

IF IT'S NEWS IN BOVINA, YOU'LL FIND IT IN THE BLADE

The Bovina Blade

"In The Agricultural Center Of Parmer County"

THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA

WEDNESDAY, SEPTEMBER 30, 1959

BOVINA, TEXAS

VOL. V, NO. 15

MONDAY NIGHT—

WHITTLIN'

BY DOLPH MOTEN

When sports stories get page one position on metropolitan papers, you can pretty well figure the world situation isn't in as bad shape as it could. Such has been the case in several instances of late. We like it.

Nonchalant radio and TV fans must be terribly glad that Mr. K has gone back to cold, cold Russia. It will save listeners and viewers from having to listen to all the amusing things the Big Russian did from time to time. We're kinda glad he's gone ourselves.

Our column-writing friend over at the county seat, W. H. Graham, pointed out last week how ridiculous it is that when a college's fortunes on the grid-iron improve so does the prestige of a diploma from said school.

He used Texas Tech as an example . . . and we've avoided talking about the theory to Tech fans. But with Tech now all but in the Southwest Conference coupled with the LUCK the Red Raiders have had the past two seasons in out-scoring the Fightin' Texas Aggies, Tech graduates are getting to be almost as over confident, cocky, and smart alecky as A&M men have been for years.

But, anyway, what Graham wrote is true. However, we tend to think the public's reaction is more understandable than does Graham. According to our way of thinking, it's the advertising that does it. When a college has a good football team, it automatically gets more space on the sports pages. And publicity, needless to say, means for popularity. It makes for a feeling of pride and the fact that academic standards remain the same is quietly forgotten.

It's best we point out, though, that it stands to reason that when a school's football team improves—over a period of a few years—there's a good possibility that the entire college program is improving.

Overconfidence, we understand, on the part of the Mustangs was the best player for Amherst Friday night.

Mention of the Amherst fray brings to mind the amount of unnecessary roughness evident in the game. Looked bad for the most team, we thought, for it to be guilty of unsportsmanlike conduct.

We were proud, though, of the fact that Mustang supporters had few complaints to make about the situation. Certainly roughness didn't cause the defeat. As a matter of fact, we figure it worked to a disadvantage for the winners.

We see little value in it—

(Continued on page 6)

First P-TA Meeting Has Panel Program

A panel discussed important questions concerning Bovina Schools at a Parent-Teacher Association meeting Monday night in school cafeteria.

It was first P-TA meeting of 1959-'60 school year.

Superintendent Warren Morton introduced teachers who were present and pointed out the need for a state pay-raise for teachers. As far as pay is concerned, "Texas ranks 31st among the states," Morton told

the group. He urged those present to contact legislators in regard to the problem.

P-TA President Cecil Osborne presided at the meeting.

Members of the panel were asked questions by Mrs. Wendol Christian and Warren Embree. Panelists were Mrs. Evelyn Vineyard, Miss Grace Paul, Mrs. Ellen Marie Estes, Mrs. Katherine Lockhart, Bob Wilson and Morton.

Agent Speaks To Lions

Joe Jones of Farwell, county agricultural agent, was guest speaker at a regular meeting of Bovina Lions Thursday night. The session was in Bovina Restaurant.

Jones told of his recent trip to Italy on behalf of grain sorghums. Slides made during the trip were shown along with the talk.

Next meeting of the club will be Thursday night, October 8. J. E. Sherrill is in charge of the program for that meeting.

BOVINA BITTEN, 40-0—

Amherst Slams Door In Mustangs' Face

Amherst Bulldogs broke out of their first quarter doldrums and outplayed Bovina Mustangs for the remainder of the game, grinding out a 14-0 victory at Amherst Friday night.

Until Amherst took possession of the ball on their own 32-yard line shortly after the first quarter ended, defense had been

the whole show by both teams. To that point, the Mustangs had minus three yards to show for their offensive efforts and Amherst had a zero for total offense.

A 135-pound sophomore half-back named Ronnie Schroeder led the Bulldog's drive with a 30-yard scamper. James Breshears drove over from the five for the score and quarterback Tommy Davis and Breshears teamed to garner the extra points giving the Bulldogs an 8-0 lead.

John Sikes kicking for Bovina, sent the ball sailing high and far to open the game. The Bulldogs let it roll dead, then put it in play on their own 20. Mustang defense looked strong as it held Amherst to three yards on the first three plays.

The punt rolled dead on Bovina's 39. Roger Ezell gained six yards on the first play and the Mustangs would have had a first down but a penalty dropped them back to the 41. Jerry Barron had gained four on two carries but the penalty forced a punt.

Amherst took over on their own 14 and moved the ball well to mid-field. There the Bulldogs met a defensive rally that dropped them back 31 yards to erase the threat.

Mustang end Bill Strawn twice dropped the ball carrier far behind line of scrimmage.

Bovina took over only 20 yards from paydirt and once again Ezell made a good gain

for over half the yardage needed for a first. But on the next three plays, the Mustangs lost some 16 yards as quarterback Caldwell went back to pass and was swamped by rushing Bulldogs who tortured his passing efforts all night.

It was at this point that Amherst took over and quickly drove for the score.

With a minus two yards to

show for their ground efforts, the Mustangs decided to try it in the air again after the kick-off. A Caldwell-Strawn pass clicked for 10 yards and Bovina's first first down. A fumble and penalty bogged down the drive and James Clayton punted to the Amherst 45.

