

HELLO.....With the Bovina skyline looming in the background, workers from West Texas Rural Telephone lay cable to connect residents to the new, competitive, telephone and cable system which will be available early next year.
(Ron Carr Photo)



PUMP IT UP.....Bovina Chamber of Commerce members gathered to welcome Duke Kirkland, third from right, new owner of Bovina Pump Co. at an official ribbon cutting last week at the business.

EVERY SO OFTEN you see something--or hear something--that almost defies belief.

As the late columnist Louis Grizzard liked to say, "I don't believe I'd have told that."

Ye editor had tuned in to a TV show called "Perspective," on Amarillo College's Public Broadcasting channel 2 the first part of this week.

Film maker Oliver Stone, who had made a trip to Amarillo, was the special guest on the program. He began what was to be a question-and-answer session by saying: "I would first like to ask you a question."

He proceeded to ask the young folks (it looked as though there were at least 20 or 30 students) what the initials "A&M" stood for in the college abbreviation WTA&M.

Two or three of the students made a stab at enlightening their visitor. One said he thought it stood for "Arts and Mines," or maybe it was Agriculture?---

Stone further asked--"You mean they teach mining at this college?" Another student gave her opinion that the "M" didn't stand for Mines, but she never could give the correct name. She excused herself by telling Stone "Well, I'm a student here at A.C."

Luckily, the Hollywood visitor didn't ask them to define A.C.

It pretty well "blew the mind" of this old country editor to realize that here was a roomful of college students (not a bunch of high school dropouts) who couldn't answer what seemed to be a relatively simple question.

By the way, in case you're all in the same boat as the students, the "A&M" stands for Agricultural and Mechanical. At least that's what my friends M.C. Osborn and Jim Dixon told me.

When Ye Editor and the Good Ole Girl were in journalism school, our instructors told us to practice writing our news stories so that a junior-high school age youngster could understand them. That was thought to be the "average intellect of our readers."

At the time, we thought this was a little bit severe. Now, we're pretty sure that the junior high school yardstick may be somewhat too high (as the average reading mentality).

In fact, it is Ye Editor's humble opinion that the learning of cursive writing in the lower grades might be completely abandoned, if not for the fact that these youngsters might need to know how to sign a check.

We have known for some time that many people graduate from college without much of a command of the English language. They haven't been given writing assignments, such as book reports, essays and the like.

They definitely were not grilled in spelling as Ye Editor was in his early years (thank God!).

In fact, we have had some first-hand experience with college students and/or graduates who could not spell what we thought to be relatively simple words.

The fact that the "Johnny Can't Read" generation has graduated almost an entire generation of illiterates makes you wonder why they will even need libraries before the middle of the next century.

You really need to know how to read in order to enjoy a library.

The other day we heard a reference to the "common cold." I asked Carol if they gave the cold that terminology in order to distinguish it from the "uncommon cold?"

Colds are also sometimes called a "bad cold." Perhaps this is the kind that eventually turns into the Asian Flu (or whatever variety is going around), if not treated properly.

Bull Town Bulletins
By Bill Ellis

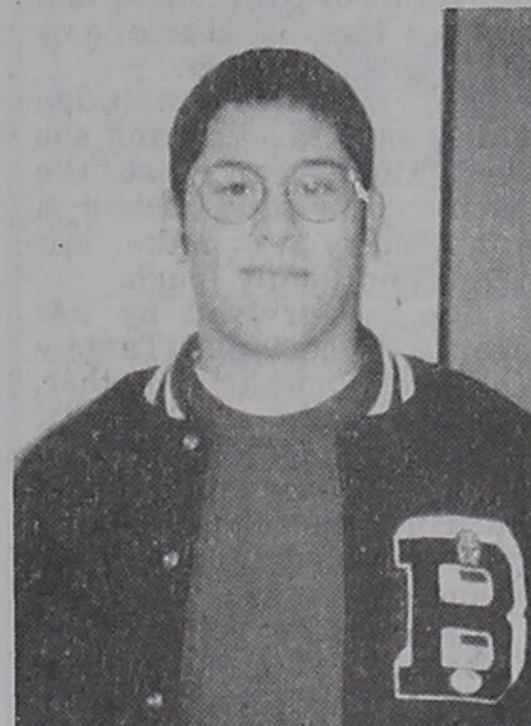


Purple Heart Vets To Be Honored Mon.

In honor of Veteran's Day, Friona State Bank will host a reception for Parmer County purple heart recipients on Monday, November 10, from 10 a.m. to 12 p.m.

According to Marca Lynn Herring, activities director for the bank, the local VFW Post has been able to locate at least nine Parmer County veterans who have been awarded the purple heart medal for being wounded in action.

The veterans have been invited to be on hand during the reception. The bank will have coffee and cookies available and invites everyone in the community to stop by between 10-12 Monday morning to show your thanks to our local veterans.



SANTIAGO SERNA Student Of The Week

Selected as student-of-the-week was senior Santiago Serna.

Serna was nominated by teachers Margaret Durben and Janie Sudderth as a good student, polite, and a motivated participant.

He is a member of the National Honor Society and is a Mustang all-district football player.

Veterans Day Breakfast On November 11

Tuesday, November 11, is Veteran's Day. Parmer County VFW member Avis Henry announced that the local VFW Post will host a breakfast for veterans and their families to celebrate the holiday.

The breakfast will be served from 6 a.m. to 8 a.m., Tuesday, November 11, at the VFW Hall at 6th and Euclid.

All veterans and their families are invited.

Fall Festival Is Saturday

The FREE Fall Festival sponsored by Bovina area churches will be held this Saturday, November 8 3 p.m. to 6 p.m. in the parking lot of the First Baptist Church.

If the weather is bad, the event will be moved to the Bovina School Cafeteria.

Children sixth grade and under are invited to bring their parents for an afternoon of pony rides, hay rides, various games and prizes.

