

'Don't Get Psyched Out' Is Word At TCFA Meeting Here

Cattle Feeders Seek Solutions To Economic Beating

By O.G. NIEMAN
Publisher

Cattle feeders around the Hereford area discussed their problems but came up with few answers here Tuesday night during a meeting of the Texas Cattle Feeders Association.

Feeders have undergone an unprecedented economic beating for about nine months, and Texas feedyards are now operating at about 65 per cent capacity. Just as feeders thought they were about to get back in the black, grain prices shot to record highs, further discouraging feeders from putting replacements in feedyards.

"There will be no shortage of beef—just a shortage of Choice fed beef to which consumers have become accustomed," reported Glenn Deen, president of the TCFA. The remaining beef offered will be non-fed or off-grass beef. Deen said it won't be as tender or as flavorful as Choice fed beef, "but it'll beat no beef at all."

THE CATTLE population of the U.S. reached 138 million head on July 1, which is 7.5 million more than a year ago—the largest yearly increase in history.

Approximately 100 feeders and feedlot managers attended the TCFA meeting here Tuesday night in the Civic Club Center, with some of the leaders urging members not to be "psyched out" by the market situation and "all the rumors floating around."

One feedlot manager suggested that feeders hold to a 5-day delivery date, in place of the present 10-day period, in an attempt to get more competitive bidding from the packers. A vote on the idea showed a large majority in favor of the action.

CHARLES BALL, executive vice president of the association, said TCFA would contact all feedlot managers in the area and ask their participation in the 5-day delivery date policy.

While a number of feeders expressed concern over the amount of "baby beef"

regulatory agency matters; Jim Gill and non-fed beef being slaughtered, another pointed out that the problem might be found in feeders moving too much "short-fed" or unfinished beef. "We've got to quit looking at the Midwest and set our own market... we're not in control of our situation."

The TCFA meeting here was one of a series of general meetings held around the area the past few months. Ball explained the purpose of the meeting was threefold: (1) To explain what the TCFA is doing, (2) To seek suggestions and ideas from the members, (3) To solicit support of the organization.

JIM DAVIDSON, TCFA treasurer from Sudan, presided at the session in the absence of Deen. Ball introduced three directors who were present—Virgil Marsh of Hereford, Cap Naegle of Bovina, and Martin Gossett of Dumas.

Ball then introduced staff members of the Amarillo office and each made brief comments on his job. They were Richard

McDonald, assistant who handles Joe Wood, market analysts; Steve Munday, information director; and Gary Culp, membership and development.

A short slide presentation was also on the program to outline the benefits of belonging to the TCFA. These included a number of activities in legislative, promotion and research, along with up-to-minute market information and weekly newsletters and special memos.

During the question and answer period at the meeting, one feeder urged members to let their Congressmen know "that tight money and high interest rates is not slowing down inflation, but creating more of a problem." He added that legislators need to listen to "the grassroots voice of America instead of a few Harvard graduates!"

DEEN REPORTED that cattle on feed in the seven major feeding states on Aug. 1 were down 24 per cent, compared to the same date a year ago. In the last two months, the price of sorghum jumped 50

per cent and in the last 36 months, it is up 200 per cent. He said reasons for the high grain prices are grain exports to foreign countries and an early-summer drought in much of the United States.

Retail beef prices have increased rapidly in recent months, admitted Deen, but not as much over a period of years as many other things. In the last 20 years, for example, retail beef prices have increased 98 per cent, but disposable income has increased 165 per cent.

Deen added that live cattle prices are lower now than they were a year ago. "Many cattlemen—cow-calf ranchers as well as cattle feeders—are operating today at below their cost of production," stated Deen.

In talking about the appearance of "non-fed" or "grass-fed" beef at the grocery store, Ball said it may cause some confusion at the meat counter this fall. "While there is a marked distinction between eating quality of the two kinds of beef, it may not be reflected in price savings," warned the TCFA official.

THE MARKED increase in the cattle population, combined with the fewer number being fed grain, many farmers and ranchers are sending their cattle directly to packers. This direct "railing" of cattle has been a major concern of feeders.

Ball said the consumer can identify non-fed beef by such retail names as "baby beef", "heavy calf", "mature veal", "economy beef", "grass-fat beef" and others. Grain-fed beef, by far the most popular in recent years, comes from cattle raised primarily on grass for the first year. At a weight of 600 to 700 pounds, the animals are then placed in feedlots on high energy grain rations to a weight of 1,000 to 1,100 pounds. Most of this beef is classified by USDA meat graders as Choice.

The majority of beef this fall will be grain-fed, says Ball. "All beef is an excellent source of protein and other

[See CATTLE, Page 2]

10 Cents

Aerial Spray Set

The City of Hereford has contracted for an aerial spraying job to combat flies and mosquitoes and the fly-over is scheduled today about 5 p.m., according to City Manager Dudley Bayne.

The city manager said the evening time was slated in order to provide a more effective spraying with warmer temperatures. With the cool front that has hung on for several days, flies have been a problem in seeking warmer places.

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Wheat Growers Must Copy Solidarity of Labor Unions

"The only sure way for the wheat producer to control wheat prices is for all growers to work together with the solidarity of organized labor to control production acreage all across the nation."

This was the word of a man who should know... Jerry Rees, executive vice president of the National Association of Wheat Growers and director of that organization's headquarters in the nation's capital. Rees spoke to some 40 area wheat growers at a 7 a.m. breakfast Wednesday in Hereford.

"UNTIL THAT concerted effort is made, the nation's wheat producers are faced with a number of threats to the stability of the price of wheat," the national executive told his audience. He cited the eminent cargo preference bill, inaccurate predictions of shortages and the threat of the "dollar loaf of bread" which is still with us.

He said forces trying to build a U.S. maritime fleet were pushing the cargo preference measure through congress which would make the consumer foot the bill for the vessels. For example, he cited oil imported from other countries. U.S. flagships (yet to be built) must carry 20 per cent of all imported oil in 1975. In 1976 this would go to 25 per cent and to 30 per cent by 1977. This would add at least 13 cents to the price of each barrel of crude oil.

Rees said Texas Sen. John Tower was leading the fight against final passage of the measure or for a presidential veto.

HE TOLD local wheat men to watch the market price every time an estimate of annual production was issued. A pessimistic forecast causes immediate concern over both price and supply. In the past, this has caused producers to plant more. Once there was a surplus in the elevators to hold over their heads, they no longer had a price bargaining position.

"The dollar loaf of bread is the

biggest joke of all!" Rees said — without laughing. Picking up a huge loaf from the table in front of him, he continued:

"IT IS AS big a joke as this loaf the folks up at Amarillo made me buy yesterday for a dollar... five pounds of bread made with a nickel's worth of wheat. It was a stunt but so was the bakers organization's propaganda about a dollar loaf of bread on local grocers' shelves."

He explained that the bakers' group was critically low on membership and operating funds and the chief executive had resigned. The dollar loaf of bread publicity swelled membership, their treasury and the administrative staff.

"I have yet to have a baker tell me he seriously thought there would be a dollar loaf of bread, ever. But most of them

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Dollar Loaf

Jerry Rees, executive vice president, National Association of Wheat Growers, displays the "Dollar loaf of bread" he was forced to buy at a luncheon in Amarillo as a left-handed compliment for his efforts to offset national bakers' propaganda about the threat of dollar bread in the future. Rees spoke to local wheat growers at a breakfast here, Wednesday.

Bainum Rites

Funeral services for Mrs. Delbert Bainum of 128 Country Club Drive will be held at 10:30 a.m. today in First Baptist Church with the Rev. Doug Manning, pastor of church, officiating.

Burial will be conducted in Rest Lawn Memorial Gardens under direction of Gilliland-Watson Funeral Home.

Mrs. Bainum died Tuesday in Deaf Smith General Hospital after a short illness. The family requests that memorials be made to the heart fund which is set up at both Hereford State Bank and First National Bank.

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Explosion Levels Farmhouse

A farmhouse seven miles west of Hereford burns after an explosion believed to have been caused by natural gas leveled the house. In the foreground is part of one wall that was blown

nearly thirty feet from the house by the force of the explosion. Debris was found up to 225 feet away.

Explosion Destroys Farmhouse

A natural gas leak has been blamed for an explosion and fire that demolished a farm house about seven miles west of Hereford Tuesday morning.

Two units of the Hereford Volunteer Fire Department were called to the Alton Fraser farm six miles west and one mile north at 9:15 a.m. Tuesday. An explosion had already leveled the house, and firemen let the remains burn, keeping the fire from spreading.

THE TWO BEDROOM, wood frame house was vacant at the time of the explosion, but Fraser said a laborer had been cleaning the house, readying it for occupancy.

Fire Marshal Jay Spain says a hot water heater the laborer lit to heat water for cleaning might have caused the explosion. Spain said the house probably filled with lighter-than-air natural gas, and when the gas reached the pilot light of the hot water heater, the gas ignited.

The force of the explosion knocked walls of the house up to 30 feet away, and wood and glass debris was found up to

[See EXPLOSION, Page 2]

Land and Money

City Commission Passes Increases

Two things grew out of the Hereford city council meeting Monday night... literally: the land area of the city and the green fees.

After much involved procedure, blocks six and seven in the Ralph Owens addition in the north sector of the city were annexed. This increases land area inside the corporate city limits by 19 acres.

The new green fees approved by the panel will go into effect Oct. 1. For nine holes, weekday golfers will pay \$1.50 instead of one dollar while Sunday fees will be \$2 instead of \$1.50. For 18 holes weekday fees will be \$3 instead of \$2 while Sunday costs will be \$3.50 instead

of \$3. Annual fee was set at \$225 with no pro rata payments and no refunds.

COMMISSIONERS APPROVED the purchase of a new base radio station for the fire department. A Motorola unit was selected even though General Electric had the lower bid. City Manager Dudley Bayne explained that the GE was not solid state construction nor did that firm have any service people immediately available in the area while Motorola was solid state and had service facilities close at hand. He explained, too, that the new statewide network of communications was using Motorola equipment which offered further advantage to city ownership of such units.

Members of the panel tabled a request from the local Chamber of Commerce for \$2,000 to be applied to the cost of a new brochure on the city of Hereford and environs. They were told the county would be asked for an equal sum for the project.

THE REMAINDER of the meeting was concerned with routine procedures of administration.

Herd Hopes to Stampede Over Bulldogs

The Hereford Whitefaces will be looking for their first win of the season Friday night as they travel to Borger to tangle with the Bulldogs. Kickoff for the game is set for 7:30.

Hereford is a four point favorite in the game (see related story) despite pre-season publicity given the Bulldogs.

Hereford has suffered two losses, while Borger comes into the game with a 1 and 1 record. Defense could be a big factor in the game. Borger has allowed only one touchdown in the two games they have played, while the Herd has given up 62 points.

A MUCH-IMPROVED Hereford team played in a losing effort against the Dons of Palo Duro last week, and Coach Larry Dippel praised the advancement the team made after the season opener in

which Hereford fell to the Pampa Harvesters 35-8.

Borger, on the other hand, was picked by the Texas Football Magazine to reach the Class AAAA quarterfinals this season. A returning roster of 22 lettermen, including 11 starters gives the Bulldogs the edge as far as experience is concerned.

Borger's play to date has not been indicative of all their talent. The Bulldogs have met two AAA opponents, losing to the Perryton Rangers 8-7 in the closing seconds of the game, and shutting out the Canyon Eagles in the second game of the season 6-0. Coach Bob Keyes, scouting the Bulldogs for the Herd, said the Bulldog defense far outshined their offense.

THE BULLDOG defense holds an

average of only 3.5 points a game. Scouting reports say they play their techniques well, they're tall, rangy and move well. Probable Bulldog defensive starters will be Kirk Hayworth at left end; Joe Mercer at left tackle; Dudley Parker at right tackle; Robert Wells at end; linebackers Billy Thomas, David Badeen, and Ronnie Reed; cornerbacks Chuck Kelly and Danny Haynes; with Tracy Hindman and Mike Glover as safeties. The Bulldogs stick with a 4-3 defense.

Mike Glover, a junior halfback, heads up the Bulldog offense. Glover, sophomore of the year in 1973 and player of the week last week, is strong enough to run inside and fast enough to run outside. Glover's speed could give the Herd defense some problems.

The rest of the Bulldog backfield includes quarterback Chuck Kelly,

tailback Herman Wells and fullback Billy Thomas.

COACH SONNY LANG feels the offensive line is one of the stronger points of his Bulldogs. Tracy Hindman plays split end; Joe Mercer and Jimmy Demmand are tackles; Dale Florer and Sid Hopkins are guards, and Rusty Haney is center. Most of the line were lettermen or starters last year.

Coach Dippel told the Whiteface Booster Club Tuesday night that the Herd made great strides towards becoming a better football team in their game last Friday against Palo Duro. Defense was the major area of improvement, although overall improvement was seen. Dippel said the team would be working for more offensive consistency.

Starting fullback Doug Charest will

probably spend Friday night's game on the sidelines with a sprained ankle. His brother Dave starting tailback, has been out of school with the flu this week and could be hampered by the illness.

STARTING POSITIONS remain relatively the same this week. Offensively, the only changes will be to move Dave Charest to fullback and go with Roy Martinez, a sophomore, at tailback. Ronnie Ohlig will be at split end; Terry Bell at tight end; David Fish at quick tackle; Melvin Betzen at strong tackle; Kevin Fox at quick guard; Danny Collins at strong guard; Dennis Evans at center; Mike Crim at quarterback; and Mike Munnerlyn at wingback.

Defensively, Dippel will move Mike

[See HERD, Page 2]



Scenes From La Fiesta Parade

These three photos captured some of the gala floats represented in the La Fiesta Patrias parade here Saturday afternoon. Left: Susie Hickman, Miss Hereford, graces the Jaycee float escorted by a young Senior Ruiz. Center: Fiesta Queen Angelina Guillen is enthroned atop a veritable mountain of white blossoms for her journey along the parade route. Right: A group of young Fiesta celebrants await "desfiles" starting time.

Cattle---

from Page 1

essential nutrients, but grain-fed beef is preferred for its tenderness, flavor and juiciness," he added.

"WHEN FACED with the decision to

buy grain-fed beef or grass-fed beef, the consumer should demand to know which is which, and there should be a substantial difference in price because there is a difference in quality," concluded Ball.

Herd---

from Page 1

Munnerlyn to halfback in place of Doug Charest and play Dave Charest at safety. Bell will be at left end; Jimmy Sanchez at right end; Vance Hennington at left tackle; John Paetzold at noseguard;

Robert Scott at right tackle; Dennis Evans at left linebacker; Danny Jones at right linebacker; David Artho and Kent Hollingsworth at cornerbacks; and Kirk Spain at safety.

Wheat---

from Page 1

boast openly that the propaganda has done for their national organization and blatantly state they are going to play it to the hilt," Reese revealed. "We are doing and we are going to do all we can to let the consumer know the true state of this situation and that even the rumor of such a price for bread is in howise the responsibility or the threat of wheat producers."

THE WHEAT GROWERS national officer was in the area to make plans for the association's national convention in Amarillo in January. Rees said 500 delegates with their families are expected for the conclave. In addition, there will be

foreign visitors in attendance, a representative from the White House to speak on inflation and a host of other program attractions.

Leo Witowski, president of the Texas Association of Wheat Growers, introduced the speaker noting that he had been a farmer in his home state of Washington before going to Washington for the wheat interests. He said President Ford had named him a delegate to the recent "mini-conference" on inflation in Chicago where he tried to convince those present that the upward spiral was not caused by agriculture.

Frank Zinser, Deaf Smith County president, was emcee for the meeting.

Rites---

from Page 1

Therformer Geraldine (Gerry) Kendall, daughter of Joe Kendall and the late Mrs. Kendall, Mrs. Bainum was born in Hereford March 24, 1926. She married April 7, 1946 in Hereford.

She was a member of First Baptist Church.

Survivors include her husband; a son,

Craig of Hereford; two daughters, Gwendall Tyler of Tyler and Connie Sooter of Woodward, Okla.

Also surviving are one sister, Betty Hagans of Cleburne, her father, Joe Kendall of Hereford, and three grandchildren.

Explosion---

from Page 1

225 feet away. A section of the front door, with knob still intact, was located over 150 feet from the structure.

WHEN FIREMEN first arrived at the scene, a gas supply line to the house was open, pouring more fuel on the already-burning wreckage. After the line was shut, firemen kept fires from

spreading to other buildings and the wrecked house continued to burn.

The laborer, whose name was not available, was working only a few feet from the house when the explosion occurred. He received minor injuries from the flying glass.

San Jose Seeking City Annexation

Residents of the San Jose area (formerly the Labor Camp) met again Sunday seeking answer to the water problem that plagues the community. Only two courses of action appeared practical according to a spokesman for the meeting: purchase of the water source or annexation into the city.

A duly signed petition was presented to the city Monday. This must remain on file 20 days before it can be considered, according to City Manager Dudley Bayne. This would place it on the agenda of the Oct. 7 meeting of the city commission.

Annexation of the area has come up before and according to state statutes, the city cannot take in the community. Bayne said the group presenting the petition told him they had legal

means of circumventing the statute restrictions.

Bayne said the real obstacle to annexation of the area was the \$1-million bond issue that would be required for the city to supply water and sewer services to the area as required by law once it has been annexed.

"I can certainly sympathize with their problem," Bayne emphasized. "But the city can do nothing but follow a course of 'due process.' The next development probably will be whatever move their legal adviser comes up with."

Following submission of the petition, no further statement was forthcoming from residents of the troubled area who seem to be playing the same waiting game from this point.

Clayton Speaks On Constitution

By RAY BAXTER
News Editor

He did sound one encouraging note when he revealed a plan was under study that could possibly provide enough money over the next four to five years to provide the state with capital building funds for the next 30 years without a single drain on the taxpayer! The plan is highly feasible according to the speaker but very "hush-hush" at this stage.

IN THE OPEN question and answer period at the close of his remarks, Clayton fielded a number of questions besides those pertaining to constitutional revision. In his answers he revealed that he was against amnesty... thought the Nixon pardon was ill-advised (for reasons other than party lines)... and was afraid the 55-mile speed limit (which he voted against when it was considered) would be made permanent by federal lawmakers.

This brought the opportunity for a final point on constitutional revision:

"We need to have a realistic, workable state constitution on which to make a strong stand against federal encroachment on state government!"

Bill Clayton, area state representative from Springlake and apparent "shoo-in" for Speaker of the House, addressed the luncheon meeting of the Hereford Rotary Club, Monday, on the present status of constitutional revision.

"I think the people should have been given something to decide on and I voted to give it to them," Clayton said. "But there was too much pressure from the opposition to various proposed changes."

Clayton reminded Rotarians that he made a statement to the press at the close of the constitutional convention to the

effect that, if he were installed as Speaker of the House, he would re-institute an old committee on constitutional amendments.

"THIS WOULD provide a medium to present a new constitution to the people article by article. That is the slow way to do it but it did work in Maryland; in fact, it seemed the man in the street understood each issue more clearly that way than as a single, complete document to be ratified at one fell swoop."

Presently, Arlington Mayor Tom Vandergriff is heading a study aimed at deletion of those articles of the present constitution that have been struck down by the courts and revising the remainder to be more effective, Clayton revealed. He said he felt this might turn out to be the way the ultimate change in the Texas constitution comes about.

IN THE QUESTION and answer period following the main address, Clayton was asked if he thought a citizen group working on a new document would have had less pressure. He replied that he felt they would have had as much, perhaps more and less legislative background to deal with it.

This problem of what we are ultimately going to realize out of the constitutional convention for the time and money spent on it was one of three major issues Clayton felt would face the legislature in January. Public school surplus and — believe it or not — a surplus of funds were other problems he named.

"Financing public schools in Texas in the future will require a great deal of expenditure at the state level. This will probably mean a new and different look at ad valorem taxes across the state," the representative noted.

"AT FIRST BLUSH, a \$1.5-billion surplus doesn't sound like a problem at all," Clayton grinned. "until you realize that everybody will have their hands out and you are faced with the problem of how much to place in which hand. Inflation has played havoc with many of the program costs of just about every agency in state government."

He explained that much of the thinking now was to save some of this surplus against possible further inflation plus greater program needs in the next two to three years. He warned that the alternative could well be corporate and personal income taxes.

CLAYTON was introduced by Rotarian Mike Patrick and noted in his opening remarks that he had 109 publicly committed votes for Speaker of the House. He said he felt, since only 76 were needed to win, that he just might beat the odds that a conservative, rural-oriented legislator could never be Speaker. Some 70 persons heard him.

Burglars Loot Golf Shop Here

Over \$1,000 in golf equipment was reported burglarized from the city golf shop Monday morning. Hereford police are still investigating the incident.

When Mike Horton and Donald Bridges reported for work Monday morning they found the front door of the pro shop at the John F. Smith Municipal Golf Course had been broken. A further search of the premises found that several golf clubs and accessories were missing.

Entrance to the building was gained through the north door when a rock was thrown through the window glass. Burglars then

reached inside the door and unlocked it. Police investigating the burglary said the outside light above the door had been unscrewed.

Pro Cal Garrett inventoried the remaining items in the shop and found several clubs and sets of clubs had been stolen. One set of clubs was valued at \$300 alone.

In another weekend burglary, a stereo and speakers valued at \$400 was taken from the apartment of Terry Hodges. Hodges, who lives in the Blue Water Garden apartments, found the stereo missing Monday morning after a weekend absence.

Precautions Needed When Canning Food

AUSTIN—Recent reports of botulism in home canned tomatoes, apparently caused

by improper canning procedures have prompted Agriculture Commissioner John C. White to warn consumers to take proper care when canning food.

White said low acid vegetables such as corn, peas and green beans are also common botulism sources when home-canned.

According to widely scattered reports, jars and lids made specifically for canning have been difficult to find this year. Nevertheless, Texas Department of Agriculture home economists strongly advised against reusing lids and cracked or chipped old-sized or shaped jars.

The commissioner said, "Home canning is an inexpensive way to provide high quality fruits and vegetables for the family. But foods should be carefully selected and processed to maintain the highest health standards."

Free copies of "Freezing and Canning Texas Agricultural Products" are available by writing Commissioner John C. White, Texas Department of Agriculture, P.O. Box 12847, Austin, Tex. 78711.

On an average day, nearly 60,000 are treated in Veterans Administration hospitals.

Board Studies Clinic, Retirement

A possible retirement plan for employees and the sense of members regarding a teaching clinic in Hereford were the salient points on the agenda of the Deaf Smith General Hospital board meeting Tuesday morning.

J. Robert Brown, Austin, director of Texas County and District Retirement System detailed the optional plans his firm offers and Dr. J.H. McCrary and A.T. Mims outlined the operation of the clinic project presently under consideration. Ron Welty, hospital administrator explained the way the project would be funded.

The clinic would minister medically to citizens of a certain economic and sociological standing living in the district. It would be directed by a faculty member of the Texas Tech School of Medicine, local doctors, members of the hospital medical staff, would participate in teaching/consultation periods. Most important of all, the local medical staff would develop procedures governing operation of the clinic.

ASKED IF this would not create a greater load on them, the two physicians present felt it would actually lighten it in that it should reduce the large number of

people they are treating after hours in the emergency room of the hospital. As they pointed out, most of these are not emergencies but patients with sore throats and other ailments who have not been able to see a doctor during regular office hours for any one of a variety of reasons.

At this point, Welty noted that more than 400 patients had gone through the emergency room during the month of August.

While most of the funding for the proposed clinic would come from federal sources, there would have to be some matching funds from the hospital district. Welty told the panel they were looking at some \$20-thousand dollars a year for a three-year period. Both he and the doctors present felt this would be offset considerably by clinic use of hospital facilities such as X-ray which would be paid for out of the government monies involved in the operation of the clinic.

BOTH DR. McCrary and Dr. Mims felt it would be an excellent opportunity to get a workable indigent clinic started. Board members present were in favor of participating if the project became official and would be structured and

operated as outlined at today's meeting.

The panel plans to consider a number of retirement plans and systems available before a decision is made regarding the extension of this benefit to hospital employees. It was for this purpose Brown came from Austin for Tuesday's meeting.

HIS FIRM HANDLES the retirement programs for a large number of Texas counties and hospital districts. Before discussion of participation Brown gave a brief history of the firm and its financial responsibility.

With his company's plan, the hospital and the employee would pay matching percentages of the employee's salary. Should an employee leave the hospital before retirement age, he or she can get the money the employee has paid in with interest. Should an employee move to another hospital having retirement plans with the firm, current standing can be retained.

REGARDLESS of the system finally adopted, members of the board agreed with the administrator that a retirement program is essential in competing with other cities for superior hospital personnel.

Other business of the panel was routine administrative matters.

Annual Crop Tour Plans 12 Stops In County

The annual crop tour of area points of agriculture production is scheduled to begin at 1:15 p.m. Tuesday from the north parking lot of the Deaf Smith County Courthouse.

The tour, jointly sponsored by the Soil Conservation Board of Directors and the Deaf Smith County Crops Committee, offers an excellent opportunity for area businessmen to become acquainted first-hand with the production that is the backbone of area economy. In addition to these businessmen and agriculture producers who will make the crop tour, women are invited to join them this year for the first time.

EIGHT STOPS on the tour will deal with production of sugar beets, grain sorghums, corn, soy beans and grazing for livestock production. There will be demonstrations of irrigation techniques,

fertilization and insect and disease control.

On hand to help County Extension Agent Juston McBride and local producers whose places the tour will visit, will be specialists from the Texas Agricultural Extension Service. These will include Leon New, Dr. Frank Petr, Dr. Robert Berry, Dr. Bill Clymer, Dr. Cal Parrot and Jim Valentine.

"I want to emphasize that everyone is invited," Justin McBride said. "I feel there will be something of interest for everyone."

MCBRIDE NOTED there would be school busses for those who do not wish to take their cars. Station KPAN will carry a continuous broadcast of the tour so that those who must join it late will know where to join and will be orientated to that point of interest, too.



Crop Tour Stop

Grain grower Raymond Schlabs (left) and Juston McBride, Deaf Smith County Extension agent, erect one of the signs indicating a demonstration point on the annual crop tour, Tuesday. Schlabs has been experimenting with feedlot manure in various per-acre tonnages as well as nitrogen and phosphorus chemical fertilizers. Ladies are welcome to make the crop tour this year.

Lions Schedule 'Ladies Night'

The Hereford Lions Club will hold a "Ladies Night" banquet at the Civic Club Center tonight, with serving to start at 7 p.m. Wayne Lady, president, announced the banquet meeting — adding that it replaces the regular Wednesday luncheon meeting for the week. Lady urged each Lion to attend the banquet and bring his wife.

Some 200 Veterans Administration closed-circuit television magnifying systems are being used by technically blind, but partially sighted veterans. The systems enable them to read for the first time since suffering their disabilities — some as long ago as World War II.

Milk Output Dropping
Total milk production in the U.S. has dropped 4 billion pounds since 1965. During this time, the number of dairy farms declined from 1,107,000 to 462,000.

New Sweeteners From Fruit
Agricultural scientists have developed low calorie natural sweeteners from oranges, grapefruit, and lemons that are reported to be from 100 to 2,000 times as sweet as sugar.

Drouth Takes Big Toll
Drouth and excess moisture are the two major causes of U.S. crop losses. Drouth accounts for nearly 40 percent of the losses, and excess moisture 14 percent.



Some people say that buttercups mixed with salt and hung from the fingers will cure toothaches!

Tickets On Sale For Soph Supper

Tickets for a chili supper, which will precede the Hereford-Canyon football game on Sept. 27, can now be purchased from any high school sophomore. Admission for the class supper, which will begin at 5 p.m. in the HHS cafeteria, will cost \$1.50 for adults and \$1 for students. Proceeds of the project will be forwarded to the annual fund for partial financing of the school yearbook. Each class will be represented by a queen candidate. The class raising the most money will see its candidate crowned Annual Queen in December.

Outstanding Men Selected

A trio of local young men have been chosen this year as Outstanding Young Men of America.

This recognition is based on service to others, professional excellence, business advancement, charitable activities, and civic and professional recognition.

Among those to be listed in the biographical compilation are:

Lynton Allred of 334 Centre is vice president of Allred Oil Company and current member of the Hereford School Board. He served as City Commissioner from 1971-73 and as 1973 director of Deaf Smith County Chamber of Commerce. He also was Lions Club president and 1973 United Way Campaign Chairman.

Allred and his wife, Joyce, are members of First Baptist Church and have two children Mike, 8, and Brad, 5. He is the son of Mr. and Mrs. Jimmie Allred and is a graduate of Hereford High and Texas Tech University.

Jim Conkwright, co-owner of the C Bar Ranch 14 miles north of Hereford, is also a school board member. He has served as past president of the Chamber of Commerce, Texas Hereford Breeders Association, King Manor Methodist Home and the Hereford Diamond Jubilee Celebration.

He is a member of Rotary Club and is a trustee of First United Methodist Church. He graduated from Hereford High and Texas Tech and is the son of the Ouby Conkwrights.

Conkwright and his wife, Janice, have two daughters, Robin and Leslie.

Terry Wayne Caviness is also

a graduate of Hereford High and Texas Tech. He is active in Caviness Packing Company and the Chamber of Commerce.

He and his wife, Janette, are members of First United Methodist Church and reside at 142 Nueces.

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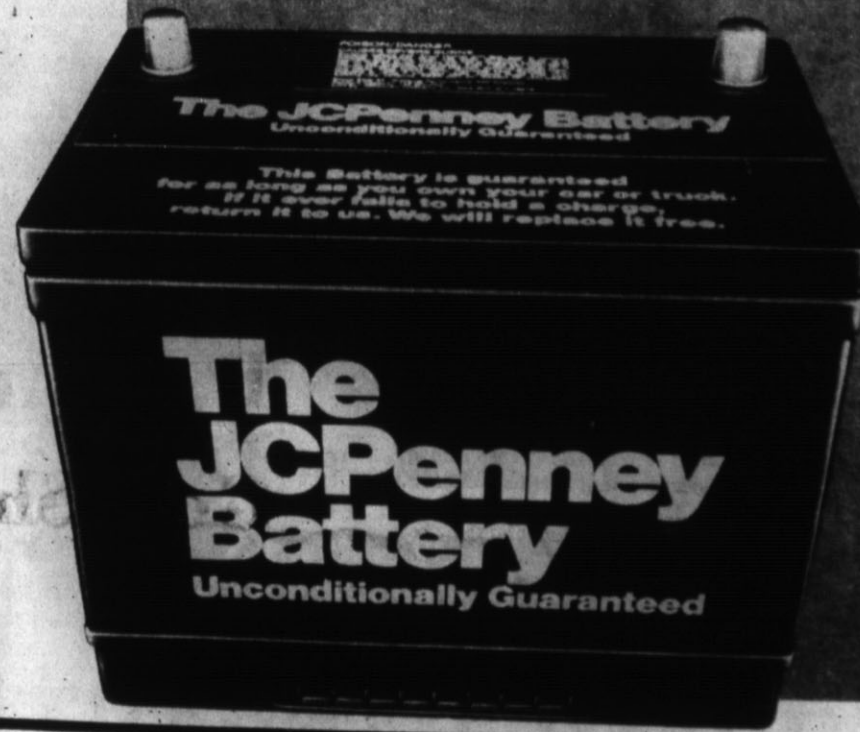
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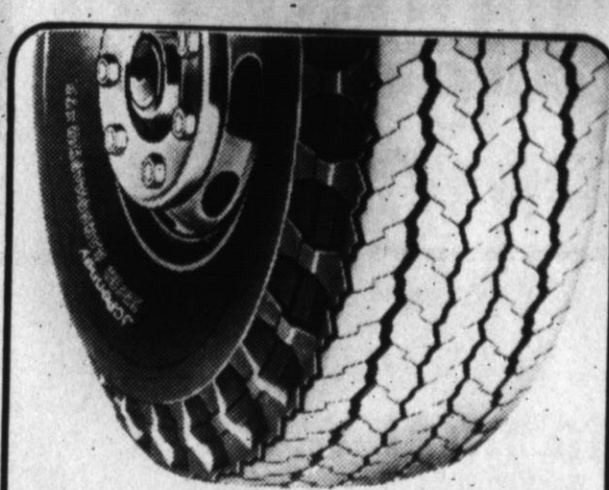
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tubeless				
700-14/8	10.74	42.95	32.21	2.62
700-15/6	12.24	48.95	36.71	3.13
950-16.5/8	17.49	69.95	52.46	4.56

Other sizes available at comparable savings.