Clayton recovered an Amherst fumble to put the Mustangs in

(Continued on page 6)



PANELISTS—Mrs. Wendol Christian, left, and Warren Embree, right, asked questions to members of a panel at P-TA meeting Monday night. Panelists were, from left to right, Mrs. Evelyn Vineyard, high school English instructor; Mrs. Grace Paul,

elementary principal; Mrs. Ellen Marie Estes, third grade teacher; Mrs. Katherine Lockhart, school nurse; Bob Wilson, school board member; and Warren Morton, superintendent.

None Injured In Truck Wreck Here

Mrs. Earl Stevenson escaped injury late Friday afternoon when the grain truck she was driving was struck by a transport truck on Highway 60 here.

Both vehicles were going west at the time of the accident. Mrs. Stevenson was turning left—into Sherley Grain Co.'s driveway when the truck she was driving was struck by a United Van Lines transport.

Only slight damage was done to the Stevenson truck. The transport was damaged to a greater degree.

Investigating officers issued no tickets.

Seniors Take Annual Orders

Seniors of Bovina High School are taking orders for the annual yearbook.

Price this year will be \$4, with \$2 required for reserving a copy and the other \$2 payable when the book is delivered. The annuals will be published around January 1, and delivered in April or May.

The yearbook is sponsored by the senior class.

Salesmen are Doyle Wassom, Joy Redden, Virginia Embree, Carolyn Crump, Barbara Rea, Jerry Barron, Claudia O'Hair, Danny Cruse, Arnold Kriegel and Sid Killough.

Advertisements will again be sold to help defray publish-

ing costs. Rates are \$5 for one-eighth page; \$10 for one-fourth, \$15 for one-half and \$20 for a full page.

Ad salesmen are Roy Dodson, Max Gilreath, Sue Estes, Charlotte Morris, Verna Marie Estes and Harriette Charles.

Bud Crump was admitted to Parmer County Community Hospital in Friona Thursday evening for general observation.

Mrs. Homer Norwood of Santa Rosa, N. M., visited in the home of her mother, Mrs. Fannie Burnam, last week.

Mustang Band To Lubbock

Bovina School band went to Lubbock Monday to take part in opening ceremonies of Panhandle South Plains Fair, reports Earl Hise, band director.

This is the first activity the band has participated in, says Hise, but it will be ready soon for football games.

There are 44 members in the band consisting of sixth, seventh and eighth grade students.

IN HOSPITAL

Mrs. Pete Davies was admitted to Parmer County Hospital in Friona Thursday evening. She was expected to be released earlier this week.

THERE FRIDAY NIGHT—

Boys' Ranch Next Mustang Opponent

Boys' Ranch Rough Riders, who sport three wins so far, will furnish opposition for Bovina's Mustangs in their fourth game of the season Friday night.

The game, to be played at Boys' Ranch, pits the Rough Riders, who have played fairly consistently so far this season against the hot and cold Mustangs.

Bovina's play until the Amherst contest was also one of consistency. The Mustangs played well against Farwell in dropping their season opener, 35-12, and beat Whitharral handily, 28-0. But Amherst outdid the Mustangs and set Bovina fans wondering if perhaps the desire that had been carrying the team had been temporarily used up.

Coaches Wills and Smith were

understandably disappointed after the 0-14 loss.

"They just wanted to win more than we did," said Smith.

Smith declined to predict the outcome of next week's game saying he didn't know enough about the Boys' Ranch squad to know what to expect.

The Rough Rider victories have been over Lakeview, Dalhart "B", and Hart. Hart and Bovina are members of the same conference.

Last year, the Ponies rapped the Riders 30-12 for their first win of the season after a four-game losing streak.

For the third time this season, the Mustangs came through the game last week with no injuries that will hamper prac-

tice. "This must be an indication we're in good shape," Smith said.

This is the third and next to last non-conference game for Bovina. The Mustangs enter district play October 16 against Hart.