Retirees To Meet Tuesday

Retired Parmer County teachers and school employees will meet on Tuesday, November 11, at 7 p.m. in Friona State Bank Community Room. The group will meet to officially organize the Parmer County Retired Teachers and School Personnel Association. They will elect officers and form standing committees.

The retired teachers and employees met previously on October 7 to discuss the forming of the group. The positive response indicated the interest and need for the association to be formed.

All retired Parmer County teachers and school employees are encouraged to attend this important meeting. The association will keep members abreast of the current happenings in education today.

Elementary Announces Students Of Month

Bovina Elementary has announced the students of the month for November. Each month two children are chosen from each classroom as outstanding pupils.

Second grade, Mrs. Holman's class, Ruben Chavez and Hortencia Lara. Mrs. Steelman's class, Zulema Garcia and Jose Angel Salas.

Third grade, Mrs. Burney's class, Amber Bandy and Mario Sanchez. Mrs.

Three Tie For Cash In Week 9 Of Contest

Three faithful contestants tied for first place in week nine of the Bovina Blade Football Contest. Carmen Porras, her son Robert Tapia, and Jan Smith, of Sudan, each correctly picked thirteen of sixteen games.

The tie-breaker game, Dallas 10-San Francisco 17, was the deciding factor for the weekly cash winners. Carmen's prediction for San Francisco to beat Dallas 21-17 was eleven points off the final score. She got \$20 for first place.

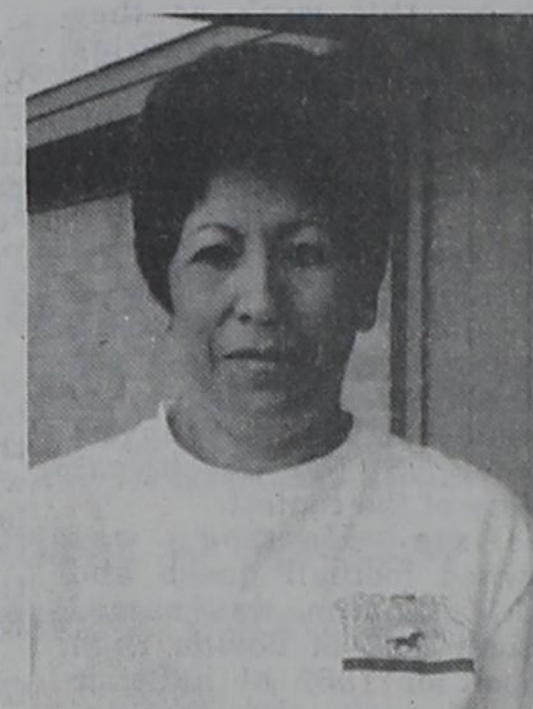
She missed the Texas A&M vs. Oklahoma State, Buffalo vs. Miami and Arizona vs. Philadelphia games.

Robert's prediction for Dallas to win 24-21 was eighteen points off the actual out-come. He won \$10 for his second place spot. He missed the same games as his mother.

Jan's prediction was for Dallas to win 27-20. She won \$5 and third place for being twenty points off the score. Jan also missed the Arizona game along with the Kansas State vs. Texas Tech and Washington vs. Chicago games.

George J. Villarreal, the only contestant to get twelve of sixteen correct, just missed out on the cash. He joined everyone else in missing the Arizona game. He also missed the Muleshoe vs. Tulia, Stratford vs. Spearman and Missouri vs. Colorado games.

Eight contestants correctly picked eleven games. They were Cameron Charles, Daniel Hernandez, Doug Johnson, Susan Kerby, Travis Lockmiller, Christen Stowers, Roy Lee Stowers and Blake Sudderth.



CARMEN PORRAS

The first contestants with a three-digit score are Cameron Charles and Jessica Stowers with 102 total points and A.M. Wilson with 100 total points.

Twenty-six eager contestants have total scores in the 90's. They are Don Spring and Frances Willard, 97; Danny Harris, Jeanne Kerby and Carmen Porras, 96; Denise Anderson, Susan Kerby, David Miles, Janie Sudderth and George J. Villarreal, 95.

Also, Tyson Kerby and Walter Kessler, 94; Blake Clements and Jerry Sherbon, 93; Gilda Garner, Bobby Johnson, Jason Kerby, Travis Lockmiller and Adam Mejia, 92; Kenny Sherbon, Blake Sudderth, Del Ray Sudderth and Robert Tapia, 91; Doug Johnson, Frances Johnson and Christen Stowers.

Contestants are vying for the grand prize, which has been raised to \$150 this year.

A listing of top contestants can be found elsewhere in this issue.

Mustangs Beat Olton 20-6 Finish With HP Tonight!

BY RON CARR

The Bovina Mustangs wind up their 1997 season at home tonight against the Highland Park Hornets out of Amarillo.

Both the Mustangs and Hornets bring 1-3 district records to the contest in the battle to steer clear of the district cellar.

Bovina is favored to win based on their 6-3 season record as Highland Park's overall record is 3-6.

After three successive district losses, the Mustangs rushing game made a comeback last week in the battle

of the Mustangs against Olton.

In spite of a shaky first quarter which ended at 0-0, the Mustangs found some momentum to lead 7-0 at the half off the first of Albert Larrea's touchdown romps.

Larrea scored on a 27-yard run and added a 4-yard scoring spurt in the third quarter. He finished the night leading Bovina with 15 rushes for 115 yards.

