we need a lot of genuine Belief on the part of a lot of our friends and neighbors and everybody.

It could be that the Supreme Being, God Himself needs your true belief and mine. *The Great God* needs all of us *little folk*. You know you've got to believe in the little things in order to grow into belief in the big ones. Take your children to church this week and *watch them grow in belief of all good things.*



- FIRST METHODIST CHURCH**
Dr. Jordan Grooms, Pastor
501 North Main
- WESLEY UNITED
METHODIST CHURCH**
Rev. Jack Moore, Pastor
410 Irving
- BIPPUS COMMUNITY CHURCH**
Gene Brock, Pastor
Preaching 1,2,3,4 Sundays
5th Sunday, Singing
- AVENUE BAPTIST CHURCH**
John H. Johns
130 North 25 Mile Ave.
- CHRISTIAN ASSEMBLY**
Interdenominational
Christian Fellowship in the Fullness
of the Holy Spirit
Fred Whipple, Pastor
South Main - 364-5556
- ASSEMBLY OF GOD CHURCH**
Rev. Homer T. Goodwin, Pastor
15th and Ave. F.
- IMMANUEL LUTHERAN CHURCH**
Rev. Hermon Schelter, Pastor
Park Ave. and B Street
- SEVENTH DAY ADVENTIST CHURCH**
Elder Hollis A. Morel, Pastor
West Park Addition
- LA MISION DE SAN JOSE**
S. W. of City
Vicario: Padre Jose, S.A.
- CHURCH OF THE NAZARENE**
Rev. Max Jetton, Pastor
16th & Blackfoot
- GRACE GOSPEL CHURCH**
Thirteenth and Avenue K
Pastor, Jim Gilliam
- ST. THOS EPISCOPAL CHURCH**
William A. Lang, Jr. Vicar
601 West Park
- CATHOLIC CHURCH**
Rev. Bernard McGorry, Pastor
Harrison Highway at 25 Mile Ave.
- FIRST PRESBYTERIAN CHURCH**
610 Lee Street
Rev. Roger B. Knapp, Minister
- FIRST CHRISTIAN CHURCH**
Rev. Eugene Brink, Pastor
West Park Avenue
- DAWN BAPTIST CHURCH**
Rev. Gene Meacham
- UNITED PENTECOSTAL CHURCH**
Ave. H. & Lafayette
Rev. Warren McKibben 364-6578

These Hereford Business Firms Make This Page Possible in the Interest of a Christian Community.

- | | | | |
|---|---|--|---|
| CARL McCASLIN LUMBER CO.
Carl G. McCaslin | WAC SEED, INC.
Hugh Clearman-Armon Lauderback | GILLILLAND-WATSON
FUNERAL HOME
Marlin Gilliland-John Gilliland
Charles Watson | BOYD MACHINE & SUPPLY
Mr. and Mrs. James J. Boyd |
| KELLEY ELECTRIC
Virgil Kelley | DAVIS IMPLEMENT CO.
W. L. Davis Jr. | PITMAN GRAIN CO.
John D. Pitman | COIN OPERATED MAYTAG LAUNDRY
Two Locations: 213 13th
1009 Park Ave.
Herb and Dennis Edwards, Owners |
| McRIGHT GARAGE & SUPPLY
Mr. and Mrs. Clyde Oldham | HEREFORD IRON & METAL
Anson A. and June Dearing | HAROLD CLOSE DRUG
Harold Close | CASE POWER & EQUIPMENT CO.
L.B. Herring, Mgr. |
| FIRST NATIONAL BANK
Since 1900 | CONSUMER'S FUEL ASS'N.
"Bub" Sparks, Mgr. | FARMER'S DRIVE IN
Troy Moore | A to Z TIRE & BATTERY
Troy Rhodes |
| ROCKWELL BROS. & CO.
Ray Chambliss, Mgr. | THE INK SPOT, INC.
C.E. Coleman Jr. | SUIT'S AUTO SUPPLY COMPANY | HEREFORD STATE BANK
"The Friendly Bank" |
| OGLESBY IMPLEMENT CO.
Cecil Oglesby | HI-PLAINS SAVINGS & LOAN ASSOC. | DOYLE JOHNSON CHEVROLET-OLDS
Mr. and Mrs. Doyle Johnson | LOERWALD BROTHERS
231 W. 2nd |



To Marry Saturday

The marriage of Miss Delia Ruiz, daughter of Mr. and Mrs. Joe Ruiz of 123 Norton, and Vincent Vigil, son of Mrs. Cipriano Vigil of Grand-E Park, is planned for 2 p.m. Saturday in St. Anthony's Catholic Church. The Rev. Aedan Davis, associate pastor will officiate. Miss Ruiz is a teacher's aide at Aikman Elementary School and her fiance is employed with Penny's Auto Center. They plan to reside in Hereford. (Bradly photo)

Benefit Bridge Success Noted

Members of Kappa Iota Chapter of Beta Sigma Phi reported approximately \$360 collected at their recent benefit bridge, when reports were given at their model meeting Monday evening in REC Medallion Room. All proceeds are to go to Girstown.

Special thanks were voted by the chapter to local merchants who helped make the benefit bridge a successful project. They include Flowers West and Park Avenue Florist for gift certificates which went as consolation awards to Mrs. Fred Mulkey Jr. and Mrs. Ken Wiley.

Other business discussed was the chapter's Christmas party to be held Dec. 14 at the Music Stand with husbands invited, and the Jan. 20 program which will feature Irene McKinster as guest speaker.

It was announced that the spring BSP area meeting is scheduled March 1 and 2 in Amarillo.

Mrs. John Kriegshauser presented a program on Style in which she demonstrated dresses and bathing suits worn by women from the 1800's to today.

During the meeting, where decorations were in Halloween theme, Mrs. Charles Boyd was recognized as a new member. Special guests included Donna Martin and Mmes. Joe

Paetzold, Butch Grover, Johnny Wall, Tom Carter and Johnny Hopkins.

Other members present were Mmes. Temple Abney, Edward Allison, Tom Bullard, Don Childers, James Head, Bobby Jones, Nelson Kendall, Kirk Owsley, Gary Royal, Davie Sorrells, Sparky Stephens and Carl Thorell.

STORY OVERLOOKS AVENUE BAPTISTS

The Avenue Baptist Church was left out of a list of congregations which participated in a meeting of the Woman's Missionary Union, Amarillo Baptist Association.

The story about the annual gathering appeared in The Sunday Brand. Apologies are extended for any inconvenience.

It's time to store your outdoor grille. First clean all ashes from grille. Scrape all burned-on grease from the removable grille and soak in a detergent solution. There's a special paint to renew surfaces.

August building contracts down by 14%.

U.S. acts on guarding nuclear arms abroad.

Calendar Of Events

- THURSDAY**
 La Madre Mia Study Club public night, Southwestern Public Service Reddy Room, 7:30 p.m.
 Calliopean Study Club, home of Mrs. Keith Simmer, 8 p.m.
 Women's Golf Association, John Pitman Municipal Golf Course, 9 a.m.
 Kiwanis Club, Civic Club Center, noon.
 Jaycees at Civic Center Coffee Shop, 8 p.m.
 Duplicate Bridge Club, 309 Western, 7:30 p.m.
- TUESDAY**
 Rebekah Lodge, IOOF Hall, 8 p.m.
 Hereford TOPS Club, Community Center, 9 a.m.
 BPOE Lodge, Elks Hall, 8:30 p.m.
 Weight Watchers, First Baptist Church, 10 a.m. and 6:30 p.m.
- WEDNESDAY**
 Noon Lions Club, Civic Club Center, noon.
 Story hour for preschool children at Deaf Smith County Library, 3 to 4 p.m.

- FRIDAY**
 Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.
 Sweet 'N' Fancy Decorating Club, Community Center, 9:30 a.m.

- Cultural Extension Club in home of Mrs. Burke Inman, 416 Star.

- SATURDAY**
 Story hour for children, grades 1 through 4, Deaf Smith County Library, 10 until 11 a.m.

- SUNDAY**
 Campfire Girl Art Festival and tea, Community Center, open to the public, 2 to 5 p.m.

- MONDAY**
 Deaf Smith General Hospital Auxiliary covered dish supper, Community Center, 7:30 p.m.
 VFW Auxiliary, VFW clubhouse, 7:30 p.m.

- WWI Veterans and Auxiliary, American Legion Hall, 6:30 p.m.

- Rotary Club, Civic Club Center, noon.
 Odd Fellows Lodge, IOOF Hall, 8 p.m.
 Evening Lions Club, Easter Clubhouse, 8 p.m.

Officers Elected And Fair Report Given 4-H Club

New officers were introduced at the 4-H Showmanship Club meeting Monday evening in Community Center with all local 4-H clubs in attendance.

Elected as president was Britt Hicks; vice-president, Terry Barrier; secretary, Micki Merritt; reporter, Frankie Wells.

Barrier reported on the state fair steer division and Randy Coleman reported on the pigs and lambs division. Five local youths participating in the fair included Russel Fangamn, Rudy and Randy Coleman, Barrier and Hicks. Also, during the business session, new members were recognized, Coleen McCatheren and Pam and Quintin Mercer. There were 19 members present.

FOR LARGER GIFT SELECTION COWAN JEWELERS Downtown



Plaque Of Appreciation

LVN nurse at Deaf Smith General Hospital, Inez Bellar, is pictured at right receiving a plaque from Pat Barber, assistant director of nurses. The plaque and a money hat was presented to Mrs. Bellar from the hospital staff to show their appreciation for her 20 years of service. The gifts were made at a surprise farewell party held Tuesday afternoon in the hospital dining room.

Democracy is a system under which a fellow who didn't vote can spend the rest of the year kicking about the candidates the other fellows elected.

LAY AWAY NOW FOR CHRISTMAS COWAN JEWELERS Downtown

from our collection of beautiful DRESSES \$24 to \$60 sketched-washable, clinging knit with a 2-piece look... \$40

Sweetbriar

Nadine Jeter, Mgr. Sugarland Mall

I'm pretty popular. I'm Bobbysox... a rich-toned leather moccasin ready for school and ready for play.

BOBBYSOX

Jumping-Jacks

Must feet are born perfect. They should stay that way.

Gattis Shoe Store of Hereford in Sugarland Mall "Because we care about your feet"

THE BIG ONE

OUR LOWEST PRICES OF THE SEASON!