WEATHER BY WILLIE

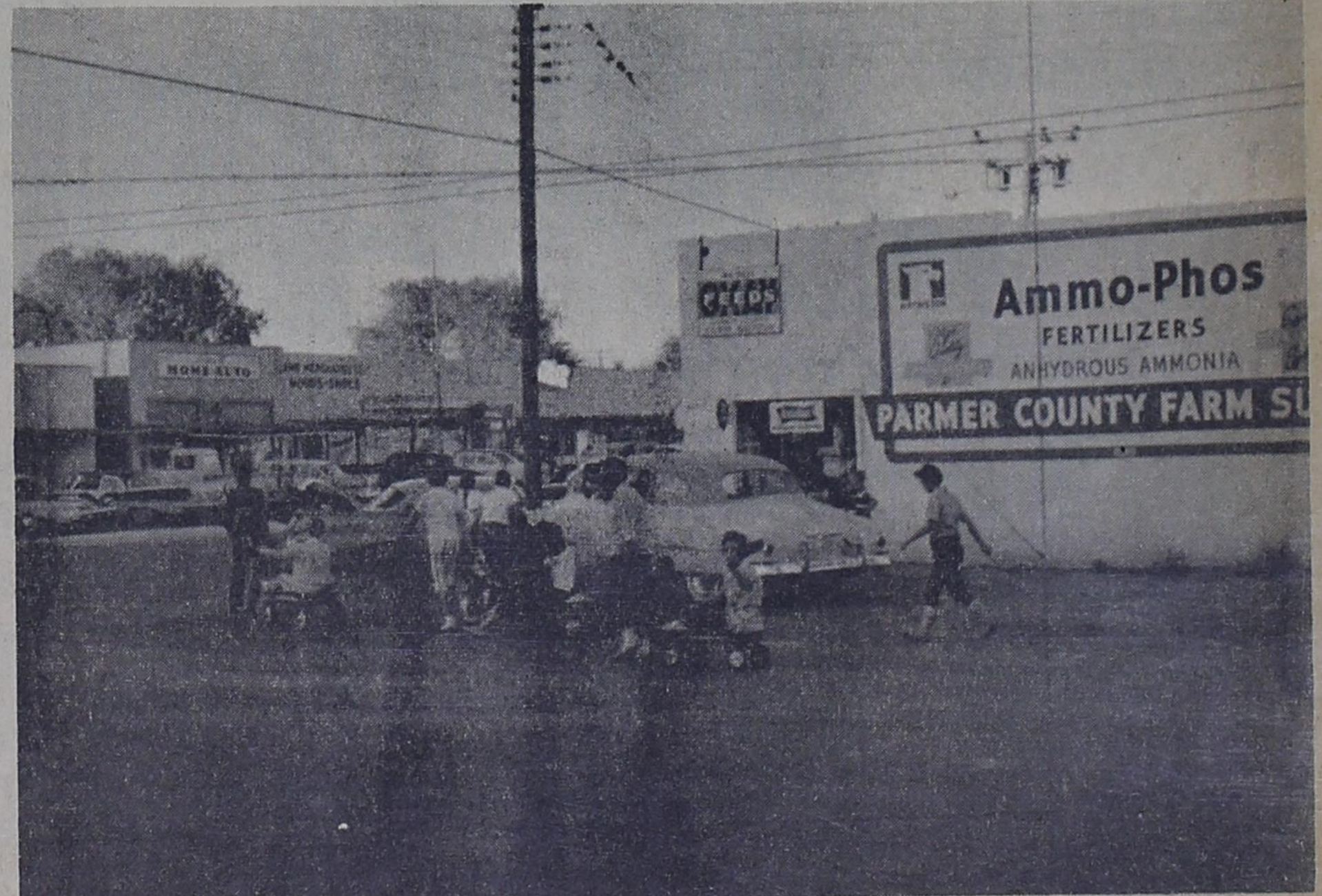
Farmers, pull your nerves together—no more hail. Light frost between the thirteenth and eighteenth. Hard freeze between the twenty-second and twenty-ninth.

Willie



Monday was freshman initiation day at Bovina High School. These upperclassmen, paddles in hand, were awaiting activities to begin Monday morning. They are, from left to right,

Brenda Newborough, Claudia O'Hair, Carolyn Crump, Jackie Davies, Patricia Patton, Charlotte Morris, and Verna Marie Estes.



A downtown parade was part of Monday's BHS initiation. Here, freshmen are shown pulling seniors along via kiddie wagon.

Initiation day was concluded Monday night in the gym.



THE BOVINA BLADE

Dolph Moten, Editor & Publisher

Second-Class Privileges Authorized at Bovina, Texas. Published at Bovina, Texas, Every Wednesday.

Luncheon Honors Mrs. Embry

Mrs. Charles Embry was honored with a luncheon Friday in the home of Mrs. Mark Charles. Guests brought pink and blue gifts to Mrs. Embry. Turkey and dressing, complete with trimmings, was served. The table was decorated with fall flower arrangements.

Attending the luncheon were Mrs. Charles Vicker, Mrs. C. L. Murray, Mrs. Sue Barrot, Mrs. Bonnie Barrot, Mrs. David Haber, Mrs. Thomas Rhodes, Mrs. James Boardman, and Mrs. Scott Gober.

Hostesses for the occasion were Mrs. Mark Charles, Mrs. Robert Read, Mrs. Tommy Bonds, Mrs. Nicky Foster, Mrs. Glen Hromas, Mrs. Don Owens, Mrs. Joe Moore, and Mrs. Sam Sudderth.

Mr. and Mrs. J. C. Johnson of Vernon are visiting in the home of Mr. and Mrs. A. B. Wilkinson.

Delta Xi Meeting Held Here

Several Bovina teachers were hostesses to the Delta Xi chapter recently at the homemaking cottage. They met with members from Deaf Smith and Castro Counties.

Mrs. Louella Durham of Hereford, president, conducted the workshop meeting.

Teachers assisting with the salad supper were Miss Grace Paul, Mrs. Fleta Terry, Mrs. Loucile Foster, Mrs. Eunice Thornton, and Mrs. Leola Williams.

Dinner Honors Mrs. Warren

Mrs. A. V. Warren was honored with a birthday bar-b-que dinner in the home of Mr. and Mrs. C. P. Warren Thursday evening.

Attending the party were Mr. and Mrs. Wilfred Quickel and children, Mr. and Mrs. Junior Dennis and children, Mr. and Mrs. Bill Meeks and children, Mr. and Mrs. Bill Meeks and children and Mrs. Loucile Foster.



HEY FELLERS! WAIT FOR ME--This black sheep of the family seems to resent the ill manners of her brothers and sisters and is having to hustle to get her share of the breakfast. Lassie, the mother, belongs to the Tom Griffiths of Bovina. She gave birth to the black members of the family on Labor Day. About a week ago, the kitten offered herself for adoption and quickly found a home, with plenty of food, warmth, motherly love and playmates.

Shower Fetes Mrs. McCary

Mrs. Billy McCary, nee Miss Margaret Verner, was feted with a bridal shower Friday afternoon in Oklahoma Lane Baptist Church.

The program consisted of a poem read by Mrs. Neil Stewart, "Home Is Where There Is Someone to Love Us."