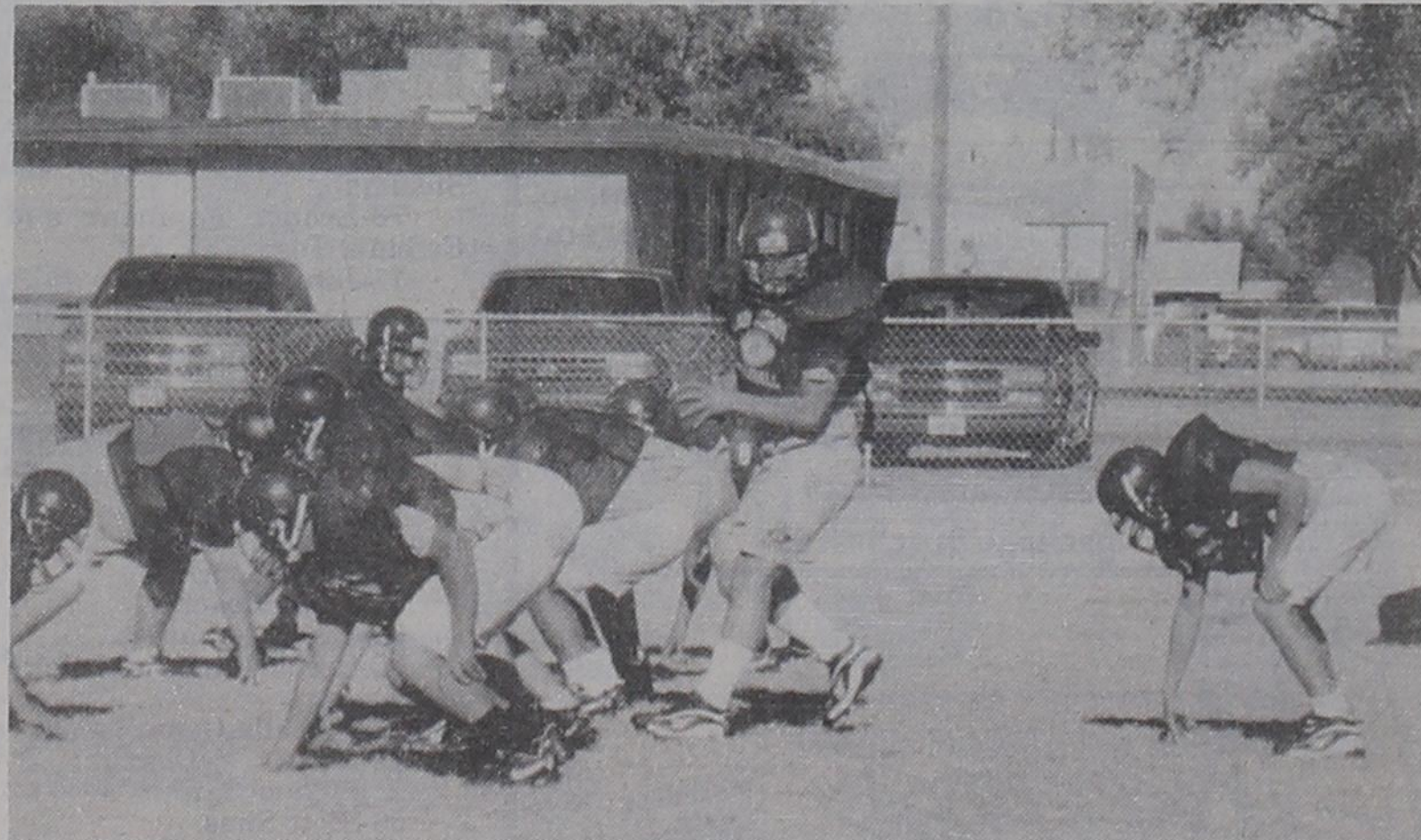
Quarterback Tony Beauchamp had 11 rushes for 97 yards. Lucas Ramos had 66 yards on 10 carries.

Beauchamp scored the third Mustang touchdown on a 1-yard plunge.

Receivers were led by senior Luke Steelman with 3 grabs for 67 yards. Larrea, Francisco Nieto, and Martin Reyna each had one reception as the Mustangs collected 86 passing yards.

Olton was shut out in passing as Bovina held them to zero completions on 12 attempts and had one interception.

A win tonight would give head coach Bobby Ortiz a 7-3 record this year and combined 15-6 the last two years.



LAST TIME OUT.....Derrick Vanegas runs at quarterback during the final workout week for the Mustangs as they prepare for the last game with Highland Park.
(Ron Carr Photo)

REFLECTIONS

...from the files of The Bovina Blade

40 Yrs Ago-Nov. 6, 1957
With the opening of The Great Western Company slated Friday, Bovina will have another new business in operation.

The Texas Highway Department will spend \$13,800 for improvements on farm-to-market roads in Parmer County during 1958.

Coffee shops and domino parlors are filled to overflowing with nervous farmers this week as they gather in popular loitering places and exchange worried conversations among themselves over the possible outcome of the fall crops.

35 Yrs Ago-Nov. 7, 1962
Stephen Sherrill, son of Mr. and Mrs. Jay Sherrill, was last week's winner of the football contest. A fifth grade student, he is the youngest winner in the three-year history of the contest.

Dixie Hartzog was crowned football queen and Dickie Clayton was named football hero of Bovina High School for 1962 at halftime activities at the Bovina-Lazbuddie game here Friday night. Mustangs won 54-8.

Bovina Volunteer Fire Department's fire truck fund is \$648 richer as a result of a promotion.

30 Yrs Ago-Nov. 8, 1967
Rev. Ken Moore of O'Brien, last Wednesday night accepted the invitation of the First Baptist Church of Bovina to become its pastor.

Barbara Allen has been named Bovina Lions Club Queen for 1967-68. She is a senior in Bovina High School and is the daughter of Mr. and Mrs. Roy Allen.

Miss LaNelle Christian and Lynn Murphy were named Football Queen and King in halftime activities of the Bovina-Farwell football game Friday night.

If close counted in football like it does in horseshoes, the Bovina Mustangs would have picked up a win over Farwell here Friday night. Farwell won 7-6.

25 Yrs Ago-Nov. 8, 1972
The only thing surprising about Tuesday's general election here and across the county was the fact that a record number of voters did not mark ballots.

Cecil Bunch and Mrs. Donnie Jester were the only two contestants to have ten of ten correct predictions in the football contest. Bunch was awarded \$5 prize money and Mrs. Jester, \$3.