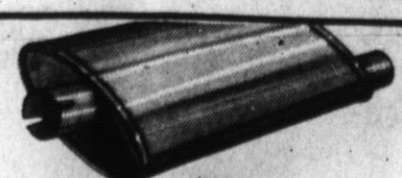


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Tire size	Save	Reg.	Sale	+ fed. tax
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670-15/6	10.24	40.95	30.71	2.71
700-15/6	12.24	48.95	36.71	3.11
750-16/8	15.99	63.95	47.96	4.04
tubeless				
700-14/8	10.74	42.95	32.21	2.91
670-15/6	10.99	43.95	32.96	3.07
950-16.5/8	18.99	75.95	56.96	4.88

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Youngsters Win Fair Divisions

A variety of efforts were recognized by Tri-State Fair Judges Monday as winners were chosen in junior and teenage textile divisions.

The local winning entries, now on display at the fair through Saturday include:

Carla West, who won first places in pillowcase and dress contests; Paul Smith, second place in novelties; Christy Beene, second places in accessories and a general category. All of these winners were in Class I Sewing.

Easter Group Buys Community Grain

The sale of Community Grain to a group of Easter-area farmers was finalized this past week with the grain company now officially being known as Easter Grain, Inc.

Gene King has been retained as manager of the grain company located in the Easter community south of Hereford. The Easter group has been operating the firm for several months, but the sale was not finalized until last week.

U.S.' Biggest Customers

Japan and West Germany were the biggest customers for U.S. farm exports in fiscal 1973. Together they purchased \$9.3 billion worth, or 72 percent of the nation's total farm exports.

Improved Herd Wants First Win

DAN WELTY
Sports Editor

Hereford head coach Larry Dippel praised the gains made by the Herd during the Palo Duro game at the regular meeting of the Whiteface Boosters Club Tuesday night where the football teams from Stanton Junior High were special guests.

At the beginning of the meeting Stanton head coach Cuby Kitchens introduced his coaching staff, and each in turn introduced the teams from the seventh, eighth and ninth grades.

Later in the program, varsity defensive coach Bob Keys presented a scouting report on the Borger Bulldogs, this week's opponents. Keys told the

group of about 72 boosters that Borger was more a defensive team than an offensive team. He outlined the four-three defense the Bulldogs use and named Borger's probably starters (see story on page one).

Keys warned that the Bulldogs play their defensive techniques well, that they are tall, rangy, and move well. The Herd defensive coach used an overhead projector to point out stunts and slants the Borger defense will probably use. "On defense, they'll be doing all sorts of stuff. We're going to have our hands full just deciding who to block," said Keys.

The Bulldog defense has been stingy in the two games they have played, allowing only one touchdown. Perryton scored

that touchdown in the closing minutes of the game after an interference call gave them extra yardage. Perryton gave the 'dogs an 8-7 defeat the first week of the season.

Last week, Borger shut out the Canyon Eagles 6-0, as Hereford scouts watched. Coach Keys said the defense far outshined the offense. However, the offense packs a powerful punch with plenty of talent.

Quarterback Chuck Kelly throws well and is capable of running with the ball, but the main offensive threat is running back Mike Glover. Glover was named player of the week in their district for his performance against the Eagles last week, and in 1973 was the sophomore of the year. Billy

Thomas and Herman Wells: both add depth to the backfield.

Coach Dippel said that Borger was a good defensive team, with the offense geared to the defense. Dippel said the kicking game was always a strong point of the Bulldogs. Dippel also warned that the Herd would be keying on Glover, who is capable of breaking for long gains with his speed.

Dippel said that the Herd made some improvements and big strides in becoming a much better football team in the game against Palo Duro last week. He said the defense tackled better and appeared stronger, but still gave up yardage on the long runs.

Consistency in offense is one point the Herd will be working for this week. "We had five

fumbles against Palo Duro, and although we only lost one, we lost valuable yardage when we fumbled. We'll be looking for more consistency in our offense. Somewhere it's still breaking down. We're not getting out on the first down and making yardage, which leaves us with long yardage to make on the second down and we start out behind."

Dippel said he and the coaching staff were pleased with the improvement the team made, and they felt like they could have won the game. "We had opportunities to win the ball game, but we made mistakes that kept us from winning. We were in situations that gave us a chance to win, but something always happened. We'll be working to take advantage of

those opportunities this week." Dippel said the Herd not only made great strides in their losing effort to Palo Duro, but that they gained self confidence, and that was what the team needed.

Injuries may hamper the Herd some Friday night. Doug Charest suffered an ankle

sprain against Palo Duro and has not been responding to therapy. Dippel doubts Doug will be able to play any this week. Luis Morgan may be able to play some this week, but is still suffering from a knee injury.

Throughout the showing of the

game film, Dippel pointed out areas of concern to the boosters where the Herd showed their improvements over the first week and areas that need work.

Named as booster of the week was Art Stoy, who served as secretary-treasurer of the booster club for many years.

Harris Rates Herd Four Point Winner

The Hereford Whitefaces have dropped considerably in the Harris Rating Poll since the beginning of the season, but they are considered a four-point

favorite against Borger this Friday night.

In the initial poll, Hereford was ranked 76th with a power rating of 132. The Herd's loss to Pampa the first week dropped them in the poll to 145th with a lower power rating of 125.

Another loss put the Herd even lower on the poll at 159th this week, with a power rating of 123.9. This week's opponent, Borger, has dropped from 130th the first week of the poll to 191st this week. The Bulldog power rating is set at 120.0, making the Herd the favorite by four points.

Only one school in the district (4-AAAA) is rated lower in the poll than the Herd. Lubbock High is in 169th position with a power rating of 122. Plainview is rated 121st in the poll with power rating set at 128.

Coronado and Monterey hold the 59th and 60th spots, respectively, with only .2 points difference in their power rating. Coronado stands at 136.1, while Monterey is at 135.9.

Ranked below are the top 10 schools in each class on the poll, and some teams of local interest:

HARRIS RATING SYSTEM	
AAAA	
1. Bonham	160.1
2. Wichita Falls Rider	156.4
3. Odessa Permian	150.7
4. Tyler John Tyler	150.4
5. San Angelo Central	149.9
6. Texarkana	149.7
7. San Antonio Heights	149.7
8. Longview	148.6
9. San Antonio Lee	147.9
10. Ft. Worth Linc.	147.4
11. Wichita Falls	146.8
12. Midland Lee	145.7
13. Midland	145.6

38. Odessa	139.6
39. Lub. Coronado	136.1
60. Lub. Monterey	135.9
65. Amar. Palo Duro	134.9
76. Pampa	133.4
95. EP Coronado	131.2
106. Amar. Tascosa	129.9
119. Amar. Caprock	128.4
121. Plainview	128.1
131. Amarillo	127.0
*158. Hereford	123.9
169. Lubbock	122.2
190. EP Borger	120.0
191. Borger	120.0

AAA
1. Bonham St. Park 155.2
(See POLL, next page)

#1 on your reading list

THE TRANS-CEDAR LYNNING AND THE TEXAS PENITENTIARY

by J.L. Whitson

Edited by
Guthrie E. Draper

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Herd gets TV Show on Cable

The Hereford Whitefaces will be the special guests of a locally-originated television show called "Whiteface Roundup" tonight on Hereford Cablevision.

The program, produced locally in the Cablevision Studios, will begin at 6:30 p.m. on Channel 6. Hosts will be coach Larry Dippel and Tom Simons, Whiteface Booster Club

president.

Guest will include members of the Herd coaching staff and members of the Whiteface squad. Film highlights of the Hereford - Palo Duro game will be shown, as well as film of Borger.

The Herd coaching staff will also present a scouting report on Borger, this week's opponent.

Herd JV Idle; Sophs Win One

The second week of the underclassman football season saw the Herd Junior varsity with an open spot on their schedule, while most of the other teams down to the seventh grade were busy with games.

The Whiteface junior varsity will meet the Palo Duro junior varsity this afternoon at 4 p.m. in Hereford.

The Hereford sophomores were victorious Saturday, playing against the Dalhart JV after a scheduling problem with their original opponents, Canyon. Russel Harkins scored two touchdowns to lead the sophs to a 14-0 victory over the Dalhart JV. Harkins broke for touchdown runs of 40 and 15 yards. Coach Rick Stewart said the first extra point failed, but that the team scored two points on the second conversion when Jim Lawson connected with Dennis Artho after a fake kick.

The Shortorns will meet the Lubbock Coronado sophomores in Lubbock Saturday at 10 a.m. The La Plata freshmen lost a close game to the Pampa freshmen Thursday. Pampa won the game 6-0 when they scored with only 18 seconds left in the game. The La Plata freshmen meet the Dumas ninth grade in Hereford tonight at 7:30. Stanton's ninth-graders scored a decisive victory over

Dumas 36-8 last Thursday. Stanton's frosh team will play Pampa tonight in Hereford at 6:00.

In eighth-grade games last Thursday, Stanton and La Plata teams split with one victory each. The La Plata Reds down the Stanton Whites 12-6, while the Stanton Blues beat the La Plata Whites 16-6.

This afternoon's games will include the Stanton Whites against the La Plata Whites and the La Plata Reds against the Stanton Blues.

The Stanton Whites downed the La Plata Whites 26-6. The Stanton Blues beat the La Plata Maroons 18-16, while the La Plata Reds beat the Stanton Maroons 14-8.

Tuesday will find the La Plata Maroons against the Stanton Maroons; and the La Plata Whites against the Stanton Blues.

Not A Prayer
St. Peter challenged the Devil to a game of baseball, claiming that all the great baseball players were up in Heaven. "You won't stand a chance."
"And why not?" asked St. Peter.
"Well," replied the Devil, "we have all the umpires down here."

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Fearless Forecasters Improve Averages

Our fearless forecasters for the most part improved their picking averages this past week, and were caught unsuspecting on a couple of games that proved to be upsets.

Brand sports editor Dan Welty is still on top of the averages, probably due to his average last week. With 33 correct picks and 17 wrong picks, he stands at .600. Last week he was .600.

Brand publisher Speedy Nieman and Coach Larry Dippel moved their averages up with both setting at .640. Dippel was .500 last week and Nieman .600.

Whiteface Booster Club president Tom Simons was the most improved in the average department, going from a .400

last week to .580 this week. Of last week's picks, Welty missed 9, Nieman and Simons 8, and Dippel missed 7.

Arkansas' Razorbacks caught our forecasters asleep, and upset the Southern Cal Trojans. The Dallas Cowboys proved our forecasters wrong by coming off a defeat at the hands of the Pittsburgh Steelers to down the Atlanta Falcons.

In high school football, Plainview fell to Tascosa, making our forecasters wrong in their pick. Caprock, as well, fell to El Paso Andress, making our forecasters wrong in their pick for that game.

This week's poll includes some great games, including those hot and cold Dallas Cowboys going against the Philadelphia Eagles.

Poll--

2. Brazosport	149.1	6. White Oak	126.9
3. Friendswood	147.9	7. Gladewater	125.5
4. Cuero	144.1	8. East Chambers	124.6
5. Brownwood	142.7	9. Coahoma	124.5
6. Snyder	139.2	10. Alpine	123.6
7. McKinney	139.0	13. Floydada	122.5
8. Gainesville	138.1	14. Dimmitt	122.4
9. West Orange	137.8	28. Olton	118.1
10. Belton	136.7	53. Lub. Cooper	112.5
34. Lub. Estacado	127.0	64. Friona	111.3
58. Perryton	121.1	72. Tulia	110.0
70. Dumas	117.4		
83. Canyon	114.8	1. Royal	122.6
111. Odessa Ector	107.7	2. Rankin	121.1
114. Muleshoe	105.8	3. Aledo	120.5
		4. Stinnett	119.9
		5. Memphis	117.7
		6. Falls City	115.9
		8. Stanton	114.5
		9. Jim Ned	112.0
		10. Clarendon	110.8
		15. Stratford	108.4
		18. Sunray	107.3
		21. Vega	106.2
		28. Hart	104.1
		41. Sanford-Fritch	100.7
		1. Big Sandy	103.1
		2. Groom	102.8
		3. Bronte	101.1
		4. Wortham	99.9
		5. Sundown	99.7
		6. Meridian	99.3
		7. Moody	99.0

Fearless Forecasters

*** This Week's Picks

Monterey at Midland
Amarillo at Lubbock
Coronado at Estacado
Midland Lee at Plainview
Dumas at Tascosa
Palo Duro at Clovis
Canyon at Caprock
Pampa at Perryton
Friona at Muleshoe
Crane at Monahans
Springlake at Dimmitt
Olton at Lockney
Crosbyton at Hart
Vega at Claude
N.M. State at WT
OSU at Arkansas
Baylor at Missouri
Virginia Tech at SMU
Wyoming at Texas
Texas A&M at LSU
TCU at Arizona State
Texas Tech at New Mexico
Cincinnati at Rice
Miami at Houston
Dallas at Philadelphia



Larry Dippel
32-18
.640



Tom Simons
29-21
.580



Speedy Nieman
32-18
.640



Dan Welty
33-17
.600

Monterey
Amarillo
Coronado
Midland Lee
Tascosa
Clovis
Caprock
Pampa
Friona
Monahans
Dimmitt
Lockney
Hart
Vega
WT
Arkansas
Missouri
SMU
Texas
LSU
Arizona State
Texas Tech
Cincinnati
Houston
Dallas

Monterey
Amarillo
Coronado
Midland Lee
Tascosa
Clovis
Caprock
Perryton
Friona
Monahans
Dimmitt
Olton
Hart
Vega
WT
Arkansas
Missouri
SMU
Texas
LSU
Arizona State
Texas Tech
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Dimmitt
Olton
Hart
Vega
WT
Arkansas
Missouri
SMU
Texas
LSU
Arizona State
Texas Tech
Rice
Houston
Dallas

Women Win Contest First Two Weeks

Women's lib has moved to the front in the sports world! Women have won our football contest the first two weeks, and should a trend develop, the men of Hereford may feel slighted.

Joy Morton guessed 22 of 25 winners in the second week of our football contest and won \$15. Last week's contest was won by Judy Renfro.

Burt Inman Jr. was second in the contest this week, guessing 21 of 25 winners with a tiebreaker score of 35. Marshall Shipp was third, guessing 21 of 25 winners, but with a tie-breaker score of 27.

Contest winners may drop by the Brand office to pick up their winnings.

Several persons guessed 20 of 25 winners, and finished just out of the money this week. Darrel Dials, Gregg Richards, Ricky Estrada, Glynn Yosten, Raymond Lueb, and Russell Fangman missed only five picks.

Contestants are reminded that entries must be in the Brand office by 5 p.m. Thursday. A running total of all contestants is being kept and is available for inspection.

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WT Hosts NMSU

Good news! West Texas State assumes the host's role for this year's battle with the Aggies. Game time Saturday is 7:30 p.m. in Frank Kimbrough Memorial Stadium.

In 1970, WT clobbered the Ags 37-7 in Canyon. In '71, NMSU returned the compliment by a 50-24 count in Las Cruces.

But the next year (1972), the Buffs came back with a win that stands as the eighth largest in school history, a 63-14 romp in Kimbrough Stadium. It must have made NMSU mad, since the Farmers came back with a 56-14 triumph a year ago, a loss that stands as the third worst in WTSU's annals.

Now it's 1974, and it could be a big upset if the Buffs keep with

precedent. New Mexico State was ranked in the preseason as one of the top three teams in the MVC, possibly challenging Tulsa and North Texas State for the league crown.

The Aggies boast of one of the better running backs in the West in tailback Jim Germany, and one of the top defensive linemen in end Terry Shiveley.

Germany started his season off well, gaining over 100 yards and scoring the Aggies' two touchdowns against Wichita State. Shiveley got some help on defense, from transfer Jim Pratt, the MVC's defensive player of the week after the 13-12 win over Wichita Sept. 7.

West Texas State is also well endowed physically.

Defense! Defense!

Defense is the name of the game as varsity players scrimmage against the junior varsity in a Tuesday practice session. On the left, the varsity defenders in dark jerseys have picked off

a JV pass. On the right, safety Kirk Spain prepares to tackle an oncoming JV running back.

Blasingame Rodeo Runnerup

Monte Cluck of Gruver was named all around cowboy and Lori Primrose of Tucumcari was named all around cowgirl for the Hereford High School Rodeo held last weekend.

Bill Blasingame of Hereford was runnerup for the all around honors. The rodeo, sanctioned by the Tri-State High School Rodeo Association, attracted more than 225 contestants, all high school age. Hereford High School's Rodeo Club hosted the three day event.

Team trophies were awarded to the Gruver Boy's team, with Hereford claiming second place as a team. The Gruver girls claimed the team trophy for the females.

Leon O'Neal of Quanah won the bareback riding event with a score of 59. Terry Yerby of Hereford was second with a score of 58.

Monte Cluck of Gruver won the ribbon roping with a timing of 7.694, while Bill Blasingame of Hereford was second with a 9.351. Cluck also won the calf roping with a 10.707.

In the steer wrestling, Cluck won first with a timing of 10.179. Sherman Presley of Muleshoe was second and Brent Johnson of Hereford was third with an 83.217.

Rusty Scarborough and Clint Irwin of Gruver captured the team roping event, clocked at 12.707. Blasingame and Thornton Monroe of Hereford were second with a 14.194.

Limy Riley of Tascosa won the bull riding with a 67, while Mike Shipp of Hereford was fourth with a 60.

Mary Shipp of Hereford won

the barrel racing event, clocked at 16.933. LeeAnn Williams of Farwell was first in the pole bending, while Renee Hammock of Hereford placed fourth with a 21.917 timing.

Shonda Johnson of Wheeler won the goat tying, while Debbie Jones of Claude won the breakaway roping.

Laurie Fischer of Hereford

placed fourth in the steer riding event, with Toni Couch of Dumas winning first place.



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STATE CAPITAL Highlights AND Sidelights

by Lyndell Williams

AUSTIN — Gloomy predictions of increasing natural gas shortages during winter months were made to southern governors at their conference here last week.

Federal Power Commissioner Don S. Smith reported major pipeline operators expect natural gas supplies to fall 9.6 per cent below demand.

Smith forecast gas pipeline curtailments this winter will be 81 per cent greater than last year.

To sustain present levels of gas consumption would require discovery of "a new Alaska every year," the federal agency official told the governors.

FPC, according to Smith, has taken these steps to relieve impact of the shortage:

- Entered an order to allow 2,400 of the 3,900 smaller gas producing companies to sell interstate gas at 63 cents per thousand cubic feet, instead of the 42 cent wellhead rate permitted major producers.

- Reinstated emergency provisions to allow utilities to buy gas through pipelines for 60-day periods at market rates rather than lower, regulated interstate rates.

Texas Gov. Dolph Briscoe said the action would have little effect in Texas, where demands will keep prices far above the 63 cent rate.

INFORMATION SOUGHT—A Cleveland firm hired to survey tax values in 35 school districts sought tax appraisal and computer contracts with all 1,100 districts in the state.

Legislative Property Tax Committee Chairman Sen. H. J. Blanchard of Lubbock said the solicitation seemed "inappropriate" to him.

LPTC staff members expressed some concern that the firm would be reporting to the state on data paid for by the district. The firm is being paid \$382,000 by the state for its data on market value of district properties.

Some LPTC members also complained about slowness in getting a modification of property tax laws as a guide to legislative improvements.

CRIME FIGHT MAPPED—Atty. Gen. John Hill has called for establishment of a statewide grand jury and a central information bank as weapons in the fight on organized crime.

At a law enforcement conference, Hill said state and local law officers must cooperate to combat the increased threat of major crime.

Governor Briscoe, meanwhile, said he plans to propose to the legislature again in 1975 a law to permit wiretapping where ordered by a court to gather evidence of organized crime.

DEPARTMENT SHAKEN—Texas Department of Labor and Standards got its third assistant commissioner in a week's time.

Commissioner Jackie W. St. Clair named Kirby Suggs of the Houston regional office after (1) firing Tommy W. Smith and (2) temporarily elevating Bob Hubbard, son of AFL-CIO State President Harry Hubbard, to the post. Hubbard resumed his position as administrative assistant.

A total of 10 of the department's 40 employees were discharged at the same time by St. Clair, who pronounced their job performances "unsatisfactory."

AG OPINIONS—The secretary of state may use statistical samplings or other reasonable means of determining adequacy of political party petitions for places on the ballot, Attorney General Hill held.

In other recent opinions, the attorney general concluded:

- Laboratory reports on retail dairy products and ground beef are subject to disclosure.

- An unlicensed person can perform professional nursing acts under direct control or supervision of a physician.

- Child abuse case records revealing the identity of the complainant are excepted from disclosure requirements.

- A Senate sub-committee (consumer affairs) rule permitting executive sessions to get testimony or evidence or confer with counsel conflicts with the open meetings law.

- County commissioners may sell land belonging to the permanent school fund and distribute money to county school districts, but the districts may not pay back to the county funds to

- create a vocational school.
- Counties may contract for minor children's custodial care.
- City councils must call, within 60 days of a valid petition, an election under the firemen's and policemen's civil service act. Actual holding of the election must take place within a reasonable time.

TEXAS AHEAD — Texas leads the nation in the percentage increase of new business corporations.

Secretary of State Mark White Jr. reported the number of business incorporations increased dramatically from 1,569 in May, 1973, to 2,513 in May, 1974. This is a 62 per cent increase for Texas, compared with a five per cent increase for the nation as a whole.

Coupled with the increase, however, is a rise in bankruptcies and business failures. There were 680 bankruptcy petitions filed during 1973 in the U.S. District Court for the Western District of Texas—and 768 so far this year.

May recorded an alltime peak of business failures—925—nationally.

APPOINTMENTS—Speaker Price Daniel Jr. named Rep. Herman Lauhoff of Houston to House committees on revenue and taxation, natural resources and elections.

Daniel also named Rep. Chris Semos of Dallas to the House committee on appropriations, Rep. Phil Cates of Pampa to the committee on calendars and Rep. Jon Newton of Beville to the committee on rules.

Susan Longley of Austin will manage Attorney General John Hill's campaign office.

Hill was reappointed chairman of the National Association of Attorneys General Consumer Protection Committee.

CROPS IMPROVE LITTLE—September crop predictions improved slightly over August, Agriculture Commissioner John White reported.

Texas cotton production is estimated at 3,180,000 bales, off almost 1.5 million from 1973. The August predictions were 3,050,000 bales. Sorghum production (off 122 million bushels) and soybeans (off two million bushels) remain little changed.

Corn production also remained largely unchanged at 69,750,000 bushels (a nine million bushel decrease). The rice crop looks good, with producers expected to harvest 24,772,000 hundred-weight bags, a five per cent increase. Sugarbeets and sugarcane will also improve.

SHORT SNORTS—The Texas National Guard has been requested to take additional steps to increase security of federal arms and ammunition.

Rep. Dan Kubiak of Rockdale reaffirmed his request for investigation into cost of each step in cattle raising.

All voters in the November 5 general election must be registered by October 5. Registrations are valid for three years.

Secretary of State White refused to place the Socialist Workers Party candidates on the November ballot, holding its petition inadequate.

Rep. Bill Clayton of Springlake has added more support for House Speaker in 1975, claiming well over 100 of the 150 votes.

Attorney General Hill has appealed a federal court order that two major state reform schools be closed.

The State Board of Education meets with legislative committees and governor's office aides to discuss steps needed to strengthen school programs for 700,000 Mexican-American students.

The State Supreme Court, via appeal, will have a chance to rule on whether the Texas Railroad Commission has authority to order natural gas taken away from utilities in North Texas and diverted to Central and South Texas. A district judge here has ruled the commission has that authority, and the Austin Court of Civil Appeals agreed.

RETURNS WITH SIGHT—POUGHKEEPSIE, N.Y.—Bruce Bevan has returned to his job as a sixth-grade teacher, a victor not only over the school board that said a blind man could not teach, but had just learned that his right eye has 20-50 corrected vision after a June operation.

QUITTING BUSINESS

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SO We're giving you extra time to shop

THURS. EVE. 6 'Til 9

MORE BONUS-BUYS FROM 6-9 FOR THOSE WHO MISSED OUR 10-HR. MONDAY PRICE-BLITZ!

SEE OUR AD PAGE 8

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DEPARTMENT STORE

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From 6 to 8 P.M.

1/3 OFF

MEN'S OR BOY'S DEPT. SHOES FOR ALL

Suits, Sport Coats, Trousers, Sweater Shirts, Ties, Bill Folds, Luggage, Knit Wear, Hats, Under Wear, etc., etc., etc.—

This is Quality Branded Merchandise

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ENTIRE SELECTION of **Polyester Double KNITS**

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3 HOURS ONLY!

\$2.88 YD.



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UNEXPECTED PANTY HOSE Reg. \$1.15 Thursday Night ONLY! \$1 Pair	One Rack VANITY FAIR LINGERIE Broken Sizes Thursday Night ONLY! 1/2 Price Short and Long Robes-Gowns
15 PAIR VANITY FAIR SCUFFS Reg. \$5 and \$6 NOW Thursday Night ONLY! \$2.49	10% Discount On Anything In Our Thrift Corner THE <i>Vogue</i> Bess Moore Owner Downtown

One Table FLARE JEANS Men's Perma-Press \$3.88 2 \$7 3 Hours Only!	3 Hours Only! Entire Selection LADIES COATS 20% OFF	Big Selection of Hand Woven HAND TOWELS Reg. 79¢ 2 FOR \$1.22 3 Hours Only!
One Group Ladies FASHION PANTS Were to \$15.00 SPECIAL \$4.97 PRICE 3 Hours Only!	Ladies Crinkle Patent OXFORDS Asst. Colors-Sizes 2 PAIR \$5	Men's Polyester Knit DRESS PANTS FLARES, CUFFS \$7.88
3 Hours Only! SPORT-DRESS FABRIC 3 YDS. \$2 Biggest Selection	Ladies CASUAL SHOES by Kraus ENTIRE STOCK \$10 Pair DOWNTOWN ONLY!	Ladies HUSH-HUSH PANTY HOSE ONE SIZE FITS ALL 3 PR. \$1 3 Hours Only!
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Red Hot Thursday Nite Specials 6 to 8 P.M. ONLY!

Group Ladies DRESSES "16" to "50" NOW VALUES \$6⁹⁹ to \$12⁹⁹	Group Fieldcrest Thermo BLANKETS Regular \$8⁹⁹ VALUES \$14⁰⁰
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Fine Department Store
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---GREATLY REDUCED---
Pant Shoes, Dress Shoes and Casuals

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SALE STARTS THURSDAY 2 Hours

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FOOTWEAR
Fashion At Your Feet
Across from the post office

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Risque
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Smith To Speak At Civic Center

Hereford's Chapter of Full Gospel Businessmen's Fellowship International invites the public to attend a buffet supper featuring religious speaker, Captain Hugh Smith, on Saturday evening at Civic Center.

Captain Smith of Hurst served in the U.S. Air Force for a number of years and is now actively involved in Christian witness. He will speak at 8 p.m. following the meal which is to start at 7 o'clock.

Tickets can be purchased for \$2.65.



CAPTAIN HUGH SMITH

Lieutenant Governor's ***** Report

AUSTIN—Last year in 22 member agencies and the United States more than 700 children were killed by their parents or guardians.

There were another 60,000 reported cases of child abuse, although the actual figure may be as much as three times that number.

One of the major problems in combating this national tragedy has been our inability to help the thousands of families who fall into the "unreported" category.

The last session of the Texas Legislature took a big step toward correcting this situation with passage of a law which requires anyone knowing or suspecting child abuse to report it.

These "nonaccusatory" reports should be made to county welfare units, county agencies responsible for the protection of juveniles, or any law enforcement agency.

Of primary importance is a provision of the law which grants the reporting person immunity from any civil and criminal penalty, assuming, of course, his report is not made in bad faith or with malice.

Hopefully, this new law will do much to encourage reporting of known or suspected cases of child abuse.

Dr. Kenneth Lee Matthews, an assistant professor of child and adolescent psychiatry at the University of Texas Health Science Center at San Antonio, believes this new protection will do much to encourage doctors, teachers, and day care personnel to report child abuse cases.

Dr. Matthews is active with the San Antonio Child Abuse Center, which currently is seeking a \$160,000 grant to combat the problem in Bexar County.

Last year in Bexar County there were more than 2,000 documented cases of child abuse. Twelve of these resulted in death.

Dr. Matthews estimated that many more thousands of cases went unreported.

The San Antonio Child Abuse Center is an outgrowth of a concerned citizens group organized to bring to the community's attention the magnitude of the problem. The council is a volunteer association of

Briefly, the center proposes to establish a network of child abuse prevention and management services. These non-punitive treatment and rehabilitative services would be established in already existing agencies.

A major facet of the center's program would be a public education aimed at prevention of child abuse and neglect. This and similar efforts throughout our state certainly deserve our support and encouragement.



Gifted Aliens

Our immigration laws, which set quotas for entry into the United States, also provide loopholes for special situations. One of these loopholes allows preferential visas for aliens who have "exceptional ability in the sciences or the arts."

What does this mean? Take the case of a woman golfer, born in Australia, who applied not long ago for a preferential visa.



Was her ability "exceptional"? Yes, ruled the Immigration Service, because, as a professional competitor she had won many major tournaments.

Was golf an "art"? Yes, ruled the Service, because it provided entertainment for millions of spectators.

Result: the visa was granted. By similar reasoning, a preferential visa was granted to a brilliant Japanese puppeteer and a spell-binding Australian lecturer.

But the standards of excellence under this provision are high indeed.

Another case involved a Korean singer who was part of a duet. She was able to point to some favorable reviews by critics, but none that singled her out as an individual performer.

The Immigration Service decided that while she was doubtless capable as a vocalist, she was not "exceptional" enough to qualify for a preferential visa.

Furthermore, the skill itself must be one that is difficult to master. At one time or another, an Italian broommaker, a Philippine auto mechanic, and an Italian hair stylist have all been turned down on the ground that their particular skill was too easily attainable.

As a commissioner explained in the broommaker case, he was not convinced that the services of the applicant "would be substantially beneficial to the national economy, cultural interest, or welfare of the United States."

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

\$ALE

DOWNTOWN Variety Park TONIGHT!

See The Super Bargains In These Ads In
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319 N. Main "We Carry More Men's Wear" 364-0201

MEN'S SUITS Jumpsuits Sportcoats Slacks Coats Jackets Shirts Sweaters Ties Belts Underwear Hosiery Shoes Leisure Suits Gifts & Toiletries	1/2 OFF ON THE 1st ITEM SOLD AFTER 6:00 P.M. in each of these Departments. 20% Discount on ALL MERCHANDISE IN THE STORE 6:00 P.M. to 8:00 P.M.
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20x40 TURKISH BATH-TOWELS	\$1⁰⁰
Small Sizes Group Men's SLACKS \$2⁰⁰ PR.	Ladies PARTY HOSE 2 PR. \$1⁵⁰ \$2⁰⁰ Value FOR
MEN'S HI-BULK ORLON & NYLON STRETCH SOCKS 2 PR. FOR \$1⁰⁰	HARMAN'S DOWNTOWN ONLY

Heflin Involved In Rodeo Team

Joe Heflin, formerly of Hereford and student at Eastern New Mexico University, joined other ENMU cowboys as they got their season underway in the New Mexico Junior College Invitational Rodeo at Hobbs.

The Greyhounds grabbed second place honors and will compete today-Saturday in Clovis. They are scheduled to participate in the New Mexico Military Institute Collegiate Rodeo in Roswell next week. In their first rodeo of the

season, team sponsor Milt Trujillo commented, "We learned about ourselves as well as our opponents. I have confidence in our team and know we have to get things

together."

In the men's division Sul Ross State took top honors with 354 points. Eastern collected 276 points, while Cisco Junior College finished third with 210 points and Texas Tech placed fourth with 156.



Zuni Indian women sometimes keep the soil of their husband's footprints to keep them faithful!

WILSON'S CERTIFIED
Variety Pack
4 FAMILY FAVORITES
\$1.19

WILSON'S CERTIFIED
Sliced Bacon
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IDEAL FOOD STORES



Herd Line

Herd varsity defensive linemen, on the right, fact the junior varsity offense in a practice session early in the week. Ends are Terry Bell and Jimmy Sanchez, while down-linemen are Vance Hennington, John Paetzold, and Robert Scott.