Refreshments of hot tea, coffee and cinnamon rolls were served. The table was adorned with a centerpiece of fall flowers.

Mrs. W. E. Verner, the bride's mother, and Mrs. Roy McCary, mother of the groom, attended the honoree.

Out-of-town guests were Mrs. Bill Brock and Kelly and Mrs. C. A. Brock, Littlefield; and Miss Barbara Garner, and Miss Marcella Verner, of Lubbock.

Local guests included Mrs. Earl Ware, Mrs. Amos Steelman, Mrs. E. H. Moody, Mrs. H. D. Bradshaw, Mrs. Lee Mason, Mrs. L. M. Hardage, Mrs. Julia Symcox, Mrs. Lora Brown, and Mrs. Bill Meeks.

Hostesses were Mrs. Howard Garner, Mrs. Neil Stewart, Mrs. Jimmy McGuire, Mrs. Harold Carpenter, and Mrs. Wendol Christian.

Kidnap Breakfast Saturday Honors Rainbow Girls

A surprise kidnap breakfast for Rainbow Girls was in the home of Mrs. Mark Charles Saturday morning.

Mrs. Roy Crawford, Mrs. D. C. Looney, and Mrs. Charles served hot chocolate and rolls to several Rainbow girls.

Attending the breakfast were Betty Mae Stevens, Verna Marie Estes, Charlott Hromas, Carol Hammonds, Harriette Lou Charles, Patricia Crawford, Judy Meachem, Kay Looney, Ann Lynn Wilson, Susie Estes, Vickie Strawn, Lynn Looney, Margaret Taylor, Leslie Fourmentin, Judy Crawford, Marilyn Turner, Patsy Richards, Janice Leake, Jeanie Ivy, Brenda Jones, Tonya Ivy, Myrtice Shockley, Judy Strawn, Linda Estes, and Glenda Cruz.

Shower Honors Mrs. Barraza

The home of Mrs. S. A. Brito was the setting Sunday afternoon for a pink and blue shower honoring Mrs. Mike Barraza.

Guests were served cake and punch, with favors of mints and nuts.

A stork with a ring of flowers around its base graced the serving table.

Mrs. Barraza was presented a host of gifts in a baby bassinet.

Hostesses were Mrs. George Cervantez and Mrs. S. A. Brito of Bovina, Mrs. John Martinez and Mrs. Hernandez of Friona and Mrs. John Baca of Hub.

Denae Embry Has Party

Denae Embry, daughter of Mr. and Mrs. Charles Embry, was honored Saturday morning with a birthday party.

Cake and ice cream and favors of hats, masks, and candy provided entertainment for the youngsters.

Attending were Randal and Brenda Charles, Sally Ann and Myrla Jean Haber, Chuck Vickers, Kim and Cindy Baxter, Shelly Bonds, Karen Murray, Neil Moore, Jaybee and Kay Barrot.

Mrs. Sudderth Leads Methodist Groups Study

Mrs. Billie Sudderth was in charge of a combined meeting of WSCS and Wesleyan Service Guild Tuesday evening.

Mrs. Margret Caldwell opened the program with the devotional, followed by Mrs. Pat Terry who gave "Africa Disturbed"; Mrs. E. M. Ware, "Comes the Dawn"; and Mrs. O. H. Jones, and Mrs. Rouel Barron, articles from Look Magazine. Mrs. John Dixon gave a short vmap talk.

Attending the study were Mrs. W. E. Williams, Mrs. Pat Terry, Mrs. Dean Hastings, Miss Grace Paul, Mrs. Bedford Caldwell, Mrs. William Thornton, Mrs. Margret Caldwell and Rita, Mrs. Della Ezell, Mrs. Rouel Barron, Mrs. Wilbur Charles, Mrs. Jimmy Charles, Mrs. L. M. Grissom, Mrs. Earl Ware, Mrs. Frank Hastings, Mrs. John Dixon, Mrs. O. H. Jones, Mrs. George Turner, Mrs. Warren Morton, Mrs. L. H. Pesch and the leader, Mrs. Sudderth.

McCormick-Ellison Nuptials Read

Miss Douie McCormick and Jerry Ellison were married in an informal ceremony Saturday afternoon in the parlor of the Bovina Methodist Church. Rev. Davis Edens, pastor, read the ceremony.

Parents of the couple are Mr. and Mrs. A. R. McCormick and Mr. and Mrs. H. D. Ellison of Bovina.

Miss Verna Marie Estes, pianist, presented traditional wedding music.

Miss Brenda Newborough was maid of honor. She wore a street length dress of soft blue. Lym Isham attended the groom.

The bride wore a floor length dress of white chantilly lace, fashioned with cap sleeves and sabrina neckline. Her hat was adorned with a short veil of white net. She carried a white Bible topped with white carnations.

Following the ceremony, the groom's parents were hosts to a reception in the parlor. The

table was laid with a soft white cloth covered with net. Centerpiece was a pink floral arrangement complemented with pink candles. Traditional wedding cake and punch was served to the guests. Miss Betty Mae Stevens presided at the punch bowl.

STUDY CLUB HAS PROGRAM ON SAFETY

Captain A. E. Lee of State Highway Patrol in Lubbock presented the program, "Traffic Safety," Thursday afternoon to Bovina Study Club at the clubhouse.

Eighteen members were present to hear Captain Leespeak.

Mrs. Amos Steelman and Mrs. Buck Ellison were hostesses. They served refreshments of date pudding, coffee and tea to the group.