Construction of a three bedroom, two bath parsonage for First Baptist Church of Bovina began about two weeks ago.

Bruce Fillpot, Alton McCormick and Stephanie

Wiseman were named Mustang Bandsmen of the Week following Friday night's performance of the band at Kress.

20 Yrs Ago-Nov. 9, 1977
David Murphy, son of Mr. and Mrs. Don Murphy and a member of the varsity Bovina Mustangs, was seriously injured last Friday night in the first quarter of the Bovina-Vega contest.

Cathie Trimble has been designated the winner of the Bovina Blade's 13th annual First Freeze Contest. With that award goes a first-place prize of \$5 and the title of "Champion First Freeze Predictor of Bovina, 1977."

15 Ys Ago-Nov. 10, 1982
Arlin Hartzog, Bovina businessman and resident of the Oklahoma Lane area, was critically injured early last Thursday in a pickup-truck wreck at the intersection of New Mexico State Roads 108 and 523.

Jimmy Rhodes, son of Gaylon and Shelby Rhodes, was hospitalized Tuesday until Friday last week following an accident at the ag department at Texas Tech when his thumb was caught in a grinder.

Joany Horn and son, Steven, were in Bovina visiting from their home in Tokyo, Japan.

10 Yrs Ago-Nov. 11, 1987
Bovina Mustangs host the Anton Bulldogs Friday in a battle for the district championship and the playoffs hanging in the balance.

Parmer County voters turned out in record numbers for an off-year election on Tuesday to vote their wishes on the 25 proposed constitutional amendments and the two referendums.

About twenty-five or thirty women are volunteers working in the classrooms at school and giving a helping hand to the teachers.

5 Yrs Ago-Nov. 7, 1992
Parmer County voters gave their support to President George Bush in the general election on Tuesday, by a 4 per cent margin. Bush received 1,829 votes to 637 for Bill Clinton (21.0 per cent) and 564 for Ross Perot (18.6 per cent).

For the second time in just over two weeks, a fatal accident happened at the Santa Fe Railway crossing about 1.4 miles southwest of Friona last Friday, October 30. Ben Marquez, 52, of Bovina, an employee of Parmer County, was killed when he backed his road grader onto a track and was struck by a Santa Fe train.



STEVE LOUDER Louder Is Elected To Board

Steve Louder, president and general manager of Deaf Smith Electric Cooperative, was recently elected Region 10 manager/director of the National Rural Utilities Cooperative Finance Corporation (CFC).

CFC provides the member/owners with an assured source of low-cost capital, state-of-the-art financial products and business management services to its approximately 1,000 electric cooperative owners across the United States. These systems serve an estimated 30 million users of electricity and about 70 per cent of the land mass of the U.S.

Louder will be a director on the 22-member board of directors representing ten geographically defined districts and the national trade association. Each district is represented on the board by two directors.

Also representing Region 10 is George Klein of Trico Electric Cooperative, Arizona. The board members, who are chosen from both cooperative utility management and its elected directors, set policies, establish programs and develop strategies for CFC.

Week Nine Contest Standings

There are only four more weeks and 64 points available for contestants to add to their current scores for the \$150 grand prize.

Of a possible 144 points these are the top contestants' scores.

- 102-Cameron Charles and Jessica Stowers.
- 100-A.M. Wilson.
- 97-Don Spring and Frances Willard.
- 96-Danny Harris, Jeanne Kerby and Carmen Porras.
- 95-Denise Anderson, Susan Kerby, David Miles, Janie Sudderth and George J. Villarreal.
- 94-Tyson Kerby and Walter Kessler.
- 93-Blake Clements and Jerry Sherbon.
- 92-Gilda Garner, Bobby Johnson, Jason Kerby, Travis Lockmiller and Adam Mejia.
- 91-Kenny Sherbon, Blake Sudderth, Del Ray Sudderth and Robert Tapia.
- 90-Doug Johnson, Frances Johnson and Christen Stowers.
- 89-Jo Blackwell and Virginia Steele.
- 88-Louis Mejia.
- 87-Martin Gonzales, Dorothy Harris, Dorothy Stowers, Woot Sudderth and Angela Villarreal.
- 85-Daniel Hernandez and Roy Lee Stowers.
- 84-Linda Sudderth.
- 83-Joe Harris, Becky Johnson and Glenden Sudderth.
- 81-Jan Smith and Luke Steelman.
- 80-George L. Villarreal.
- 79-Phillip Johnson, Flossie Rhinehart and Levi Steelman.
- 78-Leonor Espinosa and Eufemia Torres.
- 77-Janie Sherbon.
- 76-Al Kerby Jr., Mike Raymond, Francisco and Liza Torres.
- 75-Matt Hromas.
- 74-Deborah Raymond.
- 73-Bernardo Cervantes.
- 72-Peggy Hargrove, J.T. Roach and Kay Roach.
- 71-Jerry Roach.
- 69-Stacy Roach.
- 66-Carol Cervantes.
- 65-Greg Elliott and Jake Steelman.
- 63-Michelle Gonzales.
- 62-Donnie McDonald.
- 58-Ronnie Cary.
- 56-Scott Sims.

A complete listing of contestants' scores and standings can be found at the Bovina Blade office.



THE TALLY SQUAD.....Precinct 201, voting at the EMS Building last Tuesday, recorded a total of 81 voters, according to the county clerk. Volunteers are shown manning the polls and counting the votes.



LAURA ROCHA
Qualified for the 100-point club in the elementary school accelerated reading program. Congratulations to Laura, who earned her AR t-shirt.

Laura is a fourth grade student in Mrs. Deen's class



NANCY WILHITE N. Wilhite Is Buried Saturday

Funeral Services for Nancy Roxanne Wilhite, 16, of Dimmitt, were held Saturday morning in Holy Family Church in Nazareth with Father Jerry Stein, David Keller and Cecil Bunch officiating.