Turkey Steaks Keep Company With T-Bones

Researchers are out to see that turkey makes good gobbling for consumers the year round.

Long regarded as classic fare for Thanksgiving, Christmas, and Easter dinners, the turkey has often been overlooked for non-holiday menus.

Scientists point out that the big bird is one of the better buys for today's consumer. Tailor-made from the standpoint of protein, fat, and calories, the turkey provides one

of the best high quality meat proteins on the market.

"All turkey" hot dogs, unheard of a year or so ago, are now becoming fairly commonplace in many supermarkets. And fresh turkey steaks also are cropping up alongside T-bones in some meat markets.

Other products being introduced to the consumer include turkey ham, salami, pastrami, bologna, jerky, and even bacon. Turkey products provide some distinct nutritional and

economic advantages to the consumer, according to scientists.

Since turkeys have a more efficient system for converting plants into human food, their meat will always be more economical than other sources. They require fewer pounds of feed per pound of gain.

Nutrient values of turkey meat include higher protein content along with lower fat and cholesterol.

The Hereford Brand, Hereford, Texas, Thursday, September 19, 1974

Seminar To Discuss Cotton Gin Energy

A symposium on energy management in cotton gins has been set for Oct. 3 at South Park Inn in Lubbock, according to Billy C. Gunter, district agent with the Texas Agricultural Extension Service.

Purpose of the symposium is to bring to light some current developments related to the energy crisis which affect current and future operations of cotton gins, says Gunter.

This symposium also is designed to bring to the attention of ginner on the High Plains the newly developed "monoflow conveying system" and module building and feeding systems.

The Texas Agricultural Extension Service in

cooperation with the Southwestern Public Service Company is conducting the one day symposium.

Topics to be covered in the event include air pollution review of the electric power situation, care and maintenance of motors and motor controls, and voltage drop, energy use and motor operation.

The meeting gets underway at 8:30 a.m., Oct. 3, and a lunch will be provided, courtesy of Southwestern Public Service, Gunter explains.

Following the formal presentations a panel discussion will be held consisting of the speakers and Roy Baker, director of South Plains Ginning Research Laboratory.

Diary Products In Good Supply

Cheese still tops the milk production pyramid, Mrs. Gwendolyn Ciyatt reported this week.

Cheese, non-fat milk and butter supplies remain above last year's levels, although milk production continues its seasonal decline, according to the consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

"Peanuts are in ample supply, too — even though the 1974 crop will be slightly smaller than last year's record crop," she added.

Fresh fruits in good supply at the most economical prices this week included oranges, bananas, nectarines, grapes, prunes and plums.

Economical vegetables are watermelon, cabbage, carrots and squash.

Also dry yellow onions, celery, cuscaw, beets, collards, mustard and turnip greens.

At beef counters, Mrs. Ciyatt said much of the meat supply is from grass-fed animals.

"This is good news for calorie-counting consumers

because it means lean beef has less marbling, and there's less outside fat covering."

Pork values center on hams, picnics, shoulder roasts and steaks, end-cut loin roast and chops.

"Fryer chickens are an excellent protein choice in most markets, and grade A, large-size eggs still offer the most quality and economy."

CONSUMER WATCHWORDS: "real" beef cost is its cost per serving — not cost per pound.

Example: ground beef and chuck roast are both \$1.12 per pound. Ground beef makes four servings per pound; chuck roast makes two.

So, ground beef costs 28 cents per serving, while chuck roast costs 56 cents per serving — although both cost the same per pound.

Hay Is Cash Crop
Hay, traditionally fed to cattle on farms where it was produced, is becoming a cash crop for many farmers. In 1970, for example, more than a billion dollars worth of hay was sold in 18 states. . . .

Veterans Rank Texas Fourth

Latest Veterans Administration veterans population figures show Texas has moved past Illinois into fourth place in national ranking in number of veterans. California, New York and Pennsylvania continue to rank first, second and third, according to Jack Coker, VA Regional Office Director.

Texas with 1.55 million veterans now exceeds Illinois by 1,000. "Veteran Population," published semi-annually in June and December, reveals California now has 3.27 million veterans, compared to 2.51 million for runnerup New York. Third-ranked Pennsylvania has 1.74 million.

States with the fewest veterans, according to the VA publication, are Alaska, 41,000; Wyoming, 49,000; and Vermont, 62,000.

As fiscal year 1974 ended, there were 29.27 million veterans and the largest group, 13.76 million, came from World War II. The second largest group comprises 7.09 million Vietnam Era veterans (service

after Aug. 4, 1964). Korean Conflict veterans (June 27, 1950 - Jan. 31, 1955) numbering 5.96 million, are the next largest group. About 460,000 of this group served during both the Korean Conflict and the Vietnam-era, while another 1.25 million Korean Conflict veterans also served during World War II.

Other groups in order of size include 3.10 million veterans who served between the Korean Conflict and the Vietnam-era only; 1.08 million World War I veterans; and 1,000 Spanish-American War veterans, the smallest group.

The VA pamphlet lists the average age for all veterans as 45.5 years, with most, 4.90 million, in the 50 to 54 years age group. The next largest group includes 4.20 million veterans 45 to 49 years old, followed by 3.62 million veterans who are an average 25 to 29 years of age.

Spanish-American War veterans are the oldest group, averaging 94.5 years old, contrasting with 48,000 Vietnam-era veterans under 20 years of age.

3 EXTRA HOURS TO SHOP

THURSDAY EVE. 6 TIL 9

WITH SUPER PRICE CUTS FOR 3 HOURS

TIME IS RUNNING OUT!!!

QUITTING BUSINESS!

FIXTURES FOR SALE!!!

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NO REFUNDS OR EXCHANGES

Group Denim & Cord FASHION JEANS \$1.66
Values to \$16
WESTERN FELT HATS 6 5/8 - 7 1/4
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Double Knit 100% Polyester FABRICS
Reg. \$6 \$7 \$13
Regrouped
\$1.66 \$1.96 \$2.26
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Ladies Reg. \$10 WRANGLER MOCCASINS \$3.66
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Ladies Full SLIPS \$1.66
Infants & Baby DEPARTMENT Regrouped At Lower Prices

Womens SHOES 2 Pair \$3 2 Pair \$5
Gold Silver Satin SLIPPERS \$3.26

Size 34 & 36 Ladies WESTERN PANT SUIT \$6.66
BE AN EARLY BIRD YOU'LL GET FIRST CHOICE OF SIZE AND COLOR
BOY'S SUITS \$6.77
COATS \$5.77

Necklaces Bracelets Earrings 44¢
Wrangler Boots \$3.96
Dbl.S-Acme
Cowtown-Justin-For The Entire Family Are All Below Half Price And Will Be Reduced More At 6 P.M. Thurs.

Girls SHOES Ladies 3 Pair 96¢

Ladies Better Knit SLACKS Regrouped \$3.96
\$5.66 \$6.66
Mens Better Knit Sport Coats \$19.66
Suits \$24.66
Hooded SWEATSHIRTS \$2.66

MALOUF'S Sale Department Store
THURS. 9-9 FRI. 9-6 SAT. 9-8
233 N. MAIN DOWNTOWN

DANCE MOONLIGHTER

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HEREFORD'S OWN "SOUND EXPRESS"

FEATURING: CHUCK, CECIL LEWIS, & MARTY

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BABY SHAMPOO 16-Oz.
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 YOUR CHOICE
 Reg. 87¢
69¢

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Specials Good
 Thursday September 19th
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2 Pc. 100% Polyester
BATH SET
 Exquisite Styles Of Quality
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Women's Double Knit Polyester
BLOUSE
 Machine Washable
 100% Textured Polyester
 Retail '4"
\$3.97
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DISCOUNT CENTER 20% OFF

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77¢

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\$1.87

Kodak
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Realtone No. 3109
RADIO
 AM Table Reg. '9"
\$7.97

STEREO TAPES
 One Group 8 Track
 Reg. '2"
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Mr. Clean
 All Purpose
CLEANER
 13' Off
 28-Oz.
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20% OFF
 ON ALL
CANNISTER SETS

IRONING BOARD PAD & COVER
 Fits All Standard Boards
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Glory
RUG CLEANER
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FALL BULBS

Presto No. G17
ELECTRIC GRIDDLE
 With Master Control
 Reg. '21"
\$18.99

Top Flite
GARDEN HOSE
 Final Clearance
 50 Ft. Reg. '3"
\$2.59

LEE OIL & AIR FILTERS
 (Reg. Filters Only)

OIL \$1.67
 Reg. '1"

AIR \$2.47
 Reg. '2"

Vaseline
INTENSIVE CARE LOTION
 15-Oz.
 Reg. '1"
99¢

Swift Vienna
SAUSAGE
 5-Oz. Reg. 37¢
3/97¢

Best Maid
 Dill or Kosher
PICKLES
 32-Oz. Reg. 69¢
63¢

ALL FLAVORS
JELLO
 3-Oz. Reg. 18¢
2/29¢

Wilson "Famous Player"
FOOTBALL
 Youth Size Or Official Size
 Reg. '7"
\$6.69

SPS Plans Reactor

Southwestern Public Service Company this week announced the first step in a program for the company to take a lead role in the construction of the nation's first power plant to use a gas-cooled breeder reactor.

Roy Tolk, chairman and president of the electric company, said the Gas-Cooled Fast Breeder Reactor (GCFR) plant, would have a generating capability of 300,000 kilowatts and would be located on a site provided by Southwestern, probably at the Harrington Station, northeast of Amarillo.

"WE HAVE signed a letter of intent with General Atomic Company of San Diego, in which we would contribute \$100 million to the project. Substantial additional financial support will be required from the electric utility industry and the U.S. Atomic Energy Commission," Tolk said.

General Atomic has been working on

a Gas-Cooled Breeder Reactor for 13 years.

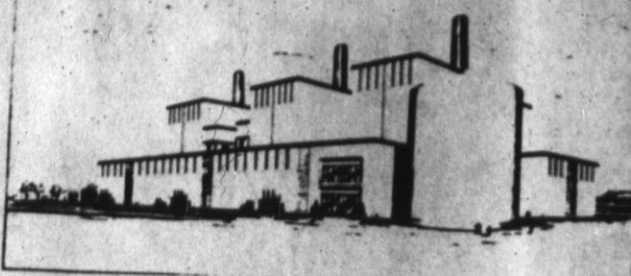
Breeder reactors have the unique capability of producing more nuclear fuel material than they consume. Because of this potential to stretch nuclear fuel resources, breeders are regarded as an essential component of the long-range success of the nuclear power industry. In operation, the GCFR will produce nearly one and one-half times as much fuel material as it consumes.

SUPPORT FOR the program has come from the Atomic Energy Commission and a GCFR Utility Committee comprised of 57 investor-owned utilities, 55 rural electric cooperatives and three European electric utilities.

Included in the cooperatives participating in the program are the Rita Blanca Electric Cooperative, Dalhart; the Bailey County Electric Cooperative, Muleshoe; and the Tri-County Electric Cooperative, Hooker, Okla.

Nuclear Plant

Artist's rendering of how Southwestern Public Service Company's proposed 300,000 kilowatt GCFR nuclear demonstration plant might look adjacent to a conventional coal or gas-fired generating station. The cylindrical structure on the right houses a prestressed concrete reactor vessel, 84 feet in diameter and 71 feet high, and contains the principal components of the nuclear steam supply system.



GRASSROOTS OPINION

"It was discouraging, even for optimists, when the United States wrote off a few billion dollars 'loaned' to India to feed the starving people, and even more discouraging when Madame Gandhi (the peacemaker) used the money to develop an atomic bomb. People wondered, 'Why can't we have charity begin at home?' Well, in a way we have. Recent dispatches have it that Spiro Agnew has agreed to pay the government \$1,100 in settlement for \$175,000 in improvements made to his home in Kenwood, Maryland, while he was Vice President. Feel better?" MONTROSE, CALIF., LEDGER

"One of the essential qualities of a good leader, even on the lowest level, is the ability to know when to depart from the normal, when to take risks. On the other hand, the person who always upsets the applecart can be a disruptive influence. The art of leadership is to retain the adventurous

G.E.D.

General Educational Development

Tests will be given on the 3rd Monday and the following Tuesday of each month.

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

spirit without going overboard." AMERICAN FORK, UTAH, CITIZEN

"There's a universe made up of energy that is ours for the using, if—if we can break loose from our myopic obsession that the way to do everything is to have government appropriate another billion or two and create yet another bureau. That way is what has brought us within flinching distance of disaster." AZTEC, N.M., INDEPENDENT-REVIEW

"With 14 million Americans now working for government, their salaries and benefits have doubled in the past 10 years. Economists conclude that the time is not far off when 50 per cent of the budget will go for pensions to retired government employees. Payroll deductions for retirement are about the same as for social security for nongovernment employees; but the retired federal worker draws four or five times as much as the SS recipient. Federal government workers also retire earlier, have more vacations, sick leave, etc. What about the rest of us who don't have an Uncle Sam to back us up?" BARDSTOWN, KY., KENTUCKY STANDARD

"Four steps to achievement: Plan purposefully. Prepare prayerfully. Proceed positively. Pursue persistently." SAINT JO, TEXAS, TRIBUNE

"The period of inflation we are right smack in the middle of, caused largely by spendthrift politicians, is responsible for making the poor poorer and shrinking the fixed incomes of the old. We have been brought to the brink of national bankruptcy. Their, the politicians', concern for the problem brought about by \$\$\$ eroding, deficit spending programs, etc., is touching. Meanwhile as they continue this trend, they continue to pass laws to protect the consumer. All this protection is gonna kill us yet." FICHER, OKLA., TRI-STATE TRIBUNE

After two years of research, the Veterans Administration hospital at Buffalo, NY has fire-proofed and prolonged the life of mattresses, bed linens and room draperies, while saving on laundry bills.

"The professions have always been the butt of jokes... but it is no joke when a group of lawyers decided to become plumbers to stop a leak in the Pentagon, only to find themselves being swept away in the flood which developed when they fooled with the Watergate." OSAGE CITY, KANS., JOURNAL FREE-PRESS

"Sometimes it seems that 'permissiveness' is getting way out of line. In a... court case of a man charged with kidnapping and molesting young girls, the defending attorney said he wouldn't have done it if they hadn't been walking down the street by themselves. What kind of a defense is this? It is ridiculous that a woman should not be able to walk down the street without being kidnapped or molested. In this case, the victims were accused of wrongdoing instead of the person charged with the crimes." NEW HAVEN, IND., ALLEN COUNTY TIMES

"It was interesting to note some of our... legislators are complaining about the 'club' the federal government holds over the state—you know, 'if you don't do it, you'll lose federal funds.' If more people all across the nation would get sick of the 'club,' maybe we could reduce the federal debt, pay less federal income tax, and have more freedom to do things 'our way.'" TIMBER LAKE, S.D., TOPIC

"At the turn of the century, government employed less than one million persons and there were approximately 26 persons employed in the private sector for every one employed in the public sector. By 1972 the picture had changed drastically. Government employment had grown approximately five times as fast as employment in the private sector and there were then only 5.1 persons employed in the

Ribbon Cutting Ceremonies

Another ribbon-cutting ceremony was held at Sugarland Mall Saturday morning when the Spok Shack formally opened its doors. Representatives of the Hereford Husflers, welcoming group for Deaf Smith Chamber of Commerce, helped manager Gary Lister (second from right) with the formal opening. (Left to right are: Charles Bell, Ray Chambliss, Katherine Kester, Frank Ball, Lister, and Bill Albright, C of C executive vice president.

private sector for every one civilian government employee. If this trend continues unabated by the beginning of the next century, the year 2000, for every worker in the private sector there will be one in the public sector." LAKE PARK, IOWA, NEWS

"The gas shortage (problem) may encourage people to shop closer to home, in fact in their own hometown. The importance of trading at home cannot be overemphasized when it comes to building a strong community. The benefits are tremendous and when viewed as a whole picture far outweigh any real or imagined savings that may be affected." ELK POINT, S.D., LEADER-COURIER

"The answer has been there all the time but I simply failed to apply any logical thinking so the question 'Which came first, the chicken or the egg?' went unanswered these many centuries. Now I've got it! It is completely illogical to think the Good Lord created an egg, fertilized it and set it forth to populate the chicken world. In fact, the Genesis story is quite clear on how the process of the 'chicken and egg' controversy was concluded. The Good Lord created the rooster in all his strut and glory, first. Then came the hen. Both were programmed for their main function of good to mankind. And the Lord said, let the 'fowl multiply in the earth.' Then the egg. So you see, the chauvinist rooster came first." CLAUDE, TEXAS, NEWS

"Faced with problems, statesmen retire to their mountain hideaways to ponder their decisions. About the best the rest of us can do is go down to the laundromat and brood over the tumbling wash." FINDLEY, OHIO, REPUBLICAN-COURIER

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Great colors. Navy, olive or berry. Zip front. Hooded. Washable nylon with quilted lining. Zipper-closed pockets on the sleeves.

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13.88 and 16.88

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Corduroy. Melton cloth. Fake fur. Simulated leather. Even tapestries.

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National Football League team colors. Heavy-weight wool blends, with leather-look vinyl sleeves and pocket trim. Quilted lining. Rugged-wearing. And warm!

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where little flaws let you save

White Says '73 Receipts Up \$3 Billion

AUSTIN--Agriculture Commissioner John C. White has announced that total cash receipts for 1973 crops and livestock amounted to \$6,467,923,000, an increase of nearly \$3 billion over 1972.

But figures for 1974 are expected to drop considerably because of the summer drought, White said.

"Despite a hectic year for agriculture which included a meat boycott, a price freeze and some bad weather, Texas managed to move ahead in most areas of agricultural production last year."

Texas ranks third in the U.S. in cash receipts. The state more than doubled its cash receipts in cotton, feed crops, food grains and vegetables. Production was off in fruits and nuts and rice, due mainly to a poor pecan and peach season and a hurricane damaged rice crop.

White said total livestock receipts amounted to \$3,673,825,000, a jump of more than \$1 billion over the previous year. Receipts for cattle and calves only were \$2.8 billion, placing Texas first again in this area of production. The state ranked second behind Iowa in total livestock receipts.

Crop receipts jumped from \$1.3 billion in 1972 to \$2.7 billion, placing the state fourth in the U.S.

According to figures from the Texas Crop and Livestock Reporting Service, the value of other Texas agricultural products ran

Dairy products, \$261 million; poultry and eggs, \$344 million; hogs, \$142.1 million; cotton, \$914.1 million; feed crops, \$926.6 million; food grains, \$501.8 million; vegetables, \$220.7 million; and fruits and nuts, \$46.1 million.

Important Market In U.S.

While farmers comprise less than 5 percent of the nation's population, they buy nearly 20 percent of the country's output of steel, petroleum, rubber, and other major products.

Shop Our Delicatessen

1-LB. MEAT LOAF
1-PINT GREEN BEANS
1-PINT MASHED POTATOES
1-PINT WHIPPED JELLO

\$3.89

SERVES 4 ALL FOR

SPECIALS					
SUGAR HOLLY GRAULATED 5-LB. BAG \$1²⁵ GOOD THRU 9-21-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	BACON FARM PAC SLICED 79¢ GOOD THRU 9-21-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	PANCAKE MIX FOOD CLUB OLD FASHIONED 5¢ GOOD THRU 9-21-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET	ICE CREAM FARM PAC SQUARE CTN. ½ GAL CTN. 38¢ GOOD THRU 9-21-74 WITH EACH FILLED GOLD BOND SUPER DISCOUNT BOOKLET		
HAMBURGER HELPER ASST... FLOUR GAYLORD 5-LB. BAG TUNA FOOD CLUB LIGHT CHUNK NO. ½ CAN PEARS CALA RIFE NO. 2½ CAN CRACKERS GAYLORD 1-LB. PKG. OXYDOL DETERGENT 25c OFF LABEL 84-OZ..... DOWNY FABRIC SOFTENER 15c OFF LABEL 64-OZ.....	67¢ VIENNA SAUSAGE 79¢ SALAD DRESSING 59¢ VEGETABLES 49¢ 47¢ \$1⁴⁶ \$1⁶⁰	WILSON'S NO. ½ CAN GAYLORD QT. JAR FOOD CLUB NO. 303 MIXED WE GIVE YOU GOLD BOND STAMPS DOUBLE STAMPS TUES. & WED. WITH \$2.50 PURCHASE OR	3 \$1³⁸ FOR 3 \$1⁸⁹ FOR 4 \$1⁴⁶ FOR GREEN BEANS DINNERS MEXICAN PATIO 12-OZ. PKG. POPSICLES	Frozen Food Favorites	

FEATURE OF THE WEEK

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Each **37¢**

COMPLETER PRICES AVAILABLE
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4 Iced Tea Spoons	\$1.00
2 Tablespoons	\$1.00
2 pc. Salad Set	\$1.00
3 pc. Serving Set	\$1.20
Cold Meat Fork	\$1.20
Pierced Pastry Server	\$1.20
Gravy Ladle	\$1.20



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Frozen Food Favorites		
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DINNERS	MEXICAN PATIO 12-OZ. PKG.	49¢
POPSICLES	6 PKG. CARTON ASST. FLAVORS	39¢
9-IN. PIE SHELLS		44¢
TOP FROST 2-PC. PKG.		
WEIGHT WATCHER DINNERS		
BEEF STEAK WITH CARROTS		
CHICKEN WITH CELERY		\$1.29






SPRINGCRESS PRE-WINTER BLANKET SALE

STARDUST THERMAL
 100% Acrylic 5-inch
 Nylon Binding, 2-Lb.
 weight Tangerine, Blue
 Yellow, Lime, 72" x 90", EACH
\$6⁴⁹

MISTY NEEDLEWEAVE
 Solid color, 50% polyester, 50%
 Nylon, 4 inch Nylon Binding
 2-Lb. weight, 72" x 90" EACH
\$5⁹⁹

ROYAL GARDEN PRINT
 5-% Polyester, 50%
 Nylon, 72" x 90"
 2-Lb. weight, 3 inch
 Nylon Binding, Floral
 designs in Pink, Blue
 Gold, EACH
\$6⁹⁹

CHECKMATE WOVEN GINGHAM PLAID
 100% Acrylic, 5-inch Nylon
 Binding, 72" x 90" size,
 2% lb. weight, Blue, Yellow
 or red, EACH
\$6⁹⁹



CREST
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REG. or MINE-
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49¢

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**MITCHUM SPRAY
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Sine-Aid
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MABELLINE ULTRA LASH
MASCARA

1 73

A black and white illustration of a smiling man in a suit and hat standing next to a large sign. The sign reads "SHOP Furria MIRACLE PRICES". The man is wearing a suit, a bow tie, and a hat with a band. He is holding a small object in his right hand. The sign is dark with white text. The word "Furria" is in a large, stylized script font. The words "SHOP" and "MIRACLE PRICES" are in a simpler, sans-serif font.



COTTON BOOSTS CASH RECEIPTS—Texas ranked third in 1973 cash receipts for crops and livestock, more than doubling its receipts for cotton, feed crops, food grains and vegetables. According to Agriculture Commissioner John C. White, cotton production alone amounted to more than \$914 million. Current reports indicate that this year's acreage for harvest will be down, mainly because of the High Plains drought. Grades of cotton harvested in the Lower Rio Grande Valley were reportedly higher than last year.



Plains Cotton Growers, Inc., 25-county, Lubbock-based cotton producer organization, is urging the U.S. Department of Agriculture to set the loan level for 1975-crop U.S. upland cotton at "the highest level permissible under the language of current law," and to not sell Commodity Credit Corporation stocks of cotton at less than 115 per cent of the target price for the year plus carrying charges.

In a letter to the USDA on September 12, PCG Executive Vice President Donald A. Johnson pointed out that unless the market price of cotton improves substantially, these two actions will be badly needed to prevent acreage being shifted from cotton to feed grains, soybeans or other more profitable crops in 1975. The 1974 crop loan level is 27.06 cents per pound, basis Strict Low Middling 1-1/16 inch cotton, 3.5 to 4.9 micronaire at average location.

CCC's minimum resale price is now 115 per cent of the loan level, as opposed to PCG's recommended 115 per cent of the 38-cent target price for 1975.

Under the Agriculture and Consumer Protection Act of 1973, the USDA can set the 1975 loan at 90 per cent of the average market price for American cotton in world markets for the 1971-72 through 1972-73 marketing years. Or, if the Secretary so decrees, the loan can be 90 per cent of the "then current" world market price for American cotton—which would be considerably lower.

Johnson's letter points out that current market prices for cotton offer little or no return on producer investment and that "Unless USDA uses every means at its disposal to encourage cotton production, the acreage needed to meet domestic and export demands for cotton will not be planted."

Smog Damage To Cotton Is Measured

"Smog" may one day join insects and weeds as major threats to U.S. crop production—at least in some areas of the country.

A recently completed two-year study in California's San Joaquin Valley shows that smog reduced cotton yields between 20 and 30 percent.

Cotton plants were chosen for the study because they develop fiber during the months of July and August when pollution is highest. Growth and yields of cotton plantings in several open fields were compared with those in air-filtered greenhouses.

Plants protected from air pollutants retained their vigor and color during late summer and early fall, continuing to bloom and mature bolts weeks after those in the outdoor plots did. This late-season vigor was responsible for much of the yield difference.

The 1974 Annual Meeting of the Plains Ginners Association will be held on Saturday, September 21, at the Lubbock Country Club from 9:30 a.m. to 2:00 p.m., according to PGA President Bill Weaver of Lamesa. Over 300 High Plains ginners and allied industry people are expected to attend.

The meeting will feature addresses by Donald A. Johnson, Executive Vice President of Plains Cotton Growers, Inc., Lubbock; Tony Price, Executive Officer of the Texas Cotton Ginners Association, Dallas, and Charles Russell, Foreign Trade Economist of the National Cotton Council, Memphis, Tennessee.

Johnson will speak on expanded market opportunities opening up for High Plains cotton as a result of spinning research on the revolutionary open-end spinning system and other new technology.

Price will talk to the ginners about practical solutions to problems arising out of existing and pending government regulations on air pollution and safety.

Russell is expected to give an overview of world cotton trade conditions and possible ways to improve the market position of U.S. cotton in world markets.

Luncheon speaker will be the widely known Dr. Charles Jarvis of San Marcos, Texas, dentist turned motivational speaker and humorist.

PCG members will elect nine directors at the meeting and the new directors will elect officers for the coming year. Current officers, in addition to Weaver, are Bill McCasland, Vice President, and Dixon White, Secretary, both of Lubbock.

Preceding the business meeting on Saturday will be the Association's annual golf tournament, with players teeing off at the Lubbock Country Club from 9:30 to 11:00 a.m. on Friday, September 20.

Early-Day Canals

The Hohokam Indians of the southwest built canals to irrigate crops in Arizona's Salt River Valley as early as 600 A.D.

The Job-Maker

Farm production creates jobs for 8 to 10 million persons who store, transport, process, and merchandise agricultural products.

New Clean-Up Role for Cotton

A layer of cotton described as no thicker than "a gnat's eyebrow" may hold the key to speedy and efficient cleanup of ocean oil spills.

Researchers at Texas Tech University, supported by a recent grant from the U.S. Coast Guard, are now moving into the final stages of perfecting the new process.

The method makes use of cotton wasties, short-staple weak fibers with a special talent for picking up and holding oil.

Research already has shown that the cotton can pick up 50 times its own weight in oil and still stay afloat without any apparent loss because of wave action. This is far superior to any other system now being used to pick up oil slicks, scientists report.

Under the system now being perfected, compressed bales of cotton wasties would be flown

to a spill area in Coast Guard helicopters.

Blowers mounted on the helicopters would first ring the spill with a hair-thin layer of the cotton and then spread the entire surface with fibers.

The next step would be to sweep up the oil-soaked mass of cotton and either incinerate it or recover the oil from the cotton for possible use.

Tests indicate the cotton wasties will stay afloat in sea water for six weeks or longer.

This means oil slicks could be contained as fast as helicopters can reach them, and later be retrieved by surface vessels.

Researchers point out this is especially important since a 1,000-barrel spill can cover 3 million square yards within 24 hours.

An estimated 15 million gallons of oil are discharged annually in the navigable waters of the United States.

FARM FACTS

Migrant Workers Are Few

Growers make up 75 percent of today's farm labor force. Only 7 percent of the remainder are migrant workers.

Farmer's Share Drops

The farmer's share of the consumer's food dollar decreased from 46 cents in June, 1973, to 39.3 cents in the same month this year.

Vegetable Protein Outlook

Agricultural economists say as much as 25 percent of all processed meat items could be made of vegetable protein by 1980.

Unending Battle

Each farmer in the U.S. spends on the average more than \$1,000 each year fighting insects, crop diseases, and weeds. Despite this expenditure, these pests cost each farmer an annual average of \$2,500 in crop losses.

Crop Production Methods Getting Second Look

With tight supplies of fuel and fertilizer, farmers are taking a second look at traditional practices like plowing and cultivating crops.

New crop production systems that either completely eliminate these steps or use only limited tillage are gaining in popularity.

Farmers using the no-tillage method may make only two trips across their fields during the crop year instead of the usual four to 12. The first trip is made for planting and application of fertilizers and pesticides, and the second for harvesting.

Recent studies show that no-till farming not only reduces fuel needs, but enables plants to make much more efficient use of fertilizer.

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Goodness
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It's the deluxe cord shaver that makes the close shave comfortable.

\$28⁹⁵

This deluxe cord shaver gets more shots at your beard and fewer shots at your skin thanks to the new COMFORT HEAD™ SHAVING SYSTEM. With the Mark III you get close, comfortable shaves plus these great features: 4-position comfort dial, sideburn trimmer, replaceable blades, power clean setting. Comes in gift case with free set of Replacement Blades.

McDOWELL DRUG

Downtown, Hereford

B.J. Crowley's HOROSCOPE

VIRGO - Practical and careful best describe those born under this sign. They generally follow through on any undertaking. Best color is blue, lucky number is 8 and lucky day is Wednesday.

VIRGO - Aug. 23 to Sept. 22 - Learn to like yourself better. Self esteem is extremely important in the goals you want to reach. You can improve your personality with a more positive attitude.

LIBRA - Sept. 23 to Oct. 22 - You should be getting more for your time than you're getting. If you seem to be spinning your wheels, make a list each evening of things you need to accomplish.

SCORPIO - Oct. 23 to Nov. 22 - Forget the temper tantrums. Nothing can be accomplished by anything but a calm approach. Be conservative at this time in all that you do.

SAGITTARIUS - Nov. 23 to Dec. 21 - Slow down and take another look at your business dealings. Too much worry is involved in over-extending your finances.

CAPRICORN - Dec. 22 to Jan. 19 - Let someone else do "too much talking." Make an effort to listen this week, especially to children. The right attitude on your part will set things right.

AQUARIUS - Jan. 20 to Feb. 18 - Plan now to spend more time with your family. Be as courteous to them as you would be to a stranger. You have to earn their love. Be kind.

PISCES - Feb. 19 to March 20 - Listen to the youngsters around you and you will be amazed. You can communicate with them well during this time. Have a heart-to-heart talk with one who needs to be heard.

ARIES - March 21 to April 20 - Take time to take care of personal needs. You have neglected yourself in this area. Go into fall with a sharper than average looking wardrobe.

TAURUS - April 21 to May 20 - Limit your activities to avoid that feeling of pressure you feel in having to be someplace too often at some specific time.

GEMINI - May 21 to June 20 - Stop minding everybody's business except your own. Accept the routine of regular activities during this period.

CANCER - June 21 to July 22 - Stay out of the limelight during this time. Pleasure could come from improving your living quarters.

LEO - July 23 to Aug. 22 - Be compassionate and forgiving! These traits may be badly needed this week. Keep your moral character above reproach.

don't forget windows

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

Of all the remodeling projects undertaken each year by homeowners, kitchen remodeling remains the most popular. Too often, though, hard-to-open windows with small panes of glass that are difficult to wash and keep clean are ignored.

Most kitchen windows are located over the sink or countertop. Using traditional double-hung windows in these areas makes them difficult to reach and awkward to open and close.

For hard-to-reach areas above the sink or countertop, casement windows of ponderosa pine that open 90 degrees at the turn of an easily-reached crank handle are ideal. The smoothly operating hardware prevents sticking or binding. And they provide maximum ventilation.

Mrs. Josserand Addresses Club

Mid-Year Workshop which was held in Denver, was the program presented by Mrs. Robert Josserand, IDA chairman on the National CowBelles Board, to members of the Hereford Chapter of CowBelles at their luncheon Tuesday afternoon in Hereford Country Club.