REPAIR! REMODEL!
Nothing Down - 60 Months To Pay
Complete Line Building Supplies
Cicero Smith LUMBER COMPANY
Phone AD8-2671 Bovina

DeKalb Stands Out In Parmer County



Bill Thornton, left, who farms three miles west of Bovina, and J. T. Hammonds are shown with a shock of Thornton's excellent crop of DeKalb FS-1. The Crop produced some 7000 pounds of grain in addition to its tremendous volume of forage.

BOOK YOUR ORDER FOR 1960 DEKALB SEED NOW!

Hammonds Seed Service

J.T. Hammonds - Bovina - AD 8-4541

SUPER SERVICE Northside 66 Service Station

— East Highway 60 —

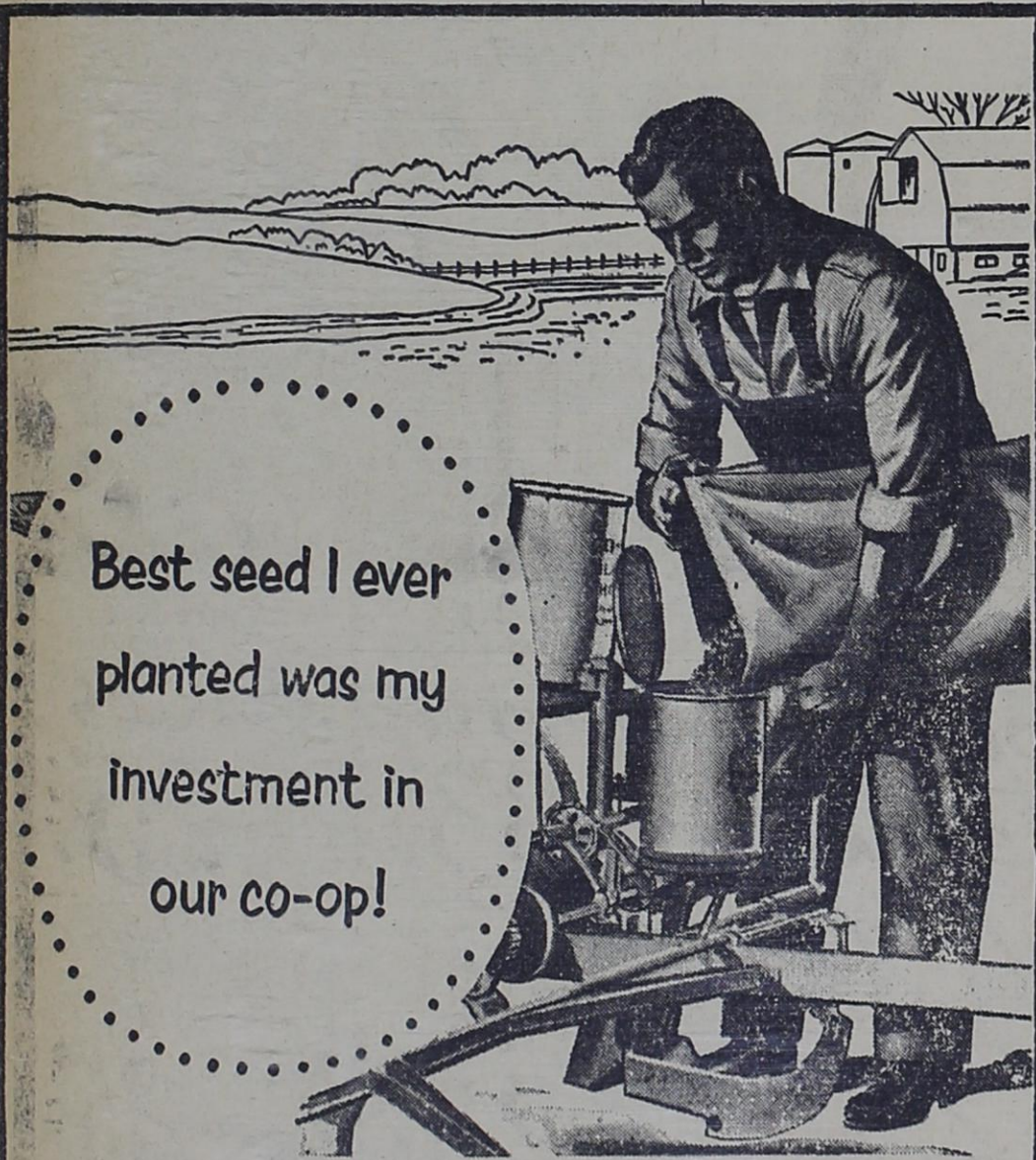
Phillips Products

Owned by Charles Oil Company Winston Rountree, Mgr.

S & H

Green Stamps

Double Saturdays



Best seed I ever planted was my investment in our co-op!

"It yields a big crop every year!"

Everyone shares in **CO-OP BENEFITS**

"Savings are only a part of the return I get from being a co-op member.

"Even more important is the protection which co-ops give me when buying or selling.

"Marketing co-ops help bring me a fair market price for my produce. Purchasing and service co-ops assure me of honest quality at fair prices.

"This two-way protection against abuses in the market place is my biggest benefit from co-op investment."

Bovina Wheat Growers

Jim Russell, Mgr. AD8-2691

Cooperatives are the balance wheel that strengthens our free economy

Replacement Parts?

We Have 'em!

- * Murphey Switches
- * Oil Filters
- * Spark Plugs
- * Bearings
- * Belts

WARREN AUTO SUPPLY
Highway 60 BOVINA

Tires- Tires- Tires- Tires

Now During Harvest, The Need For Tires Is Greater Than Ever And **CHARLES OIL CO.** Stands Ready To Serve You! Whether You Need New Or Used Rubber For Your Grain Trucks, Combines, Trailers, Or Pickups, You Can Get'em Here.