MEN'S DEPT.
 Special Group Academy
SPORT COATS \$35
 • Men's & Young Men's Sizes 36-44
 Famous Brand Dress & Casual **PANTS \$9.90**
 • Men's & Young Men's Sizes 26-42
 Special Group Dress & Sport **SHIRTS \$6.99**
 All Our Famous Brands **TIES BELTS ACCESSORIES 20% OFF**

BOY'S DEPT.
 Special Group **SPORT COATS \$18.99**
 Sizes 4-20
 Special Group **WINTER COATS \$22.90**
 Nylon & Corduroy
 Entire Stock **SHIRTS & PANTS 20% OFF**

SHOE DEPT.
 Over 14 Styles To Choose
Jarman \$19.90 SHOES FOR MEN
 October 21 to 26
 Men's **JEFFIES HOUSE SHOES \$3.99**
 Special Group **LADIES' PANT & DRESS SHOES \$9.99**

LADIES RTW
 Polyester **SPORTSWEAR 1/4 OFF**
 • Jantzen
 • Jack Winter
 • Other Famous Brands
 Other Groups 1/2 Prices & Less
 Act III & Other Famous Brands **DRESSES & PANT SUITS \$25** And Less
 Our Very Own **PANT SUITS \$19.90**
 • New Group Just Arrived
 Exclusive Group **PANT COATS \$48**
 • Junior & Misses Sizes

MAY QUEEN PANTY HOSE 25% OFF

JUNIOR DEPT.
 Entire Stock **GARLAND SPORTSWEAR 1/4 OFF**
 • Sweaters
 • Vests
 • Turtlenecks
 • Shirts
 • Pants
 • Skirts
 • Blazers
 • Shirt Jacks

CHILDRENS DEPT.
 Entire Stock **PANDORA SPORTSWEAR 1/4 OFF**
 • Sweaters
 • Vests
 • Shirts
 • Pants
 • Skirts
 • Jackets

Gaston's SUGARLAND

Bicentennial Is Program

Mrs. Joe Reinauer Sr. presented a program on the U.S. Bicentennial to members of Lone Star Study Club Tuesday afternoon in the home of Mrs. Hardy Benson with Mrs. John Jacobsen Jr. serving as co-hostess.

Mrs. Reinauer stressed that each community should participate in the nationwide celebration and do all it can to make the event successful.

Ideas which the guest speaker suggested for the local celebration included displays in

the city and county, research in agriculture and development of area maps showing historical sights in the community.

Also, the possibility of coins being minted in Deaf Smith County, a trail along Tierra Blanca Creek and the planning of a Bicentennial extravaganza for 1976.

One Project which has been complete is the XIT ranch headquarters set up in an outdoor museum at Lubbock and project currently underway the installation of a microfilm

machine at Deaf Smith County Library.

Mrs. J.J. Durham presided for the short business meeting.

Members present were Mmes. Gaston Baer, J. Jim Higgins, W. O. McCutcheon, G.W. Newsom, J.E. Shirkey, Henry Vaughn S.S. Williams.

Also Mmes. M.H. Wiseman C.B. Womble, R.G. Blue, Robert Thompson, V.E. Dodson, C.O. Phillips, Ray Suit, W.S. Fluit, C. D. Kelton, S.A. McCathern and John More.

Review Set At Library

A morning book review open to the public at no admission charge, is scheduled at 10 a. m. today in the Heritage Room of Deaf Smith County Library. This is the first of a series planned at the library at approximately monthly intervals. Gladys Setliff will be the reviewer today. The book is *The Hiding Place*, the story of Corrie ten Boom as she told it to John and Elizabeth Sherrill. Her experiences during the Nazi occupation of The Netherlands in World War II, and since that time, are related in the book.

COLORFUL WELCOME — For a striking, yet exceptionally simple fall arrangement, look no farther than your most colorful tree. These large branches of leaves are especially effective arranged in a large mass in an earthen crock in your entrance hall, or on a large hearth.

The Hereford Brand, Hereford, Texas, Thursday October 24, 1974

Guild Puts Work On Display

Guests of Hereford Art Guild Tuesday evening had a preview of the Guild's annual Starving Artist Show and Sale of Nov. 8 and 9, as members displayed a variety of art and crafts works. The Guest Night meeting was in Community Center.

Paintings in oil, watercolor and acrylic were on display, with wood carving, ceramics, china painting and several types of needlework.

Plans for the show-sale, to be held in Sugarland Mall, occupied the business period. It

was decided to open the event to the public from 9 a.m. to 6 p.m. each of the two days.

Hostesses who served refreshments to 41 members and their guests who enjoyed the display and informal talk, were Mmes. Ben Childers, Ludwig Kovacs, A.R. Foster, W.O. McCutcheon and O.H. Culpepper.

Mrs. Ray Conaway, honorary Guild member, was welcomed with guests. Mmes. Wayne Amstutz, S.S. Williams, Joe Story, Gary Gear, J.D. Gilbert,

Elmer Combs, Ernest Stewart. Also Elaine White, Alice Hill, Janis Kelly, Ophelia Dotson, Betty Williams, Ben Childers, Art Lewis and A.H. Cook.

A good loafer is an artist at his profession.

LAY AWAY NOW FOR CHRISTMAS COWAN JEWELERS Downtown

FOR THE BEST SAVINGS POSSIBLE EACH WEEK ON YOUR FOOD BILL, IDEAL HAS

the right price, right now on



For Prescriptions, Phone IDEAL DRUGS, 364-6861 LOCATED IN YOUR IDEAL FOOD STORE.



PRICES EFFECTIVE THRU SATURDAY OCT. 26, 1974. NONE SOLD TO DEALERS. LIMIT RIGHTS RESERVED

PARK PLAZA SHOPPING CENTER OPEN 8-12 DAILY 9-10 SUNDAY

THRIF-T BABY BEEF
ROUND STEAK
CENTER SLICES BEEF ROUND
LB. 89¢

THRIF-T BABY BEEF
SIRLOIN STEAK
CENTER SLICES BEEF LOIN
LB. 89¢

THRIF-T BABY BEEF
RIB STEAK
LARGE END OF BEEF RIB
LB. 89¢

DOVERSTONE IMPORTED DINNERWARE
this week's featured item:

COFFEE CUP WITH \$2.00 PURCHASE EACH **59¢**

DO-IT YOURSELF Encyclopedia

16 VOLUMES OF IDEAS ON HOME DECORATING, REPAIRS, AND IMPROVEMENTS.

Vol. No. 1 **49¢** VOLUMES 2 THRU 16 EA. \$1.99

THRIF-T BABY BEEF **Short Ribs** BEEF PLATE **LB. 49¢**

THRIF-T BABY BEEF **Chuck Steaks** 7-BONE CUTS **LB. 79¢**

THRIF-T BABY BEEF **Arm Pot Roast** BEEF CHUCK **LB. 89¢**

THRIF-T BABY BEEF **Boneless Roast** CHUCK OR BRISKET **LB. 99¢**

THRIF-T BABY BEEF **Rump Roast** BONE-IN BEEF ROUND **LB. 99¢**

TRICK -OR- TREAT..



Goblin Pleasers

We're ready for Halloween with everything from candies to cider, from apples to pumpkins - and everything is **THRIF-T PRICED**. So come in now - while the selection is at its largest!



ENRICHED FLOUR

Gold Medal 5-LB. BAG **78¢**

LIMIT 1 BAG WITH \$5.00 OR MORE PURCHASE

VEGETABLE SHORTENING

Crisco LIMIT 1 WITH \$5.00 OR MORE PURCHASE 3-LB. CAN **\$1.66**

MEADOWDALE **Green Beans** 16-OZ. CAN **22¢**

MEADOWDALE WHOLE KERNEL OR CREAM STYLE **Golden Corn** 12-OZ. CAN **23¢**

CAMELOT **Elbo Roni** 32-OZ. PKG. **68¢** KRAFT **Caramels** 14-OZ. PKG. **64¢** IDEAL STRAWBERRY **Preserves** 18-OZ. JAR **72¢**

DOUBLE-BARREL DISCOUNT BUYS ON IDEAL FROZEN FOODS!

BANQUET **Pot Pies** ALL VARIETIES 8-OZ. PKG.

24¢

MEADOWDALE **Orange Juice**

16-OZ. CAN **58¢**

Thrif-T Dairy Foods

CAMELOT GRADE "A" LARGE EGGS **75¢**

GRADE A **Camelot Butter** 1-LB. QTRS. **88¢**

FAIRMONT NICE N'LITE **Cottage Cheese** 24-OZ. CTN. **87¢**

KRAFT INDIVIDUALLY WRAPPED **American Slices** 12-OZ. PKG. **99¢**

Display

Ernest Stewart, Alice Hill, Ophelia Dotson, Ben Childers, and A.H. Cook.

loafer is an artist session.

WAY NOW FOR CHRISTMAS JEWELERS Downtown

HAS on

The Hereford Brand, Hereford, Texas, Thursday October 24, 1974
Service Projects Noted In HD Reports

Community projects of extension clubs in the county were reported at the October meeting of Deaf Smith County Home Demonstration Council, held in the REC Medallion Room Monday afternoon.

Assistance to Girlstown, Kings Manor retirement home and 4-H Clubs headed the list of activities in which the women give their time and money in volunteer service.

A special project interests Dawn Extension Club members, who this year are concentrating their efforts on help in construction of a new community building.

Several dates of interest were announced to the Council. A Festive Foods Fair sponsored by Southwestern Public Service Co. in its Reddy Room today is open to all women interested in new ideas in holiday foods and table decoration.

A workshop on making table mats which are suitable for gifts, is scheduled Oct. 29 in the county extension service rooms at the courthouse. It will be conducted by Joyce Shipp, extension agent, and all women of the county are invited to attend either the 10 a.m. or 2 p.m. session. Each is asked to bring two skeins of rug yard and scissors.

Club representatives registered at the meeting were Mrs. Marvin Welty, Young Homemakers; Mmes. Gaylon

Bryan and T.E. Brisendine, North Hereford; Mmes. E.C. Hammett, Dean Stallings and H.L. Hershey, Progressive.

