"In The Agricultural Center Of Parmer County"

WEDNESDAY, SEPTEMBER 21, 1966

Bovina, Texas

VOL XI, NO. 12

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By DOLPH MOTEN

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Dee Miller, the Democratic candidate for U.S. Congress from the 18th District (this one), is off and running with his campaign after getting a semi-late start.

The campaign, now moving into high gear, is giving us encouragement that Miller can and will win the election in spite of the fact that the Republican candidate, who is from Pampa, has been running for the past two years and was probably better known than the Demo flagbearer when Miller entered the race.

Miller, who was district attorney from Amarillo, is young compared to most political candidates -- 32. The present campaign being conducted by him is going to be an outstanding one, it appears from here.

More important, though, is that Miller is evidently as clean as a hound's tooth, politically. People who know him and have checkes on his background say he's an outstanding individual and one who can represent our district well in Congress for many years to come.

He's running this race to win and we feel like he can. Boving Businesses Contest --For a time, and we even admitted as much in this space. we were worried about the election's outcome. Things seem to be falling in their proper places now, however, and everything may turn out right yet . . . if enough Democratic votes fall into the ballot boxes in the general election in November. ....

To most people who live in the limits of this little city, it's no secret that Bovina needs another paving project.

As a matter of fact, amajor- test, guessing nine out of 10 ity of the voters indicated they high school and college football 20-16, Sudderth was off only two were in favor of additional pav- games played Friday and Satur- points. ing in a bond election last Jan- day and coming closest to the uary. They voted for bonds to help finance the city's portion Aids Wheat Crop -of more paving then.

Since that time, the city government has requested property owners who are interested in paving to "sign up."

Some have, too, but not enough to launch the program without doing a lot more work,

This work will have to be done by city officials or their representatives -- someone in a position of authority.

You'll remember that in Bovina's two previous paving projects, work of this type, and quite a bit of it, was required. Paving projects don't just fall into place.

The city council has indicated | Thursday of last week for a tothat it is ready to go ahead with | tal of 1.95, according to W. E. the paving program when and if | Williams' government gauge. it feels the people are ready. Some hail fell Tuesday morn-

Needless to say, we'd like to see the project started as quickly as possible. The sooner the paving is done, the more it's worth to the community . . . and to the individual property own- Hub, reported a total of 1.65, ers concerned.

and maybe the only one is the fact that it costs money. It can be financed, of course, but you just can't get away from the north of town where A. L. Nutfact that, sooner or later, pav- tall received one inch and on ing costs money.

it's worth to the property it joins. In other words, it's a good | west of Bovina, reported 1.10 investment. The property is worth enough more, after it has paving, to pay for the cost of Ropers To the paving and then some.

The value of paving can be Give Away seen in Bovina now, Areas which have paving have developed faster than those which weren't included in one of the two previous programs.

earned a few dollars of net | ing to members of the organizaprofit by having one of their | tion. entries win the Pony Express race during Friona's Maize will go to the Bovina Clinic

Days celebration last weekend, Fund, Somebody wondered, then, if the profit should be bet on a matched race which was developing.

"Somebody might object to us betting this profit money," another fellow volunteered. His answer came from a smart aleck standing nearby.

"Nobody would object but my wife and we won't tell her!" he said.



PICKS NINE WINNERS -- Glenden Sudderth was not the only contestant to correctly name 90 per cent of the football victories this week, but came closest to the tie-breaking score to take the first prize. This was the second of 13-week Bovina Businesses Football Contest sponsored by local merchants.

Football

Glenden Sudderth was the tie-breaking score by pre-

RainfallHere

second week winner in the Bo- dicting the Bovina-Happy game

vina Businesses Football Con- 20-14.

At Friong --

# Mustangs, Chiefs Clash In Homecoming Game

A long-standing Parmer County rivalry will be renewed Friday night when the Bovina Mustangs and Friona Chieftains meet in Friona at 8 p.m. with identical season records of 1-1. The event will be the highlight of the Friona High School Homecoming celebration.

Football fans can expect to get their money's worth since both teams will be seeking a vic-

The Class AA Chiefs lost their opener to Farwell 20-7, but defeated Morton Friday night, 12-8, Bovina won its first game over Cooper 38-14 and dropped Friday night's clash with Happy 20-16.

The Friona team will be he lier than the Mustangs with an overall average of 161. Its the line weighs in at 168.

The smaller Mustangs average 150 pounds. The backs weigh an average of 147 and the line

Friona is competing in District 3-AA while Bovina is playing its first season in District 3-A, having been advanced from Class B this year.

Friona can be expected to have a "pretty good team" as the Chiefs will outweigh the Mustangs, and have more speed. They have a good quarterback in Johnny Barker, who can pass the ball; a good running back, Ted Renner, who can also pass; and one of the best tackles in the area, Bill Weatherly.

Friona has a balanced attack, will be dangerous both in the Bovina from scoring again was air and on the ground.

vina last year 21-6, only lost two starters this year while the Mustangs lost seven.

Coach Stone said the Mus-

tangs didn't stop Happy's passing game as they should have. partly due to inexperience on the ball club, but did a good job Coach Roy Stone said that holding the Cowboys on the ground. End Eddi Corn was the leading defensive player with about 10 tackles, three of them unassisted, but also looking good were Steve Pierson at end, Bobby Redden and Alfred Stanberry at guards, and line backers Lynn Murphy, Rex Cumpton

and Carl Harris.

One thing that probably kept a first down made on Happy's In commenting on the Happy | nine yard line after a long run game, Coach Stone said, "We by Lynn Murphy. A touchdown made three mistakes in 60 car- is always tough to make ries and they cost us three from this point, Coach Stone

backfield averages 152 while | touchdowns and the ball game | said, whereas if it had been on even though we outplayed the 11 or 12, the team would have them." Happy, who lost to Bo- had a chance for a first down between point of play and the goal line.

> Leading ground gainer after two games is Carl Harris, who averaged 11.5 vards per carry in 23 carries for 262 yards. He is the fastest man in Bovina's backfield, Dean Stanberry, who is always a threat, is not as fast but has good moves and is running full speed his first step.

> No changes are expected to be made in Bovina's lineup. although some could be if deemed necessary, Coach Stone continued. Biggest improvement needs to be made in passing defense he said, both inrushing the passer and covering the receivers.

A large crowd from both towns is expected to be on hand for the contest.



CLASS PREXIES -- These students will lead their various classes this year in Bovina schools after being chosen for that honor by their classmates Thursday. Left to right are Bobby MeMeans, seventh grade; Carrol Foster, freshman; Karen Beauchamp, senior; Bobby Redden, sophomore; Mike Beauchamp, eighth grade; and Larry Grissom, junior.

In Elections --

# Name New Officers

Class officers and sponsors | Corn, vice president; Gale were elected in Bovina High Boyd, secretary; Randy Jones, School and Junior High Thurs- treasurer; Corn, photographer; day morning, as well as stu- Wayne Davies, student council dent council representatives in representative; Truck Lusk and

the high school grades.

Mrs. Pat DiCuffa, sponsors.

Karen Beauchamp will head Junior class president is the senior class as president | Larry Grissom while Erlinda and other officers include Eddi Rejino is vice president; Gina

Hawkins, Manuel Quintana,

R. T. Harbour, J. D. Kirkpatrick

Harbour expressed his ap-

preciation to those riding in

the parade, to the men furnish-

ing the horses for the race,

and to Miss Gwen Christian,

last year's queen, for her par-

ticipation in various events.

and Glendale King.

Maize Days --

## Roping Club Wins In Friona Parade

A Bovina entry was the win- | Lin Riddle, Bill Johnson and ner in the relay horse race son, Bill Lookingbill and son, held during the Friona Maize C. E. Trimble and son, Bud Days celebration there Friday, Crump, Bill Denney, Harold

C. E. Trimble was the jockey in the "pony express" version using two horses owned by Wendol Christian and Leon Grissom, M. H. Carson, riding his own horses, also entered the event but did not place. Seven entries participated in the

Appearing in the morning parade was the Bovina Roping Club of which R. T. Harbour is trail boss. Riding with the group was the new queen, Pam Grissom, and members Cash Richards and mules, Wendol Christian, flag bearer, Owen Patton, Jon

by Willie

-- Willie

Another showery period

Weather

this week . . .

Delegates To Austin

Four delegates to the State Convention of the Democratic Party left for Austin Monday to attend the Tuesday event.

Representing Parmer County at the convention were Wendol Christian and Dolph Moten from Bovina, Sloan Osborn and Richard Collard of Friona.

They were expected to return home the middle of the week.

Clawson, secretary; Alan Carson, treasurer; Margaret Venable, reporter; Larry Mitchell, photographer; Galen Hromas, parliamentarian; Barbara Allen, student council representative; Richard Roberts and Mrs. Ann Corn, sponsors.