Remember, Too:

WE FIX TRUCK FLATS

★ ★ ★

Permanent - Type **ANTI - FREEZE** Competitively Priced!



CHARLES OIL CO.

"Phillips '66' Jobbe"

Bovina

AD 8-4321

School Schedules Musical Program

First of a series of educational assemblies will be staged in Bovina School auditorium tomorrow (Thursday), reports Roy Whisler, principal.

Each year, student council schedules several assemblies which feature novelty, musical and other educational programs. This year four have been planned.

Thursday's show will feature Toni Gauer, who was born and reared in Switzerland. He came to the United States at the age of 25 and attended Ohio Wesleyan University.

His colorful program is centered about his Swiss "hand harmonica" (an accordion with buttons instead of piano keys). He plays and demonstrates various other types of accordions and also sings, yodels and tells about Switzerland.

The program will begin at 10:45 a. m. The public is invited. Admission charges will be 15 cents for students in the first eight grades and 25 cents for high school students and adults.

FM Road Program Expires

Parmer County's current farm - to - market road building program, which has been grinding along for about a decade, is about to run out.

The county commissioners were advised by O. L. Crain, district engineer, in a letter this week that the program was at an end. Engineer Crain told the officials:

"We have received a call to form a new farm - to - market road program in this district. However, we are not scheduling new construction in your county on this program due to limited finances and priority of the roads in your county not now paved or on the state system.

"We do propose to do some rehabilitation of existing farm roads on our system in Parmer County which will be of great help to the traveling public and of some economic value to the county...."

While the program has been in operation over 100 miles of paved farm-to-market roads have been built in Parmer County, serving all communities. Some of this mileage has recently been taken into the state highway system. Last year the Friona-Muleshoe road took the designation of state highway 214. It runs north out of the county to Adrian.

There are some projects under the expiring program that have already been designated for construction, and these will not be interfered with. Paving is due to be extended in the Lazbuddie community eastward toward the county line, and the Lazbuddie road north to Highway 86 is also scheduled to be built. Another project will be lengthening the farm road east of Friona to the county line.

These projects will probably be built next year.

The elderly visitor was quizzing the preacher's small son, "Does your father ever preach the same sermon twice?" he asked. "Oh, sure he does," the boy answered, "but he hollers in different places."

MRS. BRADSHAW PROGRAM LEADER

"Holy Spirit in Missions" was the topic presented by Mrs. H. D. Bradshaw Wednesday evening at a WMU meeting. Attending the study were Mrs. Bobby Englant, Mrs. Ovid Lawlis, Mrs. T. S. Fox, Mrs. Sid Thomas, Mrs. Wallace Rogers, Mrs. Vernon Ward, and Mrs. Charles Hawkins.

PAETSCHES RETURN FROM DETROIT

Mr. and Mrs. Ed Paetsch returned home Sunday after vacationing in Detroit, Mich. They visited with his mother, Mrs. Anna Paetsch, and sister, Mrs. Henry Reichert, and other relatives.

VISIT QUICKELS

Visiting in the home of Mr. and Mrs. I. W. Quickel over the weekend were Mr. Brownie Quickel and children, Annie, Louie, and Leona Dell, from Woodward, Okla.

VISIT HAWKINES

Guests in the home of Mr. and Mrs. Roy Hawkins are Mr. and Mrs. Leonard Hickman from California, Ralph Hickman, Oklahoma City, Okla.; Mrs. Elizabeth Hawkins, Chicago, Ill., and Elmer Hawkins, of Seattle, Wash.

ATTEND MEETING IN PLAINVIEW

Mrs. Loucile Foster, Mrs. Margaret Caldwell, Miss Rita Caldwell, and Mrs. Leola Williams attended a district meeting of the Wesleyan Service Guild in Plainview Sunday afternoon.

VISIT PARENTS

Mrs. Bobby Wills and Robert visited in the home of her mother, Mrs. Elizabeth Stinson, of LaVerne, Okla. last week.



Thursday
Friday
Saturday
Oct.
1-2-3

ICE CREAM

Borden's Glacier Club 1/2 gal. 59¢

Ranch Style
BEANS
2 #300 CANS 25¢

Frozen Food
SPECIALS

Libby-Leaf or Chopped
SPINACH
10 oz. PKG. 15¢

Libby's Cream Style Golden Whole Kernel Golden
CORN
2 #303 CANS 37¢

FOLGER'S COFFEE
1b. 69¢

Banquet-Beef, Chicken, Turkey
Meat Pies
5 8 oz. pies \$1

Shurfine CRUSHED Pineapple
#1 Flat CAN 15¢

Gladiola
FLOUR 10 lb. print bag 85¢

Welch
GRAPE JUICE
2 12 oz. CANS 75¢

Fresh FRUITS and Vegetables
Fancy Sunkist Valencia
ORANGES
2 lbs. 25¢

FINEST QUALITY MEATS

Food King
Oleo
1b. 15¢

Idaho White
Russetts
10 1b. bag 59¢

Armour star-Pan Size
BACON
1b. 59¢

SPAM
12 oz. can 45¢

Washington State Delicious
Apples
1b. 19¢

Longhorn
FRANKS
2 1b. bag 59¢

Sturgeon Bay RSP
Cherries
#303 can 19¢

Clorox 1/2 gal. jug 35¢

Center-Cut Shoulder
PORK STEAK
1b. 39¢

Royal Arms
Toilet Tissue
4 roll PKG. 25¢

Garden Club Apricot or Peach
Preserves
18 oz. jar 33¢

Shurfine
SOUR PICKLES
1 pint jar 25¢

3¢ off label
TIDE
large box 29¢

Shurfine
SAUER KRAUT
2 No. 303 cans 25¢

Shurfine
Shortening 3 1b. cans 69¢

- Double GUNN Bros. stamps Wednesdays with purchase of \$ 2.50 or more -



WILSON'S SUPER MARKET
PARMER COUNTY'S FINEST BOVINA
Phone AD 8-4781

GET THE BIG 3
(YOU'LL BE GLAD YOU DID!)