Also Mmes. J.G. Gandy, Tom Hargrave and Grady Parsons, Cultural Club; Mmes. Wayne Sifford and Jimmie D. Bradley Bippus; Mmes. Nelson Thweatt and Bill Page, Messenger; Mmes. Carl D. Parnell and Leroy Johnson, Dawn;

Also Mrs. Bobby Kendrick, Ford; Mrs. Arndt Fangman, Westway; Mrs. Ulys Pierce, West Hereford and Mrs. E.C. Hewitt, Wycher.

Hobby Display Interests Club

Sixteen dolls which she has dressed in replicas of costumes worn by as many brides in White House weddings were displayed by Mrs. Glen Reeve of Friona, program guest of Valeda Study Club Tuesday evening.

The club met in Mrs. George Ritter's home and Mrs. George Olsen was the program director

who introduced Mrs. Reeve. The guest added interest to her hobby display by relating anecdotes about each of the weddings represented.

Each club member answered roll call by introducing herself to a new member, Betty Oglesby. Mrs. Paul Scott was welcomed as a guest.

Only the Newspaper



ONLY THE NEWSPAPER clears the smokescreen of confusion from the news events. It puts things into focus, keeps you oriented.

Mrs. Cox Gives Club Program

Mrs. E.M. Cox presented the program to West Hereford Extension Club at its meeting Tuesday in the home of Mrs. U.V. Pierce. Her subject was preparation of Food for the Ill.

Other members present were Evelyn Bell, whose name was drawn to receive the hostess gift; Mmes. D.W. Allmon, W.B. Phillips and Joe Bowers.

Advertising is most expensive to those who neglect it.

THRIF-T BABY BEEF!



WE WELCOME U.S.D.A. FOOD STAMP CUSTOMERS IN AUTHORIZED COUNTIES.

THRIF-T BABY BEEF
RIB ROAST
 LARGE END OF BEEF RIB
89¢
 LB.

THRIF-T BABY BEEF
CHUCK ROAST
 BLADE CUTS
69¢
 LB.

THRIF-T BABY BEEF
PORTER-HOUSE
 BEEF LOIN
129
 LB.

THRIF-T
TURKEY ROAST
 HIND-QUARTERS... 3 TO 4 LB. avg.
29¢
 LB.

- THRIF-T BABY BEEF Round Tip Steaks... BONELESS BEEF ROUND... **\$1.09**
- LEAN BABY BEEF Beef Stew... BONELESS... **\$1.09**
- THRIF-T BABY BEEF Cube Steaks... 3-LB. PKGS. OR MORE... **\$1.39**

- RODEO OR CORN KING Boneless Hams... 1-13 LB. AVG. (water added)... **\$1.39**
- RODEO HICKORY SMOKED Sliced Bacon... 28-OZ. PKG... **\$2.49**
- BAR-5 HICKORY SMOKED Sliced Bacon... 1-LB. PKG... **\$1.09**

- BAR-5 Skinless Franks... 12-OZ. PKG... **69¢**
- RODEO Skinless Franks... 12-OZ. PKG... **69¢**
- RODEO ASSORTED Luncheon Meats... 12-OZ. PKG... **89¢**

- CAMELOT BREADED Fish Sticks... 1-LB. PKG... **89¢**
- CAMELOT Perch Fillets... 1-LB. PKG... **79¢**
- QUARTER SLICED Pork Loins... ASSORTED CHOPS... **\$1.09**

Chunk Tuna... 6 1/2-OZ. CAN... **48¢**
 LIMIT 2 WITH \$5.00 OR MORE PURCHASE



CAMELOT SLICED OR HALVES
Cling Peaches... 29-OZ. CAN... **52¢**

SHASTA, REGULAR OR DIET
Canned Pop... 6 12-OZ. CANS... **85¢**

CAMELOT
Tomato Ketchup... 32-OZ. BTL... **68¢**

STALEYS Waffle Syrup 24-OZ. BTL... **87¢** NORTHERN Bath Tissue 4-ROLL PKG... **58¢** NESTLE'S Chocolate Chips 12-OZ. PKG... **82¢**

Bakery
CINNAMON ROLLS
 PKG. OF 6... **64¢**

Thrif-T Health & Beauty
Hair Spray... 13-OZ. CAN... **53¢**

FRESH BAKED
Creme Pies... EACH... **98¢**

- CAMELOT Hand Lotion... 16-OZ. BTL... **68¢**
- JERGENS Hand Lotion... 14 1/2 OZ. BTL... **\$1.48**
- STAYFREE Maxi Pads... CTN. OF 30... **\$1.28**
- POWDERED BULK LAXATIVE Metamucil... 14-OZ. PKG... **\$2.39**

OH BOY! Kraft Caramel Apple Time!
 MISSOURI FANCY Jonathan Apples
5 \$ 1 LBS.
 CTN. \$5.98

FOR CANDIED APPLES
 Kraft Caramels... 14-OZ. BAG... **64¢**

CALIF. FLAME RED Tokay Grapes... **3 \$ 1.00** LBS.

FLORIDA RUBY RED Grapefruit... **5 \$ 1** LARGE SIZE

COLORADO Russet Potatoes... **10** -LB. BAG... **89¢**

CALIFORNIA Avocados... **39¢** EA.

COLORADO Yellow Onions... **2** LBS... **29¢**

SELL IT FAST! BUY IT RIGHT! USE WANTADS!

Phone 364-2030

CLASSIFIED ADVERTISING RATES
 Readers Ads (Minimum 10 words) 1st insertion per word 10c
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 Repeat insertion without copy change per col. inch \$1.50
 Display Advertising Not Classified under a heading, but placed on the classified page per col. inch \$1.54
 Deadline for Classified Advertising in the SUNDAY BRAND.

5 p.m. Friday
 Deadline for Classified Advertising in the HEREFORD BRAND.
 5 p.m. Tuesday

1. FOR SALE Miscellaneous

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

For Sale: 9x12' Nylon floor carpets. \$45.00 each, \$29.61 each, \$28.50 each. Montgomery Ward, Phone 364-5801.
 B-1-16-28-tfc

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

FOR SALE: Registered 6 year old Palomino Mare. Ideal for beginner, good show horse and western pleasure horse. Call 364-4279 after 5 weekdays or on weekends.
 B-1-26-13-tfc

"THE SADDLE HOUSE"
 COMPLETE Riding Equipment
 New & Used Saddles
 HIGGINS & SOUTH TEXAS ST.
 PHONE 364-3583
 B-1-15-tfc

BICYCLE CLEARANCE. Cost plus \$5.00 in box. FIRESTONE, 364-4333.
 B-1-10-12-tfc

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

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

For Sale: 58 yards used carpet. See at 219 Avenue B.
 B-1-10-16-tfc

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

FOR SALE
 1965 White Freightliner, 22' grain bed and hoist, 270 Cummins motor, twin screw.
 16" well casing, 1/4" wall, \$13.00 per ft.
Farwell Pipe & Iron
 481-3287, Farwell, Texas
 B-1-42-4c

For Sale: 9x12 rug@19 Beach. Phone 364-6816.
 B-1-13-16-1p

SORRY SAL is now a merry gal. She used Blue Lustre rug and upholstery cleaner. Rent electric shampooer \$1.
Hereford Hardware
 B-1-22-16-2c

REPRO STEREO
 Electrophonic component stereo, 200 watt amplifier, AM-FM stereo radio, built-in 8 track tape player, Garrard Turntable, 10 speaker system. Sold new \$399.00. Assume balance of \$225.00 or \$10.00 monthly at:
Martin Sound Center
 Corner of Georgia and I-40 Amarillo, Texas
 B-1-3-tfc

For Sale: Self cleaning Tappan gas range. Avocado green, in perfect condition - used only 9 months. Phone 364-5380.
 B-1-18-42-tfc

CLOSE OUT FLOOR MODELS
 Mediterranean Console stereo with AM-FM stereo radio, built in 8 track tape player, 4 speed record changer, 8 speaker system. Factory list price \$299.95, close out only \$165.00 or \$10.00 monthly at:
MARTINS SOUND CENTER
 Corner of Georgia & I-40 Amarillo, Texas
 B-1-3-tfc

LOSE weight with New Shape Tablets and Hydrex Water Pills at Edward's Pharmacy.
 B-1-13-42-8p

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

For Sale: Repossessed TV's. Good buys. Call 364-4333. Firestone.
 B-1-10-11-tfc

MOBILE HOMES - new - will trade for equity in house. Realtor, 364-6633.
 B-1-11-14-tfc

For Sale: 3M Office Copier, Model 107. One year old, like new, no chemicals needed. Letter and legal size copies, one at a time. \$325. The Brand, 364-2030.
 B-1-12-tfc

For Sale: 20x64 barrick building to be moved. Ivan Block, 364-0296.
 B-1-10-36-tfc

For Sale: Ivers & Pond Grand Piano. Excellent condition. \$850.00. Call 806-352-6907.
 B-1-12-15-4c

For Sale: Hammond Spinnet Organ. Good condition. Call 364-2384 after 5:00 p.m.
 B-1-10-14-tfc

For Sale: Ironite ironer and Hamilton gas clothes dryer. Phone 364-1432 or see at 605 Avenue H.
 B-1-17-15-tfc

FOR SALE
 1965 White Freightliner, 22' grain bed and hoist, 270 Cummins motor, twin screw.
 16" well casing, 1/4" wall, \$13.00 per ft.
Farwell Pipe & Iron
 481-3287, Farwell, Texas
 B-1-42-4c

For Sale: 9x12 rug@19 Beach. Phone 364-6816.
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SORRY SAL is now a merry gal. She used Blue Lustre rug and upholstery cleaner. Rent electric shampooer \$1.
Hereford Hardware
 B-1-22-16-2c

FOR SALE
 21" b/w Zenith TV with portable stand. Very good condition. Call 364-0218 after 5 p.m. or all day weekends.
 B-1-33-tfc

For Sale: 24" girl's bike, Estey 18 chord organ, in excellent condition. Phone 364-5054.
 B-1-14-16-2c

For Sale: 5 piece Philippine Mahogany bedroom suite, (twin beds with bookcase headboards, triple dresser, 4 drawer chest and night stand) \$200.00. Call 364-1303.
 B-1-24-16-3c

New 1/2 Violin and case. Phone 364-5243 or see at 416 Avenue G.
 B-1-16-2p

FERTILIZER SHORT?
 We can show you how to release fertilizer locked in your ground. Reduce your need for expensive nutrients. Complete soil testing recommendations available.
Farm Guard Products
 6101 Candelaria N.E.
 Albuquerque, N.M. 87110
 B-1-16-8c