During the business session delegates to the CowBelles state meeting to be held October 21 in Amarillo were elected as were their alternates. Elected as delegates were Mmes. Melvin Cordray, Olen Caviness and C.F. Newsom. Alternates are Mmes. G.V. Hall, Nancy Perrin and Dick Coupe.

Members also voted to send letters to all local businesses on the CowBelles beef certificate and a letter was read from Pitman Industries explaining Pitman beef at Houston. Mary Tyler, state CowBelles chairman, gave a report on beef for Girl Scouts. She announced that Tom Draper will donate a hog a month and that the CowBelles already had 300 lbs. of hamburger meat, 15 beaves and \$900.

Ranch tour of Texas Tech is scheduled Oct. 5. Buses will leave at 8:30 a.m. Tickets for the chuck wagon luncheon in Lubbock are \$4 and the bus tickets are \$10. Margaret Formby and Cherry Sears will act as guides on the tour. Featured attractions of the day will be a demonstration in rope making, square dancing and the art of making sour dough biscuits. A program will be presented from 1:30 to 2:30 p.m.

The 59 members present welcomed guests Mmes. Merlin Kaul, Dudding, Moffett, La Noe Keikler, Sue Sims and Gladys Grooms.

They Are!

Some people are like blotters—soak it all in, but get it all backwards!

—Shipyard, Philadelphia.

You Feel Livelier

Word to the wise: Cross streets carefully to avoid that rundown feeling.

—News, Dallas.

Likely

Some statesmen are like buttons, popping off at the wrong time.

—Plain Dealer, Cleveland.



Make Good Gravy Every Time

Making gravy is an important part of the preparation of any turkey or roast chicken dinner. Conserve all of the flavor of every edible part of the bird for the gravy by cooking a broth with the neck, gizzard, heart and liver. Use as the liquid for the gravy. After the bird has roasted, make the gravy in the roasting pan so that all of the browned bits from the bottom of the pan will be stirred into the gravy. The meat from neck, gizzard and heart are good chopped and mixed with the dressing. Add chopped liver to gravy. To be sure that the gravy will always be smooth and free from lumps, use Argo corn starch as the thickening agent.

4 cups turkey broth
1/4 cup fat drippings
1/4 cup corn starch

Turkey Gravy

1 cooked turkey liver, chopped
1/2 teaspoon salt
1/2 teaspoon ground thyme
1/2 teaspoon pepper

Bring broth to boil. Pour off fat drippings from roasting pan, reserving 1/4 cup. Return this amount to pan. Sprinkle corn starch into pan and cook over medium heat, stirring constantly, about 5 minutes or until browned. Gradually add broth and liver, salt, thyme and pepper. Simmer a few minutes. Makes 4 cups. For chicken, recipe may be halved.

Champagne is a beverage that makes you see double and feel single.

The world's best after dinner speech: "Waiter, give me both checks."

Aerosol Products Is Club's Topic

Mrs. John Hunter presented a program entitled Safe Use Of Aerosols Around The House to members of Cultural Home Demonstration Club at their recent meeting in the home of Mrs. Grady Parsons, the club's president.

In her program, Mrs. Hunter stressed the importance of reading directions before using

a product. Club members also related personal incidents and near accidents with aerosol products.

During the business meeting, Mrs. J.G. Gandy, THDA chairman, modeled a dress to be worn at the state home demonstration meeting held this week in Amarillo.

Mrs. D.Y. Edwards was

recognized as a guest by 12 members present.

EUROPE & GRAIN

Agriculture Secretary Earl Butz, meeting with Petrus Lardinois, Common Market Commissioner of Agriculture, has asked that they scale down their purchases of grain voluntarily.

Anthony's

OPEN UNTIL 8:30
Thursday Night
Mall Only

September Specials

58/60"
**POLYESTER
KNITS**

Values to 2.88

1.57



100% polyester... the fabric that can be worn year 'round. Holds its shape, durable, never needs ironing, lightweight for travel, easy care for those weekend football trips! First quality in many fancies and solid colors.

Duckwall's

SUGARLAND MALL

Famous Brand Sheets & Pillowcases In Salem Stripes

A parade of sizzling stripes. No iron Polyester Cotton blend. Bed making is a snap with these good looking designs. A dream come true at the right price!

Twin Flat or Fitted
Values to \$3.29

\$2.27

Full Flat or Fitted
Values to \$4.29

\$3.07

Pillowcases
Values to \$2.89

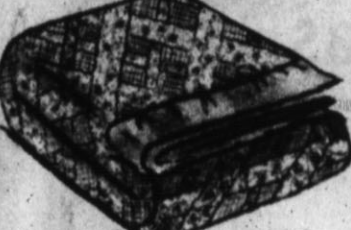
\$2.07



Bed Pillows

Soft Polyester filled bed pillows with floral cotton ticking. Corded edge. They're odorless, resilient, non-allergenic. Size 21" x 27". Our Reg. \$2.79.

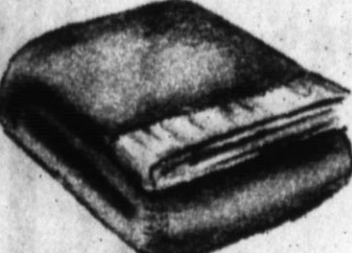
\$1.99 ea.



Country Fancy Bed Blankets

Beautiful blankets are comfort-right! 100% Acrylic blankets with enchanting "Country Fancy" design. Fashion colors. Full size 72" x 90". Our Reg. \$7.77.

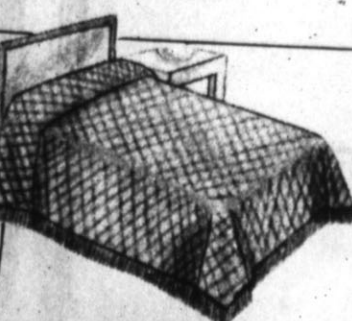
\$5.88



Bed Blankets

Marvelously fluffy and warm, choose from this assortment of solid colored blankets. As practical as they are lovely. Full size 72" x 90". Our Reg. \$5.88.

\$4.44



Chenille Bedspread

Exciting honeycomb design - a real room sparkler! Cotton tufting on cotton backing. Accenting fringe trim. Full size. A classic beauty. Our Reg. \$6.95.

\$4.77

A World Of Color

Duckwall's
for bedding, rugs
and a whole
lot more

Pillow Shams

Quilted decorative patterns & colors. Zippered covers fit standard pillows. Add that touch of color. Our Reg. \$1.29.

96¢ ea.

Mountain Mist

Dacron Batting

Dacron Polyester quilt batts. White. 81" x 96". 1 lb. Our Reg. \$3.98.

Limit 3

\$2.96



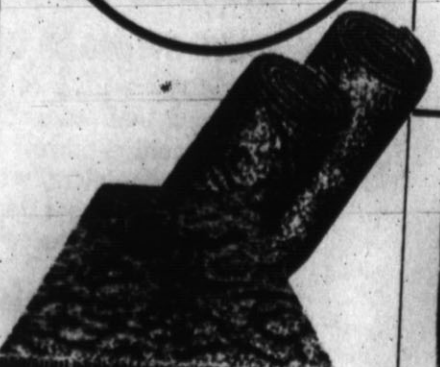
Poly Fil

100% Pure
polyester fiber.

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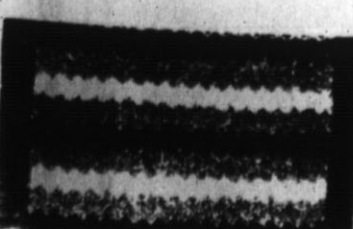
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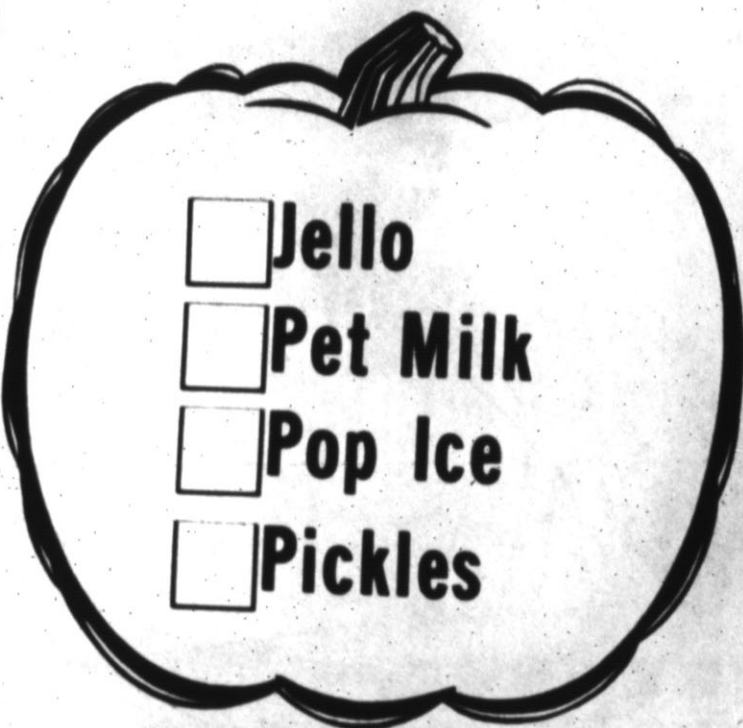
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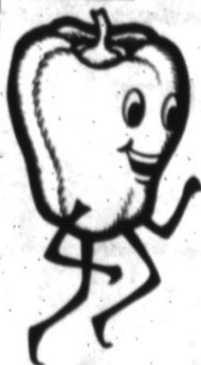


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The 20's



The 70's

Heady story of short hair takes a swing

Shorter hair is moving in to make heads neat, chic and free. Free because once the weight of long hair is off, it's a very light-headed experience. Neat, since there's no toilsome arranging and re-arranging to do. A good short haircut and shaping could require just a quick shake of your head or brief brushing to set your hair in place again.

Chic on top of it all as a perfect balance to the wider shoulders, longer sweaters, full skirts reaching the scene this fall.

For the fun of it, and to dispel the notion of "here we go again," we've collected pictures from American Hairdresser magazine and sketches to show you how the "Bob" went to everyone's head back in the '20's and what's in line now.

Of course, no look returns to popularity exactly as before. Hair styling forms a special part of each historical period's beauty perspective.

Rigid waves, stiff edges, the marcel and shingle of the "flapper" are familiar, near enough in time for family photo albums to give us a laugh. And film retrospectives of the silent greats show us how it all looked in action.

1924 seems to have been the biggest year for the bob. There were versions like the Ina Claire, the Dutch Cut or Marcel Bob. Some looked glued in place (pavement wave, indeed) or were frizzed at the front.

Women even shaved their

napes to achieve that severe line and then wished they'd never started that!

At least, hairpieces resolved the problem of disguising the style for dressy evenings with a great variety of barrettes, beaded bandeaus and jeweled combs around as further distractions.

It was a time, then, of headache bands, wiglets, henna rinses, herbal preparations, air waving. Sounds very up to date, doesn't it?

It's amazing how advanced some of the hair care thinking was in Europe in the '20's even if paper and kid curlers were the norm.

Now American know-how in hair-conditioning products, "wash and wear" perms is recognized the world over.

Emphasis is on nature's own contributions to hair control and the test kitchen is as much the center of activity as the lab.

What we see in today's short cuts is a more graceful proportion, a softer feeling for the face-framing line and the back of the neck. The prime factor is how the hair itself looks — is it gleaming, clean, well-cared for?

Color highlights are expected to reflect a natural and appealing glow.

The actual cutting and shaping of the hair belong in expert hands. A good style flatters without being tricky; it's axiomatic in the designing field that simple schemes test professional

training most.

Artificial crimps and geometric cuts won't do. You don't want to fuss a lot with your hair every time you go out or pass a mirror!

Hairdressers who specialize in cutting short hair taper, layer or blunt cut the ends so they flip right back into place when you're doing the shampoo and set on your own at home. Ask them to show you how to handle a styling brush or electric comb for gentle curves and full body.

Though short cuts have to be re-shaped at regular intervals, top stylists work with the way your hair real-

ly moves and waves to get the best line.

Many men are now relaxed about having their hair styled and shaped. The results are evident.

Younger males who opted for the long, untended locks are beginning to go for good-grooming techniques. Medium length may work out as the happy meeting ground for just about all ages.

Part of the current beauty image is pure nostalgia. But the restyling has fresh qualities for you to consider along with your own individual attitude toward hair length.

El Llano Study Club Introduces Officers

Dinner was served to El Llano Study Club members Monday evening at their first meeting of the new club year in the home of Mrs. Labry Ballard, 120 Beach.

During the business meeting, new club officers were introduced. They included Mrs. R.W. Eades, president; Mrs. Tom Hamlett, vice-president; Mrs. Raymond White, secretary; Mrs. Joe White, treasurer; Mrs. Elmer Kimball, parliamentarian; Mrs. Lloyd Kirkeby, reporter; Mrs. Ivan Block, historian.

Also, all committees gave

brief reports and Mrs. Jim Bookout and Mrs. Olen Caviness were chosen to form a committee to revise the club's bylaws.

Assisting Mrs. Ballard during the evening were Mmes. Hamlett, Boyd Foster and Block.

Members present included Jim Bookout, Caviness, Pete Caviness, Fain Cesar, Ben Childers, Eades, John Jacobson, Lloyd Kirkeby, Melvin Thompson, White, Joe White and Mrs. Bob Word.

HARD FACTS

ABOUT OUR **DODGE BOYS' 1974 MODEL CLEARANCE.**

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At The Library

Determination Proves Successful

The Deaf Smith County Library is featuring two books this week. A Horseman Riding By R.F. Deiderfeld and The Kentucky Trace by Harriette Arnow.

A Horseman Riding By tells the story of a farming valley in Devonshire and of one man's lifelong determination to maintain its integrity and the way of life it represents.

The Kentucky Trace is an exciting novel of the Kentucky mountain country and its people.

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

A HORSEMAN RIDING BY

By R.F. Deiderfeld

Here is a vast, panoramic novel of English country life from the Boer War to the Battle of Britain. Filled with narrative energy, superbly evocative of place and time, it takes the reader into its vanished world of tradition, of landed gentry and cottagers, feuding tenant farmers, scolding wives, poachers, politicians, aristocrats clinging to a feudal way of life, London men of affairs, Members of Parliament, soldiers on the Western front, Edwardian Dowagers, restless "new women" of the suffragette and flapper generations and, above all, into the world of the seven families whose lives are rooted in the green acres of "Shallowford."

A Horseman Riding By tells the story of a great farming valley in Devonshire and of one man's lifelong determination to maintain its integrity and the way of life it represents against the encroachment of worldwide tides of change and the private turbulences set in motion by his disastrous first marriage.

Paul Craddock is a young soldier invalided out of the Boer War when he becomes the Squire of Shallowford, bringing an immense enthusiasm and a vision of prosperity for the entire countryside.

For Paul, his family, and his tenants and neighbors in the valley, the years are filled with a tumbling succession of events: his marriage to Grace Lovell, who abandons him and their young son to take an active part in the suffragette campaigns convulsing England; a shipwreck and dangerous rescue operation in the Bay; a happy second marriage and a flock of happy children; the Great War of 1914-18 that empties the valley of men whose fortunes we follow in the mud of Flanders Fields, in the East and on the high seas; the challenging values of the twenties and the desperate struggle to wrest a good living from the earth as the country plunges into economic disaster; the drift toward a new war in the thirties as Paul's eldest son goes off to fight in Spain. The novel ends with the men of the

valley preparing to resist the threatened invasion of Hitler's paratroopers after the Battle of Dunkirk.

With its nearly 100 characters and its richness of incident and atmosphere, R.F. Deiderfeld's novel summons up the reality, the variety, the quality of busy years of English life.

THE KENTUCKY TRACE

By Harriette Arnow

From the author of the Dollmaker and Hunter's Horn comes this superbly alive novel of the Kentucky mountain country and its people.

The time — during the American Revolution. It is a novel rich in character, color, and incident and imbued with that special feeling for the Cumberland that first won for Harriette Arnow a wide and loving audience.

With a warmth totally devoid of sentimentality, Mrs. Arnow makes us feel what it was like for ordinary people to experience the upheavals of the Revolutionary War — whole families vanishing from sight, or torn asunder by opposing loyalties.

And she gives us, at the center of her novel, a wonderful hero: Leslie Collins, a steadfast man, a brave man, gentry-burn but educated by his profession (he is a surveyor) to back country independence and resourcefulness — a man who might almost be taken for Daniel Boone.

Fighting on the rebel side, captured by bandits, rescued by scrappy "overmountain" men, Leslie moves with courage and perseverance confronting the war's confusion — as loyalties are questioned and his fights his — until, making his way home, he discovers his farm deserted, his family gone.

Following the only clue he has, he sets out in pursuit, down the Kentucky Trace — on a trail that leads him to a strange and ultimately crucial encounter: he blunders into an encampment of men and women scrambling for survival, all of them as displaced as he is by the turmoils of history.

Among them: an old woodman "gone Cherokee," the slave girl Rachel, the mysterious and mercurial young Indian, Little Brother. And, most important of all, the "yellow-haired woman" and her unwanted baby son, William David, whom she is determined to lose or destroy. Horrified and moved, Leslie galvanizes all his spirit and backwoods savvy, forging an alliance with the others to save the child.

And it is through this concern and this joint effort that he finds in full measure the wholesome strength and humor that help them all work through their despair and uncertainties — and the adventurous ingenuity that brings his ordeal and theirs, and the fate, of William David, to a surprising and touching conclusion.

German To Be Taught To Junior High Youth

Reservations are being accepted for a beginning laboratory class in German for Junior High School students to be offered at Texas Tech University from Oct. 1 through Nov. 22.

Seventh, eighth and ninth graders are eligible to participate, according to Prof. Rosemarie E. Petrick, director

of the eight-week course which is part of an applied linguistics class for Tech students who plan to teach German.

The Class will meet from 4:30 p.m. to 5:30 p.m. on Tuesday and Thursday of each week in the Foreign Languages Building at Tech. Emphasis will be on spoken German, using pictures and songs to enliven the sessions, Prof. Petrick said.

Enrollment will be limited, with applicants accepted on a first-come-first-served basis. A fee of \$2.50 will be charged to cover the cost of materials used in the course.

Parents are asked to make reservations by calling the Department of Germanic Languages, 742-4264.

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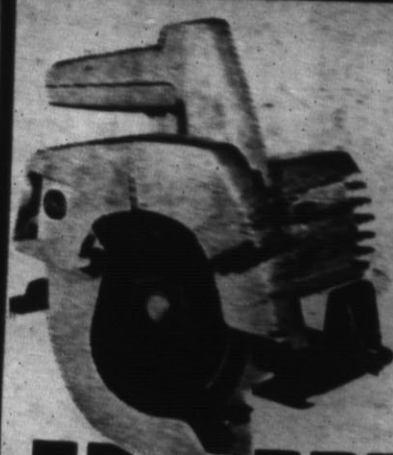
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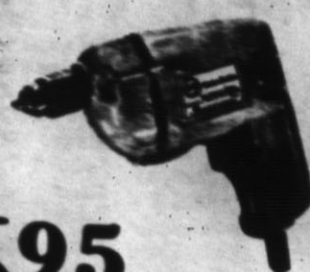
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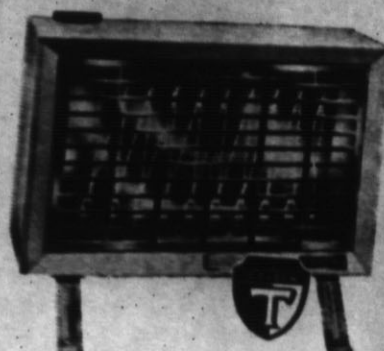
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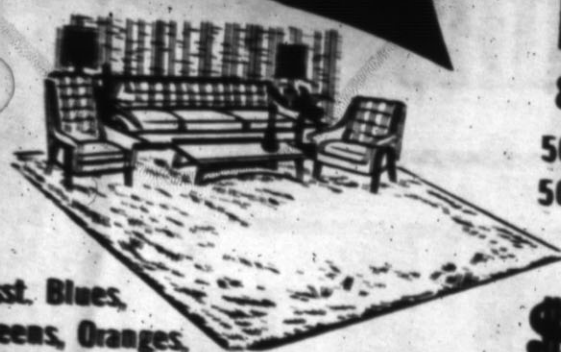
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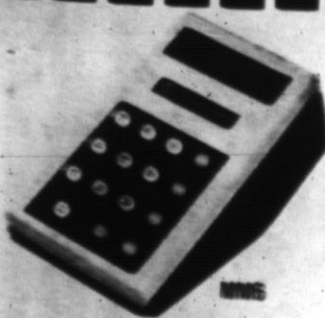


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Holiday Project Planned By XEA

Dates for the Santa Claus visiting program to be sponsored by Xi Epsilon Alpha Chapter of Beta Sigma Phi again this year, will be Dec. 19-21, members decided at their meeting Tuesday evening.

As their major fund-raising project of the year, chapter members arrange visits by Santa Claus at children's parties and other holiday entertainments each year. They will begin now to make appointments for the dates set for 1974.

Announcement was made that Mrs. James Horton was chosen by secret ballot of members as the chapter's Valentine sweetheart this season. She will be considered

with sweethearts selected from other Hereford chapters for the title of BSP queen, to be crowned at the annual Valentine ball in February.

Because illness prevented the appearance of a guest speaker, no program was given at this meeting.

Mrs. Dale Hughes of Dimmitt and Mrs. Ken Walser were guests. Members present were Mrs. Jim Cramer, Kenny Ruland, Jim Aldridge, Fred Mulkey Jr., Jerry Shipman, C.D. Fitzgaird Jr., and Ken Wiley.

FOR information on 4-H and HD Clubs, come by our office, room 304 Courthouse, or call us at 364-3573.



Mrs. Jimmy Morgan
...with son, Gary

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It's all been said about "back to school" and this year is no different. But you can Get Together with financial house and get the money you need to make it different. Borrow a little or a lot, whatever it takes to get the kids back to school. Or for any other needs or wants. And the more you borrow, the lower your interest rate.

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Supper Served To KI

Members of Kappa Iota Chapter of Beta Sigma Phi Sorority met Monday evening in Southwestern Public Service Reddy Room for a lasagne supper and business meeting with Mrs. Nelson Kendall and Mrs. Bobby Jones as hostesses.

Mrs. Gary Royal presented an interesting program on Painting The Person in which she spoke on how women should take care of their facial structure and exercises which can be done to build facial muscles.

During the business meeting, members discussed the chapter's benefit bridge which is scheduled for 7:30 p.m. October 15 in Community Center. Bridge partners will remain throughout the evening and tickets may be purchased from any chapter member or at the door for \$1.50.

Members also voted on the Chapters' Valentine representative and results will be announced at the chapter's first meeting in October.

Final preparations for a social to be held at 7:30 Tuesday in First National Bank's Community Room were made with husbands and guests welcome to attend.

Members present included Mrs. Temple Abney, Tom Bullard, Don Childers, James Head, George Muse, Les Osterriech, Royal, Davey Sorells and Lennon Young.

Survey Of AARP Given

A local organization of retired residents and those approaching retirement age, which is a branch of a national group, the American Association of Retired Persons, was described to La Affiliatus Estudio Club on its program Tuesday afternoon at Pioneer Gas Flame Room.

This was the first program of the 1974-75 season in the club, and continues a study of Hereford civic functions and various organizations in the area. Mrs. A.H. Cook was program director.

Speakers were Mrs. John Moore and Mrs. H.J. Wilhelm, members of the Hereford Chapter, AARP, which now has a membership of 40. They explained that any resident 55 years of age and over is eligible to be a member.

The organization's purpose, they said, is to help women and men approach retirement, plan for it and then make the most of it. It offers insurance plans, travel in this country and abroad, educational opportunities and pharmacy service, all tailored to the needs of the older person.

Monthly meetings of the local chapter give its members social life, recreation and opportunities for community service, the speakers told club members.

Mrs. Marlin Gilliland presided for a brief business period. Other members present were Mrs. B.F. Markham, A.N. Hopson, A.B. Higgins, Emmitt Hale, Cecil Braly, Sam Morgan and Mrs. Ott.

Southern School Enrolls Fraser

Jim S. Fraser, son of Mr. and Mrs. William B. Smith of 710 Lee, is one of 125 students to register for the 1974-75 school year at the Swannanoa Academy. The academy, the oldest college preparatory school in middle Tennessee, along with the College of Arts and Sciences and School of Theology comprise the University of the South.

This year's enrollment marks the second consecutive year of increase. The number includes 31 boarding coeds and 36 girl day students. The academy has included girl students since 1968, but this is only the second year for boarding girls.

Campfire Girls Group Selects Year's Officers

Officers were elected, meetings and projects for the year were planned at the meeting of O.K. To Me Campfire Girls group Tuesday afternoon. Elaine McDowell was chosen to serve as president this year.

Also elected were Judy Jones as vice president, Christina

Other members taking part in the business discussion were Dora Goumlis, Sylvia Soliz and Leslie Whitley.

Valerie secretary, Louise Mays treasurer, Dana Ulibarri reporter and Amy Coleman song leader.

ATTENTION

The Beauty House takes this time to proudly announce, Beverly Richardson, Rose Brownlow, Addie Nolen, Pat Rhodes attended a Hair Styling Forum Sunday at the Camelot Inn.

Mr. Martin from Toronto, Canada gave lessons in Blow Cutting, Iron Styling and Long Hair Styling. Call for an appointment for a fabulous new hair style, we take early & late appointments

Addie Nolen
Beverly Richardson
Sharon Williams
Rose Brownlow
Pat Rhodes
Gladys Carroll
Leona Adams

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*Blow Cut \$5.00
*Permanents \$15.00
*Shampoo & Set \$4.00

BEAUTY HOUSE

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Let's Cook Homemaker Enjoys Cooking But Hates Cleaning Up

BY SANDY INMAN
Brand Staff Writer

MANY homemakers enjoy cooking but hate having to clean up the pots and pans afterward. Mrs. Jimmy Morgan of 406 Ave. C. is no exception. "I thoroughly enjoy cooking but I would just as soon leave the dishes," smiles Mrs. Morgan.

Two favorite dishes the Morgans like are Strawberry Layer Salad and Bottoms Up casserole. "We are especially fond of the strawberry salad but it's very high in calories and I don't prepare it very often."

STRAWBERRY LAYER SALAD

DISSOLVE 1 large package strawberry Jello in 2 cups boiling water. Add 1 lb. package frozen strawberries and 1 cup crushed pineapple (1 flat can). Pour half of this mixture into oblong pan (9x12) and allow to congeal partially. Spread 1 cup sour cream on mixture and then pour remainder of Jello mixture on top of cream layer. Sprinkle top with 1/4 to 1 cup chopped pecans and press pecans into Jello. Allow to congeal completely. Cut in squares and serve on lettuce

leaves. Serves 12-15 large squares.

BOTTOMS UP CASSEROLE

1 9 inch pie crust
1 Tbs. shortening
1 lb. ground chuck
1/2 cup chopped celery
1/4 cup chopped onion
1/4 cup chopped green pepper
1 10% oz. can tomato soup (undiluted)
1/4 tsp. garlic salt 1/4 tsp. Worcestershire sauce
1/4 tsp. onion salt
1/4 tsp. salt
Dash pepper
3 slices American cheese cut in strips

PREHEAT oven to 400 degrees. Brown beef and cook celery, onion and green pepper together in shortening. Drain. Stir in remaining ingredients except cheese. Spread mixture evenly in pie plate. Place pie crust over meat mixture. Silt pie crust in several places, do not seal edge. Bake for 15 minutes. Place large plate or platter over pie and turn upside down. Top meat mixture with cheese in a lattice pattern. Cut into wedges. Serves 6.

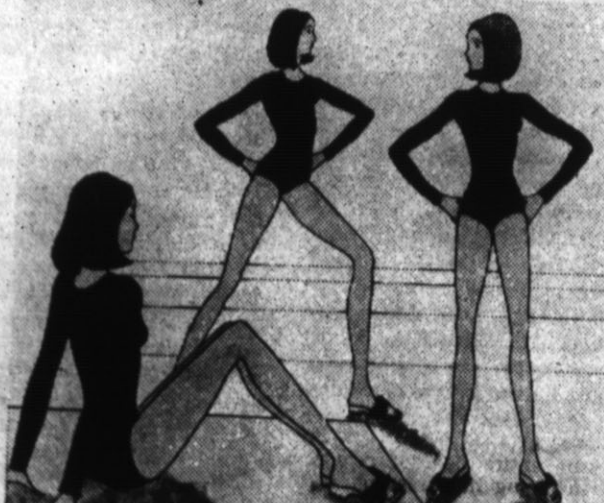
THE MORGANS were married in Honolulu, Hawaii in 1971. They have a son, 14-month-old Gary. "While Jimmy was serving in the U.S. Marine Corps, he was stationed in Honolulu. I flew over to meet him and we spent two weeks of our honeymoon there before he was transferred to California," says the blonde housewife.

"While in Hawaii we rented a car and drove around the island. It's really lovely. The most unusual sight I saw was the International Market Plaza which featured shops from all over the world."

"As far as the people and customs of the island are concerned, I guess I was most amazed at their dress code. You couldn't go into a restaurant without some sort of shoes on but you could go in a bikini," explains Mrs. Morgan. "That's quite a contrast."

Mrs. Morgan was Ellen Bridges before her marriage and has lived in Hereford all of her life. "My husband has lived in this town for nearly 15 years, so I suppose it was inevitable that we make our home here," says Mrs. Morgan.

Legometrics



FOR SHAPELIER ANKLES, Scholl suggests three "legometrics" exercises to do with the special beechwood-sole sandal: Left—Sit upright on floor, using arms to steady you, and draw up knees until soles of the sandal are resting firm on the floor. Clench toes of each foot against the "gripper" bar of the sandal until pull is felt in muscles of foot, upper ankle and lower ankle. Hold for the count of six. Relax. Center—Step forward with the left foot, rock forward and grip toes against the "gripper" rest of the sandal until pull is felt in muscles of leg and thigh. Hold to the count of six. Repeat with other leg. Right—With feet apart, grip into sandal and try to bring feet together as though a telephone book was holding them apart. Hold for count of six. Repeat.

Put a tingle in your toes, a swing in your step

While tightening the tummy and whittling the waist are daily concerns for most women, toe tending is apt to be a now-and-then

part of the beauty routine. But feet and legs—those overburdened and often-abused members of the body—deserve their share of care and exercise, too.

After being cooped up in tight shoes and boots all day, toes need a periodic work-out to relax and revive. Here are some "foot gymnastics" to stir circulation and strengthen muscles suggested by the experts at Scholl:

- Shake your toes as you would your fingers.
- Riffle the pages of a telephone book with the toes, or, after the bath, try raking up the towel.
- Pick up a marble or a pencil with your toes and try walking with it.
- Walk alternately on the inner and outer edges of the feet.
- Walk on your heels with toes pointed inward.

For the ankles: Step forward with the right foot, rock forward and grip toes against the raised toe-crest until pull is felt in muscles of the leg and thigh. Hold to the count of six. Relax. Repeat with other leg.

For the calves: Sit upright in a straight chair, legs relaxed, hook one foot over the other so that sides of the sandal are touching and then try hard to pull feet apart. Hold for count of six. Relax.

For the thighs: Lie full-length on the floor, using arms to steady the body, and raise lower trunk until legs are at right angles to body. Cross ankles so that the outer sides of the sandal are touching, and keeping ankles locked, try to force the legs apart until a pull is felt in upper thigh muscles and trunk. Hold for count of six.

The Hereford Brand, Hereford, Texas, Thursday, September 19, 1974

If you want less hair

You can blame facial hair on aging, emotional stress, heredity, hormonal disturbance, X-ray treatments. Take your pick.

Actually, the problem of superfluous hair happens to women of all ages though research is still inconclusive as to why. During menopause some women find themselves in a hair-growth cycle that's likely to be pretty distressing.

It's no time for a quick decision to shave or tweeze despite its seeming practical and inexpensive.

Instead, a woman could wind up with daily sessions in front of the mirror finding hairs, plus acquire fears of encountering friends under bright lights!

Proper electrolysis by a trained technician is the only safe, permanent method (home kits can produce scarring).

The treatment may consist of a number of visits if hair is particularly heavy.

Past is now present in beauty ideas

Women have been practicing the art and science of being beautiful for thousands of years.