TEST DRIVE A NEW
Case-o-matic
TRACTOR...

and enjoy a new power sensation... far smoother... more useful on every job. Case-o-matic Drive senses changing loads instantly... automatically increases pull power up to 100%... without clutching, shifting or stalling.

2 GET OUR SPECIAL EXTRA GENEROUS TRADE ALLOWANCE...
You'll never get a better buy!

3 GET YOUR FREE RAINCOAT...
as our "thank you" for the privilege of demonstrating. Call today, and we'll arrange a demonstration date convenient for you. There's no obligation, of course.

SEE US TODAY!
A-T Machinery Co., Inc.
548 WALLACE CLOVIS

People are handy to have around



Because

- They buy our stuff
- ... teach our children
- ... pay taxes
- ... fix our flats
- ... listen to our troubles
- ... loan us money
- ... serve on committees
- ... guide our footsteps
- ... etc., etc., etc.

Neighbors help us to live longer and enjoy it more

Most of the comforts and conveniences that we enjoy today are accessible to us more or less in proportion to the number of people who live near us.

Schools, churches, electric power, stocks of foods, medicines, and clothing, trained technicians to service our needs, customers for the

products of our own labor . . . all of these are ours to enjoy . . . as long as there are enough PEOPLE in the community to support them.

Every dollar that leaves this community helps to move somebody out. Every dollar that is spent here, helps to bring more people in.

It Pays to Buy where you Live

These Bovina Business Establishments Are Genuinely Interested in the Future of This Community and in your Welfare—TRADE AT HOME WHERE YOUR MONEY BENEFITS YOU!

WESTERN WAREHOUSE CO.

HAMLETT WELDING

BOVINA REAL ESTATE & INS.

SHERLEY GRAIN CO.

BOVINA IMPLEMENT CO.

THREE-WAY CHEMICAL CO.

CICERO SMITH LUMBER CO.

BOVINA DAIRY FREEZE

PAUL JONES
TEXACO SERVICE STA.

TRIMBLE BARBER SHOP

GAINES HARDWARE CO.

BOVINA WHEAT
GROWERS, INC.

KERBY WELDING SERVICE

LAWLIS GIN CO.

WILLIAMS MERCANTILE CO.

WILSON-BROCK
INSURANCE AGENCY

PARMER CO. FARM SUPPLY

ED'S AUTO SERVICE

BOVINA BLADE

CITY DRUG

COMBS GROCERY

ARTISTIC HAIRSTYLE SALON


FIRST NATIONAL BANK
OF BOVINA

BOVINA FARM CHEMICAL

 VENABLE '66'
SERVICE STATION

BOVINA BEAUTY SHOP

5¢ SCOOTER'S 10¢

 CHARLES OIL CO.

WARREN AUTO SUPPLY

SUPER SAVEWAY

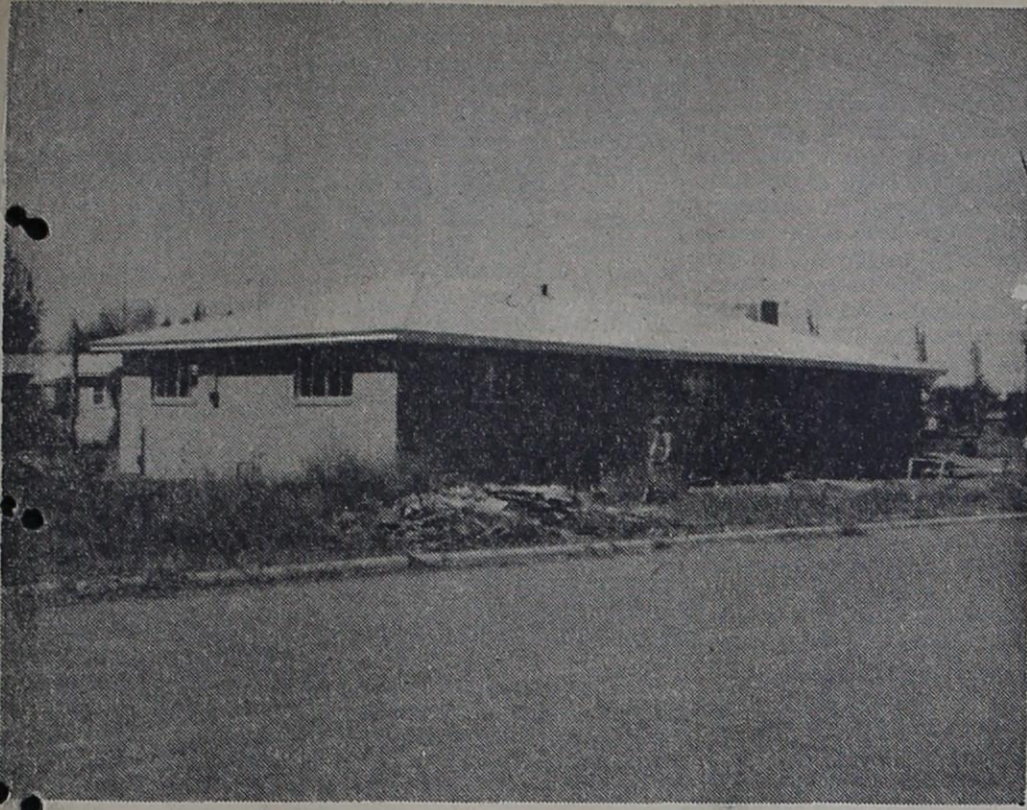
WILSON'S SUPER MARKET

BOVINA RESTAURANT

BILL MOORE GULF SERVICE

BONDS OIL CO.