Bobby Redden is the sophomore class president; Steve Pierson, vice president; Kathy Estes, secretary; Ronny Dyer, treasurer; Tedra Stewart, reporter; Beth Hutto, student council representative; Darrell Read and Roger Ezell, sponsors.

Heading the freshman class as president will be Carrol Foster; Stuart McMeans, vice president; Pamela Grissom secretary; Stephen Sherrill, treasurer; Karen Bell and Randy Barrett, photographers Suzanne Wilson and Karen Bell, reporters; Paul Aday, student council representative; Joe Harper and Mrs. Judy Ezell,

sponsors. Michael Beauchamp was named president of the eighth grade class; LoyChristian, vice president; Pansy Clawson, secretary; Tony Foster, treasurer; Mrs. Jolene Decker and Ben

Templeton, sponsors. President of the seventh grade class will be Bobby Mc-Means, Cindy Barrett will serve as vice president; Brenda Dyer, secretary - treasurer; Kim

Gober, photographer; Mrs. Janie Sudderth and Roy Stone, sponsors. Last spring the president,

vice president and secretary of the Student Council were named by the student body, Lane Gober. Kregg Wilson and LaNelle Christian, respectively. The remainder of the officers will be chosen in the near future, according to Principal L. F. Jacobs.

# Bovina Schools Break 700 Mark

ing in Bovina but apparently did no damage. No reports of hail on cropland had been re-E. R. Barry, who lives near pushed up the total enrollment

one inch last week and .65 durto 702 to break all previous ing this week's rain. At Okla-Biggest drawback to paving homa Lane amounts of 1.75 and .70 brought a total of 2,45.

during the past week brighten-

ing prospects for a good wheat

Precipitation in town meas-

ured .87 early Tuesday morn-

ing and 1.08 Wednesday and

Heaviest fall was apparently Tuesday 1.90 for 2.90, but he said his farm seven miles west However, it doesn't cost what of town, received only .50 Tuesday, Robert E. Wilson, who lives

# New Saddle

A \$250 saddle will be given away by the Bovina Roping Club Bovina Roping Club members | prior to Dec. 24, 1966, accord-

Proceeds of the give-away

Donations of \$1.00 are being accepted and a drawing for the saddle will be held at a time to be announced later.

The saddle is the same one given away at Bull Town Days, which was awarded to Red Ham-

The Bovina Roping Club bought the saddle back from Hamilton and is now giving it away again, members said.

north of town fell over the area than I've seen in 25 years." Gene Ezell, Roger Ezell, Glen-

With the actual score ending

Second place winner was Tom

Measuresl.95 Rain measuring from about | last week and said, "Prospects | all points with 15 each are | Gober, A. M. Wilson, Larry 1.60 west of Bovina to 2.90 for a wheat crop are better H. J. Charles, Jim Clements, Webb, Don Bandy, Ed Hutto,

Sherrill.

Glenden Sudderth

game in Dallas.

Bonds, who also picked nine | den Sudderth and Mrs. Sherrill.

winners correctly, Bonds leads | Entries picked up this week

the over-all contest with 16 as 167 were graded; compared

points, having been right on to 158 last week when Tony

seven games the first week. Foster was the winner. Outcome Wilson DiCuffa came in third of the weekly contests are

after tallying nine winners, and posted in the office of Bovina

only other person getting that Blade, along with a running

many correct was Mrs. Patsy | score.

Sudderth, Bonds and DiCuffa this week included John Mcwill receive prize money of Farland, Gene Ezell, Mrs. Earl \$5, \$3, and \$1, respectively. Richards, Otis Spears, Jay Winner at the end of the sea- Sherrill, Johnie Horn, Jimmie son will receive an expense paid | Clements, Jerry Burnett, Bob trip for two to the Cotton Bowl McMeans, Leroy Lance, Randall Barrett, Keith Bonds, Those trailing Bpnds in over- Patricia DiCuffa, Frances

(Continued on Page 3)

Those picking eight winners

Monday Morning --

The Bovina Independent | dents in elementary, the total | school than is in the elementary School District made a new page of history Monday morning when new students enrolling here

in junior high, and with new stu- or slightly more in the entire grades.

there stands at 423, according school this year.

to Supt. Otis Spears. was broken.

Although two students were listed 632 students in 1965; 611 two additional class rooms of lost in high school, making its | in 1964; 441 in 1963; and six | students with most of them in-

The local schools have picked Two years ago, the 600 mark up 51 students since the first day of the fall semester three Enrollment figures from weeks ago when 651 were Blade files show that Boyina enumerated. This represents total 162, there are now 117 years ago in 1960 had 454, creasing the elementary



PRIDE OF BOVINA -- Bovina Roping Club participated in the Friona Maize Days celebration Friday morning when it was the only riding group entered in the parade there. In the foreground is Wendol Christian carrying the American flag, and the covered wagon owned by Cash Richards. Spectators lined the streets to watch the parade, which included some outstanding floats and bands.



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Dolph Moten. . . Publisher & Editor Pat Jacobs. . . . . . News Editor

Published At Bovina, Texas. Every Wednesday

### Eastern Star Holds Annual Lodge Dinner

Members of the Eastern Star entertained the Master Masons and their wives at an annual dinner party Thursday at 6:30 p.m. in Masonic Hall in Bovina.

### Shower Honors Mrs. Milton

Mrs. Larry Milton was honored with a bridal shower and coffee in the home of Mrs. Bill Hutto Saturday morning, She is the former Miss Barbara Wilkerson, daughter of Vern Wilkerson.

The serving table was laid with a lace cloth over yellow and centered with yellow and white cut flowers.

Hostesses included Mmes. A. D. Stowers, E. O. Johnson, Bessie Webb, John Sikes, Bud Crump, Edens, Charles Corn, Ed Hutto, Lloyd Gober, Wilfred E. Sikes and Bill Hutto.

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Big travel bargains

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on the Santa Fe!

What's the

A covered dish meal of fried chicken, salad and cake was served to a good turn-out.

Worthy Matron Mrs. Herbert Potts of Farwell extended the welcome and conducted the program. The response was made by Worshipful Master Prentice Mills of Farwell.

Also participating on the program were Mrs. Lewis Pesch, Mrs. Lawrence Jamerson, Mrs. Aubrey Brock, Mrs. Otis Spears and Miss Linda Langston.

Following the dinner, the Eastern Star held its regular meeting.

Mrs. Harry J. Charles entered St. Mary's Hospital in Lubbock Wednesday, Mr. Charles reported, after visiting her over the week end, that she is still not feeling very well.

By Ace Reid

first two football games of the year have been announced by Band Director Joe Wayne

Leading

Chosen

Bandsmen

Outstanding bandsmen for the

He said the choices were based on attendance to class, rehearsals, leadership, musicianship and performance. Those named also had the lowest number of demerits in the band,

Those named outstanding for the Cooper game were Eugene Bowman, Sandra McCauley, Ellen Denney, David Dixon and Sharon Hemke.

Outstanding at the Happy game were Margaret Jo Venable, Mike Grissom, Sheryl Lane, Sheryl Moore, Joe Don Stevens, Paul Aday and Steven

#### School Menus

Monday, Spet. 26 Barbecued weiners, potato salad, cabbage salad, cornbread, butter, 1/2 pint milk, rice pudding.

Tuesday, Sept. 27 Fried chicken, creamed potatoes, gravy, mixed greens, rolls, butter, 1/2 pint milk,

Wednesday, Sept. 28 Turkey and noodles, frozen English peas, sliced tomatoes, hot rolls, butter, 1/2 pint milk, chocolate cake.

Thursday, Sept. 29 Tamalies and beans, lettuce and tomatoes, cornbread, butter, 1/2 pint milk, peach halves. Friday Sept. 30

Fish, tartare sauce, parsley potatoes, buttered corn, rolls, butter, 1/2 pint milk, fruit jello.

#### Bridal Shower This Saturday

A shower honoring Miss Joyce Marshall, bride-elect of Willis Watts of Abilene, will be held in the First State Bank building on Saturday, Sept. 24 from 3 to 5 p.m.

The couple will exchange marriage vows Oct. 8. Miss Marshall is the daughter of Mr. and Mrs. B. L. Marshall of Bovina.

Hostesses will be Mmes. Billy Johnson, William Gromowsky, E. O. Johnston, Thomas Rhodes, Jr., Jimmy Cockerham, Buck Ellison, Richard Roberts, Marlin Ferguson, Robert Read, Lloyd Killough and Charlie Jefferson.

Everyone is invited to attend the bridal shower.

#### Marriage Licenses Issued

A marriage license was issued by County Clerk, Bonnie Warren, Friday to Johnny Robles and Irene Mary Guana, both

and Canada and utilizes the services of the United States Army, Navy, and Air Force, and the Royal Canadian Air Force. It has over 400 military installations located over the entire North American continent with a total man power of more than 170,000. Scott will show color slides of the various

A highlight of the program will be a telephone call directly to NORAD Headquarters in Colorado Springs, Colo., over

## Rainbow Installation Planned For Thursday

Open installation ceremonies | be listed next week, Mrs. Otis for Bovina Assembly No. 158, Spears is Mother Advisor of the Order of Rainbow for Girls, local assembly. will be held at 7 p.m. Thurs-All members of the Eastern day in Masonic Hall.