The ancient Egyptians were well versed in the arts of make-up and hairdressing. Wetting their hair with mud, they would take small strands and wind them around sticks then dry the setting in the sun to create early Egyptian "high style."

The first hair dye was recorded about 1500 B.C. when henna was mixed with mud then applied to the hair giving it a reddish color.

Cleopatra, when she wasn't occupied with charming Julius Caesar or Mark Anthony, compounded her own cosmetics and perfumes and obviously aped all with great skill.

The Greeks became very expert in beauty culture, and it is from their word Kosmetika which means "skilled in adornment" that we derived the word Cosmetology which refers to the entire field of beauty including hairdressing, facial make-up, skin hair and scalp treatments.

The science of Cosmetology was linked with medicine for a period of time until it became a separate profession in the Middle Ages.

By the 19th century, hydrogen peroxide was adopted for use as a bleaching agent and dyes were formulated that started a new era of hair coloring.

The first professional schools established for the study of Cosmetology were opened in the late 1890's.

Early in our 20th Century, methods of permanent waving were developed.

The science and art of hair cutting became extremely important for it was, without a doubt, the basis of any good hair style.



Sweet 'N' Fancy Officers

Officers for the new club year were presented at the Sweet 'N' Fancy Cake Decorating club meeting recently in Community Center. From left are Mmes. Joel Lytal, treasurer; Mrs. Carlton Richardson, president; Mrs. Nick Milburn, vice-president; Mrs. Mark Koenig secretary.

Defensive Driving Offered

Spanish speaking Texans may now take advantage of the safety and economic benefits of the Defensive Driving Course by taking the course in their native tongue, the Texas Safety Association recently announced.

TSA President Edwin B. Locke and Texas Board of Insurance Chairman Joe Christie introduced the Spanish version DDC to the public at a Capitol press conference in Austin.

DDC is a classroom driver improvement program for which qualified graduates receive a ten percent auto insurance

discount. The insurance incentive plan for English version DDC graduates was initiated by the State Board of Insurance in September, 1972.

The lively, eight-hour course is supplemented with color films, visual aids and student workbooks which have been carefully translated into Spanish.

"More than 19 per cent of the Texas population — some two million residents — will now have the opportunity to become better drivers through a study course designed to suit their language needs," Christie said.

He also noted that completion of the course will carry the normal three-year discount on automobile liability, collision and medical payment coverages written by insurance companies which are rate-regulated by the State Board of Insurance.

Pointing out that DDC is a joint venture of TSA and the National Safety Council, Locke commented, "We in Texas, with our large Spanish-speaking population, have been instrumental in the decision by NSC to make the course available in Spanish. With the language barriers finally down, thousands more Texas motorists will have the opportunity to improve their driving skills through DDC. And every new defensive driver helps to make Texas a little safer."

Locke said he hoped to see every one of Texas' 559 DDC training agencies offer the Spanish version. These agencies, located across the state, include local safety councils, civic groups, service clubs, churches, schools and businesses. Pointing out that the traffic accident is the country's number one killer of employees, Locke urged more Texas businesses and industries to incorporate DDC into company safety programs.

According to TSA officials, nearly 300,000 Texas drivers have graduated from DDC. In 1973 alone, TSA trained 145,000 drivers, a record in any state in any single year.

AAUW Plans Defined By State President

Women, the news media, global interdependence and dynamic learning were stressed by Mrs. Gilbert "Polly" Orcutt as she addressed a workshop for District I of the American Association of University Women Saturday in Amarillo at First Christian Church.

Mrs. Orcutt, president of the Texas Division of AAUW, urged continued interest in legislation and an educational fund which is being directed towards a centennial fund for 1982. Stating that the AAUW "might well be a vanguard of political issues this year," Mrs. Orcutt is a proponent of civic involvement by the international federation. Members of the Amarillo

branch of AAUW were hostesses at the biannual gathering. Dr. Enid Bates, district coordinator, presided.

Attending from Hereford were Mmes. L.N. Cox, J.F. Naylor, D.N. Garner, Colby Conkright, Earl Holt and Cawthon Bryant, vice president.

Too Late

While we wait for the napkin, the soup gets cold. While the bonnet is trimming, the face grows old. When we've matched our buttons, the pattern is sold. And everything comes too late — too late.

Green Valley Club Meets Monday

Joint reports were given by Mark Betzen and Rhonda Hagar to members of Green Valley 4-H Club Monday afternoon on a recent teen-leaders meeting and

the club's Tri-State Fair booth in Amarillo.

After the short business meeting, a crafts session was led by Lazelle Fowler and Pat

Smith assisted by Wes Strain. Two guests were recognized by the 17 members present including Mrs. Robert Strain, club leader. Refreshments were served by Mrs. Hagar.

PARK RESERVATIONS

The National Park Service has announced that it is abandoning, temporarily, its reservation system. They are converting back to first-come first-served system.

BELTED TIRE SALE

55-62% off 2ND tire

WHEN YOU BUY 1ST GLASS-TRACK BELTED ROAD GUARD AT REGULAR PRICE PLUS F.E.T. EA.



2 sturdy fiber glass belts fight road hazards.

2-ply polyester cord body for smooth riding.

2ND TIRE \$12

A78-13 TUBELESS BLACKWALL PLUS 1.80 FEDERAL EXCISE TAX EA., TRADE-IN

TUBELESS BLACKWALL SIZE	ALSO FITS	REGULAR PRICE EACH	SALE PRICE 2 ND TIRE	PLUS F.E.T. EACH
A78-13	6.00-13	\$32	\$12	1.80
C78-14	6.95-14	\$36	\$14	2.17
E78-14	7.35-14	\$38	\$17	2.33
F78-14	7.75-14	\$41	\$18	2.50
G78-14	8.25-14	\$44	\$19	2.67
H78-14	8.55-14	\$46	\$20	2.92
G78-15	8.25-15	\$45	\$20	2.74
H78-15	8.55-15	\$47	\$21	2.97

FAST FREE MOUNTING

WARDS 4-PLY POLY-TRACK HIGHWAY HANDLER

LOW AS

2 FOR \$36

B78-13 TUBELESS BLACKWALL PLUS 1.83 F.E.T. EACH AND TRADE-IN.

TUBELESS BLACKWALL SIZE	ALSO FITS	REGULAR PRICE EACH	SALE PRICE IN PAIRS	PLUS F.E.T. EACH
B78-13	6.50-13	\$24	\$36	1.83
C78-13	7.00-13	\$27	\$40	1.99
B78-14	6.45-14	\$27	\$40	1.97
E78-14	7.35-14	\$30	\$45	2.24
F78-14	7.75-14	\$32	\$46	2.41
G78-14	8.25-14	\$34	\$51	2.55
F78-15	7.75-15	\$33	\$51	2.42
G78-15	8.25-15	\$35	\$52	2.63
H78-15	8.55-15	\$37	\$55	2.82

*With trade-in tire. Whitewalls available in most sizes \$3 more. H78-14 whitewall also available.

WARDS FULL 4-PLY AIR CUSHION TIRE

REG. LOW PRICE 10⁹⁵

A78-13 TBL. BLACKWALL PLUS 1.78 FEDERAL EXCISE TAX EA. AND TRADE-IN TIRE

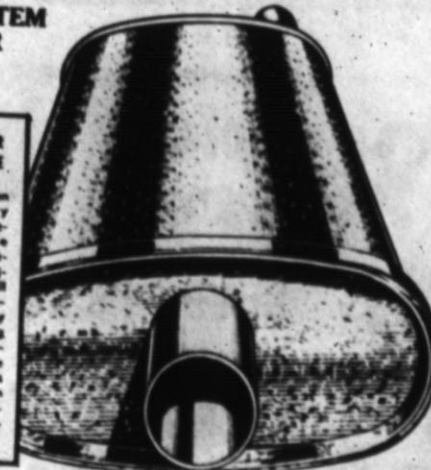
TUBELESS BLACKWALL	ALSO FITS	REGULAR LOW PRICE EACH	PLUS F.E.T. EACH
A78-13	6.00-13	10.95	1.78
B78-13	6.50-13	12.95	1.83
E78-14	7.35-14	17.95	2.24
F78-14	7.75-14	18.95	2.41
G78-14	8.25-14	19.95	2.55
5.60-15	—	15.95	1.78
G78-15	8.25-15	19.95	2.63
H78-15	8.55-15	21.95	2.82

With trade-in tire. Whitewalls available in most sizes \$3 more ea.

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WARDS SUPREME MUFFLER REPLACEMENT GUARANTEE

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



7.65 OFF

SUPREME MUFFLER—THE STRONG, SILENT TYPE

14³³ INSTALLED

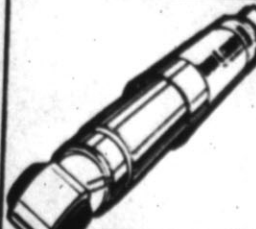
Custom-coated steel, resists rust. Guaranteed for as long as you own your car. Get fast installation while you shop at Wards.

SUPREME MUFFLER Reg. 16.98 take with price... now 10.33



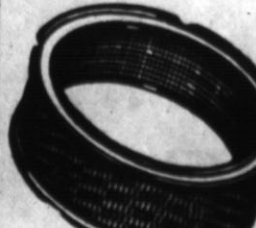
SAVE 20¢

ALL SEASON OIL, QUART Gives super engine protection in any weather. SAE 10W-30. REG. 69¢



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HEAVY-DUTY T&C SHOCKS With more control than most originals. REG. 5⁸⁸ EACH 9.99 installed 7.88 7.99



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DO-IN DUST WITH OUR AIR FILTER Traps 90% of power-robbing, airborne dirt. Fits most cars. REG. 2.99

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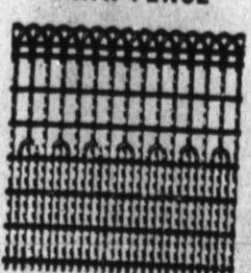
114 PARK AVE.

364-5801

we feature

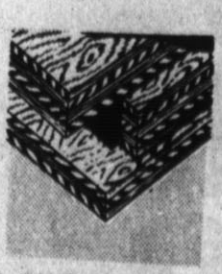
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42"x100' \$43¹⁶
48"x100' \$48³⁰

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4'x8 1/2" cd exterior \$6⁰⁴ Per Sheet

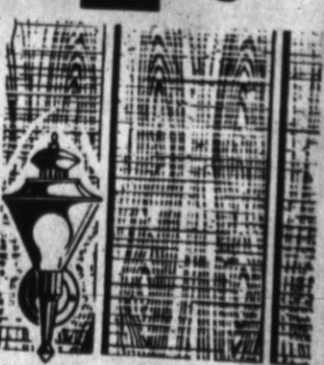
10' GUTTER



\$1⁹⁹ Per 10' Joint

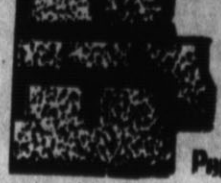
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12x24 Cross-Scored Smooth-White 10 1/2¢ PER SQUARE FOOT



RUF-X-90 REVERSE BATTEN SIDING. 1 1/2" wide square cut grooves on 12" centers create a dramatically different plank effect. Rough-sawn surface adds a distinctive rustic charm to any exterior... defies harsh weather, dents and years. Grainless... with no natural defects. Works easily with ordinary carpenter's tools. Finishes beautifully with paint or stain. 4 x 8 PANELS ONLY \$10⁶⁰ Each

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ROOFING

No. 240 Self-Seal

Per Square

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Death Still Forbidden Topic

Americans seldom speak openly of death. It still remains a forbidden topic, one family life education specialist said this week.

"People keep their feelings about death and dying to themselves because of fear, uncertainty and a feeling of helplessness," Ilene Carrington, Texas Agricultural Extension Service, The Texas A&M University System, said. She pointed out that even when a family member or close friend is critically ill, there is often an attempt to keep the

news from the patient.

"Most critically ill patients know they are dying by the change in attitude and actions of those around them. The family avoids discussion of death in an attempt to protect the individual.

"The patient may not have an opportunity to express feelings or to grieve for what he is losing. At a time when he has a tremendous need to be loved and wanted, the individual may be excluded by his loved ones in their own grief and desire to spare him from knowing he's

dying," she noted.

But families need to learn to listen to the patient during this difficult time. The person needs to know he is still important and loved as he is.

Families can never completely understand how the dying person really feels or what he's experiencing. The specialist noted that Dr. Elizabeth Kubler-Ross's study of patient reactions does provide some insight as to how the dying feel, and can help prepare families for this event. "The dying person's first

reaction is one of shock and denial. As the individual realizes he is dying, he may express anger, resentment, or bitterness. The anger may be directed at those closest to the patient.

"Family should not be misled by these angry outbursts and withdraw—this is the time when their support and presence is desperately needed."

A third state is a bargaining period. The patient still refuses to accept his illness and seeks to postpone his death. Most bargains are silently made and kept secret. They may be the result of guilt or regrets for past failures or neglect. Listening to

the individual is important during this time, she continued. "After the bargaining, the individual may become more depressed and withdrawn. The person may fear the unknown or he may grieve for the loss of health, independence and separation from family.

"The individual also realizes he'll soon suffer greater losses. During this stage love and emotional support from the family are important. The individual needs the opportunity to grieve and to know he is cared for by those he loves."

Finally, most patients accept their impending deaths, if they are able to work through the

other stages. There may be an extreme narrowing of interests and friends as the quiet presence of a few becomes sufficient. Here is where the family needs the support of friends and one another.

"When one is dying, the importance of sharing feelings cannot be too strongly stressed. Being open and non-judgmental of one's family can reduce guilt and anger. Sharing this intimate experience can help provide greater acceptance and understanding of the process of dying," she said.

The Hartford Herald, Hartford, Texas, Thursday, September 19, 1974

ABOUT YOUR HOME

By April Rhodes

Do you need a convenient place to store your collection of scraps left from your sewing? An old suitcase is excellent for storage.

Cement or tack a narrow strip of carpeting along the bottom, inner edge of overhead garage doors to keep dirt and leaves from blowing under.

After using a recipe that calls for the egg white only, yolks can be poached until firm, then cooled and put through a sieve. Use to garnish salads and canapés.

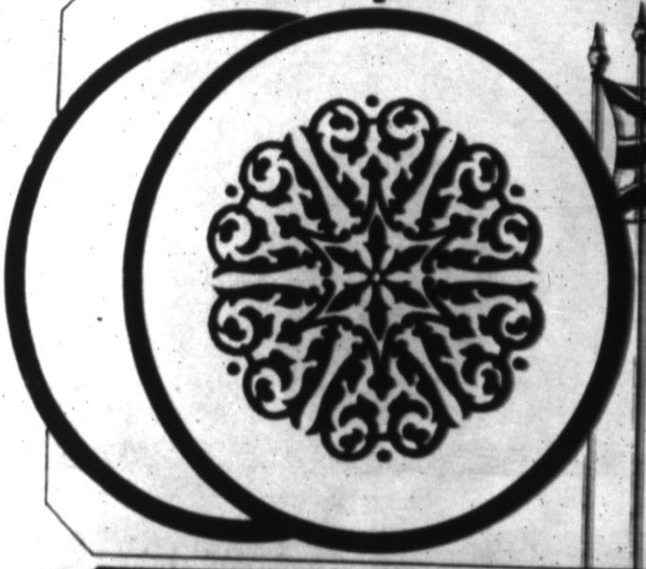
Raisins for cakes and breads will be plump and juicy if you'll soak them in warm water before adding to batter or dough. (Drain raisins thoroughly.)



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ALL GRINDS
Camelot Coffee 78¢
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1-LB. CAN

COLD MEDAL
Enriched Flour 84¢
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5-LB. BAG

CAMELOT
Tomato Juice 38¢
46-OZ. CAN

MEADOWDALE
Blackeye Peas 4 16-OZ. CANS 89¢

MEADOWDALE WHOLE KERNEL OR CREAM STYLE
Golden Corn 4 16-OZ. CANS 89¢

MEADOWDALE
SHORTENING 109¢
LIMIT 1 WITH \$5 OR MORE PURCHASE
3-LB. CAN

VAN CAMP'S
PORK & BEANS 4 16-OZ. CANS \$1.00

CAMELOT
Fruit Cocktail 3 16-OZ. CANS \$1.00

GARDEN HARVEST
Sliced Pears 29-OZ. CAN 52¢



CAMELOT
ICE CREAM 85¢
1/2-GAL. CTR.

REG. OFF 94¢

CAMELOT
Tomato Ketchup 32-OZ. BTL. 58¢

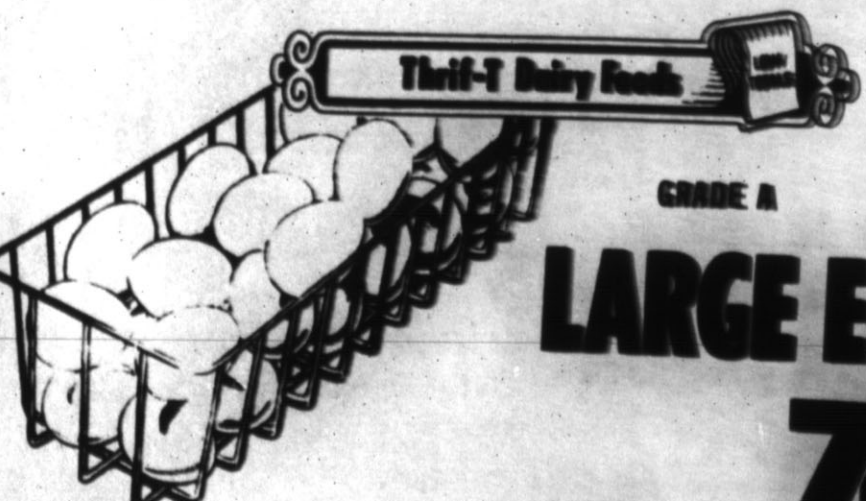
MEADOWDALE
Salad Dressing 32-OZ. JAR 56¢

CAMELOT
Black Pepper 8-OZ. CAN 88¢

MACARONI CHEESE
Camelot Dinners 4 7 1/4-OZ. PKGS. 89¢

CHARMIN ASSORTED
Bath Tissue 4-ROLL PKG. 52¢

YARD AND LEAF
Glad Bags CTR. OF 10 \$1.48



GRADE A
LARGE EGGS 74¢
DOZEN



MINUTE MAID
ORANGE JUICE 3 6-OZ. CANS 79¢
100% FLORIDA ORANGE JUICE

MEADOWDALE
HASH BROWNS 47¢
32-OZ. PKG.

REAMES
EGG NOODLES 48¢
12-OZ. PKG.

MEL-O-CRUST
Canned Biscuits 8-OZ. CANS 11¢

IDEAL
Half & Half 38¢
PINT CTR.

CAMELOT MILD
Longhorn Cheese 68¢
1/2-LB. PKG.

The Hereford Brand, Hereford, Texas, Thursday, September 19, 1974

CALENDAR OF EVENTS

THURSDAY
Bay View Study Club brunch, home of Mrs. Keith Simmer, 203 N. Texas 11 a.m.
L'Allegria Study Club, Pioneer Natural Gas Flame Room, 9:30 a.m.
AARP covered dish luncheon, Community Center, 7 p.m.
Los Ciboleros Chapter of Daughters of American Revolution, Deaf Smith County Library, 3:30 p.m.
Summerfield Study Club coffee, home of Mrs. J.B. Noland, 10 a.m.
Red Cross Volunteers luncheon, Civic Club center, noon.
Women's Golf Association, John Pitman Municipal Golf Course, 9 a.m.
Kiwanis Club, Civic Club Center, noon.
Alpha Iota Mu Chapter of Beta Sigma Phi Sorority, First National Bank Community Room, 7:30 p.m.
Jaycees, Dickie's Restaurant, 8 p.m.
Duplicate Bridge Club, 309 Western, 7:30 p.m.
VFW, VFW clubhouse, 8 p.m.

FRIDAY
Newcomers Club tea for all new residents, Pioneer Natural Gas Flame Room, 10:30 to 11:30 a.m.
Patriarchs Militant and Ladies Auxiliary, IOOF Hall, 8 p.m.
Dawn Extension Club, home of Mrs. Dwayne Nelson, 2:30 p.m.
Kiwanis Whiteface Breakfast Club, Dickie's Restaurant, 6:30 a.m.
Bud To Blossom, home of Mrs. W.H. Gentry, 547 Willow Lane, 9:30 a.m.

SATURDAY
Story hour for children grades 1-4, Deaf Smith County Library, 10 a.m.

MONDAY
Deaf Smith General Hospital Auxiliary, First National Bank Community Room, 8 p.m.
VFW Auxiliary, VFW clubhouse, 7:30 p.m.

TUESDAY
Pioneer Study Club luncheon, Hereford Country Club, 11:45 a.m.
West Hereford Extension Club, home of Evelyn Bell, 2:30 p.m.
Young Mothers Study Club, First National Bank Community Room, 8 p.m.
Lone Star Study Club, home of Mrs. S.S. Williams, 3 p.m.
Hereford Art Guild, Community Center, 7:30 p.m.
Rebekah Lodge, IOOF Hall, 8 p.m.
Hereford TOPS Club, Community Center, 9 a.m.
BPOE Lodge, Elks Hall, 8 p.m.
Weight Watchers Club, First Baptist Church, 10 a.m. and 6:30 p.m.

WEDNESDAY
Fun-Food-Fellowship Club luncheon, First United Methodist Church Fellowship Hall, 11 a.m.
Noon Lions Club, Civic Club Center, noon.
Story hour for pre-school children, ages 3 to 5, 3 to 4 p.m.

Too many eye witnesses usually confuse the story.
Be very careful about making promises; some of them can be collected in court.
People always complain when prices go up but seldom object to an increase in salary.

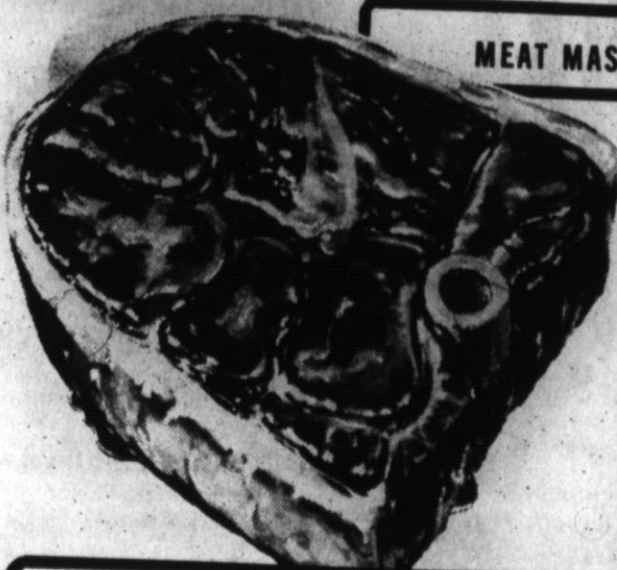
Autumn Fruit Cakes
2 sticks olive oil
2 c. sugar
5 eggs
1 lb. brown Graham cracker crumbs
1 can coconut
1 can crushed pineapple (drained)
1 c. chopped nuts
1 t. baking powder
Cream butter and sugar. Add eggs one at a time, beating well after each addition. Add other ingredients except nuts. Mix thoroughly. Add nuts. Bake in a greased tube pan for one hour and ten minutes at 325 degrees.

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SWIFT'S FRESH-FROZEN HINDQUARTERS
TURKEY ROASTS
4 TO 6-LB. AVERAGE
LB. 29¢

MEAT MASTER BEEF CHUCK ROASTS
BLADE CUTS OF BEEF CHUCK
LB. 79¢



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● **ROUND STEAK** CENTER SLICES OF BEEF ROUND
MEAT MASTER BEEF ● Sirloin Steak CENTER CUTS OF BEEF LOIN
MEAT MASTER BEEF ● Swiss Steaks CENTER SLICES OF BEEF ROUND
MEAT MASTER BEEF ● Rib Steaks LARGE END OF BEEF RIB
MEAT MASTER BEEF ● Rib Roasts LARGE END OF BEEF RIB
ALL MEAT MASTER BEEF ... CHOOSE THE CUTS YOU WANT, MIX 'EM UP, TAKE YOUR FAVORITES, AND PAY ONLY ...
LB. 129¢ WHY PAY MORE?

QUARTER OR HALF PORK LOINS
ASSORTED CHOPS
WILSON'S CORN KING LB. **\$1.09**
OSCAR MAYER PURE PORK BULK PACK **\$1.39**
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OSCAR MAYER Ham Steaks... 1-LB. PKG. **\$1.09**
MEAT MASTER BEEF Arm Pot Roast... LB. **99¢**
MEAT MASTER BEEF 7-Bone Roast... LB. **99¢**
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COLORADO Bartlett Pears 4 LBS. **\$1**
MISSOURI FANCY Jonathan Apples 4 LBS. **\$1**
MISSOURI FANCY RED Delicious Apples 3 LBS. **\$1**
FLORIDA ORANGE JUICE 1/2-GAL. BTL. **89¢**
APPLE CIDER 1/2 GALL. **\$1.39**



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REG. or MINT **Close-Up Toothpaste** 4.6-OZ. TUBE **58¢**



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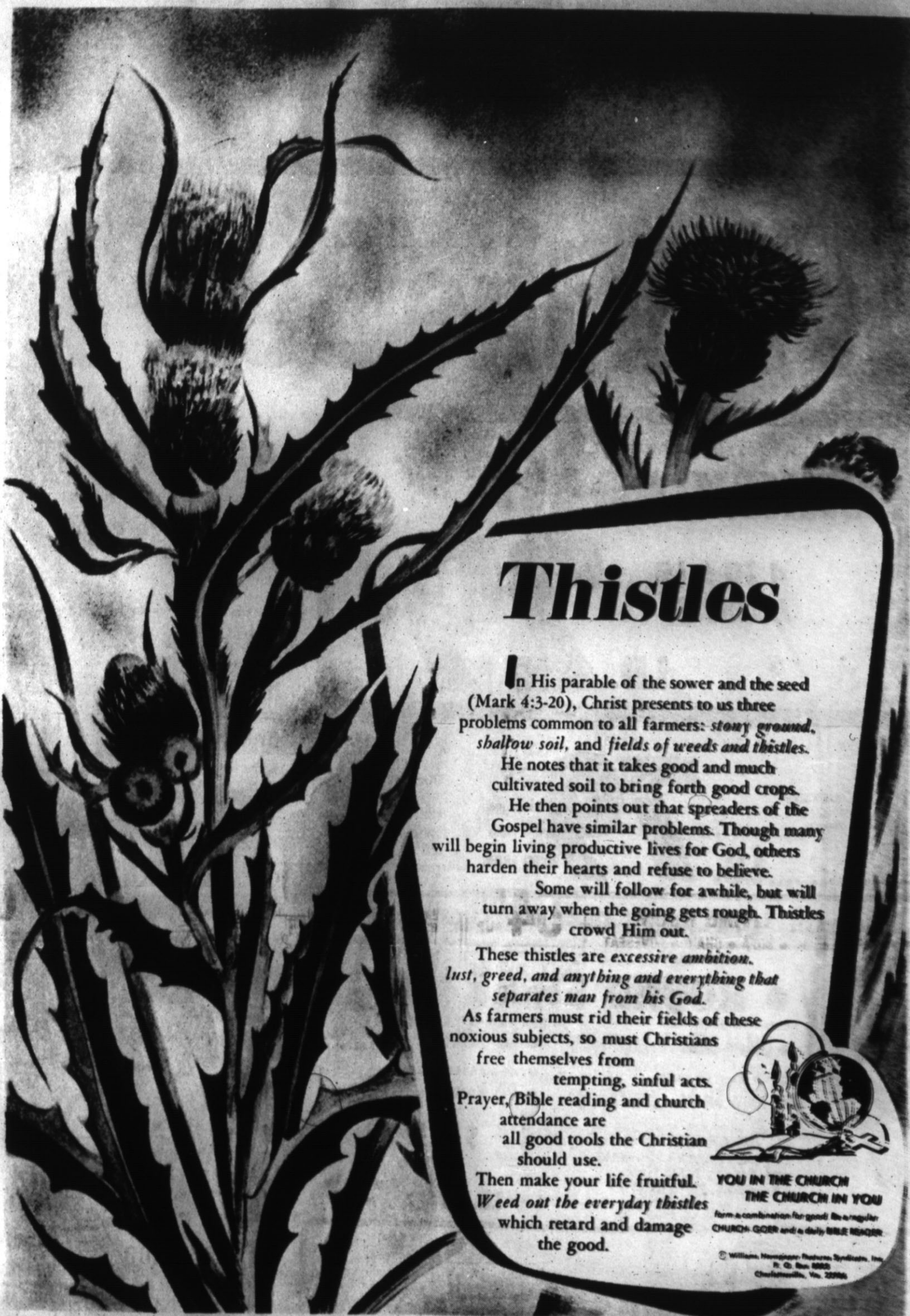
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Thistles

In His parable of the sower and the seed (Mark 4:3-20), Christ presents to us three problems common to all farmers: *stony ground*, *shallow soil*, and *fields of weeds and thistles*. He notes that it takes good and much cultivated soil to bring forth good crops. He then points out that spreaders of the Gospel have similar problems. Though many will begin living productive lives for God, others harden their hearts and refuse to believe.

Some will follow for awhile, but will turn away when the going gets rough. Thistles crowd Him out.

These thistles are *excessive ambition*, *lust*, *greed*, and *anything and everything that separates man from his God*.

As farmers must rid their fields of these noxious subjects, so must Christians free themselves from

tempting, sinful acts. Prayer, Bible reading and church attendance are all good tools the Christian should use.

Then make your life fruitful. *Weed out the everyday thistles* which retard and damage the good.



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Today's look that counts

Have you noticed that the new, short haircuts seem to look so right with the clean, crisp look of tailored clothes? It's no accident.

The trend-setting stylists both here and abroad keep a very close watch on what clothing designers are doing. And, as you know, the big look for this year is the Classics. Both for daytime and evening, the styles that count are well cut, well shaped and beautifully coordinated.

The same thing applies to hair. The looks that count in hairstyling are also well cut and beautifully shaped. They seem to fit right in with casually elegant classic clothes.

The shag of last year, or even the loose, flowing mane that has been so popular, just doesn't seem to fit the feeling of classic clothes.

One of the things that's so great about the new, short cuts is their versatility. You are no longer stuck with a single look as was so often the case with short cuts of the past.

Short hair 1974 vintage is most adaptable. Bangs, in particular, are part of most of the new cuts, and they really have a way of flattering! Wear them straight down, brushed to the side, or flipped up for a beautiful new look.

And here's an added bonus: most of the short looks are quite easy to care for, especially when you use pinked "Scotch" hair set tape to help you do the job.

With hair so short, rollers are out. And clips too often leave tell-tale marks. So the answer for smooth setting and shaping, as well as convenience, is Scotch hair set tape.

Bedroom Decoration Draws Criticism

By Bruce Bennett

CHICAGO — In an ill-considered effort to create an avant garde bedroom style, interior designers occasionally lose sight of the positive advantages of scientifically-developed back support systems.

In recent months, consultants associated with the Sealy Research Center in Chicago have noted that some designers, more interested in style than in the health benefits of orthopedically-approved back support, have suggested elimination of the traditional box springs.

To achieve a stylish look, mattresses have been placed directly on the floor, on wooden or cement blocks, or on hard wood platform bases.

"That may be style," state Sealy researchers, "but back support is a medical concern that should not be subject to fads and trends."

Dr. Robert G. Addison, assistant professor of orthopedics for the Northwestern University Medical School and author of the book Living With Your Bad Back, explains that medically sound back support sleep systems begin with a firm mattress, and these come in various grades and a choice of inner-spring or latex foam. "The function of the box spring foundation combined with a top-quality mattress," states Addison, "is to provide extra buoyancy and support. The box spring is much like the shock absorbers on the family car. It enables the mattress to conform to shifting body weight during the night's rest."

According to Addison, who is one of the medical authorities consulted by the Sealy Research Center in the development of the Posturepedic line of sleep products, modern mattresses and box springs are scientifically designed to work together. The effectiveness of the back support system is considerably reduced when the correct foundation is missing, he says.

Lodge Prepares For Jamboree

Plans for a fall jamboree to be held on Oct. 1 were discussed by Rebekahs Tuesday evening at IOOF Hall.

Jamboree committee chairmen were appointed during a brief business meeting presided over by Noble Grand Mrs. Edna Mathes. Also, cards were sent to the sick.