Burial was in Castrol Memorial Gardens Cemetery of Dimmitt.

Miss Wilhite died October 30 in Lubbock's Methodist Hospital as a result of injuries suffered in an auto accident.

She was born April 16, 1981, in Hereford. She had attended the Nazareth schools since the second grade and had been a junior in high school. Nancy participated in the Nazareth Swift Band and was the Honorary Cheerleader Manager.

Her hobbies included baking and traveling and she loved the ocean and the beach. She always had a funny story to make her friends and family laugh.

She is survived by her parents, Robert and Tammy Wilhite of Dimmitt; a brother, James Wilhite of Dimmitt; her grandparents, Bob and Nadine Wilhite and Ed and Alta Hutto, all of Clovis; and a host of aunts, uncles and cousins.

Pallbearers were Jarod Wilhite, William Wilhite, Robby Burnett, Kevin Waddell, Kyle Taylor, Jace Wilhite, Doak Painter, Blake Rundell, Scott Rundell and Justin Lusk.



LOOKING UP....Head coach Bobby Ortiz shows the offense a play during the Mustangs final workout week in preparation for tonight's game with the Highland Park Hornets.



NICE HAIR...Ben McCain, left, and his brother Butch, right, are announcing Ben's appearance in the new commercial for HBO that has been airing on all the major television networks. The two can also be seen on the "Keenan Ivory Wayans Show." The boys grew up in Bovina and are the sons of Leslie and Rose McCain.

VIP FOR A DAY
Enjoying her status as elementary school Principal For A Day is fifth grader Charlotte Rumph.

She got to sit in principal Darla Sealey's office chair, work on her computer, and "be in charge" with Ms. Sealey's guidance, of course.



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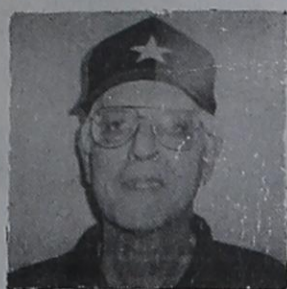
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Out Here

By RON CARR

It was a fine morning for football. Bill Ellis and I were heading for Oklahoma. Carol had even volunteered to let us use her car. We had to promise not to leave any cooked food or empty peanut packages piled in it.

We didn't think that was fair, but we really wanted to go to the game in style since me and Bill don't get a chance at style too often.

Our destination was Perryton, Oklahoma. Actually Perryton is inside the Texas Panhandle by 7 miles, but the term Baja Oklahoma came to mind as me and Bill left the Friona city limits at 9 a.m. last Saturday, headin' north, in style at last.

We took along some overnight supplies in case the weather turned sour or age and night driving limitations forced us to seek the shelter of a Motel 6.

(Carol cautioned that we had better not seek shelter at one of the motels on east Amarillo Boulevard.)

We had barely gotten to Hereford when the Friona vehicles began to pass us. Of course it is not hard to pass a couple of old poops like us. As Bill told Carol, "don't worry, between the two of us we've still got two good eyes."

Just past the second stoplight in Hereford, Clint Mears passed us on the right since we were blocking the fast lane. Sort of like we get around in Friona. We never saw Clint again until we got to the Perryton press box.

I brought along the Saturday Lubbock and Amarillo papers. Me and Bill talked about every game played in the Panhandle that Friday night and some downstate teams we knew nothing about.

We made it to the Love's Truck Stop at the Hollywood exit south of Amarillo before our first nature call. I told Bill that before long, the way things were going, either he or I one should be eligible for one of those handicap parking permits.

I picked up a pint of sweet milk and a sausage and biscuit to while away some more miles. If I had known we were going to hit Dyer's BBQ in Pampa about an hour later I wouldn't have bothered.

I'm not going to say Bill likes to eat, he just enjoys dining. Meals are an integral part of our road trips.

Past White Deer, headed toward

Pampa, and approaching 11 a.m., the subject of lunch took the place of Chiefs vs. Perryton.

"Should we go on to Perryton and eat a hamburger with their booster club or pick a place in Pampa," Bill was saying. I never had a chance to answer.

I pitched forward against my seat belt as Bill slammed on the brakes (sorry Carol) and made a hard right into the nearly empty parking lot of Dyer's BBQ. So much for democracy.

It was about 11:15 a.m., three hours 'till game time and only one hour past my sausage, biscuit, and sweet milk snack. Oh well, on game day you can't expect to stay on a normal schedule.

Me and Bill were the only people in the dining room when we sat down. While we debated the merits of the combination plate of beef, sausage and ribs, the dining room filled up. With Friona fans.

Raymond, Pam, and Davy Hamilton. Cindy and Dee King brought a van load of kids in. Hal and Charlotte Ratcliff with their daughter and son-in-law. And on it went 'till the BBQ sauce was running low.

We got back on the road with me watching to make sure Bill didn't try to take his afternoon nap. Everyone back at Dyer's finished eating, paid their checks, then passed us like we were in a roadside park.

Jim Hudson, publisher of the Perryton Herald and an old friend of Bill's, had given us directions to the stadium. Since he was from Perryton we figured he might have lied to send us on a wild goose chase. Just kiddin' Jim.

Sure enough, we turned right at Gas & Stuff, went 4-5 blocks, and there was Ranger Field. At least one hundred fans were lined up at the ticket gate, which wasn't open yet. It was only about 12:45 p.m., almost two hours to game time.

Cliff Daniel and his crew were having a tough time securing the red and white flags across the top of the stands. The wind was blowing (not gusting) steadily at least 20-30 miles an hour.

But what the heck! The sun was shining. Every Friona fan seemed to have at least one red clothing item on. The Chieftains were on the field and me and Bill had a parking place on the front row. A great afternoon.

My photographer colleague Don Spring was on the sideline with TV cameras from channels 7 and 10. It is fun to shoot pictures of the Chieftains at day games.