Star and Masonic Lodge are The public is invited to attend. urged to attend. Miss Camille Hobbs of Farwell will be installed as Worthy Son Born Advisor, succeeding Miss Melissa Woodson, formerly of

#### cording to Mrs. Clifford Leake. A complete slate of the new

Meet Planned People interested in taking Karen Michele, who is three and square dance lessons are askone-half years old. ed to meet in the home of Pat Kunselman at 8 p.m. Thursday. Purpose of the meeting is to

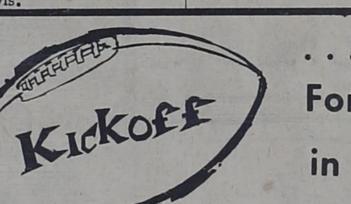
Square Dance

decide when and where to hold the lessons. Everyone interested is in-

# Farwell and now of Clovis, ac- To Hughes

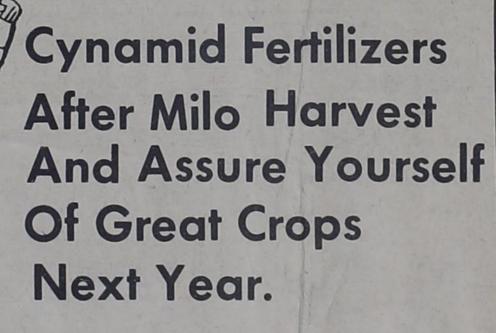
A son, Kenneth Eugene, was stations for Rainbow Girls will born to Mr. and Mrs. Robert Hughes of Farwell at 2:46 p.m. Thursday in Parmer County Community Hospital in Friona. He weighed five pounds, nine ounces and has a big sister,

> The mother is the former Miss Joyce Burnett, Grandparents are Mr. and Mrs. S. R. Burnett of Bovina and Mr. and Mrs. T. C. Hughes of Delhi,



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THE WINNER -- Standing between the two horses is C. E. Trimble, who was the jockey winning the relay horse race in Friona Maize Days celebration, Others are members of Bovina Roping Club, standing, Rouel Barron and Wendol Christian, owner of one of the horses; kneeling, left to right, Cash Richards, R. T. Harbour, Owen Patton, Jon Lin Riddle, Manuel Quintana and Dolph Moten.

Thursday Night --

#### Lions To Entertain Cafeteria Wives

NORAD is a joint defensive C. C. Scott, Division Service and Facilities Manager for the effort between the United States General Telephone Company of the Southwest, will present a lecture-demonstration at the meeting of Bovina Lions Club at Bovina Schools Cafeteria Thursday night at 7:30. Scott will explain the role the North American Air Defense Command (NORAD) has in detecting manned bomber attacks, ballistic missile attacks, or attack NORAD operations during his from outer space from earth

Wives of Lions will be special guests at the Thursday night an amplified long distance hookup. After an up-to-the-minute briefing report by a NORAD officer, the audience will be given the opportunity to ask questions of the briefing officer. Scott has appeared before many groups on the South Plains and in southwestern New Mexico during the past two years.

Father Has Heal Attack Rev. Vernon E. Willard, pas-

tor of the Stinnett Methodist Church and father of Vernon Willard of Bovina, is reported to be improving following a heart attack on Sept. 10.

However, he will remain in North Plains Hospital in Borger at least two more weeks.

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### **Know The Truth**

By Lavern Stewart

Jesus said, John 14:1, "Let not your heart be troubled: believe in God, believe also in me." A complete trust in the Lord will comfort a troubled heart more than all the preparations against an enemy, Remember, our Lord told us not to fear man who can only kill the body but cannot harm the soul; rather, He said we must trust him that can destroy both soul and body in hell, Matthew 10:28. In another passage, Matthew 6:25, Jesus shows that we must not be anxious, "Therefore I say unto you, be not anxious for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on, Is not the life more than food, and the body more than the raiment?" In verse 33 of this same chapter, Jesus said rather than worry that we must seek first the kingdom of God, and then all the needs of life will be supplied. The true believer takes God at his word and so is not fearful about what may happen to him. Naturally, no one wants to get killed or even injured, yet when we spend so much time and energy worrying about affairs of the flesh, it is certain that we do not trust in the Lord as we should. The reason a man becomes anxious about something is because his mind is on it too much. If we keep our minds on things of a spiritual nature more, we will not have time to do so much fretting about material things. The Bible says to set the mind on things above, Colossians 3:2. It also says, I Peter 5:7, "Casting all your care upon Him for He careth for you." Paul, in Hebrews 13:5, speaks of the Lord's promise to never leave the believer, and in the next verse says, "So that we may boldly say, "The Lord is my helper, and I will not fear what man shall do unto me."

### The Church of Christ

Bovina, Texas

Hear "Know The Truth" Over KNNN. Friona, At 10:30 a.m., Monday-Friday.



Visit beautiful Mexico City...travel by air...three nights and two days at a famous Mexico City hotel ... plus \$100 for your expenses ... that's the prize for some lucky entrant and his or her spouse.

HERE'S ALL YOU DO ...

Simply check the appropriate blocks in the official entry form below, then take or mail your entry to any Reddy Kilowatt Recommended Electric Heating Dealer or Public Service office. A drawing will be held shortly after October 31, 1966 and the winner will be notified regarding travel arrangements.

**ELIGIBILITY** 

Southwestern Public Service Company customers, who own their own homes and are 21 or married, are invited to enter one entry per person.

Entries must be received not later than 5 P.M., October 31, 1966.





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OFFICIAL ENTRY Check its overall performance and efficiency with this easy quiz Does your present heating system fail to provide enough heat in Is it a problem to keep certain rooms as warm as others Are certain rooms in your home drafty? Are you uncomfortable near windows and outside walls in cold Are your floors cold during the winter? Could your home use more insulation in walls, ceilings or floors? Is there a blast of hot air when heat first comes on? Do you ever hear a roar or rumble in the system? Do you have just one thermostat for the entire house? Do you frequently readjust the thermostat for more comfort? Do members of your family disagree on the proper thermostat Is your heating system noisy? Is the air in your house too dry? Do you consider your present heating system safe? modern? NAME ADDRESS Your entry is valid whether you do or do not check the following box.

Jr., pastor o of The Bovil Gene Douglas High teacher mine the club ternational C The Conte young people

as of January generate an -derstanding ( morrow's said. He said the lease the ide tion of the wo most pressin the world today The contest prize of \$25,

an education assistance g winner. A gr 000 in awar In addition to prize, eight each will be eight semi-fi get travel exp Ill., in July, the first pri

Christian Ser Methodist C general mee Tuesday in "Our Me was the titl during the P Fowler pres al. A busines the luncheon,

bers of the ti

Mrs. John of the WSC HDW Mrs. Edn homa Lane a gile, Lazbud attend the Te stration A nesday and 7 ten is the cou association. Between 8 bers of the a

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ganizations 1

Barkley of reports a me Contest (Continue Charles E. Ragsdale, an Of the 167 this week, t correctly; 2 picked sever guessed five and three pic This week

Oklahoma La and Mrs. 9 bought a nev into town thi We Ca About ' About

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Bottle

Plastic

Bottle

71/2 oz.

Can

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Lions Club --

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### Essay Judges

H. J. Charles, president of the | chosen from the eight. Also, Bovina Lions Club has announced the judges for local entries in Lions International's Peace Essay Contest.

Judges are Rev. J. B. Fowler, Jr., pastor of Bovina Methodist Churchl Dolph Moten, publisher of The Bovina Blade and Mrs. Gene Douglas, a former Bovina High teacher. They will determine the club's entry in the International Contest.

The Contest is open to all young people in Bovina who are 14 years of age and under 22 as of January 15, 1967.

The Contest was initiated to generate an awareness and understanding of peace among tomorrow's leaders, Charles

He said the contest wouldre-lease the ideas of a cross section of the world's youth on the most pressing challenge facing the world today.

prize of \$25,000 in the form of an educational and/or career assistance grant to the world winner. A grand total of \$50,-000 in awards will be made. In addition to the \$25,000 first prize, eight world division semi-finalist prizes of \$1,000 each will be given and these eight semi-finalists will also get travel expenses to Chicago. Ill., in July, 1967. At that time, the first prize winner will be world.

### Contest Named

more than 20,000 local, district and multiple district awards will be made.

The Bovina Lions Club's winner will be advancing up the ladder to that prize.

The contest, announced at the 49th Annual Lions Convention in New York, by president Edward M. Lindsey, of Lawrenceburg, Tenn., is one of the highlights of the 50th Anniversary of the world's largest service club organization.

The world-wide contest, open to contestants sponsored by Lions' more than 20,000 clubs throughout the world, is the largest Peace Essay Contest in the world.