For Sale: 35 yards good used carpet, \$50.00. Red Carpet Inn, 364-0540.
 B-1-12-16-tfc

MAYTAG..... the one to buy in the first place. **MAYTAG WASHER SPECIAL.** Large capacity with permanent press, regular and delicate cycles. Now only \$338.00
CRIST APPLIANCE
 112 Miles Avenue
 Phone 364-6285
 B-1-16-tfc

For Sale: Antique white and gold matching coffee table and end tables. \$60.00. Phone 364-1730.
 B-1-15-16-tfc

"Steam clean" your carpets the professional way. Do it yourself and save money. The Trewh Hydro-Mist System cleans even ground-in dirt. No shampoo residue. Leaves carpets soft and fluffy. Rent the Trewh Hydro-Mist System at:
Sherwin-Williams Sugarland Mall
 364-4484
 T-1-42-7c

GARAGE SALE Friday & Saturday
 Used carpet, 35 cup electric percolator, 2 portable stereos, movie camera, Polaroid camera, wooden and aluminum screens, stove, broiler stove hood, 2 twin beds, mattresses and springs, roll-a-way bed, double lavatory, bed spreads, bath mats, lots of good used clothes - ladies' size 14-16, men's - size 44, miscellaneous.
Location: 6 miles west of Milo Center or 10 miles north of Harrison on Hwy. #1057 - first house north off pavement. Phone 578-4493.
 B-1-43-1c

GARAGE SALE. Clothing and miscellaneous. Bargains galore. 435 Avenue C. Thursday, Friday, Saturday.
 B-1-13-43-1c

GARAGE SALE. 123 Cherokee. Thursday and Friday after 6 p.m., also Saturday and Sunday. Items unsold from last week now half price, also some new items.
 B-1-43-1p

GARAGE SALE Thursday & Friday 206 RANGER
 Stainless steel cooktop and hood, white castiron kitchen sink, dishes, real good games, clothes for the whole family, Christmas ornaments.
 B-1-43-1c

GARAGE SALE. Saturday-Sunday. Clothes, tires and other items. 700 Cherokee.
 B-1-11-43-1c

THREE FAMILY GARAGE SALE
 All day Thursday and Friday 204 Douglas. A little bit of everything from baby on up.
 B-1-20-43-1c

For Sale: 1974 Demco 20 Ft. gooseneck trailer, totally enclosed. Call 364-5691; after 5 p.m. 364-2686.
 B-2-15-43-tfc

For Sale: 14 ft. Massey Header with 5 lynch rows, \$2,000. Phone 289-5892.
 B-2-13-43-tfc

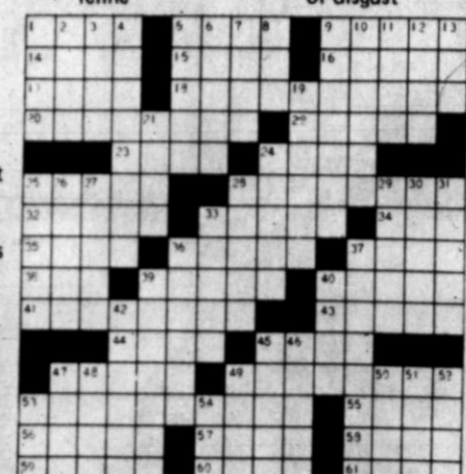
CROSSWORD PUZZLE

ACROSS
 1. Jewish month
 5. Dutch painter
 9. Rib (Anat.)
 14. Fury
 15. Arrow-poison tree
 16. Group of eight
 17. Pothers
 18. Creates harmony (2 Wds.)
 20. Innkeeper
 22. Aside
 23. Past
 24. Jaw part
 25. Agate or emerald
 28. Windows over doors
 32. Impels
 33. French market town
 34. Glib
 35. Encircle
 36. Himalayan bear
 37. Norwegian river
 38. Tennis point
 39. Spacious
 40. Young, nocturnal bird
 41. Breathes
 43. Sheriff's band
 44. Arctic explorer

DOWN
 2. Pedestal part
 3. Dramatic conflict
 4. Submissive
 5. Rational
 6. Swiftly
 7. Lagoon, e.g.
 8. Compass point (Init.)
 9. Stealing (Sl.)
 10. Great expanse
 11. Asterisk
 12. Savoir-faire
 13. American humorist
 19. Vast desert region
 21. Adversaries
 24. Not refined

25. Sweetening agent
 26. Instant
 27. Fairy-tale monsters
 28. Lifting implement
 29. Black and fire
 30. Growths of long shaggy hair
 31. Condition
 33. Exposes
 36. Analyzes
 37. Couples
 39. Tawny female feline

40. — for, chooses (Sl.)
 42. On the double (Sl.)
 45. Dress cinctures
 46. French city
 47. Tuscan river
 48. Comet's luminous train
 49. Conifer
 50. Nothing
 51. Dismounted
 52. Helen of Troy's ma
 53. Aspiring Boy Scout
 54. Exclamation of disgust



SAVE Big! Clean rugs and upholstery with Blue Lustre. Rent electric shampooer \$1.
McCaulla Lumber
 B-1-17-43-2c

General Electric Refrigerator, 18 cu. ft. frost free, repo., \$169.95. Taylor Furniture & Appliance, 603 Park Avenue.
 B-1-16-43-2c

For Sale: 200 Bu. Caprock seed wheat... Clean, double treated and bagged. Call 364-4327 nights.
 B-1-15-43-tfc

Have dog that needs home. Female, 5 months old half German Shepherd, other half fawn good neighborhood. Call 364-6828.
 B-1-19-43-2c

KEEP your carpets beautiful despite constant footsteps of a busy family. Get Blue Lustre. Rent electric shampooer \$1.
Duckwalls, Sugarland Mall
 B-1-22-43-2c

For Sale: Size 7-8, 4 long dresses, 3 short party dresses, wedding dress-Chantilly Lace bodice, long train, hair piece.
 Call 364-1238.
 B-1-22-43-tfc

Used Clay flower pots, just in time to pot for winter. Assorted sizes. Cheaper than new. Call 364-6006 after 5 p.m.
 B-1-34-tfc

2. FOR SALE Farm Equipment
 See Us For Parts-Sweeps-Chisels for
Graham (Home) 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

For Sale: 763 IHC Cornhead, 30" rows. Call 289-5892 or 289-5851.
 B-2-11-11-tfc

For Sale: 4 row, 40" 430 Cornhead for 503 International Combine in excellent condition. Phone 499-2518 Umbarger.
 B-2-14-16-tfc

For Sale: 1968 Model International Frontend Loader. Good condition. Phone 364-6062.
 B-2-11-16-4c

For Sale: 1974 Demco 20 Ft. gooseneck trailer, totally enclosed. Call 364-5691; after 5 p.m. 364-2686.
 B-2-15-43-tfc

For Sale: 14 ft. Massey Header with 5 lynch rows, \$2,000. Phone 289-5892.
 B-2-13-43-tfc

3. FOR SALE Automobiles
 1961 B Model Mack. Tandem axle, rebuilt engine, starter, battery and generators. Call "Chris" 364-5222 or 364-0848.
 B-3-17-7-tfc

For Sale: 1973 Buick Riviera, loaded. Call 364-6801 or 364-5017 after 5 p.m.
 B-3-12-14-tfc

For Sale: 1967 Plymouth Barracuda. Call 276-5822 after 8 p.m. and Sundays.
 B-3-11-14-tfc

MILBURN MOTOR COMPANY
 We pay cash for Used Cars
 136 Sampson
 Phone 364-0077
 B-3-33-tfc

Clean, one-owner 1971 Buick. Air and power brakes-steering and seats. Call
McGEE FURNITURE
 B-3-15-42-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

WALKER'S USED CARS AND TRUCKS
WE BUY, SELL OR TRADE
 400 West First
 Phone 364-2250
 B-1-41-tfc

SELECTED USED TIRES \$3.00 UP
 30 Day Guarantee
MONTGOMERY-WARD AUTOMOTIVE SALES 114 EAST PARK 1B-3-17-tfc

For Sale: '69 Dodge Pickup. Phone 364-3867. Brown Sheet Metal.
 B-3-10-13-tfc

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

For Sale: 1970 model White Freightliner, 335, 13 speed; 1965 model hopper grain trailer, \$14,000. Will sell separately. Call 364-1171.
 B-3-20-43-2c

For Sale: 2-1969 Chevy tandem trucks. See at 100 North Cherokee Drive or call 364-2948.
 B-3-16-43-4c

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

4. REAL ESTATE For Sale Or Trade
FOR SALE
 Redecorated 3 bedroom, 1 1/2 bath, fenced yard, patio, gas grill, fruit trees, corner lot and close to school.
PHONE 364-2486 after 6 p.m.
 B-4-41-7c

EXCLUSIVE LISTING
 On this 3 bedroom brick home, sharp inside and out, has lots of rose bushes and fenced back yard. Priced \$19,750.00 has existing loan.
DOUBLE SHARP
 This 3 bedroom, 1 1/2 bath, new paint, carpet, double garage, fenced yard. Buy Equity and assume loan. Priced \$23,500.
 B-4-34-16-tfc

CLOSE TO SCHOOL AND HOSPITAL
 3 bedroom home, single car garage, nice yard front and back, fenced, also good neighborhood. Has a small loan at 5% interest. Priced \$15,500. Owner will carry some second loan. Call for details.
CLOSE TO GROCERY STORE AND SCHOOL
 3 bedroom, 1 bath with new paint and carpet, also has fenced back yard with storm shelter. Has existing loan with payments of \$165. Priced \$16,500.
 B-4-29-16-tfc

OWNER ANXIOUS
 to sell this duplex, 1 bedroom-kitchen and living room on both sides. Furnished with double garage and car port. \$1,500. down and \$125. per month. Rented now for \$230. per month. Priced \$14,000.
 B-4-42-tfc

LOOK \$49,000. DOWN
 Will buy this 1/2 section with nice brick home and machinery barn, 3 wells with tail pit. You need to see this place. Priced \$550. per acre. Good terms on balance.
FARMER WANTING TO LEAVE
 Says sell this 1/2 section for \$300 per acre. Has 3 bedroom home with 5 small wells, land lays real good. Call for terms.
 B-4-16-4c