With both teams in red and white, plus the colorful fans and the sunshine, I'm afraid I went over the Friona Star's weekly film budget.

So you mothers, grandmothers, and girlfriends help me out. Come by the Star office and look over all our 1997 football pictures. We may have your favorite Chieftain. They are \$2 each.

Bill loves to keep statistics. He made his way to the Perryton press box and sat alongside Lance Lahert from the Amarillo Globe News as the two tracked yards, scores, and wind speed.

To open the game, a Perryton lady whose name I missed, sang the National Anthem acapella (no music). What a great performance she gave and a nice twist to a high school football game. To quote an old saying, you could hear a pin drop in the stadium. She had a beautiful voice and received a big ovation from both sides of the field. Good job, ma'am!

(Make a note: Remind Friona ISD that we have many good singing voices in Friona too.)

It was a good game between two talented, well-coached teams. The wind was a definite factor all afternoon. But not for me. I had wind-speed film in my Minolta, plenty of film and warm clothes, and lots of photo ops.

Me and Bill even had a chance

to go up to the broadcast booth and speak on the electric radio at half time with local one-sided, biased, referee hatin' broadcasters Mike Hutson and Clint Mears. They even let me say "Hi mom."

When the game was over, the Perryton folks showed what a real high school town is made of. When the Friona band struck up the school song, as they always do at the end of a game, the Perryton coaches and players stood at attention, helmets in hand, facing our side of the field. I can't remember another team doing that.

To the credit of Coach Morton and his staff, our players remained on the field, and faced the Perryton side, as the Ranger players joined hands and their band played their school song.

Hats off to you Perryton. Thank you for your hospitality and sportsmanship. With a class act like yours, you deserve to be in the playoffs.

Me and Bill? We didn't have to stay overnight anywhere. We made one stop at Gas & Stuff, and an ice cream break at Braum's in Pampa (Bill's second favorite place to eat even though he is not supposed to have ice cream so don't tell Carol.)

On my way home from Bill's house Saturday night, I reckoned that one thing I didn't have to worry about on the trip to play Seminole.

No matter where we play them, Bill will definitely have the restaurants scouted.

It was a great morning for football. Go Big Red!

Please join us!

Monday,

November 10th

6 p.m.

at the

Bovina High School

For a Parent Training Meeting and a Discussion about organizing a Special Olympics for Parmer County.

We hope that you can attend.

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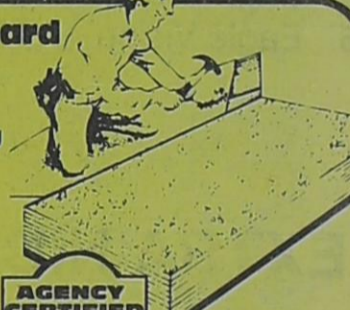


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	Side Draft	Down Draft
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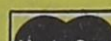
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Beet Growers Eye Bumper '97 Crop

Sugar beet harvesters are lifting high yields from fields as north as Dalhart, as far south as Plainview and west all the way to Clovis, New Mexico. And with harvest about one-third completed, growers and Holly Sugar Corp. feel this year's crop could be one of the best in recent years.

Kenneth Frye of Hereford, president of the Texas-New Mexico Sugar Beet Growers Association headquartered in Hereford, says approximately 18,000 sugar beet acres will be harvested in the Panhandle-Eastern New Mexico region this year by some 350 growers. That compares to about 14,000 acres harvested in 1996.

Dennis Printz, agricultural manager for Holly's Hereford processing plant, adds that when harvest is completed, yields are expected to average in the 21 to 25 tons range. Sugar content is anticipated to finish in the 14 to 15 percent range, he says.

"We have seen an increase in production in the northwestern Panhandle area," says Frye. "Farmers in Dallam, Hartley, Moore and Sherman counties will harvest about 6,000 acres of beets this year, compared to about 1,500 acres in 1996. We expect those numbers to increase substantially for the 1998 crop. And we also anticipate an increase in production throughout the remainder of the region."

Reasons behind the increase in beet acres include the fact that sugar beets can be grown using less water than other irrigated field crops. "Our work with growers and studies by the Texas Agricultural Extension Station in Bushland indicate that by using LEPA (low energy precision application) irrigation, growers can obtain good production using 30-40 percent less water," says Printz.

Frye says more and more growers are also finding that sugar beets are an outstanding alternative crop which fits into corn, cotton, grain sorghum and wheat rotations. "With the availability of new over-the-top herbicides for use on sugar beets, we will have weed control measures we've never had before," he says.

"Seed companies also expect to see new herbicide resistant sugar beet seed hybrids, Roundup Ready and Liberty, available to area growers in the next few years. This will help hold down the cost of production. And we should be able to produce higher yielding and higher quality beets."

Efforts are also underway to produce higher quality sugar beet seed hybrids which have greater disease resistance. "Joint efforts by Holly Hybrids and Hilleshog division of Novartis seed are aimed at developing hybrids specifically for our production area," says Printz. Seedex, another sugar beet seed company, has also seen promising results in its regional seed research.

Sugar prices still remain strong this fall and area growers will receive an 80 percent initial payment from Holly. Overall payments to regional growers from Holly will be in the \$15 million to \$20 million range for this year's crop.

"Sugar beets offer us as strong a return per acre as any crop we produce," says Frye, "plus we have a guaranteed market for the crop through Holly. Those are other reasons why sugar beets are a good alternative crop."

With better irrigation techniques, better weed control and other production methods and better seed hybrids for Texas, Frye and Printz see a strong increase in

beet acres for next year.

"We are already working with many growers who are eager to plant beets for the first time or add them to their current rotation," says Printz. "We are also receiving inquiries from farmers in northern states interested in producing beets in our area. With all that interest, we see a great future for sugar beet production in our area."

"The Hereford plant remains as Holly's finest processing facility nationwide. And we remain committed to working with farmers in this area."