If successful at the multiple district level, the winner will advance to a world division and an opportunity for the grand

World division winners will The contest offers a grand receive \$1,000 and a trip to chicago for Lions' 50th Anniversary Convention for the final judging of the contest.

"Anyone who wants the rules and further details of the contest should contact any member of the Bovina Lions Club, or me," Charles said.

Lions International, with more than 130 countries in the free world, is the largest serve ice club organization in the

### Local WSES Has Luncheon, Program

Christian Service of the Bovina secretary, Mrs. Leon Ware; Methodist Church met for a treasurer, Mrs. Jimmie Clemgeneral meeting and luncheon Tuesday in the local church.

"Our Methodist Heritage" was the title of a film shown during the program. Mrs. Joe Fowler presented the devotional. A business session followed the luncheon, attended by members of the three circles.

Mrs. John Dixon is president and local church activities, of the WSCS this year; vice Mrs. I. W. Quickel.

The Woman's Society of president is Mrs. Joe Fowler; ents; membership cultivation, Mrs. Ralph Roming; missionary education, Mrs. J. B. Fowler; Christian social relations, Mrs. Rouel Barron; campus ministry, Mrs. Oakley Stevenson; spiritual life cultivation, Mrs. Billie Sudderth; program ma-

terials, Mrs. Earl Ware; supply

work, Mrs. Mable Newberry;

#### **HD Women Attend Conference**

Mrs. Edmund Kitten, Oklameeting in Corpus Christi Wed- county luncheon. nesday and Thursday, Mrs. Kitten is the county chairman of the association.

Between 800 and 1,000 members of the association are expected to participate in the organizations meeting. Mrs. C. R. Barkley of Odessa, president, reports a membership of 36,000 women.

Contest --

(Continued from Page 1) Charles E. Trimble, Mack

Ragsdale, and Jack Newton. Of the 167 entering the event this week, four guessed nine correctly; 21 chose eight; 35 picked seven; 51 named six; 33 guessed five; 20 named four; and three picked three.

This week's winner is a native of Bovina and farms in the Oklahoma Lane community, Mr. and Mrs. Sudderth and sons bought a new home and moved into town this summer.

\*We Care About You About Your Clothes year Monday at 7:30 p.m. in the

Mrs. Cargile and Mrs. Kitten homa Lane and Mrs. Annie Car- | will bring a report of the congile, Lazbuddie, left Monday to | ference back to Parmer County attend the Texas Home Demon- extension clubs when they meet stration Association annual in November for their annual

#### Stanberry Leads A-J Honor Roll

Dean Stanberry was named to the Lubbock Avalanche-Journal football honor roll following the Bovina-Cooper game last week.

Quoting the article appearing in the Tuesday morning issue, Sept. 13, "Dean Stanberry of Bovina is probably the smallest starting back in the area standing 5°1° and weighing 131 pounds, but he was a giant in the Mustang 38-14 victory over Cooper, accounting for 22 of the

"His performance led the offense stars on the honor roll although others were worthy of mention---,"

#### **Band Parents** Meet Monday

Bovina Band Parents will hold the first meeting of the school school auditorium.

All parents of band students, grade school and high school, are urged to attend. Mrs. Bob Estes is president of the or-



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# Mustangs Drop Game To Cowboys

football clash with Happy's of the Mustangs. Cowboys there.

by 20-16 count.

The loss for the Mustangs | the Mustang 49 yard line. made their record for the young

The Cowboys added two more | 8-6. touchdowns in the third period

quarter. Bovina Fullback Carl | middle of the line, broke into

a 75-yard punt return for a 61 yard jaunt. Halfback Dean eight yard line before he was touchdown were too much for Stanberry ran the two extra caught from behind. Bovina's Mustangs to overcome points over the right side Friday night in a non-district to make the count 8-0 in favor shoved the ball to the one yard

Happy wasted little time in | that point. The host team won the game | coming up with its first touchdown, scoring on the sixth play This was the first time for of the second quarter. The score Happy to defeat Bovina since came after the Cowboys had recovered a Bovina fumble on

Quarterback Randy Johnson | score, 10-6. 1966 season 1-1. The Cowboys, passed to End Bill Vernon who co-favorites for the District | was all by himself in the sec-1-B championship, are now 2-0, ondary and raced across the Bovina drew first blood in the double stripe. Johnson was initial quarter and led at the halted in his attempt for the halftime intermission, 10-6, extra points, leaving the score

The Mustangs missed a to salt the game away. The Mus- golden touchdown opportunity tangs battled back for a TD in following Happy's kickoff, Harthe fourth quarter, but it wasn't | ris gathered in the kickoff on enough to overcome Happy's his own 25 and returned 15 yards to the 40. On the first play from The game's first score came that point, Halfback Lynn that touchdown, the Mustangs with 0:28 remaining in the first | Murphy burst through the

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Two long scoring passes and | Harris scored on a brilliant | the clear and raced to Happy's |

In four plays, the Ponies line but lost it on downs at

Taking over deep in their own territory, the Cowboys couldn't gain sufficient yardage for a first down. Their punt was blocked, giving the Mustangs a two point safety, making the

The Cowboys got the go-ahead touchdown with 4:38 remaining in the third quarter. On a thirdand-seven-yards-to-go situation from Bovina's 37, Johnson lofted a pass to Halfback Ralph Frost, who gathered in the ball and darted in for the score. Johnson then passed to Vernon for the two extras to boost the score to 10-14 in favor of

the Cowpokes. Following the kickoff after couldn't gain sufficient yardage for a first down and Alfred Stanberry punted from his own 45 to Bill Vernon on the 25. Vernon cut to his left and sped down the sidelines for 75 yards and the tally. The extra points attempted by Quarterback Johnson failed, to leave the score 10-20.

The Mustangs drove down to the Happy 14 yard line early in the fourth stanza before loosing the ball on downs. Happy moved back to its own 43 before being forced to punt.

The punt rolled dead on the Bovina 24 and the Mustangs launched their final scoring

drive from there. Harris. Murphy and Halfback Dean Stanberry took turns carrying the mail during the sustained drive which covered 76 yards in 13

Stanberry was halted in his running attempt for the extra points. That ended the scoring at 16-20. Time remaining on the scoreboard clock when the final touchdown was made was

A long, desperation pass from Quarterback Randy Jones to End Lane Gober was incomplete as the game ended.

Leading the Mustangs' defensive efforts were Alfred Stanberry, Bobby Redden, Eddi Corn and Rex Cumpton.

Stanberry was the workhorse of the Mustang backs, carrying the ball 25 times for a net of 101 yards, Harris was the leading ground gainer with a total of 109 yards in 18 attempts, including his long scoring run. Murphy had 88 yards gained in his 13 tries.

STATISTICS: First downs 283 Yards gained rushing 138 5 Passes attempted 2 Passes completed 14 Yards gained passing 86 Total offense 0 Passes intercepted by Number of punts Punt average 36.4 3 Number of fumbles

Opponent's 2 fumbles recovered 2 Number of penalties Yards penalized



NEW AG STUDENT -- Wayne Stone, freshman member of the vocational agriculture class and FFA, shows his Hampshire lamb he is raising as a project. The lamb was bought at Texhoma, according to John Paul Jones, agriculture teacher. Wayne is he son of Mr. and Mrs. Louis Stone. Each week a vocational agriculture boy in the Bovina schools will be publicized.

#### Class Served Fried Chicken

The Friendship Sunday School Class of Bovina Methodist Church entertained the Hammonds Class with a fried chicken dinner Thursday night at the

Rev. J. B. Fowler, Jr., who is currently teaching the combined classes during the building program, said that about 50 people attended the event.

Mr. and Mrs. Carl Denney of Fort Worth spent the night Monday with Mr. Denney's cousin and husband, Mr. and Mrs. W. E. Williams, while enroute to Denver, Colo.

### COURTHOUSE NOTES

Instrument Report Filed Week Ending September 10, 1966 in County Clerk Office, Bonnie Warren, County Clerk.

ML, Billy Johnson, Gifford Hill Western, E/2 Sec. 12, T11S,

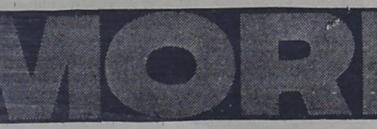
ML, Floyd Millican, Hi-Plains Sav & Loan, Lot 2, Blk. ML, Enrique Gauna, Hi-

Plains Sav. & Loan, Lot 9, Blk, 11, Friona Fed. Tax Lien, U.S.A., Ken

Harrison, SR WD, Victor M. Ward, Elmer McKay, Lot 3, Blk, 88, OT Bo-

DT, Elmer McKay, Victor M. Ward, Lot 3, Blk. 88, OT Bovina

DT, George C. Taylor, Prod. Credit Asso., SE/4 & E/2 of



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metics during my stay in Clovis

Hospital and for the wonderful

food, visits and cards after

coming home. God bless each of

Pearl Moore and family

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8, Friona WD, R. L. Fleming, Enrique Gauna, Lot 9, Blk. 11, OT Fri-

DT, Enrique Gauna, R. L. Fleming, Lot 9, Blk. 11, OT

WD, Charles E. Bates, Martin Kube, Lot 6, Blk 3 Hillcrest

DT, Martin Kube, Southwest Mortg. Co., Lot 6, Blk. 3, Hill-

10 of Blk. 9 Drake Rev. Sub. & S Lumber Co., Inc., 2 ac. den teacherage to be moved. tr. Lq. 488 SW/4 of Sec. 3 Contact Supt. Otis Spears.