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

MOBILE HOMES - new - will trade for equity in house.
 Realtor, 364-6633.
 B-4-11-14-tfc

FOR SALE
 80 Acres in wheat, dryland, on pavement, 18 miles from town. Good well with 5 h.p. sub. pump. Realtor 364-6633.
 B-4-20-41-tfc

HOUSE FOR SALE BY OWNER ON NORTHWEST DRIVE
 3 bedrooms, 1 1/2 baths, carpeted, partially paneled, fenced backyard. Extra large lot. Equity and assume loan.
Phone 364-0624
 B-4-41-tfc

Choice half section irrigated. Near Hereford. Strong 8" wells. Lots underground pipe. Owner 364-0491.
 B-4-16-3p

Commercial Building - 6,000 ft. of floor space, fire proof, quality built, heated, cooled, rest rooms, offices and lounge, etc.
 Realtor, 364-6633
 B-4-14-tfc

For Sale: 3 bedroom, 2 bath house. Utility room plumbed for washer and dryer. Call 364-1418 anytime weekends or after 6-week days.
 B-4-23-14-tfc

EXCLUSIVE LISTING
 On this 3 bedroom brick home, sharp inside and out, has lots of rose bushes and fenced back yard. Priced \$19,750.00 has existing loan.
DOUBLE SHARP
 This 3 bedroom, 1 1/2 bath, new paint, carpet, double garage, fenced yard. Buy Equity and assume loan. Priced \$23,500.
 B-4-34-16-tfc

EXTRA nice 2 bedroom home, Avenue C. \$15,000.
Large 3 bedroom home - Irving St. \$159.50 - assume FHA or VA.
Beautiful 3 bedroom, 2 bath. Stanton St. Assume loan.
 1700 sq. ft. 3 bedroom, 2 bath brick. Only 10 years old. \$23,000 with massive living and dining area. Vicinity Tierra Blanca.
 If you need room - take a look at this two story home, well worth the asking price of \$12,000.
 Nice 3 bedroom home with one acre-no restrictions, \$17,500 close in.
CARTEL REAL ESTATE
 206 North 25 Mile Avenue
 Henry Reid - 364-5344
 Al Wiley - 364-4985
 Wayne Carthel - 364-0944
 B-4-42-tfc

FARM FOR RENT OR SALE
 2 miles north of intersection of FM 1062 & 809, 1/2 mile west, on left. N.W. quarter section 19, Block 7.
 Call J.C. Strange, 713-367-4493, Home Phone 713-756-8210 or write Rt. #1, Box 205, Kingsland, Texas 78639.
 B-4-16-4c

Two 1/2 sections. Can sell on G.I. Loan. \$125.00 per acre.
Section Northwest of Hereford. Good allotment, 5 wells, return water system. 3 bedroom home and barn. On pavement. Owner finance.
 160 acres, one good 8" well, 1/2 mile off pavement.
 If you wish to buy or sell Call **CARTHEL**
WE TRY HARDER
 Member-Multiple Listing Service
Wayne Carthel - 364-0944
Al Wiley - 364-4985
Henry Reid - 364-5344
 B-4-42-tfc

I have Farm and Ranch Buyers, I need your listings.
J.M. HAMBY REAL ESTATE
 Phone 364-3566
 Res. 364-2563
 B-4-29-tfc

\$1,000 DOWN PAYMENT
 3 bedroom home at 522 Irving. Empty, and available for someone with approved credit. Around 1800 sq. ft. living area, all carpeted. Corner lot with big metal shed in backyard. Owner will finance. \$12,500 at a reduced interest rate.
 For appointment to see, Call 364-0886
 B-4-15-4c

For Sale: 3 bedroom brick house. Call 364-3346.
 B-4-10-15-tfc

TRADE
 6 good brick duplexes, brings in over \$900.00 per month above payments - would trade for land.
 Realtor 364-6633.
 B-4-41-tfc

This three bedroom, 2 bath brick home has a large family room with beamed ceiling. Refrigerated air, fireplace, patio. Owner will carry a second with \$5,000 down. \$313 monthly payments. Call Don Tardy, Realtor. 364-0555.
 B-4-34-16-tfc

This 3 bedroom, 1 1/2 bath home in Northwest Hereford has 1498 sq. ft. Excellent condition. Central gas heat, evaporative air conditioning, new dishwasher, carpeted throughout. Call Lloyd Sharp, Realtor. 364-0555.
 B-4-29-16-tfc

Two bedroom house for rent in Dawn, \$80., bills paid. Call 364-4979.
 B-5-12-16-3c

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

Storage for rent. Phone 364-1483 or 364-3937.
 B-5-10-50-tfc

FURNISHED one and two bedroom apartments. Inquire 112 Avenue H, Apt. 36.
 B-5-12-46-tfc

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

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

For Rent: One bedroom furnished apartment, available November 15th. 364-1170.
 B-5-10-42-tfc

The Hereford Brand, Hereford, Texas, Thursday, October 24, 1974

WANT TO BUY: Old gold, rings, watches, old class rings, etc. Spangler's Diamonds Sugarland Mall Phone 364-0070 B-6-48-tfc

NEED WHEAT, BEET, AND CORN PASTURE FOR STEERS PHONE 364-2135 B-6-34-tfc

WANT: To buy coins. Double your money on all 1964 and earlier silver coins; 1959 and earlier pennies. Call 364-2559, 241 Centre. B-6-22-31-tfc

WANTED: Wheat, Corn, Maize, Beet pasture. David Brumley. Phone 289-5902 or 364-1209. B-6-15-8-tfc

WANTED - CUSTOM FARMING. Contact Don Howard at Howards Custom Farming, 578-4361 or 364-0165. B-6-13-6-tfc

WANTED: Wheat Pasture. Contact O.G. Hill Jr. 364-1871 or Foster Hill. 364-4217. B-6-10-15-tfc

Wheat Pasture wanted - 200 to 1000 head. Please call 373-1091 or 372-9005, Amarillo. B-6-13-16-2c

8. HELP WANTED

NEEDED Instructor for night classes to work 4 months in child development. Requirements: B.S. Degree with major in child development or early childhood education. Experience: 3 years wage earning in child development field. CALL 364-5631 and visit with either Paul Catoe or Jean Patty. B-8-16-tfc

JOB OPENINGS AT PRE-FEEDERS INC. Feed truck driver and mill men. Apply at the Feed Lot office. B-8-16-tfc

Opportunity for permanent employment and advancement in a growing, new industry with one of nation's leading companies. IMMEDIATE OPENINGS FOR PLANT OPERATIONS TRAINEES

No. experience required. On-The-Job Training. Rotating shifts... Outstanding fringe benefits. Starting wage: \$3.77/Hour. An Equal Opportunity Employer

See or Call Bob Brooks, Amstar Corporation, 701 East Jones Street, Dimmitt, Tex. 79027 - (806) 647-2137. B-8-16-2c

WANTED: Driver for gasoline delivery-truck. Apply Tip Top Wholesale, 1507 East First St. B-8-12-15-tfc

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 Experienced welders at our new facilities on Holly Sugar Road. Phone 364-4621. B-8-13-32-tfc

Need men to work on pump setting and drilling rig. Apply in person Kenny Gearn Machine Works. B-8-17-41-tfc

HELP WANTED: Cocktail & food waitresses Bartenders - male & female Kitchen help cooking, preparation and cleaning. Part time and full time

THE MUSIC STAND 628 West First Phone 364-1150 B-8-13-3c

Need school bus drivers for coming school year. See Eldon Owens at School Bus Shop. B-8-14-29-tfc

Want to hire waitress at The Moonlighter Club. Must be 18 years or older. Full or part time. Call 364-0064 for appointment. B-8-22-19-tfc

Need lady to stay with elderly lady on live-in basis. Must furnish references. Call 806-258-7564. B-8-16-42-tfc

Need family man for full time delivery work. McGee Furniture B-8-10-16-3c

9. SITUATIONS

State Licensed Child Care For Working Mothers Hereford Day Care Center 6 months through 8 years After school care available. 364-1293 B-9-46-tfc

Baby Sitting by the hour, day or week. Alice Gilleland, 364-4175. B-9-10-37-tfc

Will do baby sitting in my home for school teachers. Phone 364-5690 B-9-10-43-tfc

Will do home repairs - Doors, windows, lights, minor plumbing repairs, etc. Call 289-5500 early mornings or late evenings. B-11-18-39-tfc

Custom swathing, stacking and hauling. Alfalfa, milo, and corn stubble. Hesston stack hand system. 364-2907 or 364-3117. B-11-15-42-tfc

JOHNSON IRRIGATION Peerless PVC Plastic Pipe Don Johnson, 364-2870 Mobile Phone 364-4741, Unit 3470 P.O. Box 2024, Hereford, Texas. B-11-8-tfc

HALE TRAILER SALES Horse & Stock Trailers All sizes ALBERS MILLING CO. So. 385... 364-5370 B-11-37-tfc

We buy old gold rings, mountings, etc., for Swest Refinery. Cowans Jewelers Downtown B-11-13-51-tfc

LEGAL NOTICE Deaf Smith County is now receiving bids on two miles county roads; consisting of crushing, hauling and equalization of crushed caliche at 4 to 1 ratio for 22 foot width. Submission of bids will be on a per mile lump sum basis. Bids will be opened 10:30 A.M. October 29, 1974. County commissioners reserve the right to reject any or all bids. B-42-3c

LEGAL NOTICE The State of Texas To: SABAS ORTIZ, Respondent, Greeting You are hereby commanded to appear by filing a written answer to the Petitioner's Petition at or before ten o'clock A.M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 18th day of November 1974, at or before ten o'clock A.M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas. Said Plaintiff's Petition was filed in said court, on the 1st day of October A.D. 1974, in this cause, numbered 7229 on the docket of said court, and styled, IN THE MATTER OF THE MARRIAGE OF DAISY GARCIA ORTIZ, PETITIONER, AND SABAS ORTIZ, RESPONDENT. A brief statement of the nature of this suit is as follows, to wit: Suit for divorce and custody of minor child, Martina Ortiz, as is more fully shown by Petitioner's Petition on file in this suit. If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved. The officer executing this process shall promptly execute the same according to law, and make due return as the law directs. Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 1st day of October A.D. 1974.