Mrs. Clarence Beauford was hostess during the social hour.

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Think young and look it, with special face lifts

Take heart, mature ladies — there's new hope for housewives with sagging

Hairstyles go to lengths you like

Let's face it, what's new today always borrows a bit from the "new" of yesterday and the dreams of tomorrow.

Some like it long, whether it be in hair style or clothes style. The trend in hair styles today is to the smaller head look, which means shorter hair shaped to the head contour.

The professional hairdresser and stylist through sophisticated training and continuous refresher courses know how to create the best possible look for the woman who wants to look her best with the length of hair she prefers.

In clothes fashion, the designer's most important step is in cutting the pattern to achieve the effects that will be attractive on a woman's form. The same is true in hairdressing, where the hair cut is of primary importance as it is the basis for any good hair style.

Today, more than ever, the cut is the thing and with a good haircut, many people find that they don't even have to set their hair to make it look good.

This is the wash and wear age, and the new haircuts have been developed by professionals to let you do just that with your hair.

What is important today is that women have a lot of talented people working for their best interests — chemists, cosmetologists and manufacturers — all devoted to research and the development of products that will enhance, condition and preserve the beauty of woman's crowning glory, her hair.

The record marathon for non-stop barbering was 80 hours (610 heads) set by a Swedish barber in 1970.

"Water is the most healing of all remedies, and the best of all cosmetics." — Arabic Proverb

Among women in modern times, the smallest recorded waist size was a reputed 13 inches. The possessor of this famous figure was a 20th century French actress, Mlle. Polaire.

faces, bejeweled dowagers, and eye-wrinkled, over-forty career gals, all in the person of one Mark Traynor, magician of cosmetology who developed "instant" face-lifts.

Mark's technique is not nearly as drastic or expensive as a surgical one, instead it is easy, quick, inexpensive and, best of all, can be applied at home by the lady herself.

Mark Traynor, noted beauty authority, has been responsible for saving more than one Hollywood personality's "camera face."

The Traynor face-lifts were developed to offer temporary tightening of sagging areas of the face. They are ideal for "facing-up" to very special occasions.

The face-lifts consist of thin, elastic cords with

loops. The ends have small removable plastic, transparent squares. They are applied to the side of the face, the cords are fastened at the top of the head and then the hair is brought around toward the face to cover the tapes.

As Mr. Traynor says, "The mature woman can look self-assured, self-confident and certainly years younger."

He adds, "Indeed, today's mature woman lives in an exciting area where beauty techniques and newly acquired scientific approaches are so amazing as to be almost unbelievable. Today's over forty lady is limited only by the amount of time and energy she is willing to spend on the process of developing her own personal beauty."



BEFORE: This mature, fiftyish career gal's face presented an interesting challenge. While her basic features were good, they certainly had not been put to best advantage. Mark Traynor, together with his chief makeup artist, Douglas Marvaldi, felt they could perform "uplifting" cosmetology, and whisk away the years.



AFTER: This unretouched photograph clearly shows Mark Traynor's talent to literally take years off a lady's face. With the two face-lifts applied and cleverly concealed by wisps of hair brought around the face, the photo shows how proper makeup application can cover defects and enhance basic good features.

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Banker Talks On Nation's Economy

Economic conditions in the Texas Panhandle as well as in the nation as a whole, and how the local scene is affected by national conditions, was the subject discussed by Harlan VanderZee, president of Hereford State Bank, as guest speaker to La Plata Study Club Tuesday evening.

Mrs. W.D. Ashew was hostess in her home, and after the program clubmembers enjoyed a tour of the rooms to see numerous paintings done by Mrs. Ashew and hung on the walls.

VanderZee talked of current national trends, especially the problems posed by inflation, and reviewed briefly the

national budget for the coming year.

Speaking of local business conditions, he emphasized the effect of the cattle industry on the area's economy. In the nation as well as in West Texas, he said, raw materials make up the principal economic asset and agriculture is the most important industry.

Mrs. VanderZee was in charge of the program and introduced her husband as speaker. She conducted a short business session and announced that the next meeting, Oct. 1, will be in the home of Mrs. Jay Boston.

Members present included Mrs. Raymond White, Don Taylor, Major Schroeder, Nancy Ritchie, Frank Powell, Elmer Patterson, J.D. Neill, Lewis McCusick, O.G. Nieman, Ansel McDowell, Charles Kelley, Emil Dettman, Jack Brown and Doug Bartlett.

Hospital Notes

PATIENTS IN HOSPITAL
Mrs. Mark Benefield, P.O. Box 432, Mrs. Hamil Brooks, Friona, Emmett Bryan, 608 West Fourth, Mrs. Johnnie Burkhalter, 225 Douglas, Mrs. Jessie Cabrera, 602 Ave. 1, James Cavin, Adrian, Mrs. Gary Cotten, Route 2, Mrs. Kenneth Cowan, 217 N. Main, Henry Dow, Route 2, Rodolfo Elizondo, Irving.

Mrs. Helen Fangman, Friona, Mrs. Auber Flowers, 202 Lawton, Mrs. Blanche Hill, 116 Elm, Gaudalope Mancha, P.O. Box 644, Mrs. Ben Martin, 215 Centre.

Michael Martinez, 706 Blevins, Eugene Millican, P.O. Box 1875, John Meyer, Route 5, Nettie Rhinehart, Bavinac, Jess Robinson, Route 1, Mrs. Clifford Snyder, 515 Westhaven, Mrs. W.V. Struve, 541 W. 15th, Mrs. Randy Thompson, Route 1, Conrad Urbanczak, Route 5, Mrs. Gaudalope Villarreal, 905 Irving, Edwin Ray Watson, 608 Baltimore.

PATIENTS DISMISSED
Mrs. Ethel Brown, Jimmie Harding, Mrs. Dudley Hughes, Emmett Johnson, Tomas Maldonado, Erasmo Martinez, Anna Mata, Mrs. Moses Ramirez, September 1.

Mrs. Walter Easter, Mrs. Jamie Villarreal, Mrs. Richard Morales, Mrs. Larry Huff, Mrs. Doris Gilliard, Mrs. Joe Bakleraz, September 16.

John West, J.W. Hyde, Nibia Rincon, Hugh Clearman, September 15.

Look Who's New

Mr. and Mrs. Johnnie Ruben Burkhalter are the parents of a son, Timothy Joseph, born September 16. He weighed 6 lbs. 13 one-third oz.

Mr. and Mrs. Ben David Martin are the parents of a daughter, Erin Elizabeth, born September 16. She weighed 8 lbs. 4 oz.

Mr. and Mrs. Clifford Robert Snyder are the parents of a son born September 15. He weighed 9 lbs. 5 oz.

Mr. and Mrs. Jerry D. Murrie are the parents of a son, Kenneth Dale, born September 14. He weighed 7 lbs. 13 oz.

Mr. and Mrs. Richard Lee Morales are the parents of a son, Richard Lee Jr., born September 13. He weighed 7 lbs. 2 oz.

Wiggins Enrolls For Fall Term

David Wiggins, son of Mr. and Mrs. Chester Wiggins of Box 8 in Summerfield, has enrolled in Lubbock Christian College (LCC) for the fall semester as a sophomore corporate finance major.

Wiggins is a 1953 graduate of Hereford High School.

Lubbock Christian College, a fully accredited senior college offering liberal arts and pre-professional programs, has a student body of over 1000. Located on the west side of Lubbock, the College's main campus consists of fourteen modern, permanent buildings and a half-dorm temporary structures.

The average American wants inflation of his income and deflation of everything else.

Watson Marches In State Fair Parade

A Hereford youth was among over one hundred members of New Mexico Military Institute's cadet band, drill team and color guard which marched at the head of the 1974 New Mexico State Fair Parade held last Saturday in Albuquerque.

The local man who participated in the parade was Cadet Raymond O. Watson, the son of Mr. and Mrs. Orval Watson of 216 Northwest Drive.

NMMI's president, Colonel C. Robert Kemble, USA Ret., accepted the State Fair Parade Committee's third consecutive invitation to lead the parade on behalf of the three cadet organizations early last month. Donations by the NMMI Alumni Association support the Institute contingent's participation.

Dr. Kemble has personally, and officially, expressed NMMI's appreciation for support which enables the eighty-piece marching band, a twenty-four man Goss Rifles Precision Marching Drill Team, and five-man color guard to

take their places in the parade line of state-wide organizations, institutions, businesses and concerns. Dr. Kemble noted his conviction that, as representatives of both NMMI and Roswell, the three cadet organizations were determined to reflect the proud infantry tradition of marching, which is so much a part of the Institute way of life.

The Goss Rifles Precision Drill Team has built a formidable record in their competitions. For the last five years in a row, NMMI's Goss Rifles Precision Marching Drill Team has earned championship honors competing against senior college drill teams the nation wide. Captain John Fortner's A and B teams performed over thirty times during 1972-73 while on the way to a record number of trophies won in a single year. After appearances in the 1972 State Fair Parade, the 1972 Eastern New Mexico Fair, on the Wool Bowl gridiron, and in honor guard receptions, the teams journeyed to the West

Texas State Invitational, and the Governor of Arizona Invitational Drill Meets. In both meets the cadets made a complete sweep of the first-place trophies in the West Texas State Invitational, and the Governor of Arizona Invitational Drill Meets. In both meets the cadets made a complete sweep of the first-place trophies in the Regulation, Exhibition, Inspection, and, of course, Sweepstakes phases.

At the Governor of Arizona Drill Meet in Tempe, as the defending champions, the Goss Rifles listed their 1971 and 1972 performances as their competition. The result was a near sweep of the meet. At the awards banquet held the evening of the meet, the team received five trophies, including the meet's Sweepstakes Trophy.

In 1971, the cadets won the second-place overall trophy at the Texas State Championship Meet, and then netted an invitation to the National Drill

Competition Meet and Cherry Blossom Festival Parade. So flawless was their show in Washington that the team returned to the hill with the National First Place Showmanship Trophy.

People who violate the sound laws of nature will pay the penalty without fail.

The strength of the nation is no greater than the strength of families within it.

The prescription for most of the ills that beset the world is just plain, everyday honesty.

And then there's the man who misses his wife's cooking—whenever he gets the opportunity.

It never occurs to some that others have sense enough to manage their own affairs.

Personnel Attend Workshop

Twenty teachers and administrators from Hereford attended a Texas State Teachers Association (TSTA) District XVI workshop in Amarillo last week.

Wayne Johnson of Shamrock, district president, called the assembly together and introduced the keynote speaker, Larry Yawn of Austin. Yawn is president elect of TSTA and delivered an address entitled "This Is What We Want The Workshop To Mean To You."

The group fragmented for discussions in several areas after the main program. Among the committees were legislative, membership, public relations, education and professional standards, professional rights and responsibilities, human relations and personal services.

Those attending from here were Ronnie Wood, Nancy Stewart, Bill McDowell, Sue Szydloski, Louise Witkow-

ski, Carolyn Waters, Kay White, Dr. Roy Hartman, Pat Hughes, Bobby Boyd, Gene Brock, Jim Holmes, Lovelyn Hughes, Eugene Barkowsky, Mary Hale, Orinda Elkman, Janice Galley, Marie Stringer, Sidney Kerr and Mal Manchec.

Conversationalist: One who appreciates the sound of his, or her, voice.

Any achievement worthwhile is the result of steady and usually slow progress.

The fiber of Americanism lies in the helpful spirit of neighbors found in small towns.

Some people are inclined to quit looking for work the moment they find a job.

-News, Charleston, S.C.

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Crisco Oil Low Price 24-oz. **\$1.19**

Hamburger Buns Safeway Brand 8-oz. **43¢**

French Bread Safeway Brand 1-lb. **42¢**

Pinto Beans Safeway Brand 2-lb. **\$1.09**

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Lucerne Milk Homogenized 8-oz. **\$1.54**

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BLUE BONNET Quality Margarine 1-lb. Ctn. **57¢**

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Margarine Safeway Brand 1-lb. **59¢**

SOFT CHIFFON Quality Margarine 2-8-oz. Tubs **71¢**

County Notes Rise In Retirement Incomes

Deaf Smith County's economy is being favorably affected these days by the sizable amount of money flowing into the area for social security beneficiaries.

The latest figures show that no less than \$2,500,000 a year is now coming in, much more than in former years.

The growth is the result of periodic amendments to the law, which have brought more people under coverage and have increased the size of the monthly checks to retirees.

According to the government's report for the past year, retirement and disability payments are going to some 2,500 local residents as compared with 1,521 in 1971.

Most of them are retired workers or their widows, children and parents. The others are disabled workers and their dependents.

The findings are contained in the annual report of the Social Security Administration. It lists, for every county in the United States, the number of people on the retirement rolls and the payments to them, as of the beginning of this year.

Nationally, the figures show, over 80 million workers, equivalent to about 90 per cent of the labor force, are now in the program.

As for the beneficiaries, approximately 30 million Americans, one out of every seven people, are receiving checks each month. The payout to them is at the rate of \$51 billion a year.

In Deaf Smith County, pension payments at year end were at the annual rate of \$1,464 per beneficiary, in contrast to the 1971 rate of \$1,113.

The overall payments to the local area, \$2,500,000 in the

year, represent a marked increase over the \$2,028,000 that was paid previously.

The rise, 47.3 per cent, compares with 41.6 per cent rise in the United States and with 43.7 per cent in the State of Texas.

The escalation of benefits over the years has necessitated frequent increases in payroll taxes to pay for them.

The point has been reached, for millions of workers, where the amount being deducted from their wages for social security purposes comes to more than their Federal income taxes.

Successful living, which few of us acquire, depends upon simple things.

If in doubt, do a favor for the person who refused to do one for you.

NEWS NOTES

VIETNAM OIL

SAIGON—A subsidiary of the U.S. Shell Oil Co. has discovered what they call "very, very good" oil off the coast of Vietnam. Officials said it could be years before it could be pumped out.

BRAS & CANCER

TUCSON, ARIZ.—Dr. Max L.M. Boone, director of the radiation oncology-cancer division of the University of Arizona's Medical Center, reports that brassieres with special sensors to detect heat may be used to detect breast cancer.

PETRIFIED TREE FOUND

HAMPTON, TENN.—While on a fishing trip, Paul Mos-teller, 30, Hildebran, N.C., found a petrified tree trunk on the shores of Watanga Lake.

ON AIR BAGS

WASHINGTON

A Department of Transportation study has estimated that 15,600 lives could be saved and one million injuries prevented each year if all cars were equipped with air bags.

INDEPENDENCE GRANTED

ALGIERS—Portugal has signed an historic agreement that granted full independence to the smallest and poorest of its three African colonies—Portuguese Guinea. The new nation of 800,000, mostly poor farmers, is called Guinea-Bissau.

BROADCASTER FUNDS

WASHINGTON—President Ford has signed legislation authorizing \$49,990,000 to support Radio Free Europe and Radio Liberty and provide expenses for the Board for International Broadcasting during the 1975 fiscal year.

Change Suggested For Beef Grading

BY BOB PRICE
U.S. Congressmen

A significant portion of the economy of the 13th Congressional District is directly affected by the health of the beef producing industry, and nearly every consumer is interested in quality beef at reasonable prices.

A recent development affecting this industry is the proposed revision of the beef grading system by the U.S. Department of Agriculture. I suggested earlier that the system be revised to include the upper one-third of beef now graded "good" in the "choice" category by placing less emphasis upon maturity and enabling younger cattle with less fat to receive the higher

grade. Technological changes in the cattle feeding industry now enable high eating quality at a younger and leaner age. Changes in the grading system could benefit consumers and producers by enabling an increased volume of tender beef to be marketed at reduced feeding costs.

The Department's proposal would enable slightly leaner beef to qualify for the top grades and establish a more restrictive "good" grade. It would also require that beef be graded for yield (percentage of retail cuts) as well as quality, and make the eating quality within each grade more uniform.

GRADES ARE presently based primarily upon marbling

(the flecks of fat within, the lean), maturity (the age of the animal when slaughtered) and conformation (the shape of the carcass).

The major proposed changes may be summarized as follows: conformation would be eliminated as a determining factor and all carcasses would be graded for yield as well as quality; and in the "good" grade, the minimum marbling requirement will be increased for younger carcasses, narrowing the range by about one-third, while for other grades less marbling would be required for cattle under 30 months of age.

In general, increases in marbling improve the eating quality of beef, but increases in maturity have the opposite effect. Conformation does not affect eating quality but is used to indicate yield.

The proposed standards have been published in the Federal Register and USDA is receiving comment until Dec. 10. Comments may be submitted, in duplicate, to the Office of the Hearing Clerk, Room 112 Administration Building, U.S. Department of Agriculture, Washington, D.C. 20250.

Hopefully this grade revision will achieve the desired goal of increased beef consumption at less cost. If so, it should benefit the cattle feeding industry and consumers as well.

CANADA AGAIN opened its doors to beef imports although it still demands certification that the cattle have been raised without the use of the growth promotant DES. This action should provide U.S. cattle raisers and feeders with a broadened market.

MEAT IMPORTS into the U.S. were down for July, 44 per cent below July of last year and the lowest point since November, 1969. Most of this decline was due to reduced imports from New Zealand and Australia where USDA negotiators worked for voluntary reductions. The negotiators said pressure from myself and others in the Congress and the industry for a total ban of beef imports proved an effective tool in the negotiations.

Borger Slates Stamp Exhibit

The Borger Stamp Club will host the second annual area philatelic exhibition (BORPEX '74) from 1-5 p.m., Saturday, Oct. 5, in Opportunities Center, 800 Illinois.

The show will feature exhibits in six categories and will be open to all collectors wishing to enter by conforming to the shows rules and regulations, according to Eck Spahich, publicity chairman.

The club has prepared a prospectus for the show that includes an application and show details. Copies of the prospectus may be obtained by sending a self-addressed, stamped envelope to: Borger Stamp Club, 1001 N. Cedar, Borger, Texas 79007.

A large stamp auction is scheduled for 3 p.m., with program and awards set for 3:30 p.m.

Spahich disclosed that more than 50 exhibits will be shown including a rare Croatian collection.

Stamp collectors from throughout the area are expected to attend the show, co-sponsored by the Borger Stamp Club and the Croatian Philatelic Society.

Public Invited To Girlstown

Mrs. Viola Williams cordially invites the public to attend an open house at Girlstown in Borger Saturday with activities beginning at 2:30 p.m.

The seventh birthday celebration will include the crowning of Miss Girlstown 1974-75. A barbecue meal will be prepared at approximately 3 p.m. Tickets will be available on the Girlstown campus for \$1 each.

Car sickness: The feeling you get when the monthly payments are due.

USDA CHOICE
ROUND STEAK
BEEF ROUND
Full Center Cuts lb.
\$1.29

USDA CHOICE
FREEZER BEEF
Boneless Bottom Round
CONTAINS:
Eye of Round Steak
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Boneless Rump Roast
Coke Steak
Beef For Stew
Ground Beef
lb.
\$1.29
(Approx. wt. 2 1/2 pounds)
SUPER SAVER
Cut and Wrapped Free To Your Specifications!

GROUND BEEF
REGULAR 100% BEEF
lb.
78¢
(Any Size Pkg.)

OSCAR MAYER MEATS AT SAFEWAY!

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FRANKS	Oscar Mayer Beef	lb.	\$1.35
Cotto Salami	Oscar Mayer	8-oz.	93¢
Chopped Ham	Oscar Mayer	8-oz.	\$1.09
Liver Cheese	Oscar Mayer	8-oz.	79¢
Cotto Salami	Oscar Mayer	8-oz.	93¢
Chopped Ham	Oscar Mayer	8-oz.	\$1.09
Bologna	Thick Slices	12-oz.	\$1.19
Bologna	Regular	12-oz.	\$1.19
Variety Pack	Oscar Mayer Meat	12-oz.	\$1.59
Smokie Links	Oscar Mayer	12-oz.	\$1.39
Ham Steaks	Oscar Mayer	lb.	\$2.89

Heel Of Round **\$1.29**
Sirloin Tip **\$1.79**
Boneless Rump **\$1.69**

SIRLOIN STEAK
USDA Choice
lb.
\$1.29

Boneless Steak **\$1.49**
Boneless Roast **\$1.49**
Eye of Round **\$1.99**

MEAT STEAK
USDA Choice
lb.
\$1.29

Ground Beef **\$1.08**
Beef Steak **\$1.49**
Beef Liver **89¢**

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46-oz. Can
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Jif Peanut Butter **82¢**
Jello Gelatin **18¢**

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Toothpaste!
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toward the purchase of a 2-lb. can of **FOLGERS COFFEE**
One coupon per customer. Redeemable only at Safeway. Coupon expires Sat., Sept. 27, 1974.
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GRAPES
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Yellow Onions **29¢**
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FERNS
6 inch Hanging Basket Ea.
\$5.99

Yams **\$1.00**
Cauliflower **39¢**
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POTATOES
All Purpose Russet's
10-lb. Bag
89¢

KRAUT CABBAGE
For Sauerkraut
lb.
8¢

PLUMS
Blue Free Sweet and Juicy
3 lbs. for
\$1

Fort Worth To Host West Texas Chamber

Burl B. Hulsey, Jr. of Fort Worth, president of the West Texas Chamber of Commerce and president of chief executive officer of Texas Electric Service Company, announced today that the Mid-Year Meeting of the West Texas Chamber of Commerce will be held in Fort Worth Oct. 10-11 at the Fort Worth Hilton Inn.

Registration for the two-day event will begin at Thursday noon in the lobby of the Fort Worth Hilton Inn. Committee meetings, as called by the chairmen of the ten WTCC standing committees, are scheduled to start at 1:30 p.m.

The Mid-Year Meeting of the WTCC Executive Committee has been scheduled for 4 p.m. in the Old Square Room of the Hilton Inn. President Hulsey will preside at the meeting.

The First National Bank of Fort Worth will host the Fort

Worth Hospitality Hour in the Park Avenue Room at 6:30 p.m.

Five West Texans who have made significant contributions to the culture of West Texas will receive the annual WTCC Cultural Achievement Awards at a banquet in the Times Square Banquet Hall Thursday night. C.L. Cooke of Fort Worth, WTCC vice president of Program of Work and president of Community Public Service Company, will serve as master of ceremonies at this event. The awards will be presented by Thomas H. Barnett, Jr. of Fort Worth, chairman of the WTCC Cultural Affairs Committee and vice president of Neiman-Marcus Company.

The events for Friday will begin at 7:30 a.m. with the Quota Busters Breakfast in the Times Square Room at the Hilton Inn. Master of ceremonies at the breakfast will

be Joe Collins of San Angelo, WTCC vice president, Finance and Membership. Collins is vice president, Public Affairs, General Telephone Company of the Southwest. Breakfast hosts will be The Continental National Bank of Fort Worth and The Fort Worth National Bank.

President Hulsey will preside at the meeting of the WTCC Board of Directors at 9 a.m. in the Park Avenue Room. This meeting is open to all WTCC members.

Dr. W. Philip Gramm, economic analyst from College Station, will be the principal speaker at the annual mid-year meeting luncheon in the Times Square Room at 12:15. Bob F. Scott of Fort Worth, chairman of the WTCC Water Development Committee and president of Kimbell, Inc., will serve as master of ceremonies.

Employees To Choose Board Trustee

Texas teachers and other school employees are in the process of selecting three nominees to fill a vacancy on the Teacher Retirement System Board of Trustees.

Ballots have been mailed to all active members who will vote to nominate three can-

didates to fill the position vacated by the retirement of Victoria School Superintendent C.O. Chandler. Final selection will be made by Governor Dolph Briscoe.

TRS Executive Secretary Leonard Prewitt has urged all members to take part in the nomination of the new Trustee who will be one of three "teacher" members who serve on the nine-member Board which is responsible for the administration of a trust fund

for 340,000 active members and 45,000 retired members and beneficiaries of deceased members. Deadline for return of the ballot is Oct. 15.

Candidate names, placed on the ballot by petition of signatures of at least 500 of their fellow TRS members, are: Bennett F. Brooke, University of Texas Health Center Pharmacist, Austin; H. Rich Calvird, Planetarium Director, El Paso; Frank Murphy, teacher, El Paso; Robert V. (Bob) Short, North East ISD Principal, San Antonio; Dewey G. Smith, Alice ISD Superintendent, Alice; Patrick J. Welton, University of Texas Acoustics Research Associate, Austin.

Abbreviation

She—I want a shorter skirt than the one you showed me.

Clerk—Have you tried the collar department?

El Llano Officers

New officers of El Llano Study Club were presented to club members Monday evening at their first fall meeting in the home of Mrs. Labry Ballard. In top photo, seated, is Mrs. R.W. Eades, president, and standing from left are Mrs. Raymond White, secretary, and Mrs. Tom Hamlett, vice-president. In bottom photo, from left is Mrs. Joe White, treasurer, and Mrs. Lloyd Kirkeby, reporter.

The mouth disease, pyorrhea, is being overcome by dentists at the Los Angeles Veterans Administration Hospital Center who have developed a new technique for removing bone tissue from an unaffected area of the mouth and placing it immediately in bone defects.

Veterans recently separated from military service should check the timetable on certain benefits to make sure they don't lose out through oversight, the Veterans Administration advises. For example, veterans have 120 days to convert, without physical examination, their Servicemen's Group Life Insurance to the new Veterans Group Life Insurance.

WE'RE PINCH-HITTING again without Sue and Atha, who have traveled to the region west of Denver to visit the latter's kith and kin.

That part of the world has already seen considerable snows while the southern coasts have been threatened by hurricane conditions. According to Mrs. Arlie Dean, Hurricane Carmen passed directly over the home of her niece and nephew, Mr. and Mrs. Jack Easley of Morgan City, La., while they were visiting her recently.

On their way here, the Easleys picked up Mrs. Dean's sister, Winnie Leverett of Odessa. Mrs. Leverett remained in Hereford several days after the Easleys departed.

MRS. CORA JOHNSON, who has submitted several pieces of poetry to The Brand over the years, has bound her favorite literature selections in a book, Things That Abide and the Twenty-Third Psalm. The 120-page book is a major accomplishment considering the facts that the author is more than 80 years old and has never had a formal education. Besides poetry and prose, the publication includes a song, "That Beautiful Home," composed by Mrs. Johnson.

An autograph party will honor Mrs. Johnson Sunday afternoon from 2:30-4:30 at Community Center. The public is cordially invited to attend the get-together, which will be held in the lobby near the west entrance.

JUSTIN McBRIDE wants the local "fem faction" to know they are welcome to go along on the crops tour which will cover this area Tuesday. Many facets of the agriculture industry will be discussed and should prove interesting to all persons.

Interested women should gather on the Museum's parking lot at 1:15 Tuesday afternoon. Those going on the tour have the option of riding a school bus or traveling in private vehicles. The mapped route should be covered before 5 p.m.

WORD HAS been received

Small Talk

By KERRIE WOMBLE
Brand Staff Writer

that Cynthia Hanna, daughter of the Grant Hannas of Route 4 and product of Hereford, will be transferring from her position in Van Zandt County as assistant county agent. Miss Hanna will be relocated in Upshur County where she will be extension agent in home economics.

Cynthia's new title was earned by her outstanding record in Van Zandt County. During her tenure there, the 4-H program added five clubs and noted a large membership growth. She served as superintendent of the youth division of the county fair. She also assisted in planning the remodeling of a women's building, presenting community programs about housing and foods and with other projects.

The former Hereford girl will be stationed in Gilmer at the Courthouse and will be responsible for 4-H, home demonstration, community improvement, the Yamboree and working with two agriculture extension agents.

Cynthia was an outstanding 4-H member in Deaf Smith County. She graduated from Texas Women's University.

PARDON THE PUN, but, just off the top of my head, the "new" television line-up seems old hat. Despite a bombardment of advertisements promising a "better than ever" season, the samples so far have been humdrum.

Some jewels, like Carl Sandburg's Lincoln portrayed by Hal Holbrook and Fiddler On The Roof, were lost in the shuffle of old super cop shows... and new super cop shows. Of course, the entire roster of TV viewing does not dwell on law enforcement proceedings. The other samplings fall into two categories—social satire and nostalgic longings for those over-rated good old days.

The good old days can include almost any era apparently, as long as it is peopled by strong, clear thinking, honest individuals. Those candy coated "Happy Days" are offset by a dark portrait of the 50's, "Sons and Daughters." Westerners are no longer typified by cowboys and Indians; "Little House On

The Prairie" and "The New Land" are incorporating characters who are abundantly overflowing with the milk of human kindness. The Walton clan continue to set their show apart from the others, and they do it superbly.

The social satire comedies, spawned by "All In The Family," are devoted to reflecting those "bad young days," if you catch my drift. Most of these money-grabbing shows are witty and entertaining, but tend to be obsessed with a few select subjects.

Society is lightly (and expertly) razed in current hits such as Mary Tyler Moore's gang, which begot "Rhoda." MTM's professional aptitude for sharing the limelight carves her program into one of the best models for clever comedy. Plus, Miss Moore has made several subtle strides for female roles in the media by presenting a realistic picture of an independent woman earning her own living. And again, she does it without becoming a spectacle. All in all, last year's best entertainment won't be bettered by copies.

Area Records 12 Accidents

The Texas Highway Patrol investigated 12 accidents on rural highways in Deaf Smith County during the month of August, according to Sergeant W.E. Wells, Highway Patrol supervisor of this area.

These crashes resulted in one persons killed and eight persons injured.

The rural traffic accident summary for this county during the first eight months of 1974 shows a total of 60 accidents resulting in six persons killed and 24 persons injured.

The rural traffic accident summary for the 60 counties of the Lubbock Department of Public Safety Region for August shows a total of 542 accidents resulting in 30 persons killed and 394 persons injured as compared to August, 1973, with 586 accidents resulting in 24 persons killed and 328 persons injured. This was 44 less accidents, six more killed, and 14 less injured in 1974 at the same period of time.

The 30 traffic deaths for the month of August occurred in the following counties: seven in Palo Pinto; three each in Potter, Wheeler, Crosby, and Lubbock; and one each in Armstrong, Childress, Deaf Smith, Hardeman, Hemphill, Parmer, Jack, Lamb, Stonewall, Wichita and Wise.



The Germans believe that he who carries mugwort in his shoes will not grow weary!

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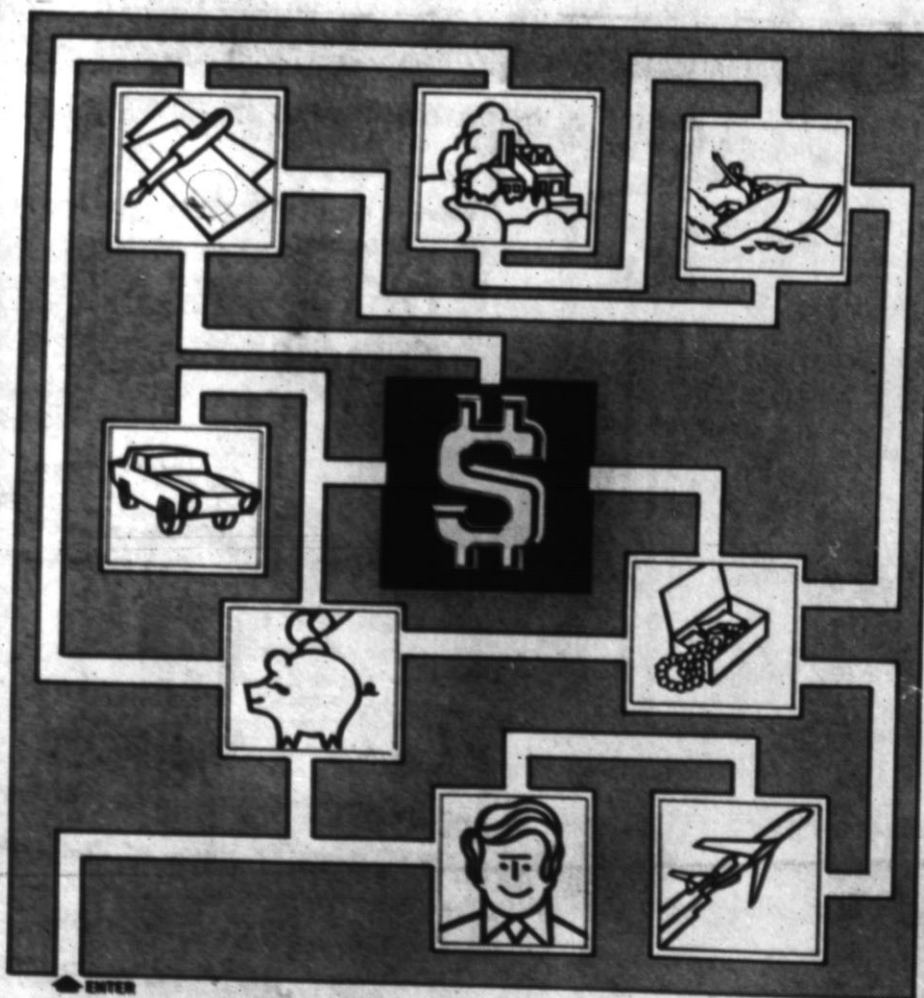
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The Hereford Brand, Hereford, Texas, Thursday, September 19, 1974
ENERGY SENSE

Last Out, Lights Out

by John C. Sawhill
 Federal Energy Administrator

If you can flick a light switch, you can help make the nation a little less dependent on expensive crude oil imports. Lighting consumes more than 16 percent of all the electricity we use in our homes. So let's shed a little light on how we can conserve.