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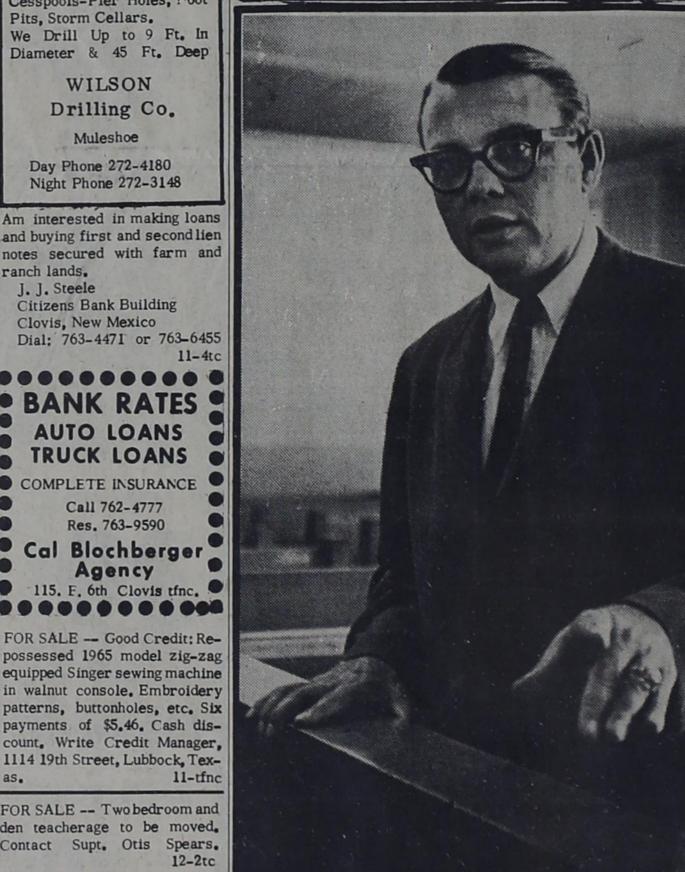
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Sept. 26

#### ST. JOHN LUTHERAN CHURCH



St. John Lutheran Church, Lariat, Texas Sunday School - 9:30 a.m. -Morning Worship - 10:30 a.m.



H. F. Peiman, Pastor

#### BOVINA CHURCH of CHRIST



Bovina Church of Christ SUNDAY SERVICES Classes 9:45 a.m. and 5:30 p.m.

Worship 10:45 a.m. and 6:30 p.m.



Lavern Stewart

WEDNESDAY Devotional and Classes - 8 p.m.

#### OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church Sunday School - 10 a.m. Training Union - 6 p.m. Morning Worship - 11 a.m. Evening Worship - 7 p.m.



Rev. Wayne Baldwin

#### **BOVINA METHODIST CHURCH**



Bovina Methodist Church

Sunday School - 9:45 a.m. Morning Worship - 11:00 a.m. M.Y.F. - 6 p.m. Evening Worship - 7:00 p.m.



J. B. Fowler Jr. Choir Practice -

Wednesday - 8 p.m.

#### BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church

Sunday School - 10 a.m. Morning Worship - 11 a.m.

Lifeline Service - 6:30 p.m. Evening Worship - 7 p.m.



Rev. Floyd E. Gray

Wednesday Prayer Meeting - 8 p.m.

### Of Your Choice This Sunday Attend The Church

### Church Chuckles by CARTWRIGHT



"I said we may as well forget it - no one would believe either of us anyway!"

#### God Doesn't Forget

How happy we should be that God does not forget the good deeds that we do. It is not uncommon for us to do some favor for a friend and have him soon forget it, but thanks be to our Heavenly Father, He never forgets what we do for Him so that He never fails to reward us for our good done. Why, even a glass of old water given to one who belongs to Chr'st will bring a reward, Mark 9:41, "For whosoever shall give you a cup of water to drink because ye are Christ's verily I say unto you, he shall in no wise lose his reward." Please consider this passage, Hebrews 6:10, "For God is not unrighteous to forget your work and labour of love, which ye have showed toward his name, in that ye have ministered to the saints, and do minister." Paul's admonition to the Corinthians is quite appropriate for our day to encourage us to serve God and not become weary in well doing, I Corinthians 15:58, "Therefore, my beloved brethren, be ye steadfast, unmoveable, always abounding in the work of the Lord, for asmuch as ye know that your labour is not in vain in the Lord," Friends, if you sometimes feel that men do not appreciate what you do for them, you can be comforted by knowing that God will not forget nor fail to reward you for every good thing done in His name.

> Lavern Stewart, Minister Bovina Church of Christ

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First Baptist Church of Bovina SUNDAY - Sunday School - 9:45 a.m. Morning Worship - 10:55 a.m. Training Union - 6 p.m. Evening Worship - 7 p.m.



Rev. Ralph Aday WEDNESDAY - Teachers and Officers Meeting 7 p.m. Prayer Meeting 7:30 p.m. Adult Choir - 8:30 p.m.

#### OKLAHOMA LANE METHODIST CHURCH



Oklahoma Lane Methodist Church Sunday School - 10 a.m. Morning Worship - 11 a.m. Evening Worship - 7 p.m.



Rev. Hardy Cole

#### ST. ANN'S CATHOLIC CHURCH



St. Ann's Catholic Church - Bovina Masses: Sunday 8:30 & 10:30 a.m. Weekdays 8:30 a.m. Daily Except Tuesday 8 p.m. First Friday 8 p.m. Holy Days 10 a.m. & 6:30 p.m.



Fr. Claver Giblin S. A. Confessions: Saturday 4-5 p.m. 7-8 p.m. Before Masses Baptisms: 3 p.m. Sunday

#### MISSION BAUTISTA MEXICANA



Mission Bautista Mexicana



Rev. Ramon Delgado

Eseuela Dominical 9:45 a.m. - Mensa Je 11:15 a.m. - Union de Preparacion 6 p.m. -

### Miercoles 8 p.m. Estudie de la Biblia

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### PROGRESSIVE BUSINESS & CIVIC-MINDED PEOPLE OF HEREFORD AND VICINITY

This department has been worked up largely as a reflection of public opinion. No person has written of themselves or their business. All articles have been compiled by a representative of The Bovina Blade as he saw conditions. These people are all leaders in their various lines of endeavor and the cooperation of those citizens in Hereford who helped make this department possible is sincerely appreciated.

#### W. B. Nunley

In hestowing credit upon some of the more conscientious business men of Hereford, who in one way or another, have contributed their bit to improve both business and civic conditions, we wish to publish a few words about W. B. Nunley of the Nunley Humble Service Station.

Mr. Nunley has set a standard for himself, and the operation of his business that, under present existing conditions, has been very difficult to maintain. However, that he has done so is proved by the large volume of business which his Humble station continues to handle, much of which is due to his unceasing attention to detail, and his ability to cope with new and unexpected problems.

W. B. Nunley is also civicminded and has, when asked, cheerfully cooperated on those civic activities to which he has been able to lend assistance. He more than deserves the respect and good will which he has earned, and his many friends and customers are confident that he will continue to maintain his usual integrity and high standards.

### J. O. And Nadine Simpson

To be a consistent and persistent booster of any community, often takes courage and plenty of optimism.

It is because of their unfailing faith in the future of Hereford and the surrounding country, and their unflagging efforts to promote its development, that J. O. and Nadine Simpson are selected now for this brief tribute.

Mr. and Mrs. Simpson have proven very ably that they are restaurant operators of unusual ability, for it is largely due to their ideals of service, coupled with a determination to serve only the very best of food, that The Hickory Log holds its high position in the public's favor. And their personalities and energy in directing the operations of the business are important factors in their outstanding success.

We are glad to pay tribute to J. O. and Nadine Simpson. and to point out to our readers that theirs is the guiding influence responsible for the splendid service and delicious foods, served in a delightful atmosphere, to be had at The Hickory Log at the Sugarland Mall in Hereford.

#### Lindy Daniels

Hereford has attained a prominent position in the business and commercial life of this section of Texas because of the foresight of those men who had the ability to envision the possbilities of the community and the trade area it serves. And a wide awake progressive man who justly should be included in this category is Lindy Daniels of Daniels Builders Supply.