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Building and home repair remodeling. Robert Betzen, 289-5500. B-11-10-42-tfc

ORGAN REPAIR, all makes and models. Expert service, reasonable rates. Home or church. 372-7421, Amarillo. B-11-42-4p

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-11-15-tfc

WANTED 100 to 150 watches a week to repair by latest approved methods. COWAN JEWELERS B-11-15-29-tfc

PIANO TUNING. Call Elson Clark, 364-0628. B-11-10-41-tfc

DRAGLINE SERVICE FOR TAIL WATER PIT CLEANING CALL CLIFF JOHNSON, 364-2111 B-11-45-tfc

FRANK WESTER CEMENT CONTRACTOR 107 BRADLEY Residential-Commercial Turnkey Job Straight finish Phone 364-5169 B-11-39-tfc

DRAGLINE SERVICE TAIL WATER PIT CLEANING DUMP TRUCKS 30 TON CRANE BOBBY GREGO Day Phone 364-0574 Night - 364-2322 B-11-14-tfc

DICKY'S DOZER SERVICE Work - All Kinds Dozer - Scrapers Motorgrader See or Call FLOYD DICKY S.E. 4th & Belpher Dimmitt, Texas Business Phone 647-4553 Residence Phone 647-4565 B-11-29-tfc

LEGAL NOTICE NOTICE TO ALL PERSONS HAVING CLAIMS AGAINST THE ESTATE OF SARAH DELLA WALSER, DECEASED: Notice is hereby given that original letters testamentary upon the Estate of Sarah Della Walser, Deceased, were issued to me, the undersigned, on the 21st day of October, 1974, in the proceeding indicated below my signature hereto, which is still pending, and that I now hold

STEREO REPAIR

Guaranteed repair work on all brands of stereos and sound equipment at MARTINS SOUND CENTER 2461 I-40 WEST, AMARILLO PHONE 355-9557 B-11-3-tfc

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

Will do home repairs - Doors, windows, lights, minor plumbing repairs, etc. Call 289-5500 early mornings or late evenings. B-11-18-39-tfc

Custom swathing, stacking and hauling. Alfalfa, milo, and corn stubble. Hesston stack hand system. 364-2907 or 364-3117. B-11-15-42-tfc

JOHNSON IRRIGATION Peerless PVC Plastic Pipe Don Johnson, 364-2870 Mobile Phone 364-4741, Unit 3470 P.O. Box 2024, Hereford, Texas. B-11-8-tfc

HALE TRAILER SALES Horse & Stock Trailers All sizes ALBERS MILLING CO. So. 385... 364-5370 B-11-37-tfc

We buy old gold rings, mountings, etc., for Swest Refinery. Cowans Jewelers Downtown B-11-13-51-tfc

LEGAL NOTICE Deaf Smith County is now receiving bids on two miles county roads; consisting of crushing, hauling and equalization of crushed caliche at 4 to 1 ratio for 22 foot width. Submission of bids will be on a per mile lump sum basis. Bids will be opened 10:30 A.M. October 29, 1974. County commissioners reserve the right to reject any or all bids. B-42-3c

LEGAL NOTICE The State of Texas To: SABAS ORTIZ, Respondent, Greeting You are hereby commanded to appear by filing a written answer to the Petitioner's Petition at or before ten o'clock A.M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 18th day of November 1974, at or before ten o'clock A.M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas. Said Plaintiff's Petition was filed in said court, on the 1st day of October A.D. 1974, in this cause, numbered 7229 on the docket of said court, and styled, IN THE MATTER OF THE MARRIAGE OF DAISY GARCIA ORTIZ, PETITIONER, AND SABAS ORTIZ, RESPONDENT. A brief statement of the nature of this suit is as follows, to wit: Suit for divorce and custody of minor child, Martina Ortiz, as is more fully shown by Petitioner's Petition on file in this suit. If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved. The officer executing this process shall promptly execute the same according to law, and make due return as the law directs. Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 1st day of October A.D. 1974.

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such letters. All persons having claims against said Estate, which is being administered in the County below named, are hereby required to present the same to me, respectively, at the address below given, before suit upon same is barred by the Statute of Limitations, before such Estate is closed, and within the time prescribed by law. My post office address is Box 33, Summerfield, Texas 79085. DATED this 21st day of October, 1974.

GUY R. WALSER, Independent Executor of the Estate of Sarah Della Walser, Deceased, No. 2496 in the County Court of Deaf Smith County, Texas. T-43-1c

Germans see greater Western unity on oil.

New Listing! 4 BR. Brick, 2 Baths Assume 7% Loan with \$135 Per Month Payments Less Than \$7,000 Equity 1400 Sq. Ft. Plus Garage \$21,500 Carthel Real Estate 206 N. 25 Mile Ave. 364-0944 At Night 364-5344

You've Never Seen Such Thorough Service STOP IN SOON Phillips "66" Products EAST SIDE "66" Rocky Stewart 1303 E. 1st. 364-2644

EXPERT REPAIR On BUICK PONTIAC GMC TRUCKS JOHN ORSBORN Free Pickup Phone 364-0990

FOR GIFTS THAT ARE LASTING COWAN JEWELERS Downtown

"FARMERS" OLSEN CENTER PIVOT SELF PROPELLED IRRIGATION SYSTEMS OLSON FLEX UNITS HAVE HEAVY BALL JOINTS ON EACH TOWER LONG WHEEL BASE POSITIVE SINGLE-LOCATION CONTROLS WORKS EFFICIENTLY AT LOW CAPACITY WELL OUTPUT RUGGED, EXTRA STRENGTH CONSTRUCTION THROUGH OUT EASY MAINTENANCE WITH FEWER WORKING PARTS COMPLETE PARTS & SERVICE CONTACT: B.J.M. SERVICE & EQUIPMENT N. HIWAY 385 P.O. BOX 33 HEREFORD, TEXAS 79045 PHONE: 806-364-6871

WINTER IS ON THE WAY... Don't let him sneak upon you... Have your heating system checked and repaired now CALL: 364-4714 Robert (Bob) Rhoton R & R REFRIGERATION AND HEATING SERVICE Coleman

THRIFTWAY

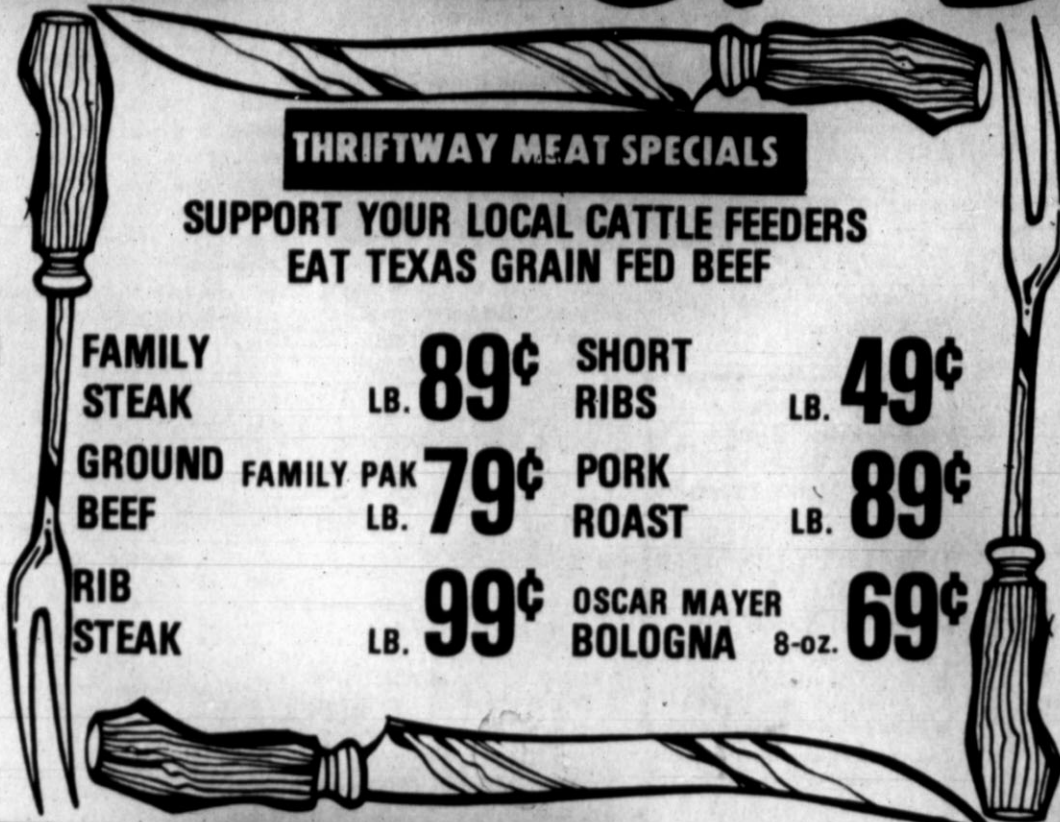
OCTOBER BEST BUYS

A BETTER WAY TO SAVE



ROUND AND SIRLOIN STEAK \$1.09

FAMILY SIZE
CHEER LAUNDRY DETERGENT \$3.25



THRIFTWAY MEAT SPECIALS

SUPPORT YOUR LOCAL CATTLE FEEDERS
EAT TEXAS GRAIN FED BEEF

FAMILY STEAK	LB.	89¢	SHORT RIBS	LB.	49¢
GROUND BEEF	FAMILY PAK	79¢	PORK ROAST	LB.	89¢
RIB STEAK	LB.	99¢	OSCAR MAYER BOLOGNA	8-OZ.	69¢