Other Economic Benefits

Holly processes beets into refined sugar sold under the Holly and other food manufacturer names. Major customers include Gerber, General Mills and other large food manufacturers which demand the high quality sugar that Holly produces in Hereford.

The plant employs some 250-300 area residents. The annual payroll is about \$4.75 million. Every year Holly pays about \$700,000 in school, county and hospital taxes. It spends about \$16 million on materials needed to operate the plant, and much of that is with area businesses.

Texas is the only state that produces both sugar beets and sugarcane, grown in the Lower Rio Grande Valley. Overall, the sweetener industry provides more than 13,200 Texas jobs. With the addition of the corn sweetener industry, there is \$876 million in economic activity from the industry in Texas.

For more information, contact the Texas-New Mexico Sugar Beet Growers Association at (806) 364-6402, or the Holly Sugar ag department at (806) 364-6475.



SUGAR BEET HARVEST is sending thousands of tons to various regional piling stations daily....about 18,000 acres of sugar beets will be harvested in the region this year.

Shot Dates Are Given For Nov.

Immunization clinics offering vaccines that give protection against several childhood diseases are scheduled for November.

Protection is against polio, diphtheria, lock jaw (tetanus), whooping cough (pertussis), measles, rubella, mumps and HIB (Haemophilus Influenzae Type B).

The Texas Department of Health is charging fees to help with the cost of keeping the clinic open. The amount of money charged will be based on family income and size, and the ability to pay.

Influenza and pneumococcal vaccines will be available.

The vaccinations are available at the WIC Office, 704 Main St. in Friona, on Friday, November 21 from 10 a.m.-12 noon and 1-3:45 p.m.

Vaccinations will also be administered at the EMS Office, 109 Third Street in Bovina on Monday, November 10 from 10 a.m.-3 p.m.

Funds Are Available Locally For JTPA

The Job Training Partnership Act (JTPA) has funds to help residents of Parmer, Deaf Smith and Castro counties receive job training. The program help eligible applicants with college or place them with local businesses for on-the-job training.

Businesses participating in the on-the-job training will be reimbursed for part of the cost of employing new workers through a contract. Training positions must be full time and develop skills of the person to be trained.

Vocational college in certain occupations can also be paid for by JTPA. The program targets youths through age 21 and persons 22 or older who also will benefit from new or additional training.

Current students as well as new ones are encouraged to apply for financial aid. Many medical technical, clerical and management programs are covered.

Person who wish to apply for the program and those interested businesses may contact Aruna Lewis at the Texas Work Force Commission in Hereford at 364-8600.

Lewis will be in Parmer County Tuesdays from 9 a.m. until 12 noon on the first floor of the Farwell Courthouse.

JTPA is made available by the Panhandle Regional Planning Commission as administrator for the Panhandle Work Force Development Partnership. Applicants must meet the income guidelines or targeted group status in order to qualify.

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'96	Eagle Vision	TSI #4941 3.5, All Power	17,495.00	15,995.00
'96	Eagle Vision	TSI #4942 3.5, All Power	17,495.00	15,995.00
'96	Eagle Vision	TSI #4943 3.5, All Power	17,495.00	15,995.00

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'96	Dodge Ram 1500	#4939 Club Cab, SLT	21,995.00	19,500.00
'96	Dodge Ram 1500	#4871 Club Cab, SLT	21,995.00	19,500.00
'95	Dodge Ram 1500	#4946 Club Cab, SLT	18,995.00	17,500.00
'97	Dodge Ram 3500	#4950 Club Cab, SLT, Diesel, Dually	29,995.00	28,500.00

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'91	Ply Grand Voyager SE	#550331	9,995.00	9,000.00
'90	Ply Voyager	#48072	6,995.00	4,995.00
'93	Dodge Grand Caravan	#751391	10,995.00	9,500.00
'92	Dodge B250 Trick Van	#652691	12,995.00	10,995.00

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SPOOKY, HUH?....Halloween came to Prairie Acres too. Dressed for the occasion are, l-r, Velma Lovvorn, Dawn Widner, Barbara Armstrong, Deb Hendley, Ben Israel, & Patti Widner. (Ron Carr Photo)

Glen Stevick Submits His Life Story For Publication

Every month a resident of Prairie Acres Nursing Home submits a story about his/her life's history to be submitted in the home's newsletter, "The Prairie Times" and for printing in this issue. This month we feature Glen Stevick.

By GLEN STEVICK

Because my Dad and Mother had gone to visit my grandparents in Bovina, I was born in Bovina, Texas on September 23, 1923. My parents were O.E. and Beatrice Stevick.

I am the oldest of five children, three girls and two boys. We lived in Friona down by the railroad tracks where the overpass is now located.

I went to school in Friona. I played football and went on many Ag trips with Mr. Gee. I graduated from Friona High School in 1942.

That same year I went into the Army. While I was in the Air Force and going to school at Middle Tennessee State, I met my wife Ruth McElroy in Murfreesboro,

Tennessee.

After I graduated and earned my wings to fly, we were married at Ft. Myers, Florida.

When the war was over, Ruth and I came back to Friona where we have lived and worked and raised our family for 52 years.

In our family we had five children: three girls, Janet, Sally and Karen and two boys, Ronnie and James.

Janet and Jerry LaFrance live in Abilene and have two children and a son-in-law, Jeri Lynn and Bill White and Jodie.

Ronnie and Carolyn Stevick live in Friona and have two children, Chad and Brook. Sally died in 1982.

James Stevick lives in Hereford and has two children, Derick and D'Nae.

Karen and Mickey Harrelson live in Friona and have one daughter, Goldie.

Throughout my life I have had a variety of jobs. While growing up I shined shoes at the barber shop



GLEN STEVICK

and drove a school bus. Later I worked with my dad and helped build houses. I helped build many of the houses around Friona. I also raised pigs, farmed and owned Stevick Ditch Digging, which put in water lines all over Parmer County.

I came to Prairie Acres on December 12, 1996. I would like to thank all of those who take care of me at Prairie Acres.