Such men have, many times over, proven their worth to the community, both as business men and as active workers in the civic betterment and progress of the city. And Mr. Daniels has earned the good will and respect of his fellow citizens for contributing his bit to the general welfare of the city, and the people as a whole. It is our duty to include Lindy

Daniels in that group of conscientious and civic-minded men who are doing so much for Hereford, and to express the wish that he will continue for many years to forge ahead with the success which he has enjoyed in the past.

#### "Del" Bainum

"Del" Bainum is one of the more successful drive in restaurant operators of Hereford who, by maintaining a contant standard of service and igh quality foods, has made Rainbow Drive Inn Incorporated one of the most popular eating places in the community. We are glad to give him credit for his well-earned success in a field which is so highly competitive.

It is also a pleasure to give him credit for taking part in community affairs, and lending his assistance to various activ-Ities and public projects. When to take part in such matters, he always does so without osrentation, but in a quiet manner

which lends dignity to his cheerful acceptance of his share of the civic load. It is a pleasure to be associated in the promotion of community activities

with such a man as Mr. Bainum. This review of progressive and civic-minded individuals of Hereford would not be complete were we to fail to include "Del" Bainum, His is the kind of success which deserves recognition, and we wish him many more years of the same.

#### J. L. Marcum

J. L. Marcum of Hi-Way Pontiac-GMC, is one of those dependable new and used automobile and truck sales and service dealers of Hereford who has consistently forged ahead in his business. He has also put his shoulder to the wheels of civic progress whenever concerted help was needed in furthering enterprises promoted for the general welfare of the

Mr. Marcum was never a man given to wishful thinking. Because his methods are those of direct action, and whether the problem at hand is one concerning his own business or that of a civic nature, he attacks it with optimism and vigorous enthusiasm. Add to this his acknowledged business ability and his keen sense of values, and it is easily understood why he is almost invariably successful in business or other matters.

We feel that it our duty to call the attention of our readers to these worth-while characteristics of J. L. Marcum, and to pay him a well-deserved tribute for his straight forward business methods, and for the unselfish interest he has shown in public welfare.

#### Joe Rogers

Joe Rogers of Joe's Auto Clinic, is one of those dependable business men who has always done his bit to maintain the prestige of the city of Hereford as the leading trading center for this section of West Texas. He has always worked for the development of the city, and his many services are

worthy of sincere appreciation, His well-earned success as a business man is easily understood, knowing as the people do, his widespread reputation for the honesty which characterizes all of his business dealings.

And it is a combination of technical knowledge, mechanical skill and business ability which has elevated Mr. Rogers to a position of leadership in the automotive repair and maintenance business, with special emphasis on automatic transmissions.

He is completely aware of his civic responsibilities, and is wide awake to the many opportunities for service, and is always ready and willing to lend his support to any project which promises to benefit the community as a whole.

We compliment Joe Rogers on his accomplishments, and wish for him continued suc-

#### R. E. Lee

In singling out some of the more progressive business men of Hereford, we would be censored should we fail to include R. E. Lee of the Hereford Casing Service. He is a man who has never spared himself in his participation in both the business and civic activities of the city.

Mr. Lee has always been conscious of his civic responsibilities, and is every ready and willing to meet in every detail, those opportunities which come to his attention to further civic enterprise. He may well be proud of his achievements along these lines.

R. E. Lee deserves a great deal of credit for honest and successful manner in which he has conducted his business affairs. He is a friendly and likeable personality, whose sincere desire to be of service has gained for him a host of personal friends and acquaintances in and around Hereford who would. if given the opportunity, join us in wishing him many more years of continued success.

#### W. Austin Sr.

We desire in this Hereford review to call the attention of our readers to the well-earned position which Fred W. Austin Sr., has reached in the business life of this section. During the

comparatively short time he has been operating the Austin-Davies Distributing Corporation, formerly the Kirby Sales Company, wholesale dealer for farm and hydraulic equipment, he has made many personal friends as well as having earned the good will of his associates for the straight-forward manner in which he has con-

ducted his business affairs. Mr. Austin is working hard to deserve the confidence which the people of the community have in him, and he continues to work hard to maintain in every way, that high standard which he has set, not only for himself, but for the operation and management of the Austin-Davies Distributing Corporation as well.

He has also shown a willingness to assist in every manner at his disposal in the growth and development of Hereford, and is always ready to lend his support to civic projects. Fred Austin Sr., deserves our heartiest congratulations on the splendid record he has always established, and we sincerely hope for his continued success.

#### Weldo Groneman

Weldo Groneman has proved his dependability by constantly adding to, and increasing the service which the West Park 66 Service Station has extended to the people. The large volume of business handled by his Phillips 66 station proves that "service" to him is not "just a word", but something to be rendered to the motoring public to the fullest extent of his abil-

In addition to his close attention to his business affairs, Mr. Groneman was never a man to dodge his civic responsibilities, and help in those matters has always been cheerfully

He fully appreciates the value of good will, and has more than his share of that intangible commodity because of the manner in which he meets both business and civic obligations. He is a credit to the community, and is thoroughly established in the forefront of the business life of the city.

Weldo Groneman has many friends and customers in this region, and it is a pleasure to bring him before our readers in this review of progressive Hereford business men.

#### M. L. Means

Successful business and professional men as a rule, show their appreciation for their success by their often repeated demonstrations of civic and Christian endeavor. This is a fortunate fact. Otherwise a city would be lacking in that progressive element which advocates and develops various projects that are indicative of a progressive community. And M. L. Means of Means

Signs, who started on a successful career by painting his first sign in our own community of Bovina, is a man who has never failed to lend a hand when it comes his turn to help on some worthy project promoted for the general betterment of Hereford and the adjacent ter-

Mr. Means takes a genuine pleasure in this method of showing his appreciation for his success, and in so doing, recognizes his civic responsibilities to the community. It is such men as M. L

Means who become acknowledged leaders in both business and Christian activities, and we compliment him on having attained that position in this re-

#### John W. Schneider

One of the more progressive business men of Hereford, and one who deserves the respect and good will of a great many residents of the city is capable, friendly, John W. Schneider of John's Electric Shop, whose wide knowledge and long experience in the electrical business has raised him into a position of prominence in his line.

It is because of this that John's Electric Shop has earned a reputation of reliability -second to none.

Mr. Schneider is also civicminded, and has always been ready to contribute his time and energy to any plan which ness to devote some of that Company,

ability to the promotion of civic promises to benefit this entire activities, further enhances his district. And the people of Herevalue to the city. ford may regard with particular The safety and efficiency of satisfaction the many services the operations of the Burke

which he has performed in the Inman Trucking Company, reinterest of progress and civic flecting as it does the execu-We urge our readers to look tive ability of this man, has eared for his company a well to John Schneider as a dependdeserved popularity among the able business man of whom we people they serve. We are glad may well be proud, His devotion to give Burke Inman the credit to the city has been constant. he so well deserves for his and his achievements well merachievements, and to wish for ited. We wish for him further him a continued successful career as one of Hereford's more progressive business C. Palmer Norton

### Performing an outstanding

motion of civic projects.

Jim Clark

on all plumbing and heating con-

Company, has turned his knowl-

people of Hereford and vicinity.

ness center of this area.

the many opportunities for

service, and more than ready

to recognize and accept his

share of civic responsibilities.

Clark has become accepted as

a progressive business man who

is an asset to both the business

and commercial life of the city.

and we trust he will continue

to serve the people of Hereford

and the surrounding country in

his present capacity for many

Harley E. Davis

It is appropriate that we in-

clude in this review of progres-

sive Hereford business men,

Harley E. Davis of The Ladybug

Company, who has made friends

and business associates

throughout both Parmer and

Deaf Smith Counties, Further-

more, he is a man who not only

has the reputation of being de-

shown an interest in the civic

betterment and progress of the

city, and has backed up his in-

terest by his contributions to

many projects which have bene-

fitted Hereford and the sur-

rounding trade area, He is

a good and loyal citizen, and

the full measure of his loyalty

is most apparent because of

his willingness to aid commun-

His help along these lines

has made of Harley Davis an

example of the type of man we

all appreciate. We congratulate,

and extend to him on behalf of

all citizens interested in better

business and civic progress,

sincere appreciation for his

contributions to the general

welfare of Hereford and vicin-

A city grows and prospers by

reason of the public-spirited

Dorothy Ott

ity activities.

many community affairs.

Because of these things, Jim

service for the people of this Olin Parris And entire area, C. Palmer Norton. representing the John Hancock **Leland Shelton** Mutual Life Insurance Company, and a registered Hereford Due to the efforts of a group Cattle breeder, as well as of wide-awake business and President of Community Grain professional men, the city of Inc., at Easter, Texas, has Hereford has attained a domiachieved an enviable reputation nent position in the business and for his progressive policies of commercial life of the Golden business administration, His Spread. And two of those who constant study of insurance have justly earned credit for beproblems in relation to the proing progressive members of tection the people both need and that group are Olin Parris and can afford, have been important Leland Shelton of Whiteface factors in his well-earned suc-Aviation. 'It is because of the success-

Mr. Norton is a man of ideas, ful operations of such a business and he is as practical as he is progressive in putting those ideas to beneficial use in furthering the service he renders to the public. His sound business judgment and unwavering honesty are characteristics which place him in the front rank with other business leaders of the city. Yet, he is unassuming and modest in his personal contact with the people; always ready to listen to their ideas and desires.

betterment.

success.