DOUBLE GUNN BROS. STAMPS TUESDAY & WEDNESDAY

ARMOUR'S NO BEANS CHILI 19-OZ. CAN 79¢

SAVORY PRESERVES 16-OZ. JAR
GRAPE PLUM PEACH **59¢**

LIQUID DETERGENT **JOY** FOR DISHES 32-OZ. **89¢**

LAUNDRY DETERGENT **TIDE** KING SIZE \$1.46

BORDEN'S BUTTERMILK 1/2 GALLON **69¢**

HUNT'S WHOLE TOMATOES 15-OZ. CANS 4 **\$1.00**

BORDEN'S COTTAGE CHEESE 24-OZ. CARTON **89¢**

Save NESTEA ICED TEA MIX 10 BAGS TO PKG. **79¢**

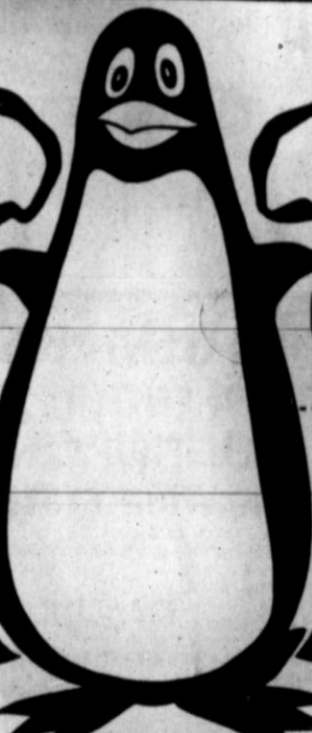
Save BETTY CROCKER BROWNIE MIX FUDGE SUPREME **89¢**

Save GREEN GIANT CORN WHOLE KERNEL 12-OZ. **4 \$1**

Save KRAFT'S FRENCH DRESSING 1-PINT **79¢**

Save KRAFT'S BAR-B-Q SAUCE 18-OZ. **49¢**

FROZEN FOOD SALE!
AWAKE 12-OZ. ORANGE JUICE 3 FOR **\$1.00**
SPARE TIME POT PIES 5 FOR **\$1.00**



FROZEN FOOD SALE!
SHURFINE GREEN BEANS 10-OZ. 4 FOR **\$1.00**
SHURFINE BRUSSEL SPROUTS 20-OZ. **79¢**

PURE VEGETABLE SHORTENING **CRISCO** 3-LB. CAN WITH PURCHASE OF 4 60, 75, or 100 WATT LIGHT BULBS **99¢**

WITHOUT PURCHASE BULBS, CRISCO \$1.00
SLUMBER BAG \$7.88

JELLO GELATIN DESSERT 3-OZ. ASSORTED FLAVORS 2 FOR **29¢**
CHOCOLATE CHIPS NESTLE'S 12-OZ. SEMI SWEET **59¢**
DREAM WHIP WHIPPED TOPPING MIX 3 1/2-OZ. **49¢**
RAGU SPAGHETTI SAUCE 14 1/2-OZ. **49¢**
HOT COCOA MIX NESTLE'S 14 ENVELOPES TO PKG. **79¢**
TOMATO SAUCE HUNTS 300 CAN 3 **\$1.00**
HAWAIIAN PUNCH ALL FLAVORS 46-OZ. CAN **49¢**
GOLDEN TOUCH NEW BY PAM 7-OZ. STICK FREE-EASY BASTING **89¢**
PAPER TOWELS SOFLIN ASSORTED JUMBO ROLL **45¢**
PINE-SOL BATHROOM CLEANER 20-OZ. SPRAY CAN **79¢**
BAC-OS BETTY CROCKER 3 1/2-OZ. FREE APOTHECARY JAR **79¢**
BLANKETS **20% OFF**
DOG FOOD ROXEY 5-LB. BAG **89¢**

PRICES EFFECTIVE OCTOBER 21-26, 1974
THRIFTWAY
426 N. MAIN
HEREFORD, TEXAS
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

"MOON MIST" FINE TRANSLUCENT PORCELAIN CHINA SPECIAL THIS WEEK **49¢** WITH EACH \$5.00 PURCHASE
DINNER PLATE

20 VALUABLE COUPON 20
MAXWELL HOUSE COFFEE 1 LB. CAN **99¢**
WITH THIS COUPON VOID AFTER OCT. 26, 1974 THRIFTWAY FOOD STORES
20 THRIFTWAY 20

100 BONUS STAMPS
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With this coupon and the purchase of 3 LB. BAG RED DELICIOUS APPLES
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Limit One Coupon Per Customer

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With this coupon and the purchase of 1-7 OZ. PKG. RENJIZIT SOLID AIR FRESHENER
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Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 1 FRANKLIN CRUNCH & MUNCH
Coupon Good Oct. 21-26, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 1 QUART JAR SHURFINE SALAD DRESSING
Coupon Good Oct. 21-26, 1974
Limit One Coupon Per Customer

50 BONUS STAMPS
With this coupon and the purchase of 1 LB. CAN FOLGER'S COFFEE
Coupon Good Oct. 21-26, 1974
Limit One Coupon Per Customer

100 BONUS STAMPS
With this coupon and the purchase of 2-6 1/2 OZ. CANS CHUNK LIGHT CANNED TUNA
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With this coupon and the purchase of 5-15 1/2 OZ. CANS ROXEY RATION
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Limit One Coupon Per Customer

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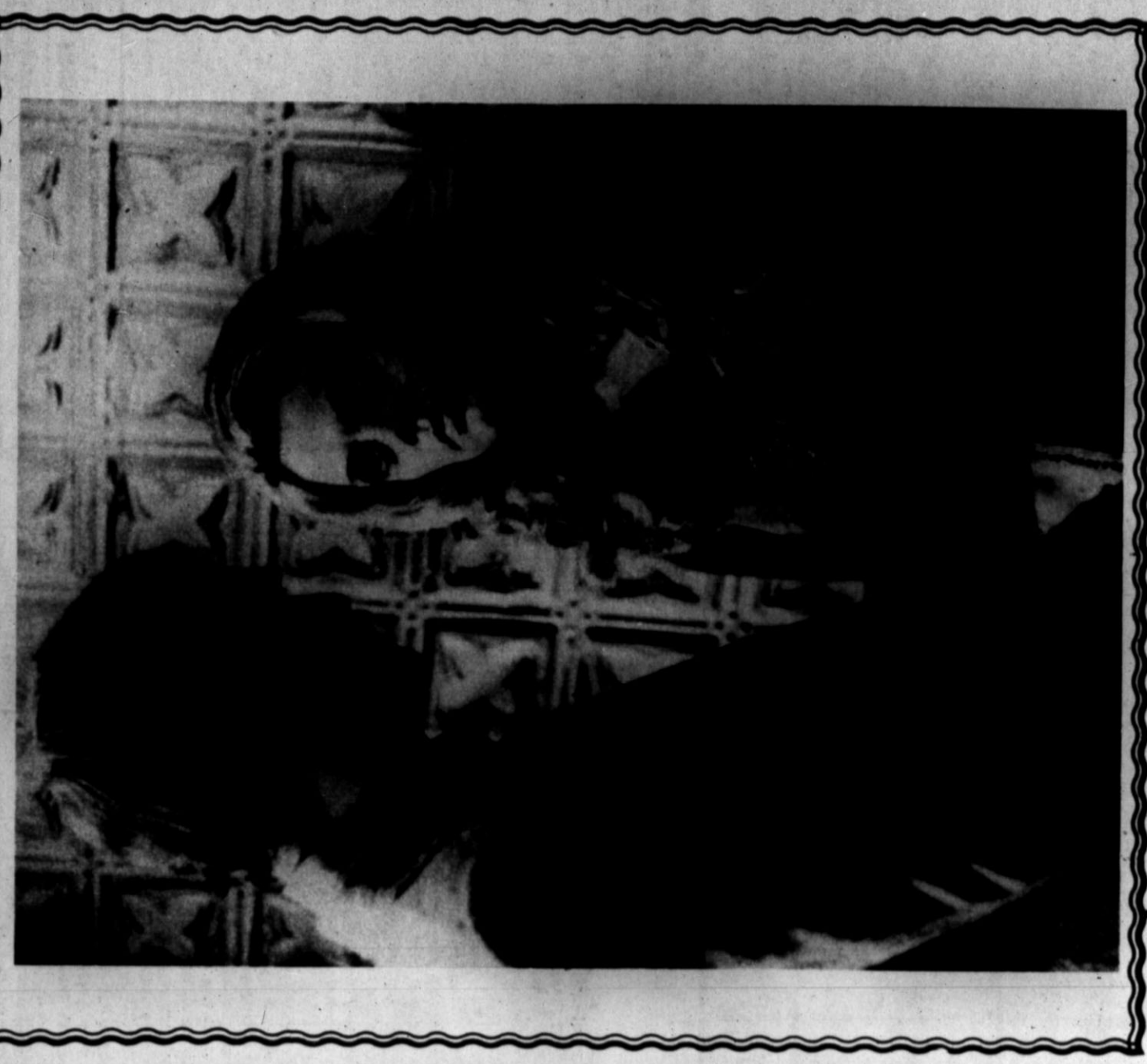
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Weekly Television Magazine
The Hereford Brand
THURSDAY OCTOBER 24, 1974

Tel-Aire

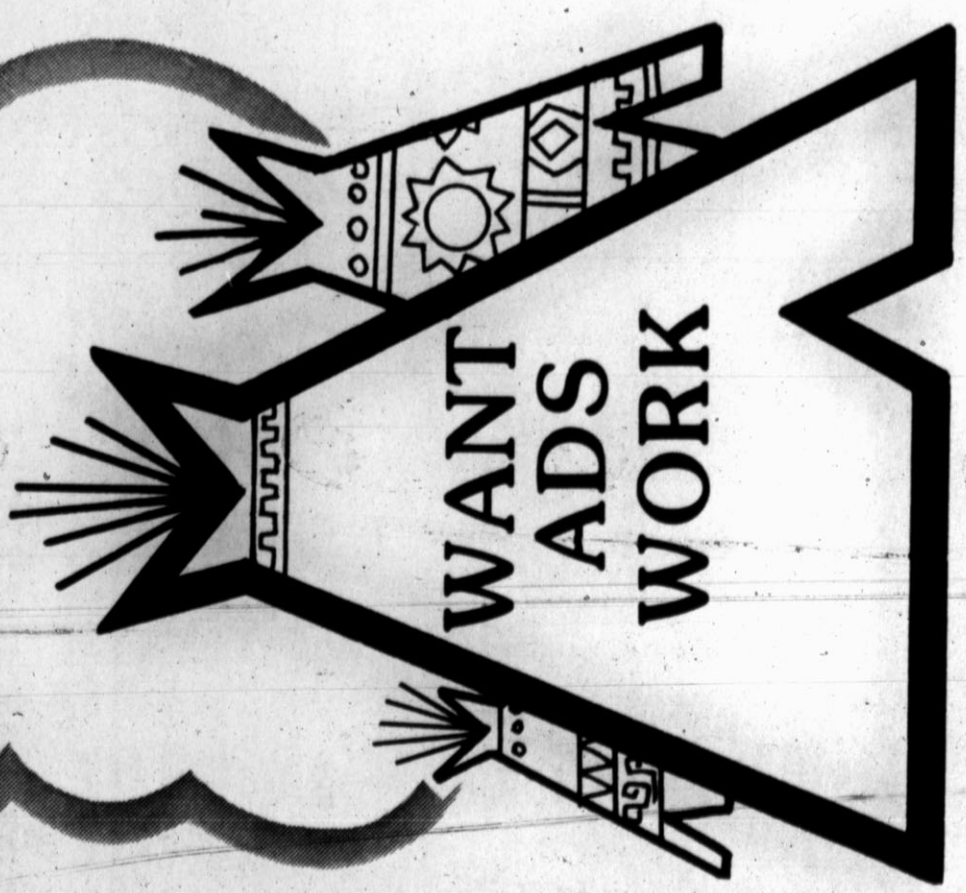


Burt Reynolds stars with Dyan Cannon in "Shamus."