Most homes are overlit. Why not remove one bulb in three and replace the other two with bulbs of the next lower wattage? This simple step won't hurt you back to the dark ages and it might cause your electricity costs to drop by more than 4 percent.

Traditional incandescent bulbs are between 3 and 4 times less energy-efficient than fluorescent bulbs. Did you know that one 40-watt fluorescent tube provides more light than three 60-watt incandescent bulbs and can save you about \$10 per year? So go fluorescent, not only in bathrooms and kitchens, but everywhere you want quality lighting at a lower cost.

Where you use fluorescent lighting, remember that a single long tube is more energy-efficient and economical than two shorter tubes. Similarly, one large incandescent bulb will use less energy and cost you less money to burn than several smaller bulbs.

Consider buying solid-state dimming switches for your incandescent lights. These are not too expensive and you don't have to be a Thomas Edison to install them. They save electricity by allowing you to turn lights up only when necessary. The rest of the time you can dial your lighting to a lower, more energy-efficient level.

Long-life incandescent bulbs are fine for hard to reach places, but they are less efficient than ordinary bulbs. And no lamp or lighting fixture is going to be very efficient if it is not kept clean. Dirt absorbs the light you buy to bring yourself out of the darkness. So keep lamps clean.

Finally, Americans can save lots of electricity if everyone would remember the simple lesson parents have taught children ever since the light bulb was invented. That lesson is: "Last Out, Lights Out."

The 100-watt bulb you leave on all night in an empty room burns a kilowatt hour of electricity. That's about the same amount of energy it takes to lift a 150-pound person to the top of Mount McKinley!

Whether the electricity you use comes from petroleum, coal, or nuclear power, it's not going to become any cheaper.

There's no way out. The era of high cost energy is upon us. If we want to keep those costs down in balancing the family budget, if we want to reduce our dangerous dependence on crude oil imports, we'll have to cut down on our daily energy use. The excess lighting in your home is a good place to start. So remember, "Last Out, Lights Out."

Farm-facts

A Weekly Report Of Agri-Business News

Compiled From Sources
 Of The Texas Department of Agriculture
 John C. White, Commissioner

Crop Prices Down ... 1973 Was Good Year ... Rain Slows Harvest ... Many Hungry Families

TEXAS FARMERS and ranchers don't have to be told that 1973 was a good year, but this year is another matter. The 1973 prices just haven't held up. Texas Crop and Livestock Reporting Service says that all farm products price index on August 15 was 13 per cent below last year although three per cent above the same time the previous month. Prices on livestock and livestock products were 35 per cent below last year and seven per cent above the previous month. That means that a beef animal that brought \$4.90 cents a pound in August would have brought \$4.20 at the same time in 1973. Hogs that brought \$36.20 a hundred (up \$3.80 over July 15 prices) would have brought \$55.80 on August 15, 1973. On the other hand, the price index on all field crops was 21 per cent higher than a year ago. Sorghum at \$5.03 a hundred was \$1.50 higher than a year ago. Upland cotton that brought 44.2 cents a pound was 9.2 cents above last year. But wheat was 19 cents a bushel at \$4.05 below last year; and \$9.80 rice was \$1.20 below last year. Corn that brought \$2.75 a bushel on August 15, 1973 brought \$3.16 on August 15 this year. Corn was only \$2.74 a bushel a month earlier.

COMMISSIONER JOHN C. WHITE earlier released figures showing that Texas cash receipts for all crops and livestock in 1973 totaled \$6,467,923,000 (that's billions), which has to be a record. Production was better than in 1972, except in rice, pecans and fruits, and possibly a few other minor crops. Livestock cash receipts in 1973 in this State amounted to half of the total, \$3,523,825,000, which was an increase of a billion over 1972. Texas, as usual, was first of all the states in the production of cotton, grain sorghum, wool, mohair, watermelon, cabbage, spinach.

MORE RAIN over the State delayed harvesting, and Hurricane Carmen threw a scare into Texans and accounted for a part of the rain. Cotton harvest was judged 16 per cent completed, much farther along than the four per cent harvested at the same time in 1973. Fall plowing of cotton land is well along in the Valley and Gulf Coast. Rain across the Northern High Plains delayed wheat planting, but Texas Crop and Livestock Reporting Service estimated that four per cent of the planting was complete. Oat planting was not that far along. More than half the grain sorghum has been combined in the State, and peanut harvest is about a quarter complete and also delayed by rain. Most of the first 1973 rice crop has gone to market.

BEFORE AUGUST 31, the deadline for entering farms and ranches in Texas Department of Agriculture's Family Land Heritage Program, over 1,200 inquiries had been received. As checking of the mass of mail and applications continues, more than 500 Texas farms and ranches have qualified. Those families who have owned and used their farms and ranches 100 years or longer are qualified for the honor. As has been announced previously, special recognition will be given those families during State Fair ceremonies in October.

TEXAS COMMERCIAL slaughter plants reported 211 million pounds of red meat produced during July, which is an eight per cent increase over June's production and 13 per cent more than in July, 1973. The 1,341,000,000 pounds produced in Texas for the first seven months of the year was five per cent more than for the same seven months in 1973.

More College Students Enroll In Agricultural Courses Now

The number of farms in the U.S. may be dropping, but more and more college students are taking agricultural courses these days.

Enrollment in the nation's agricultural schools has more than doubled in the past decade, rising from 34,953 undergraduates to 72,844 last fall.

In contrast to ag students of yesterday, today's is apt to have a non-farm background. Last fall's incoming class at Purdue University included 80 percent with urban back-

grounds and 40 percent with rural.

Women students in agricultural schools—once a rarity—now make up about 20 percent of the enrollment nationwide.

Why the increased interest in agriculture? Some school officials believe it reflects young people's concern for the environment and natural resources.

To match students' growing interest, many agricultural schools have beefed up their curriculum and added courses that didn't exist 10 or 15 years ago.

AgriCulture?

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COLUMBUS BROUGHT LINES, LEMONS & ORANGES TO THE NEW WORLD... BUT THE GRAPEFRUIT APPARENTLY ORIGINATED IN JAMAICA...

90% OF THE WORLD'S GRAPEFRUIT CROP IS PRODUCED IN JUST 4 STATES—FLORIDA, CALIFORNIA, TEXAS & ARIZONA!

Foods Tailored For Elderly Under Research

Foods tailored to meet the special nutritional needs of the elderly may be available in the future if an Oklahoma agricultural research scientist has his way.

Dr. James Mickle of Oklahoma State University's Agricultural Experiment Station has already developed one such product and is working on others.

In a preliminary study of

typical supermarket foods, he found that most of them are too high in carbohydrates and too low in protein to fill the nutritional needs of the elderly. Many of the readily available foods contain up to 15 percent sugar and less than 2½ percent protein.

The Oklahoma scientist has come up with a baked custard designed to be sold as a dry mix to which water can be added before cooking. Such a mix is not commercially available now, so tasty recipes that were popular 40 to 80 years ago were collected and used in formulating test foods.

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3/8" DRIVE SOCKET SET
 19 PIECE
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 Fully polished, nickel chrome plated. Thin, tapered jaws. Carefully machined. Controlled hardness for long-lasting, dependable performance.
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**WE BUY AND SELL
USED FURNITURE
BARRICK FURNITURE
WEST HWY 60
PHONE 364-3552**

B-1-37-1c

**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-1-31-1c

For Sale: Wood burning cook
stoves. Call 364-0300.

B-1-10-37-8c

For Sale: 1973 Kawasaki, Big
Horn 350, also three hole trailer
with brand new tires, tool box
and all accessories. Call
258-7742 after 8 p.m.

B-1-22-11-1c

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:

MARTIN SOUND CENTER
Corner of Georgia & I-40
Amarillo, Texas

B-1-3-1c

For Sale: 20x64 barrick building
to be moved. Ivan Block,
364-0296.

B-1-10-36-1c

**STATED
MEETING**

SECOND MONDAY

8:00 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)

EQUIPMENT FOR SALE

1960 IH 2 1/2 ton winch truck,
hydraulic pto and poles. Good
cond., good buy.

1957 Chevy, 2 dr. HT Classic.

1974 Hvy duty compressor,
p.h.p. Wisc. gas engine, 3.5x3.5

Quincy comp. 80 gal tank.

200 ft. hose and couplings.

Two 1/2" air impacts.

Two sets 1/2" impact sockets

used less than 10 hours.

1973 GMC 1/2 ton pickup - needs

repairs, excellent value.

Two 200 gal gas tanks on stands

with hose and nozzle, etc.

One used 6 ton elec. chain hoist.

Nearly new 20 ft. heavy chain

rigger to operate on 24 v. batt.

54,000 ft. 1/4" stnls steel cable,

new. 1800 ft. spools.

600 ft. 4" casing.

Will consider trades for Jimmy.

Blazer, 1 ton trucks, portable

welders, or acreage, anything.

Call Gary Victor

364-5616

B-1-35-1c

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
monthly at: \$225.00 or \$10.00

monthly at:

Martin Sound Center

Corner of Georgia & I-40

Amarillo, Texas

B-1-3-1c

SINGER TOUCH & SEW

Deluxe models, these machines
zig-zag, blind hem, make button
holes, fill bobbin in machine,
etc. Desk cabinets, with drawer
space. Used only four months.
Several left out of public school
systems. Your choice \$75.00
each. Fully guaranteed. Daily
10:00 to 7:00, closed Tuesday.
Sewing Machine Service
Center, 1307 West 8th.,
373-4802. Amarillo.

B-1-8-1c

FOR SALE:

3/16" Aircraft Cable. (armoured)

New pipe 24" long, 1.90" OD, 12

gauge.

C.W. Parker

Phone 364-3837

B-1-10-1c

1972 Town & Country Mobile
Home. 3 bedroom, unfurnished.
\$700 down, take up payments.
364-4128.

B-1-15-10-4p

For Sale: '74 model Honda 750.
Phone 364-3200.

B-1-10-37-4c

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-1-25-1c

For Sale: AKC registered
Chinese Pug puppies. Call
364-0656.

B-1-10-11-1c

Complete conveyor system for
loading trucks. Eight 5-foot
sections aluminum skatwheel
conveyor and six adjustable
tripod stands, all used 2
months. Also several 2-wheel
hand trucks.

Hereford Produce Company

911 Daley Road

Phone 364-4740

B-1-11-2c

21" ZENITH TV
B/w, very good condition.
\$75.00. Call 364-0218.

B-1-10-11-4p

For Sale: 1972 Kawasaki 250
Dirt Bike. Good condition. Call
364-6795.

B-1-11-37-1c

New shipments: latch hook rug
patterns, Christmas jeweled
stockings, tree skirts. Sale
cross-stitch table cloths.

Dun's of Canyon

B-1-37-4c

For sale or rent: 2 bedroom
mobile home, completely
furnished. Call after 4 p.m.
364-6607.

B-1-14-37-1c

For Sale: High school size
trombone \$250.00, also band
shoes. Call 364-2251.

B-1-11-37-4c

For Sale: Camper topper. Cost
\$400.00 one month ago, will
take \$300.00.

B-1-11-37-4c

Jim Noyes, 364-2237

B-1-14-37-4c

CLOSE OUT SALE!

Huge inventory of gifts,
housewares, hardware, fixtures
& supplies. Stock up for the
future at tremendous savings.

GAINES HARDWARE
BOVINA, TEXAS

806-258-1684

B-1-11-2c

SAVE Big! Do your own rug and
upholstery cleaning with Blue
Lustre. Rent electric shampooer
\$1.

Hereford Hardware

B-1-19-11-2c

For Sale: Repossessed TV's.
Good buys. Call 364-4333. Fire-
stone.

B-1-10-11-1c

BRACE yourself for a thrill the
first time you use Blue Lustre to
clean rugs. Rent electric
shampooer \$1.

McCauley Lumber

B-1-23-38-2c

1971 Mobile Home 12x65, 1 1/2
bath in excellent condition.
Double insulated, fully furnish-
ed with washer, dryer and air
conditioning. Located on Ave. H
with real nice yard, tie-downs
already installed. \$8,500. Price
negotiable. Call 364-1679.

B-1-35-38-1c

**HODGE-RODGE
BUNNAGE AND BAKE SALE**

Women's Church Group
Come early for bargains, 9 to 5
Saturday, Sept. 21. North 25
Mile Ave., next to Herf's Drive
In.

B-1-38-1c

To give away - German
Shepherd puppies at 120B
Catalpa or call 364-6169.

B-1-38-1p

For Sale: 1973 Executive Motor
Home. 25 ft. Self-contained.
20,000 miles. Small equity and
take up payments. Phone:
364-1356.

B-1-20-38-6c

CLEAN rugs, like new, for sale
to do with Blue Lustre. Rent
electric shampooer \$1.

Duckwall, Signaling, Wash

B-1-19-38-2c

For Sale: Two, like new gas
heaters. See at 610 East 5th.

B-1-10-38-1c

GARAGE SALE, 629 Avenue G.
Children's coats, fur coat, toys,
women's clothes, size 10 to 16
and other miscellaneous items.
Thursday and Friday.

B-1-38-1p

GARAGE SALE, 1208 Avenue G.
Friday 9 to 5; Saturday 9 to 1.
Clothing, household items,
electric lawn mower, antiques.

B-1-38-1p

GARAGE SALE, Friday & Saturday
September 20-21
From 9 to 6

538 Willow Lane. Furniture,
clothing and miscellaneous.

B-1-20-38-1c

**EXTRA SPECIAL
GARAGE SALE**

Many items, including: furni-
ture, dishwasher, dishes, elect-
rical appliances, miscellaneous.

No junk.

Friday & Saturday
Sept. 20-21
Starting 9 a.m. to 6 p.m.

B-1-38-1c

**GARAGE SALE, Friday, Satur-
day.** Clothing, curtains, green
nylon sculptured carpets. 127
Liveoak.

B-1-38-1p

GARAGE SALE, 324 Avenue E.
Saturday. Clothes, baby clothes,
furniture, miscellaneous.

B-1-38-1p

GARAGE SALE, 701 Station.
Thursday & Friday. Dr. clothes,
size 5-8 and other miscellane-
ous.

B-1-25-38-1c

GARAGE SALE
Saturday and Sunday
1000 Highway

B-1-10-38-1c

2. FOR SALE

Farm Equipment

For Sale:
2-1,000 gallon anhydrous
tanks

1-John Blue anhydrous appli-
cator.

Phone 289-5281

B-1-14-37-1c

See Us For
Partic-Save-Chains
For
Gasoline (Stump) Pumps
DAVIS IMPLEMENT
400 EAST FIRST
Phone 364-2801

B-1-35-1c

For Sale: 2 #38 John Deere
Silage Cutters. Late model.
806-267-2621.

B-1-11-32-1c

For Sale: 50 h.p. Amarillo
grainhead and drive line. Call
806-249-2971.

B-1-11-32-1c

VALLEY SPRINKLERS
are installed available (about 4
week delivery) economical (over
\$5000 under electric systems)
and most practical (we utilize
available power sources). Make
things grow with Valley. Now is
the time to order and receive
yours for this fall.

Formore details, call
Guy Victor
806-364-5006

Complete Sales and Service

B-1-35-1c

See Us For
Partic-Save-Chains
For
Gasoline (Stump) Pumps
DAVIS IMPLEMENT
400 EAST FIRST
Phone 364-2801

B-1-35-1c

For Sale: Ferguson 30 Tractor.
New tires, new overhauled. Call
364-5811.

B-1-11-37-1c

FOR SALE
1-1968 model 95 John Deere
Combine

2-Two ton grain trucks with 16
ft. steel beds and hydraulic lifts
and good tires.

All 3 items in good clean
condition.

Call 806-258-7559

B-1-21-11-2c

For Sale: 763 IH Cornhead,
30" rows. Call 289-5892 or
289-5891.

B-1-11-11-1c

For Sale: 30 ft. hydraulic
aluminum tandem dump trailer
with 45 yd sides. Phone
925-6309 Dumas, Texas.

B-1-27-11-2c

For Sale:
2-275 GPM 10 stage pumps,
200 ft. of 5" column pipe with
1" WL shaft with hand and 20
hp. 3 phase motor.

Call 806-739-2106

B-1-11-2c

1973 Chevy, C-45, 427/48, full
air, 5 speed, 2 speed rear,
16,500 lb. rear axle. Full lutch
drag axle, 22 ft. all steel
American bed with 40" sides.

Call 806-4631 or
806-828-3713

B-1-11-2c

3. FOR SALE

Automobiles

NEW & USED CARS
now for sale at JOHN OR-
SHORN: BUICK, PONTIAC,
GMC'S now location.

221 North 25 Mile Ave.

1961 B Model Buick, Thunder
bolt, rebuilt engine, starter,
battery and generator. Call
"Chris" 364-5222 or 364-0868.

Call 806-4631 or
806-828-3713

B-1-11-2c

WILKINS MOTOR
COMPANY
We pay cash for Used
Cars

106 Shogun

Phone 364-0877

B-1-38-1c

**SELECTED
USED TRUCKS
\$3.00 UP**

30 Day Guarantee
MONTGOMERY-WARD</

The Hereford Brand, Hereford, Texas, Thursday, September 19, 1974
NEEDED: Truck driver for local feed yard/hauls. Experience necessary. Call 364-2366. An equal opportunity employer.
 B-8-16-11-tfc

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 week. Alice Gilleland, 364-4175.
 B-9-10-37-tfc

Want to do house cleaning. Georgia Dunkin, 114 Avenue I, Phone 364-5975.
 B-9-11-38-3c

10. NOTICE

ALCOHOLISM INFORMATION

For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, Call 364-4540 from 8 a.m. 'till 12, 1 p.m. until 5 p.m. Monday through Friday.

A UNITED FUND AGENCY
 B-10-12-tfc

For the convenience of you, our customers, we now have truck scales to weigh your scrap iron — One mile North of Big Daddy's Truck Stop.

HEREFORD IRON & METAL
 North Progressive Road by City Dump
 Anson A. & June Dearing
 Phone 364-3350 or 364-3777
 1/4B-10-34-tfc

11. BUSINESS SERVICE

NEW CLASSES IN TOLE PAINTING

Beginning and advanced classes
 Morning and evening
 Call 364-0195
 Meredith Wilcox
 B-11-11-2c

ROTARY TILLING

Phone 364-4963
 B-11-10-37-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

WILL DO roto-tilling and yard work, any kind. Phone 364-1268.
 B-11-10-11-tfc

CONCRETE WORK

STUCCO, PLASTERING, STORM SHELTERS
 Turn key jobs or straight finishing
 Jim Gonzales — 364-0375
 Joe Garcia — 364-1497
 B-11-33-tfc

WILL PICK UP JUNK CARS

FREE
 Call 364-3350 or 364-3777
 1B-11-28-tfc

DRAGLINE SERVICE

TAIL WATER PIT CLEANING
 DUMP TRUCKS
 30 TON CRANE
 BOBBY GRIEGO
 Day Phone 364-0574
 Night — 364-2322
 1B-11-14-tfc

DRAGLINE SERVICE

FOR TAIL WATER PIT CLEANING
 CALL
 CLIFF JOHNSON, 364-2111
 B-11-45-tfc

ROTOILLING YARDS & GARDENS. Phone 364-1432, 605 Avenue H.
 B-11-10-10-tfc

Roofing and painting. All work guaranteed. Reasonable rates. Call Isaac Mendez, 364-2943.
 B-11-35-4p

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

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

We buy old gold rings, mountings, etc., for Swest Refinery.
 Cowans Jewelers
 Downtown
 B-11-13-51-tfc

JONES TAILWATER PIT CLEANING SERVICE

Cliff Jones, 114 Cherokee
 Phone 364-5746
 B-11-34-tfc

DICKEY'S DOZER SERVICE

Work — All Kinds
 Dozer — Scrapers
 Motorgrader
 See or Call
FLOYD DICKEY
 S.E. 4th & Belcher
 Dimmitt, Texas
 Business Phone 647-4553
 Residence Phone 647-4565
 B-11-29-tfc

WANTED

100 to 150 watches a week to repair by latest approved methods.

COWAN JEWELERS
 B-11-15-29-tfc

FRANK WESTER CEMENT CONTRACTOR

107 BRADLEY
 Residential-Commercial
 Turnkey Job
 Straight finish
 Phone 364-5169
 1B-11-39-tfc

13. LOST & FOUND

LOST: Large male Siamese, no collar, in the vicinity of Avenue B. Answers to name of "Gomer." 364-4304.
 B-13-18-11-2c

Most men judge their fellow-man by the way he accepts them and their ideas.

Congress Bites Bullet

By LLOYD BENTSEN
 United States Senator

I am convinced that this year Congress will make substantial reductions in Federal spending as part of the effort to ease the threat of rising prices and restore economic stability.

Cutting government spending is always difficult because of the importance of individual programs to different sections of the country and to the nation as a whole. Despite the difficulties, however, Congress has already made some hard decisions on where our resources should best be allocated — and where they could be cut.

Former President Nixon proposed a \$305 billion budget at the beginning of this year. To date, the Senate has reduced the appropriations in this budget by \$5.5 billion in approving seven of the 12 basic appropriations bills. Budget cuts will also be made in the remaining five appropriations bills, but until we can more closely examine the specific provisions of each measure we can't estimate what or how much will be trimmed.

Besides voting for the \$5.5 billion in budget cuts already approved by the Senate, I have personally voted to reduce spending even further, by almost one-half billion dollars more. And I am seeking further reductions.

This week I recommended that the Senate cut appropriations for the Federal Aid Highway Bill by some \$185 million, out of a total of \$716 million, through fiscal 1976. As Chairman of the Senate Transportation Subcommittee and author of the measure, I am well aware of the need for completing our nation's Interstate Highway System and adding new highways in urban and rural areas.

However, I am equally aware that restraint must be exercised in all areas of government spending.

In my recommendations, I attempted to defer projects which could be deferred and to scale down others. Among those which would be reduced are the program for access roads to Federal lakes and a special bridge replacement program. One project, to repair bridges leading to the Florida Keys, would be funded at a much slower pace than planned.

Congress is more than willing to bite the bullet in accordance with President Gerald Ford's call for reduced government spending. We have already made some substantial cuts, with more to come.

BUT THIS IS only the first step we must take to curb spiraling inflation. The fight must take place on many other fronts if we are to succeed in restoring our economy to full health so that the lives of wage earners, housewives, small businessmen, farmers and all other Americans can be improved.

We need positive action. And we need action now. The Federal Reserve Board should ease its tight money policy and help bring interest rates back down to earth so we can increase production of items in short supply. We should also

channel scarce loan money to such depressed industries as homebuilding and away from such non-productive enterprises as corporate takeovers.

We should promote research and development programs in such areas as food production and we should expand job training programs to boost productivity.

I was pleased that President Ford endorsed my call for a task force to monitor wages and prices. Congress quickly responded by giving him authority to create the agency. It is needed to keep track of price increases and wage settlements and, even more importantly, to advise government when its actions are inflationary.

MOST IMPORTANT in this effort to stabilize the economy, we need leadership. We need guidance from the top to give us the unvarnished facts of our economic dilemma and a clear sense of direction.

Congress has taken steps to cut federal spending as a vital first step in our nation's fight against inflation. Although it is only a first and a single step, without it all the others would be meaningless.

FOR THE BEST DEALS ON NEW or USED CARS

Come in and talk with one of the Men at

JOHN ORSBORN
BUICK-PONTIAC-GMC
 at 142 N. MILES or
 221 N. 25th Ave.

364-0990

364-1222

Hot Weather Got You Down...

Is your present cooling system enough and if so in proper condition... if not call a professional

364-4714

Robert (Bob) Rhelan
R & R REFRIGERATION AND HEATING SERVICE

Former Wild Plant Now Top Vegetable

A one-time wild plant with bitter poisonous juices—now in cultivated form—ranks as one of the nation's best-selling vegetables. It's celery, a 17-million pound crop that's grown chiefly in California and Florida.

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 QUICK PONTIAC GMC TRUCKS

JOHN ORSBORN
 Free Pickup
 Phone 364-0990

HOME OWNED

Want to Watch after Wheat Pasture Cattle

CALL:

Pick Cox after 6

Umbarger 499-2663

or

Hereford 364-2607

You've got a friend at

364-3867

Whenever you need air conditioning advice, installation or service.

Carrier

No. 1 Air Conditioning Maker

BROWND SHEET METAL

364-3867

Your air conditioning specialist since 1953

Formby Greets Tech Advisors

The Advisory Committee of Texas Tech Department of Mass Communications was welcomed Friday by Clint Formby, chairman of the Texas Tech Board of Regents and ex-officio member of the committee.

The committee includes professional representatives of the fields in journalism, advertising and telecommunications.

The committee keeps the Tech department in touch with the communications industry.

Members provide feedback information which helps the department better prepare students for their roles in mass communications, according to Dr. Billy L. Ross, department chairman.

The day's activities, which began at 9 a.m., included a visit to the construction site of the new mass communications building and discussions with its architects.

The advisors heard reports on enrollment in the department.

A WAREHOUSE IN A GARAGE

The year's most unique Garage Sale. It's Saturday from 9:00 a.m. to 5:00 p.m. at 408 Sunset Drive. Scott is the wheeler dealer and he'll sell it! Everything from bed spreads to lawn furniture. This Saturday, 9:00 a.m. to 5:00 p.m. at 408 Sunset Drive. No green stamps given because of our terrific prices and selection.

Lunch With HOBO'S

FRIED CHICKEN

Snack Pack 89¢

Lunch Pack \$1.29

Dinner Pack \$1.74

CRISPY FISH

Fish Snack 99¢

Fish Dinner \$1.39

POPCORN

SHRIMP BASKET \$1.49

Park and Main

364-5272

"Are You SURE?"

"You Bet! I Read It In The Brand!"

For complete local coverage of all local events, Read the Hereford Brand and the Sunday Brand.

THRIFTWAY

A BETTER WAY TO SAVE!

DOUBLE GUNN BROS. STAMPS TUES. & WED. WITH \$2.50 OR MORE PURCHASE



PANTRY PARADE

25¢ OFF LABEL
DETERGENT
OXYDOL
KING-SIZE BOX

\$1.59

SHURFRESH ALL FLAVORS
ICE CREAM 1/2 GAL. **89¢**

ASSORTED FLAVORS 46-OZ.
HAWAIIAN PUNCH **49¢**

NABISCO 12-OZ.
VANILLA WAFERS **49¢**

GREEN GIANT 17-OZ.
SWEET PEAS **4 FOR \$1**

GREEN GIANT BLUE LAKE
GREEN BEANS **4 FOR \$1**

TEA MIX
NESTEA SUGAR & LEMON
FLAVORED 10 ENVELOPES
TO THE PKG. **79¢**

PANHANDLE GRAIN FED BEEF SALE!

CHUCK ROAST LB. **89¢**

FAMILY PAK
GROUND BEEF LB. **89¢**

CHICKEN FRIED TENDERS
STEAKS LB. **89¢**

T-BONE STEAK

RIB STEAK

FAMILY STEAK

EXTRA LEAN BEEF RIBS

TURBOT FILLETS

FAMILY PAK PORK CHOPS

FOOD KING

PAPER PLATES 100 COUNT

ASSORTED FLAVOR

JELLO

BEST MAID

PICKLES WHOLE DILL SLICED DILL 48-OZ.

LAUNDRY DETERGENT

TIDE

FAMILY SIZE

\$3.19

RENUZIT ASSORTED

AIR FRESHNER

7 OZ SPRAY

49¢

MAKERS OF PAM

GOLDEN TOUCH

SPRAY CAN STICK FREE EASY BASTING

89¢

BEST MAID

SALAD DRESSING

QUART JAR

79¢

GREEN GIANT
CORN 12-OZ. WHOLE KERNEL **4 FOR \$1.00**

SHURFINE
VIENNA SAUSAGE 3 FOR \$1.00

SHURFRESH
CRACKERS 1-LB. BOX **43¢**

PINE SOL

CLEANS
DISENFACTS
DEODORIZES

15 OZ.

59¢

TUNA

CARNATION 6X-OZ.

LIGHT CHUNK

49¢

JOY

DISHWASHING LIQUID

22-OZ.

49¢

STOCK UP NOW
ON THESE
COUNTRY-FRESH
FRUITS AND
VEGETABLES

THRIFTWAY'S FARM FRESH PRODUCE SPECIALS

NEW CROP RED DELICIOUS

APPLES LB. **29¢**

ALL PURPOSE RUSSET
POTATOES 10-LB. BAG **79¢**

CALIFORNIA VINE RIPE

TOMATOES LB. **29¢**

SAVORY
PRESERVES
APRICOT
PINEAPPLE
18-OZ. **69¢**

KRAFT
GRAPE JELLY 18-OZ. **69¢**

SHURFINE FROZEN
STRAWBERRY HALVES 10-OZ. CTR. **39¢**

NICE-N-SOFT
ZEE BATHROOM TISSUE 4-ROLL PACK **49¢**

WHITE OR COLORED
GALA TOWELS BIG ROLL **39¢**

MARYLAND CLUB (WITH 25¢ IN AD COUPON)
COFFEE 1-LB. CAN **99¢**

(WITH 10¢ IN AD COUPON)
GOLD MEDAL FLOUR 5-LB. BAG **79¢**

CAMPBELL'S
TOMATO SOUP NO. 1 CAN **15¢**

ORANGE JUICE 12-OZ. **35¢**

AWAKE
CREAM PIES SHURFINE CUT 18-OZ. PKG. **49¢**

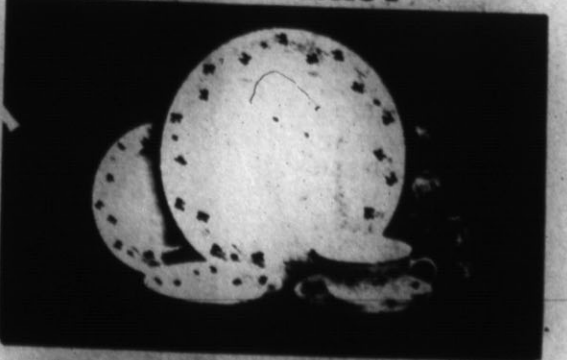
MORTONS
GREEN BEANS 4 FOR \$1.00

ALL FLAVORS
PIZZA **89¢**

JENO'S
SAUSAGE, CHEESE OR HAMBURGER

WE REDEEM
U.S. GOVERNMENT
FOOD STAMPS

"MOON MIST"



SPECIAL THIS WEEK

10" BUNNIE PLATE
EA. **49¢**

VALUABLE COUPON

NO. 93768

GOLD MEDAL
FLOUR 5-LB. BAG **79¢**

WITH THIS COUPON
VALID THRU SEPT. 21, 1974
THRIFTWAY FOOD STORES

VALUABLE COUPON

NO. 52

MARYLAND CLUB
COFFEE 1-LB. CAN **99¢**

WITH THIS COUPON
VALID THRU SEPT. 21, 1974
THRIFTWAY FOOD STORES

VALUABLE COUPON

NO. 53

MARYLAND CLUB
COFFEE 2-LB. CAN **\$1.99**

WITH THIS COUPON
VALID THRU SEPT. 21, 1974
THRIFTWAY FOOD STORES



426 N. MAIN
HEREFORD, TEXAS

DOUBLE GUNN BROS STAMPS
TUESDAY & WEDNESDAY



LIMITED TIME ONLY \$100
REGULAR \$2 VALUE



LIMITED TIME ONLY \$100
REGULAR \$2 VALUE

Supplement to: HEREFORD BRAND

TAYLOR'S FURNITURE • APPLIANCE CENTER

603 PARK AVE. FREE DELIVERY 364-1561 HEREFORD, TEXAS

Introduction to Americana Sale Introduction to Americana Sale

This Sale Only...
exceptional Savings on
Extra large Super Queen
Broyhill Converta Sofas

Now **\$399**

Matching Love Seat \$279

An outstanding value. Smartly styled, attached pillow back, cushion seating comfort that sits like a regular sofa, but sleeps 2 in luxury on a quality mattress. Covered in a plaid fabric of Herculon® fiber. Great for family room, den - even your living room.