We are glad to pay tribute to conscientious citizens of this type, for it is such men as C. Palmer Norton who have them due credit for their succaused Hereford to become recognized as the metropolitan center for this section of West

#### Ray Frye

In editing this review of progressive Hereford business men, it is fitting that we should include some of those who, by their aggressiveness, have definitely established themselves in the business and commercial life of this region.

Such a man is Ray Frye, More than that, Mr. Clark is representing the American Dusting Company, who also deserves an additional word of praise for being more than just successful. He is a consistent and enthusiastic booster of the community, and in his way has done much to advertise the

Mr. Frye has pursued the progressive policy of stepping up his business ahead of the times, thus setting a pace for which he has earned the reputation of being a go-getter, who does not sit back and wait for the business to come to him.

We are glad to pay tribute to Ray Frye, and to point out to our readers that his sincere desire to be of service, coupled with his determined methods, are largely responsible for the standing of the American Dusting Company throughout this en-

### John Moody

John Moody of Custom Floors has a well-earned reputation for progressiveness because he has consistently forged ahead in his business, never letting up in his efforts to make the service he renders to the people more valuable. This invariable policy has made Custom Floors outstanding in its field, a fact that is well known to the public throughout this entire area. But Mr. Moody has accom-

plished much more than just making a success of his business and private affairs, and we take this opportunity to pay tribute to him for devoting what time he could spare to the general welfare, not only to the city, but this district as well. It is such men as he, who

are both successful in business. and appreciative of their civic obligations that are deserving of recognition. We take pleasure in publicly giving John Moody the credit for his accomplishments which his many friends and customers have so long accorded him.

### **Burke Inman**

It is because of the unfailing optimism and faith which he so consistently displays toward the future of Hereford and vicinity. that we are prompted to call the attention of our readers to the excellent service which Burke Inman of the Burke Inman Trucking Company, performs in the successful conduct of his business.

men and women who take an active interest in its develop-Mr. Inman is an aggressive ment. Hereford has its share and resourceful personality. of these progressive and civicwhose progressive policies minded people, and one who is have earned for him a widedeserving of recognition is spread reputation as a business man of more than average abilfriendly, likeable, Dorothy Ott ity; and his apparent willingof the Beauti-Pleat Draperv

Her business ability, coupled with a sense of obligation to the public have been major factors in maintaining the Beauti-Pleat Drapery Company in a position of leadership throughout this entire area, She not only in her business activities, but also in her attention to civic duty, assumed an active

part in community affairs. Mrs. Ott has always been ready and willing to contribute her time and energy to the promotion of any project promising to benefit the community as a whole. She has often sacrificed personal interests to be of assistance to the city, and her efforts are deserving of commendation and support.

We congratulate Dorothy Ott on her past achievements which, in our opinion, indicate a similar successful carreer in the years ahead.

### Jerry Shipman

There are a number of business men in Hereford who have gained recognition for their dependability, and a well-known insurance counselor who belongs in this category is Jerry Shipman, agent for the State Farm Insurance Company, as theirs that the city of Herewhose fair dealings with many ford has earned the reputation of our readers has earned for of being one of the more prohim a host of friends and policy gressive communities in this holders throughout this area.

He is well established in the Mr. Parris and Mr. Shelton forefront of the business and have been conspicuously suocivic life of the city. And the cessful in spite of the fact that ethical manner in which he has they have repeatedly neglected conducted his business affairs their own private affairs to is but one of the reasons for devote a part of their time and his outstanding success.

efforts to the successful pro-In addition to his insurance activities, Mr. Shipman has al-It is considered a privilege so accepted his share of reto include Olin Parris and Lesponsibility in aiding civic proland Shelton in this Hereford jects. As a result of the comreview, and to publicly give bined efforts of men like him. Hereford is firmly established cess in business, and for their in the minds of the people as many contributions to the genthe logical business center for eral welfare of this entire rethis section.

We congratulate Jerry Shipman for his success in business and civic affairs, and trust he will continue for many years to enjoy that success which he has Recognized as an authority so justly earned.

#### tracting problems, Jim Clark of A. H. "Swede" Jim's Plumbing and Heating And Duane edge to the advantage of the Janssen

a man who has always been When a city like Hereford vitally interested in the civic has gained recognition for being betterment and progress of the the trading center for many city, and has backed up his inmiles of the surrounding counterest by lending assistance, in try, it is because of the forea great many ways, to the sucsight of those men of earlier cessful promotion of many days who had the vision to rethings which have benefited the alize the possibilities of the community as a whole, Hereford city, and who also had the abilowes much to such men for their ity and courage to work for the part in making the city the busifulfillment of that vision, and A. H. "Swede" Janssen is a man He has always been alert to who belongs in this category.

> Hereford owes much to men of earlier days, but each succeeding generation must produce its share of business and civic leaders to assure the continued growth and prosperity of the

> It is also the purpose of this review to call the attention of our readers to some of these present day leaders, and in this instance, we particularly wish to point out and pay tribute to Duane Janssen, who is associated with his father in the operation and management of Swede's Cycle Shop. Mr. Janssen and his son

> Duane, are not alone in their efforts to increase the prestige of the city, but they are excellent examples of the type of men whose combined efforts are responsible for Hereford's past and future prosperity.

#### pendable, but also the added one "Shep" and of being a willing supporter of Wilma Townsend Aside from his business activities, Mr. Davis has always

"Shep" and Wilma Townsend of One Hour Martinizing, are two of those progressive type of citizens upon whom the community depends a great deal for leadership in business or other matters. They are also civicminded and have, in the past, and no doubt will continue in the future, to give more of their time and energy for the welfare of others than themselves. They are the kind of people

who make friends, and friendships once formed by them are never broken by an unfriendly act on their part, and they spare no efforts in order that their services to the surrounding area shall be more depend-Mr. and Mrs. Townsend have

never been known to inject themselves into a situation for the mere purpose of gaining publicity. However, they proceed in a calm and unostentatious manner, and accomplish their objectives with a quiet dignity. We do not hesitate to recommend Wilma and "Shep" Townsend to our readers as excellent examples of the more progressive type of business people who are aiding in the Hereford and the surrounding him further success in his field country.

### S. Kelly Coplin

We wish in this edition to pay tribute to S. Kelly Coplin of the Coplin Chevron Service, for his Hereford, and his splendidrecord of achievements in the business life of the city.

Mr. Coplin probably has as wide a circle of friends as any other man we could name, because he is just naturally the kind of individual who makes friends with almost everyone. and always conducts himself in such a manner as to deserve the respect and good will of all who know him, Hereford is fortunate in being able to number | city and the community for many among its more progressive business men, citizens of this

He is always ready and willing to lend his support to the promotion of any project which promises to benefit this entire district.

He may be depended upon, and his services to the motoring public are too many in number to be described here. It may be sufficient to say that we consider S. Kelly Coplin an asset to his community, and a dependable business man of whom the city may be proud.

#### Dale, E. L. "Bud" And F. L. Fisher

In every community there are a number of business men who can be pointed out as having taken a three-fold part in the onward progress of their city. Three well known business men of Hereford who belong in this category are Dale, E. L. "Bud" and F. L. Fisher of Fisher Brothers Refrigeration.

Their leadership in their line of business is recognized throughout this entire district, and their furtherance of civic activities and support of those organizations whose main objectives are directed along lines of civic betterment and community progress is well known to their immediate associates. They are men who are equal-

ly well liked and respected by their intimate friends and their colleagues. They are loyal to the community, thankful for their success in business, and have shown their appreciation by their contributions to various civic movements of benefit to the city.

We congratulate Dale, "Bud" and Forrest Fisher for being good citizens, progressive business men, and boosters of their community.

#### George Masso

It is not always the kind of business which determines its importance to the community, but, more or less, the methods used in its management, the services rendered to the public, and the manner in which it meets all business and civic obligations. The cheerfulness of the entire

personnel of the May Department Store, in their contacts with the public, and the ready acceptance of all responsibilities by George Masso, proves conclusively that he is a man who is well-versed in the principles of successful business As most people know, this

firm is a leader in their line of business. This is partly so because of their long experience, but also because of a never ending policy of keeping abreast of the times in their particular field.

It is a pleasure to compliment George Masso for the successful management of the May Department Store, and for his many contributions to those civic projects aiding in the growth and development of Hereford and the adjacent territory.