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CHANN	4	7	10	11	13	39
CABLE	KQNC	KVII	KQDA	KIVI	KEEA	KXTX
1	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
2	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
3	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
4	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
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11	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
12	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service

On The Cover

Burt Reynolds stars as a hard-nosed private eye in "Shamus," a drama on "NBC Monday Night at the Movies," Oct. 28 (8:00-10:00 p.m.) on the NBC Television Network. Dylan Cannon also stars in the 1973 Columbia Pictures release.

Tough Brooklyn detective McCoy (Reynolds) lives so shabbily that he uses a pool table for a bed. When he's offered \$10,000 by rich eccentric Hume (Ron Weyand) to recover some stolen diamonds, McCoy is more than happy to accept.

In the course of his investigation, McCoy uses the talents of Springy (Larry Block), a character with a computer-like mind for sports facts; Bolton (Beeson Carroll), a health club bouncer; and gourmet and syndicate head Doherty (George

Tom Cassidy and Matt Harper.

7:30...ABC...PAPER MOON
Time magazine's "Paper Moon" is a laden collection of photos and text that he and Addie will join the "rent meetings."

8:00...ABC...THE STREETS OF SAN FRANCISCO
"The Streets of San Francisco" with guest stars Brock Peters, Mitch Vogel, and Donnelly Rhodes from his new film as a trusted employee of a prominent family when a murder investigation threatens to expose his escape from a Southern prison farm. Armed with evidence of his innocence, Stone and Keller race to find him and prevent unnecessary bloodshed.

CHANN	4	7	10	11	13	39
CABLE	KQNC	KVII	KQDA	KIVI	KEEA	KXTX
1	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
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11	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
12	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service

"Set-Up: Danger," Barry Sullivan guest stars as an older mobster who, with his lieutenant (Robert Crossby), kidnaps Chief Ironside (Crosby). The CBS Thursday Night Movies—"THE MURDER OF MENEMNE SOCIAL CLUB" starring James Stewart and Henry Fonda. "THE MOVIE" starring James Stewart and Henry Fonda. "THE MOVIE" starring James Stewart and Henry Fonda.

7:30...ABC...HAPPY DAYS
Huntley, Riccio and the gang and their dates investigate a house that is reportedly haunted.

7:30...CBS...GOOD TIMES
The two dollars and two dollars a week dollars down and two dollars a week dollars up. The "easy" money plan buys them a lot of trouble.

7:30...NBC...ADAM-12
"Suspect No. 1," Officers Malloy and Reed follow up on a man who claims he and his wife were kidnapped.

7:30...ABC...WEDNESDAY MOVIE OF THE WEEK—"THE MARK OF ZORRO"
The story of the dashing avenger of the oppressed people of early California production in television's first movie classic. Starring Robert Rodriguez, Yvonne De Carlo, Robert Middleton, Louise Sorel, Anne Archer and Tom Lacy.

7:30...CBS...MASH
Col. Blake and Father Mulcahy receive something in common: disturbing letters from the women in their lives.

7:30...ABC...WIDE WORLD
"The Average," guest star Dane Clark plays a former police officer bent on bringing the death of his politician father, who died while doing Cannon a favor, who did while doing Cannon a favor.

7:30...ABC...GET CHRISTIE LOVE!
"Highway to Murder," guest star Clu Gulager, Christie Love, and a "target" of rednecks when she arrives to pick up a witness and stays to help the

7:30...NBC...LITTLE HOUSE ON THE PRAIRIE
"Town Party," Country Party. When Laura injures her leg, she sees a crippled, lonely schoolmate in a new light.

7:30...ABC...WEDNESDAY MOVIE OF THE WEEK—"DEATH CRUISE"
Survivors of a shipwrecked cruise ship, Edward Albert, Kathy, Polly Bergen, Holm, Tom Botley, Michael Con-

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Tuesday Program Notes

CHANN	4	7	10	11	13	39
CABLE	KQNC	KVII	KQDA	KIVI	KEEA	KXTX
1	Today Show	Pro News	EyeWitness News	That Girl	News	Weather And Public Service
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Barrett summoned by muckraking reporter

A muckraking reporter is captured and tortured into revealing where he has hidden evidence proving state graft payoffs. In "The Deadly Brothers," on "The Manhunter," (9:00-10:00 p.m.), Wednesday, Oct. 28 on the CBS Television Network. Lawrence Dobkin directed from a script by Carey Wilber.

Summoned by reporter Avery Newcomb's desperate call for help, Dave Barrett plunges into the unsavory dealings of chief Crowley, who stops at nothing—including murder—to carry out their orders.

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Wednesday Program Notes

7:30...ABC...LITTLE HOUSE ON THE PRAIRIE
"Town Party," Country Party. When Laura injures her leg, she sees a crippled, lonely schoolmate in a new light.

7:30...ABC...WEDNESDAY MOVIE OF THE WEEK—"DEATH CRUISE"
Survivors of a shipwrecked cruise ship, Edward Albert, Kathy, Polly Bergen, Holm, Tom Botley, Michael Con-

Adidas

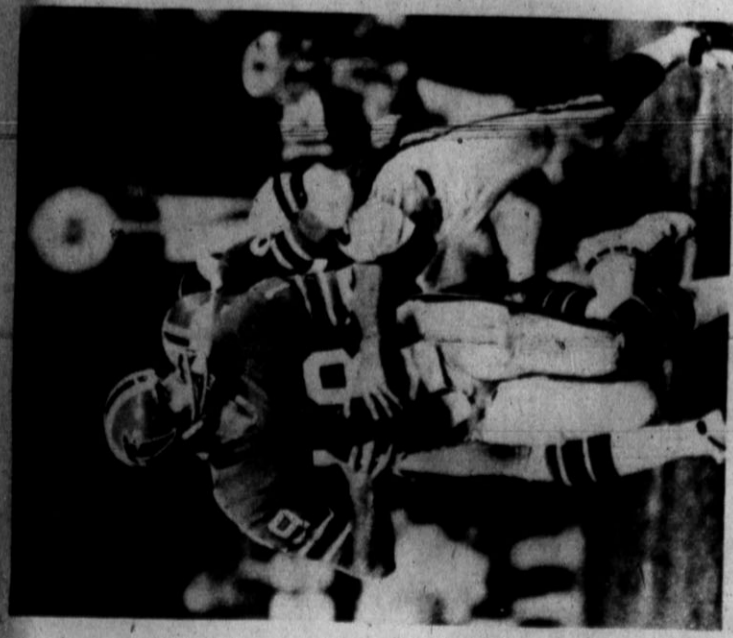
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Falcons' QB Bob Lee reads an aerial during last season's 20-14 upset by Atlanta of the Super Bowl bound Minnesota Vikings.

The Falcons—most probably with Pat Sullivan at the helm—will go against the Pittsburgh Steelers Monday, October 28 (8:00 p.m., until conclusion) to be collocated on telecast on ABC's "NFL Monday Night Football."



Robert Culp (left) stars as a murderous hotel [jewel thief] who goes home to visit his brother (Glen Campbell), a small town sheriff, in "Strange Homecoming," to be collocated on "NBC World Premiere Movie," Oct. 29 (8:00-10:00 p.m.) on the NBC Television Network.

Monday Program Notes

7:00...NBC...BORN FREE... Mills guest stars as a doctor who comes to Kenya to bring modern medicine to remote areas and finds she is in competition with a local medicine woman.

Friday Program Notes

7:00...ABC...HATARI!... John Wayne and Bruce Cabot star as a team of professional hunters who capture wild animals for the Momella Game Farm in Tanganyika to send to zoos.

Table with columns for Channel, Program Name, and Time Slot. Includes programs like 'The Saint', 'The CBS Late Movie', 'The Tonight Show', and 'The Dick Cavett Show'.

10:30...NBC...THE TONIGHT SHOW... STARRING JOHNNY CARSON... Florence Henderson is guest hostess.

Teenager tells how she paddled treacherous river

Kathy Kennedy, 17, of Bryson City, N.C., was one of several people chosen to paddle the treacherous Chatanooga River in Georgia for the "Go" show, to be collocated on the NBC Television Network Saturday, Oct. 28 (11:30 a.m.-12:00 Noon).

Preview of the Foreman-Ali fight

On the weekend before their scheduled World Heavyweight Championship Fight between George Foreman and Muhammad Ali, ABC's Wide World of Sports will present a fight preview program with live coverage of the weigh-in via satellite from Zaire, Africa.



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Advertisement for Cowan Jewelers. Text: 'BUY IN CONFIDENCE WITH CONFIDENCE Hereford's House of Diamonds Cowan Jewelers'.

Advertisement for Cannon embroiled in terrorist's vendetta. Text: 'Cannon embroiled in terrorist's vendetta. Cannon's long friendship with a former police comrade plunges him into the midst of a terrorist's vendetta against the policeman, Lt. Lyle Stacey, in "The Exchange" on Tuesday, Oct. 29 (7:00-9:00 p.m.) Wednesday, Oct. 30 (7:00-9:00 p.m.) on the NBC Television Network.

7:00...ABC...THE ODD COUPLE... Tim Cassidy and Matt Herper.

7:00...ABC...PAPER MOON... Barry Sullivan guest stars as a doctor who comes to Kenya to bring modern medicine to remote areas and finds she is in competition with a local medicine woman.