PRAIRIE ACRES

in conjunction with

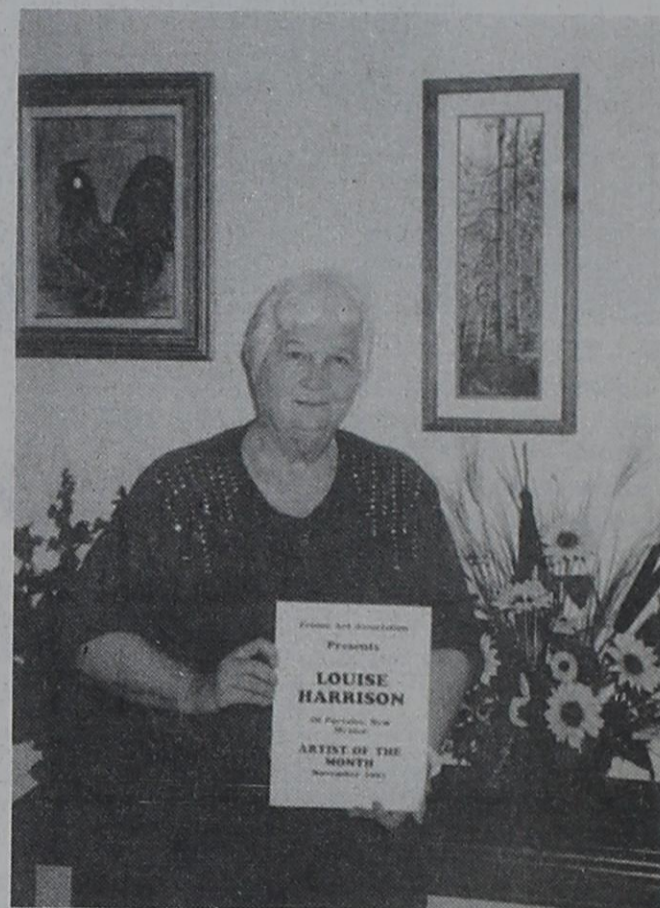
FRIONA ARTISTS ASSOCIATION

PRESENTS

"ARTIST OF THE MONTH"

LOUISE HARRISON

ARTIST OF THE MONTH-- Louise Harrison of Portales, New Mexico is the November Artist Of The Month, now showing her multi-media paintings in the lobby at Prairie Acres. She has a BA in Art Education and taught art in New Mexico schools for 25 years. Her true love is sculpture and pottery, and she has become known as the "head artist" because of her masks of many cultures. She will be showing with the Pecos Valley Potters in Roswell starting November 14. She is currently the Art and Recreation Co-ordinator for the Roosevelt County New Mexico Agency on Aging. She is a member of the Portales and the Friona Art Associations.



PRAIRIE ACRES NURSING HOME

The public is invited to view the art in the lobby at Prairie Acres each month.

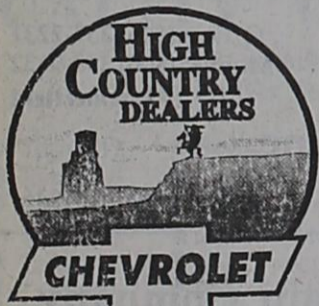


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FRIONA/BOVINA DEVOTIONAL PAGE

Facts About The

BIBLE BY JOHN ZEHTI

This is a dramatized version of facts taken from the Book of Esther, intending to show some of the customs of these ancient and traditional times.

EVIL HAMAN

HAMAN HAS BEEN TOLD THAT MORDECAI, THE JEW, REFUSES TO BOW TO HIM ALTHOUGH IT IS THE KING'S LAW THAT ALL MEN DO SO! NOW, HAMAN DECIDES TO TEST HIM...



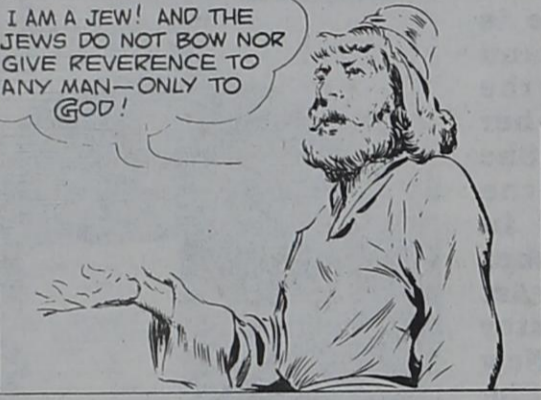
WE SHALL SEE IF MORDECAI REFUSES TO BOW DOWN AFTER THIS ANNOUNCEMENT!



YOU! WHY DO YOU NOT BOW DOWN? IT IS THE LAW!



I AM A JEW! AND THE JEWS DO NOT BOW NOR GIVE REVERENCE TO ANY MAN—ONLY TO GOD!



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Pick the team you think will win in each game and place the WINNER'S NAME beside the corresponding number in the contest entry blank at the bottom of this page.

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.

Winners will be named by the Monday following the contest deadline each Friday, if possible. Cash prizes of \$20.00 for first, \$10.00 for second, and third prize of \$5.00 will be awarded.

Tabulation of individual entrants will be kept all season and at the end of the season the Grand Prize Winner will be named.

There is nothing to buy. No requirements other than to bring the entry blank, filled out, and delivered to The Blade office by 5 p.m. or mailed to P.O. Drawer B Bovina, Texas 79009 --postmarked by 5 p.m. Friday.

Only one entry blank may be submitted per individual. If more than one blank is submitted by an individual, all will be disqualified.

Tabulations will be available for public inspection. Members of the Blade staff will serve as judges for the contest.

Contestants must be 10 years old or older.

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

Deadline is 5 p.m. Friday

Please Trim Entry Forms On The Dotted Line!

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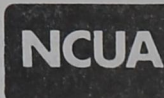


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15. ATLANTA AT ST. LOUIS

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