#### R. L. 'Lonnie' Cardinal It isn't the size or volume of

a man's business which determines its value to the community in which he lives. But rather by the manner in which it is conducted. Which, to a greater or lesser degree, reflects the personality and character of the individual. The value of R. L. "Lonnie" Cardinal's business to his city is a reflection of his progressiveness, and a determination to render the utmost in service, a policy which has caused The Cardinal Trim Shop to be so well thought of, and so widely patronized by the people of Hereford and the surrounding area.

That same dependability and honesty which has made him so successful in his own business has also fitted Mr. Cardinal to be of assistance on community projects and public drives. Moreover, he does so cheerfully, and with a friendly spirit of cooperation that is always more than welcome.

It is a pleasure to include "Lonnie" Cardinal in this growth and development of Hereford review, and to wish of endeavor.

### Noel E. Worley

In paying tribute to some of the more dependable business men of Hereford, we would be many services to the city of remiss in our duty should we fail to include Noel E. Worley. of Worley's Garage, wholesale and retail dealer for Hastings Oil Filters and Auto-Lite Products, whose business ability is no greater than the "know-how" and mechanical skill which has contributed to his well-earned success in the automotive, tractor and truck repair and maintenance business.

He has also contributed generously to the welfare of the miles around, And his civic spirit is evidenced by the many services which he has performed, and will continue to perform in the interest of the people as a whole.

Mr. Worley is a man of wide acquaintance, whose many friends admire and respect in him, those virtues which inspire confidence and promote good feeling. And his upright business methods are a credit for his inherent sense of fair play.

We congratulate Noel Worley on his splendid record of serve ice, and trust he shall continue to assist us for many years to

### J. O. Miller

In compiling this review of progressive Hereford business men, we have endeavored to select those citizens who, by the manner in which they have conducted themselves and their businesses, have earned for them positions of leadership in their various fields of activities. Such a man is J. O. Miller of Soft Water Service, who is well known, and has a great many personal friends and customers throughout this entire district.

Mr. Miller's main interests: have not been solely confined to his own business and private affairs, but have also included his contributions in one form or another, to those projects of a civic nature which come within the scope of his activities.

J. O. Miller is a man of wide experience whose exploits in the business and civic life of Hereford and vicinity, merits more than a passing attention, and the writer is privileged to pay their brief tribute to a man who well deserves more credit than is accorded him

#### Wayne Carthel One of the better informed

real estate men of Hereford and one whose success can partly be attributed to a deep insight as to the direction in which the city will develop is Wayne Carthel of Carthel Real Estate. He has a sound basic knowledge of real estate values, and has turned that knowledge to the advantage of the people with whom he does business. And his aggressive methods, coupled with his sound and practical ideas, have made the services he has rendered to the people more valuable, and materially contributed to his well-earned success. Mr. Carthel is also civical

minded, and has always shown a cheerful willingness to contribute his share of time and energy to the promotion of community projects.

It is because of the activities of such progressive business men that year after year. Hereford continues to show such a healthy growth and expansion. both as a residential and industrial city. We are glad to pay tribute to Wayne Carthel for the part he is playing in the onward progress of this

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### Luther Lesly

It is a privilage in this Hereford review of progressive men and firms that have been a great aid to the growth and develope ment of this section of West Texas to place such a man as Luther Lesly of the Lesly Motor Company, on an equal plane with all others in this rank, In the past, few men have exceeded him in contributing of their time and energy to the onward progress of Hereford and the surrounding country,

Mr. Lesly is generally rec ognized as one of the more dependable farm machinery and equipment dealers in this district, and he retains that distinction in the admiration and respect of his wide circle of friends. Also his interest in, and the very valuable assistance he has rendered to the many projects of a civic nature, reflect the principles which he has always so successfully applied to his business affairs.

We congratulate Luther Lesly on his record, and sincerely hope that his career will be as useful, and completely successful in the years ahead as it has been in the past.

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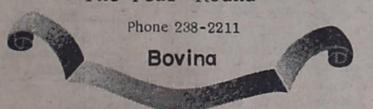
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All You Have To Do Is Pick The Winners. There's Nothing To Buy!

1960-Neil Smith

1961-Erith Hawkins

1962-Emmett Tabor

**Bovina Businesses Football Contest** 

HONOR ROLL



1. There are 10 high school and/or college football games listed in ads on this page.

2. Pick the team you think will win in each game and place the WINNER'S NAME beside same advertiser's name in the contest entry blank at bottom right of this ad.

3. Pick the score of the tie breaker game and place your guess in the appropriate blanks on the entry. The tie breaker game will not count on your won-lost record. It will be used only in case of a tie.

4. Winners will be named by the Monday following the contest deadline each Friday and they will be named by Saturday, if possible. Cash prizes of \$5 for first, \$3 for second, and third prize of \$1 will be awarded.

5. Tabulations of individual entrants will be kept all season and at the end of the season a grand prize winner will be named. Grand prize winner will receive two free tickets to Cotton Bowl game plus hotel, food and traveling expenses to Dallas and the January 1, 1967 football classic.

6. There is nothing to buy. No requirements other than to bring the entry blank, filled out, to The Blade office by 5 p.m. Friday of each

7. Only one entry blank may be submitted per individual. If more than one blank is submitted by an individual, all will be disqualified. 8. Tabulations will be available for public inspection. Members of

Blade staff will serve as judges for contest. 9. Contestants must be 10 years

10. Everyone, except employees of this newspaper and their families, is eligible to enter.

Turn This Blank Into Blade Office By 5 P. M. Friday

1963-Paul Jones

1964-Jeanne Kerby

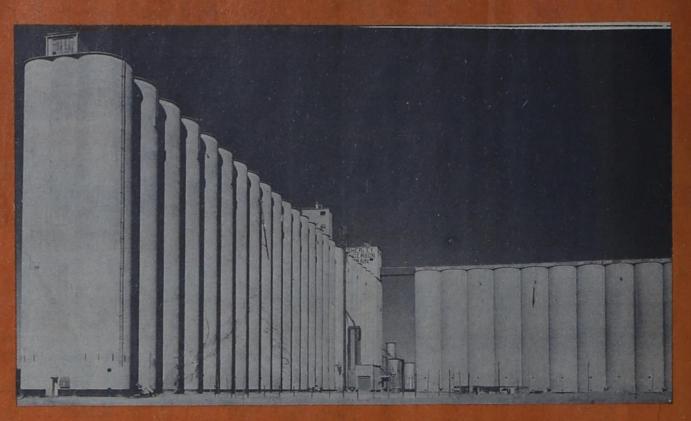
1965-Allen Cumpton

#### Bovina Businesses Cotton Bowl Football Contest ENTRY BLANK Contestant's Name Address\_ Tie Breaker (Pick Score) Bovina Charles First State Oil Co. Bank\_\_\_ Okla. Lane Bovina Farm Supply Insurance\_\_\_\_ Bovina Birkelbach Gin Co. Machine & Pump\_\_\_\_ Bovina Wheat Sherley Growers, Inc. Grain\_\_\_\_ Bonds Cicero Oil Co.\_\_\_\_\_Smith\_\_\_\_



SHERLEY-ANDERSON-PITMAN, INC. - FARWELL

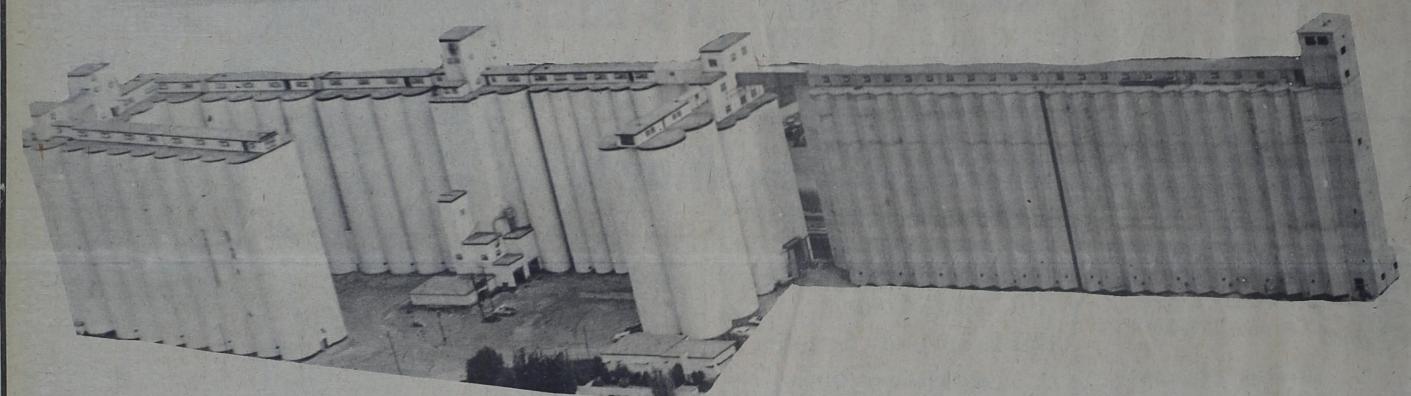
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