Extra Special Bedding Values!
Famous Brand Quilted
Mattress & Boxsprings
Twin, Full, Queen & King Sizes.

\$55

Quilted twin size
mattress or
boxspring

\$219

Quilted Queen
size set
2 pieces complete

\$77

Quilted full size
mattress or
boxspring

\$329

Quilted King
size set
3 pieces complete

Choose from your size of quilted bedding in a great variety of beautiful ticking. We've made special purchases from only the finest manufacturers at tremendous savings and for a limited time only - these savings are yours. But, hurry in now...these super bedding buys won't last forever! Mattresses shown not necessarily those on sale.



Hand cast Aluminum
Liberty Bell

\$99

11 x 13 1/4 inches!
3 1/2 lbs. in antique gold or copper finish. A great wall decorator piece to round out your Americana look.



Enter the new look in Americana...
For style & comfort in durable Herculon®

sofa and
loveseat

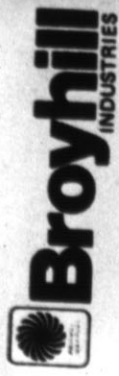
now **\$599**

A winning look with comfort-minded slanted attached back in bold plaid fabric of Herculon® olefin with kick pleat skirt. One low price for both sofa and loveseat.

Matching chair \$189
Harbor Towne tables Your choice \$77 each



Choose Maple, Colonial White or Oak Americana Youth Bedrooms! Special Values!



AMERICANA...
BRINGS TO YOUR HOME
A NEW CASUAL STYLE
THAT'S EASY TO AFFORD.

Your Choice
most pieces

\$99

AMERICAN COLONY

MAPLE finish on selected hardwoods with maple engraved end panels makes the perfect bedroom for boy or girl. Handsome, rugged functional open stock pieces with mar and stain resistant plastic tops.

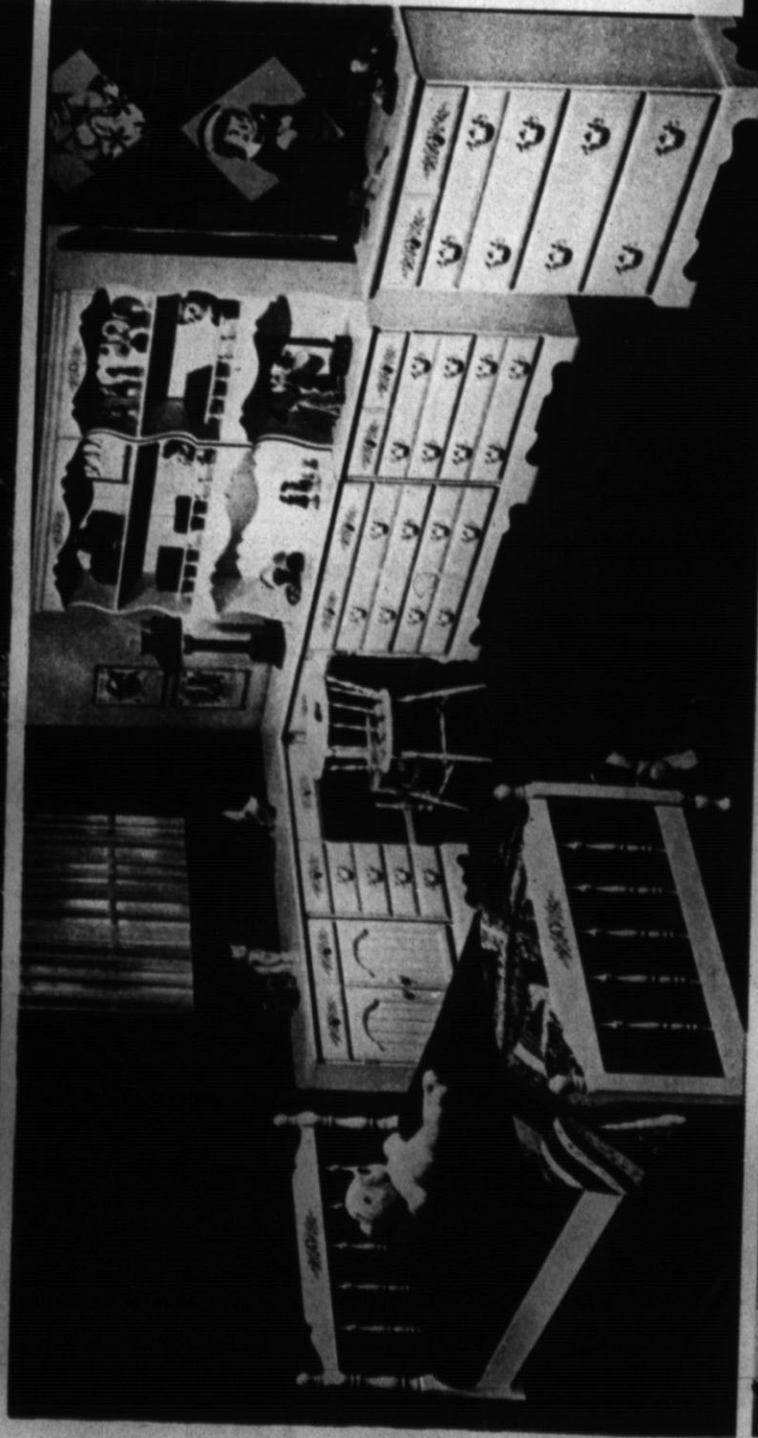
COLONIAL PRINCESS

WHITE painted finish on selected hardwoods and wood base products with matching high pressure laminated plastic tops. Colorful decals and decorative hardware make this the ideal girl's bedroom.

COMMODORE

OAK veneers, oak solids and selected hardwoods combine with pressure laminated plastic tops to make the perfect bedroom for that all American boy. Authentic looking strap and ring hardware adds a seafarer's air.

- Door storage cabinet. . . \$99
- Desk. . . \$119
- Corner desk. . . \$99
- Chair. . . \$39
- Single dresser. . . \$119
- Large hutch. . . \$119
- Drawer storage unit. . . \$99
- Small hutch. . . \$99
- Twin size headboard. . . \$69
- 4 Drawer chest. . . \$119
- Single mirror. . . \$49
- Bachelor chest. . . \$99
- Trundle bed. . . \$119
- Bunk bed. . . \$199



DECORATE WITH ACCENT TABLES...RIGHT NOW, ALL EXCELLENT VALUES!

Mellow maple veneers and selected hardwoods in a traditional country Colonial design with added protection of laminated plastic tops. Choose cocktail table, commode end table or convenient po-table.

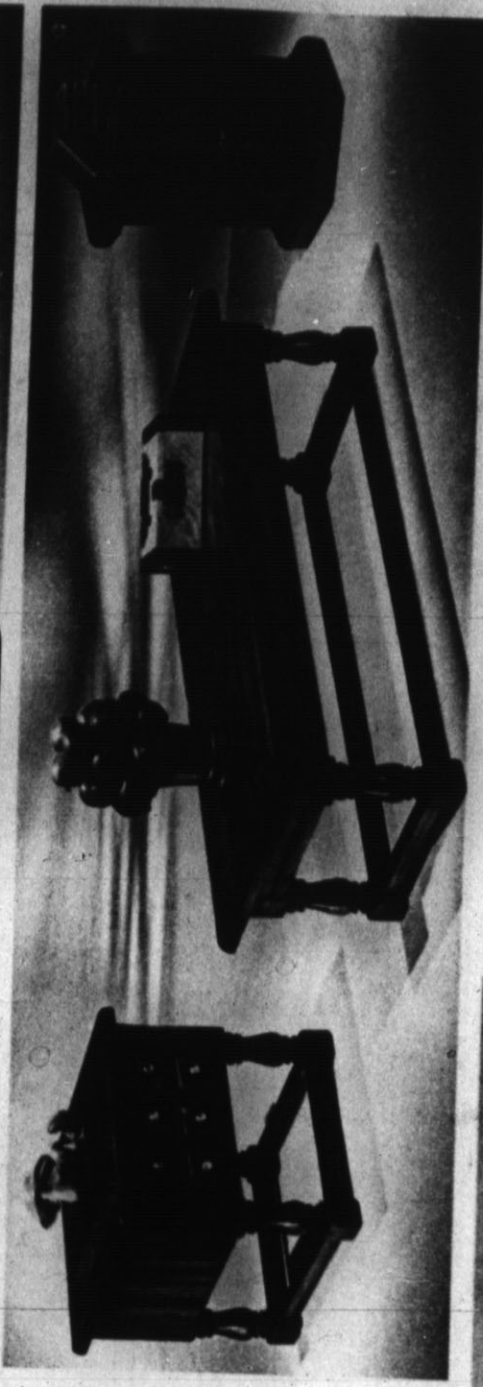
Your Choice

\$77

Rich pine veneers and selected hardwood solids in a rustic casual design...perfect with Colonial decor. Laminated plastic tops offer mar and stain resistance. Choose cocktail table, commode end table or convenient po-table.

YOUR CHOICE
\$88

Heavy, massive tables, rich in Colonial design with thick tops and turnings. Pine veneers and selected hardwood solids give years of rugged service. Choose cocktail, commode, end or po-table.



CREATE YOUR OWN "PARTY CORNER"
WITH THIS STUNNING 5 PC. GAME SET

\$499

Includes:
48" x 48" octagonal table
which extends to 60" with
apron leaf and 4 chairs.

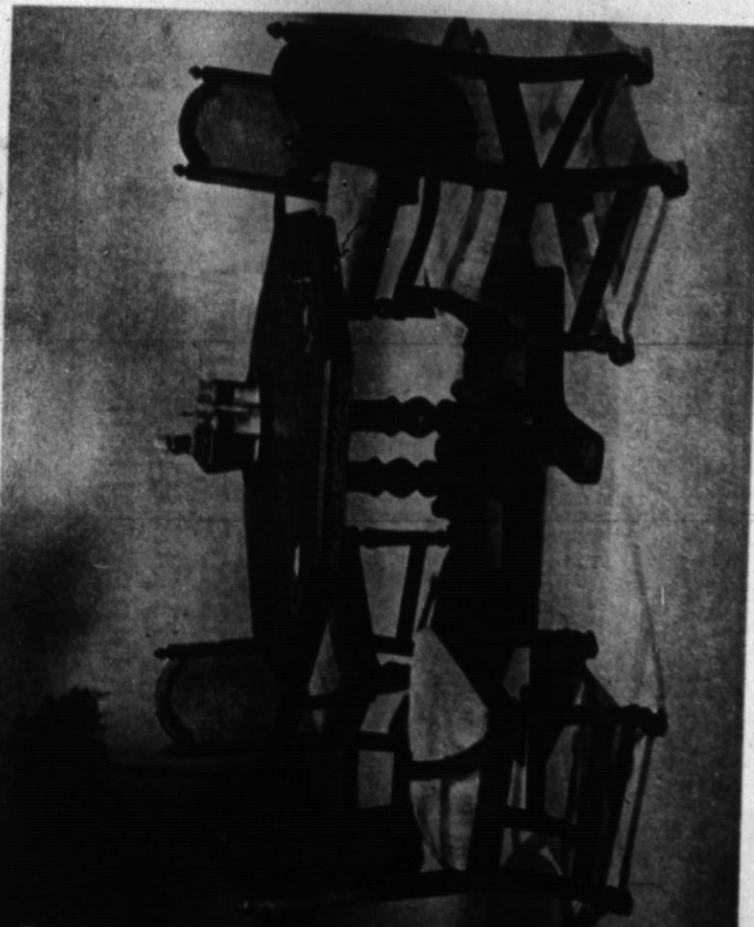
A marvelous look for your room with the double pedestal table and handsome cane back chairs on easy-to-move-about casters, and beautifully upholstered seats. Made of oak solids and veneers with protective stain-and-heat resistant table top. This is an unusually attractive grouping and a great buy at this price!

Charming and practical—
Authentic Colonial Oil Lamp

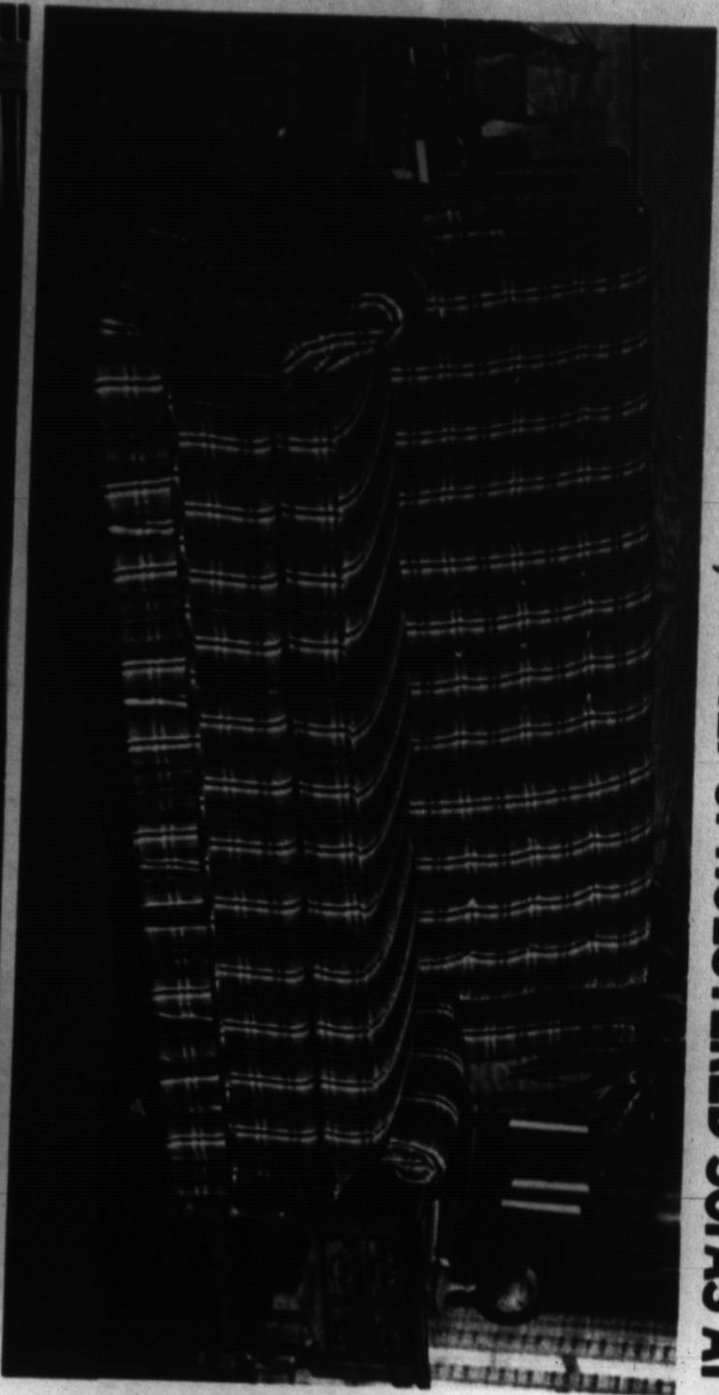
Colorful, atmospheric, and practical. Provides the soft, romantic light your grandparents remember from days of long ago.

\$399

SAVE
\$2.00



SMARTLY STYLED, RICHLY UPHOLSTERED SOFAS AT SUPER SAVINGS!



CHARMING COLONIAL
AT A FANTASTIC PRICE

Sale

\$299

Plaid fabric of durable Herculan® Olefin fiber. Attached pillow back with wing and roll arm styling. Deep, plump poly-Dacron wrap cushions for extra seating comfort.

Matching chair \$169

ELEGANT, EXPOSED WOOD
TRIM, EXTRA DEEP
CUSHION SEATING!

Sale

\$399

Everything about this sofa says expensive, except the pricing. Plush seats are quilted both sides. Attached back cushions are quilted. Cover is 30% nylon and 70% rayon treated with Scotchgard® Brand Protector. Rich, mellow exposed wood trim and roll arm styling make this a super value.

Matching chair \$219

ELEGANCE COMBINED
WITH TRADITIONAL COLONIAL
STYLING AT A MODEST PRICE

Sale

\$399

Loose pillow back and seats, plus bolsters give this sofa a very expensive look. Soft, center patterned 100% nylon print by Chatham with Scotchgard® Stain Protector, reversible seat cushions and exclusive quality features make this an excellent value.

Complementary velvet chair

..... \$169

Broyhill sofas are
made 6 ways better!

- SCOTCHGARD® FABRIC PROTECTOR WITH E.S.D.
- ARM COVERS
- SELF DECKING
- PREMIUM CUSHION
- SPECIAL SPRING BASE
- HARDWOOD FRAME



Master Bedrooms in the new "Americana" tradition, elegant in Maple or Pine...



NEW BEDFORD 4 piece Pine bedroom includes 66" triple dresser, hutch mirror with shelves, drawer deck chest, full size poster bed.

A truly sensational price bedroom that "says it all." Solid pine drawer fronts, pine veneers and pine engraved end panels... 4" thick bed posts, bold ogee base, authentic brass finish hardware and rich pine finish that highlights the beauty of the natural wood give New Bedford a list of quality features that can't be beat at this price. (Shown above)

YOUR CHOICE

\$699

NANTUCKET 4 piece Maple Bedroom includes 66" triple dresser, landscape mirror, drawer deck chest and full size cornice bed.

Just look at these quality features: distressed, rich hand padded caramel tone Maple finish... random planked maple veneers... heavy 3"x3" thick posts on bed. Thick maple veneered tops with hand hewn edges on dresser and chest. Heavy solid drawer fronts with corner dubbing and scored end panels plus authentic brass finish hardware. (Shown below.)



AMERICANA INTRODUCES...WARM RUSTIC CASUAL FURNITURE...

Beauties in

Pine

One of America's most traditional woods, pine with its knotty deep graining lends authenticity to Americana.

"NEW BEDFORD" 6 PC.
PINE DINING ROOM
NOW SPECIALLY PRICED
LIMITED TIME ONLY!

\$799

56" 2 Pc. china, oval table, 4 chairs
Dry sink optional at \$279

Solid pine drawer front, partitioning rails, posts and "carved" base, saddle seats, back rails and pine engraved end panels with brass finish Colonial hardware make this an authentic replica of Americana at its elegant best. Deep glass door china commands any room and the rich pine finish with glowing hand padded highlights add a custom touch.

3 PC. LIVING ROOM
SUPERB STYLING AND
COMFORT AT A SUPER
PRICE. LIMITED TIME ONLY!

\$849

You'll really live in your living room with this luxurious Americana grouping. Covered in a rich Chatham® nylon with Scotchgard Stain Protector. Built of sturdy hardwoods and special coil spring base construction with plump cushioning. The sofa, chair and swivel rocker are a dream to relax in...and will be for years to come.

AMERICANA PINE TABLES

YOUR
CHOICE **\$77**

Deep, lustrous hand-rubbed beauty to round-out your living room. Choose cocktail table, end commode table or po-commode. All plastic tops.



WITH THE CHARM AND HAND HEWN BEAUTY OF OUR COLONIAL PAST

Beauties in

Maple

One of the great Americana woods... Maple has the "hard-rock" properties so desired by the early settlers of America.

"NANTUCKET" MAPLE
6 PC. DINING ROOM...
PRICED THIS LOW
FOR LIMITED TIME ONLY.

\$849

56" 2 Pc. china, oval table, 4 chairs
Dry sink optional at \$299

Here's the new look in Colonial styling with rich, hand padded, caramel-tone Maple finish, distressed with corner dubbing and pegged pillars. Deep, glass door china and elegantly shaped front base, smartly styled dry sink and solid maple contour seats on chairs, with turned table legs, are extra quality features you'll love.

3 PC. WOOD TRIM
LIVING ROOM GROUP IN
TOUGH, DURABLE FABRIC
OF HERCULON® FIBER

\$799

Matched to perfection, a 3 pc. living room, trimmed in rich, warm maple color. The long wearing fabric of Herculon® fiber is built to take it and Broyhill quality construction does the rest. Smartly styled with attached back and dust ruffles, wood trim wing and arm styling make this an American traditional treasure at a price you can afford!

AMERICANA MAPLE
TABLE GROUP

YOUR
CHOICE **\$77**

Maple veneers and selected hardwood solids in a mellow, caramel tone plus plastic tops gives these tables exceptional warmth, beauty and durability. Choose cocktail table, po-commode or end commode.

HERCULON

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TO

HEREFORD MEAT MARKET, INC.

OPEN DAILY
AND SUNDAY!

AT THE SIGN OF THE WHITEFACE BULL
8:00 A.M. to 8:00 P.M. till 9:00 SATURDAY

Colorado Peaches 29¢ LB. OR 4 LB. \$1.19 BOX

Portales Peanuts NOW IN STOCK
ROASTED AND RAW

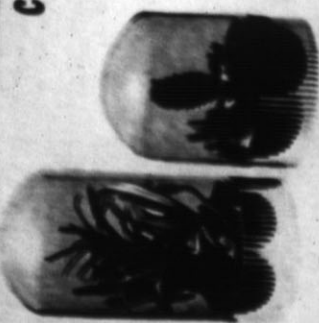
Colorado Pears 39¢ LB. 3 LB. \$1.10 BOX

White Grapefruit 7½ LB. \$1.00 5 BOX

Portales Jumbo Sweet Potatoes 29¢ LB. OR 4 LB. \$1.17 BOX

(WE ARE REMODELING OUR NURSERY BUILDING AND HAVE MOVED ALL NURSERY STOCK IN WITH OUT OTHER DEPARTMENTS)

COME CHECK
THESE OUT!



Cylindrical Terrariums

Beautiful round topped cylinders enclose miniature gardens. Metallic gold or silver bases hide planter mix and create a simple but elegant effect. Surprisingly low cost

NEW SHIPMENT OF CLAY POTS

Direct from Marshall Texas.
For Your Winter repotting or let us do it for you.

PLENTY OF POTTING SOIL IN STOCK!!

BONZAI PLANTERS AND
CACTUS
ANIMALS



LARGE
SELECTION
\$2.50
EACH

AFRICAN VIOLET

SPECIAL SALE PRICES ON ALL
FRUIT TREES—SHRUBS—SHADE TREES—
ROSES—ETC. Come See The Selection
Now is A Good Time To FERTILIZE!!!!



NEW SHIPMENT OF TROPICAL FOLIAGE PLANTS

COME SEE OUR LARGE SELECTION

Arelia Elegantisissia-Chinese
Fan Palm • Schefflera-Zebra
Plants • Aralia Chinesis.
Ficus Benjamina STD.
Norfolk Island Pine • Philo.
Selldum • Grafted Cactus.
Areia Palm • Dragon Plants.
Dietenbachia Perfection.

Asst. Foliage

MANY MANY
MORE ITEMS

SEEING IS
BELEIVING



(Back row) Dracaena marginata, Diffenbachia amoena, D. 'Tropic Snow', (Front row) D. 'Rudolph Roethrs', Dracaena deremensis warneckii, other varieties available.

Tel-Aire

Weekly Television Magazine

The Hereford Brand

THURSDAY SEPTEMBER 19, 1974



THE SONNY COMEDY REVUE

Live Local Broadcasting
WHITEFACE Roundup
6:30 Thursday Channel 6

Interviews Scouting Reports Game Films

CABLEVISION

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Thursday Program Notes

7:00...NBC...STARRING...
The first day of the "John Doe" trial...
7:30...CBS...THE WALTONS...
The first day of the "John Doe" trial...
8:00...ABC...THE WALTONS...
The first day of the "John Doe" trial...
8:30...NBC...THE WALTONS...
The first day of the "John Doe" trial...
9:00...ABC...THE WALTONS...
The first day of the "John Doe" trial...
9:30...NBC...THE WALTONS...
The first day of the "John Doe" trial...
10:00...ABC...THE WALTONS...
The first day of the "John Doe" trial...
10:30...NBC...THE WALTONS...
The first day of the "John Doe" trial...
11:00...ABC...THE WALTONS...
The first day of the "John Doe" trial...
11:30...NBC...THE WALTONS...
The first day of the "John Doe" trial...
12:00...ABC...THE WALTONS...
The first day of the "John Doe" trial...

Streets of San Francisco
Brenda Vaccaro guest stars as
Sally, a hired hit woman who
uses a romance with Inspector
Keller to carry out her assignment.
The ABC Television Network's
"Streets of San Francisco," Thursday,
Sept. 19 (8:00-9:00 p.m.).
In "The Most Deadly Species,"
Johnny Brennan, son of gangland
kingpin Murray Brennan, is slain at a
barbecue. The father hires Sidney
Bruce to find the murderer and do away
with him. Sidney develops a romance
with Keller and he unwillingly lets
important police information slip.
Karl Malden stars as Lt. Mike Stone
and Michael Douglas stars as Inspector
Steve Keller. James Lusk also guest
stars as Barry Sullivan who plays
Murray Brennan. The co-stars are:
Alfonse Aragon, Steve Sandor,
Sam Converse, Joseph Ruskin,
Tony Doyle, Joseph Patrick
Johnny Brennan, Larry Manetti,
Charlie Johnson, Vince Howard,
Morgan, Reuben Collins,
Mickey, Johnny Weissmuller, Jr.,
Virgil W. Vogel directed the teleplay
written by Hepler Anderson.

Tuesday Program Notes

We Have
FURNITURE and APPLIANCES
For the ENTIRE HOME!

PLAINS Furniture Co.
900 Locust 364-3400

FOR SALE
CAMPBELL
HEREFORD
REALTORS
364-0780

MONDAY THU FRIDAY

CHANNEL	4	5	6	7	8	9	10	11	12
TIME	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
4	KONC	ABC	ABC	ABC	ABC	ABC	ABC	ABC	ABC
5	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
6	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
7	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
8	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
9	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
10	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
11	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
12	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC

DISCUSS (1)
Vincent Price as actor Edward
Lombardi and Diana Rigg as his
daughter, Edwina, work together to
solve Shakespearean-style deaths for
the eight London theatre critics who
refused him the Critics' Circle Award in
"Theatre of Blood," colorcast Sept. 28
(8:00-10:00 p.m.) on "NBC Saturday
Night at the Movies" over the NBC
Television Network.

TUESDAY

CHANNEL	4	5	6	7	8	9	10	11	12
TIME	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
4	KONC	ABC	ABC	ABC	ABC	ABC	ABC	ABC	ABC
5	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
6	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
7	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
8	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
9	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
10	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
11	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC
12	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC	NBC

On The Cover

Elisa aids a young flyer
on "Born Free"

There's lots of comedy and music when Sony Bono (top,
left) hosts his own, brand new ABC Television Network
series, "The Sony Comedy Revue," premiering on Sunday,
Sept. 22 (7:00-8:00 p.m.). Sony's first night guests are Sally
Struthers (top, right), bottom, left) Howard Cosell
and Michael Jackson.

Adidas
The Official Shoe
of the Sports World!

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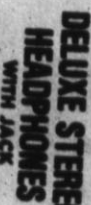
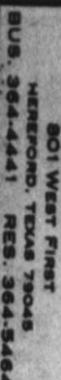
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70% OFF

Our Reg. Discount Price

11:30...NBC...GO

7:00. "THE WOOD: THE NEW LAND." *Star Trek: Voyager* returns with guest star Ed Lauter. Elliker and Juno force Sojin's only redemptive move to consider leaving and Amanda, believing she is pregnant, faces an emotional challenge.

7:30. "ALL IN THE FAMILY." Second season's four-part story dealing with the supernatural ability to cope with the current inflation and the high cost of living.

7:00. "NBC: EMERGENCY!"

...

7:30P. ABC... MAKE-A-WISH
Tom Chapin hosts the series, and performs the original songs which are written by his brother, Henry Chapin. The topics for this episode will be "4000 years" and "Roses."

4:00P. CBS... FAMOUS CLASSICS
TALES OF THE BLACK ARROW
Animated special: Robert Louis Stevenson's renowned novel has as its hero Ellis Dunsen, who was ruined by Sir David Calveley, a villainous knight, who fights Calveley, and the 15th century War of the Roses. (R)

5:00P. CBS... CBS NEWS

Closed Mondays

1605 PARK AVE. PHONE 364-4600
A & W Root Beer to take Home

A rape, followed by the murder of the rapist, left the trail of the victim and an unknown,

A rape followed by the murder of the racist, puts Kagan on the trail of the victim and an unknown, suspected rapist, in the "Hush Now, or You Die" episode of "Kojak," Sunday, Sept. 23, 20:30-22:00 p.m. on the CBS Television Network. Charles Dubin directed from a script by Robert W. Lemski.

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NBC-TV's new "Petrocelli" series.

starling Barry Newman as a young lawyer in a southwestern city, has a Saturday shooting schedule because courtroom scenes must be filmed when the courthouse is not in use.

Robert Stack and Vera Miles star as

couple, who, shortly after moving into new home in a remote area, are harassed and frightened by a series of inexplicable occurrences in the "NBC World Premiere Movie: The Strange and Deadly Occurrence" to be broadcast Tuesday, September 24 (7:30-9:00 p.m.) on the NBC Television Network. Margaret Willcock plays their daughter.

middle-aged schoolteachers

attempts to break out of her bleak existence and fails hopelessly in love with a man she knew as a child, in "Rachel, Rachel" the Sept. 23 colorcast of "NBC Monday Night at the Movies" (8:00-10:00 p.m.), on the NBC Television Network. Hector (Frank Corsaro) discusses the dilemma with her.

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7	Blue Ridge Quartet This is the Day of Discovery	Comedy Theatre Coppel Jubilee	Paths for Today N. V. Patis			Washington Debates Lila Fox Laymen Deeper Life Temple	Wagner And Public Service
8	Expect An Answer	Eddie's Father	Redden Crusade First Baptist Church		English 5 English 6	Jerry Farnell	
9	Cathedral Tomorrow	Kid Power Lassie's Rescue Moggers	Oral Roberts Good News The Nation	Religious Town Miracles Day Of Discovery	Psychology 5 Psychology 6	Heart Of Power	
10	Johnny Gomez Show	Conquer the Guns Males a With	Tom Landry Show W. J. Today	First Baptist Dials	Government 5 Government 6	The Bible Lesson Dad Hear	
11	Your Question, Please the Press	Here Come The Brides	W. J. Come Tears to Be Unnerved	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
12	AAC Doubleheader at Purdue Miami Dolphins at Buffalo Bills	Pro News Issues and Answers Hollin To Politics Genev Pyls	W. J. Come Tears to Be Unnerved	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
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3	Kansas City Chiefs at Cleveland Raiders		W. J. Today To Be Announced	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
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5							
6	Wonderful World of Disney	Pro News To Be Announced	W. J. Today To Be Announced	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
7	Mic Mystery Movie	The Sunny Smoney Rivalry	Evening News Apple's Way	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
8	Crisis of the Bleacher Street	Ally Sunday Night Movie Thunderbolt	Evening News Apple's Way	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
9	Candid Camera	Ally Sunday Night Movie Thunderbolt	Evening News Apple's Way	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
10	News 8 Jim Carlin Show	Ally Sunday Night Movie Thunderbolt	Evening News Apple's Way	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
11	Survival Mayal Show	Ally Sunday Night Movie Thunderbolt	Evening News Apple's Way	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	
12	Sign Off	Ally Sunday Night Movie Thunderbolt	Evening News Apple's Way	Point Of View High Caliber Rural Road People It Takes A Third	Men And Environment 2A Men And Environment 3A Ernest Angley Hour	Rael Estate Peace Lutheran Church Ernest Angley Hour	

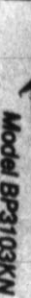
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escapes from Oscar's care

The night before Father's son, Leonard, is to enter his frog in a frog-jumping contest, father and son leave Oscar to watch over the amphibian, which leaps to freedom. In "The Odd Couple" on the ABC Television Network, Thursday, Sept. 26 (7:00-7:30 p.m.).

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