NEARS COMPLETION--Almost finished is new Methodist parsonage here. The brick home is located between city park and Highway 86.

Officers Attend Meeting

Bobby Speir and Jerry Ridgon, Bovina FFA officers, attended the district FFA organizational meeting Thursday in Littlefield.

Duane Rea, '59 graduate of Bovina High School, who was outgoing president, presided at the business meeting. Officers were elected for the new year.

Date for the District Leadership contest was set for November 21 in Muleshoe. District Banquet and sweetheart contest will be December 3 in Littlefield.

Following the business meeting a short officers' training school was conducted for chapter officers with district officers in charge.

"The local FFA chapter voted to set membership dues at \$2 per person this year," says Jackie Turner, chapter reporter. Deadline for paying the dues is October 18.

"Lend Me Your Ears"

Suppose a secretary with a notebook walked around at your elbow all day and took down every word that you spoke! How long would it take to fill a printed book? If you are an ordinary conversationalist, you would probably fill a book about once a week; four books a month; 52 books a year! But talking is only half of conversation. There is also listening. We have two ears and one mouth.

If the truth were known, however, most of us are better at talking than we are at listening. Oh, we hear what people say, all right! But how seldom do we really listen to people in order to understand them, to see things from their point of view and to extend our friendship to them?

I was startled the other day to be told that several untrained people have set up offices in New York City and that they are making a good living-at about ten dollars an hour-by being sympathetic listeners.

One would think that there are enough friendly ears in New York City. Counting seven million people, each with two ears, that would make fourteen million ears! And yet, apparently, most of those ears are so filled with the noise of commerce, the music of entertainment and the chatter of self-interest that few are ready to listen-really listen-to another person. Anton Chekov once wrote a story of the horse and buggy days about a cab driver who lost an only son, and the next day went to work as usual. As passengers got in and out of his cab all day long he searched among them for even one pair of friendly ears.

"Yesterday my son died . . ." he would start to say. But no one heard him. Those who boarded his cab in pairs or groups were too busy talking among themselves; and those who got on alone were too preoccupied with their own thoughts.

And so the lonely cabby ended his empty day in the stable talking to his horse - sharing his grief with a dumb animal.

Of one thing we can be fairly certain: Among our friends and acquaintances there is someone who needs nothing from us right now so much as a FRIENDLY PAIR OF EARS. It is by listening that we confer upon a man the dignity of his person; it is by listening that we heal him when he is wounded; and it is by listening that we ourselves become better than we are. (By Dr. Dwight Stevenson)

Radiation, called "the silent killer," cannot be seen, felt, tasted or smelled. But a nuclear attack on just the critical military targets in this country could send fallout over almost the entire country.

Some studies estimate an adequate system of shelters could save as much as three-fourths of the population.

Cost to each family would, in some cases, be hardly more than early television sets cost when millions of families began installing this new entertainment in their homes.

A do-it-yourself basement shelter would cost from \$150 to \$200. Aboveground shelters cost more, from \$700 to \$2,000, depending on the elaborateness of the plan and the amount of help hired.

Some saving is usually possible if the shelter is built at the same time as the house.

HUMILITY.--Humility that low sweet root, from which all heavenly virtues shoot.-- Moore.

will be the first Saturday in June. Heretofore, the first primary had been in the latter part of July.

This change in election laws is another in a series of alterations affecting election of state and county officials. Four years ago, the constitution was changed to permit four-year rather than two-year terms. There are, of course, primaries held every two years just as always, but the difference is that only half of the offices are voted on. The offices are staggered in such a fashion that half of them are open bi-annually.

In 1958, elections were held to determine holders of the offices of county treasurer, county judge, and commissioners of Precincts 2 and 4.

The earlier primary dates are supposed to make it easier for the people to vote, since a good many are away on vacation during the traditional election times, and are forced to vote absentee if they want their opinions counted.

It is also pointed out, and the coincidence may not be without weight, that U. S. Senator Lyndon Johnson, who will seek reelection to that post, will now also have time to accept the Democratic nomination for the presidency if Fate plays her cards in his direction.

New Booklet May Be Obtained

AUSTIN, TEXAS, A new 30-page civil defense booklet, "The Family Fallout Shelter," gives detailed building plans for five basic shelters.

It may be obtained without cost by writing the State Civil Defense Office, Capitol Station, Austin.

James H. Garner, acting state coordinator of civil defense, pointed out that numerous recent studies have underscored the importance of fallout shelters, even in the remotest rural areas.

Radiation, called "the silent killer," cannot be seen, felt, tasted or smelled. But a nuclear attack on just the critical military targets in this country could send fallout over almost the entire country.

Some studies estimate an adequate system of shelters could save as much as three-fourths of the population.

Cost to each family would, in some cases, be hardly more than early television sets cost when millions of families began installing this new entertainment in their homes.

A do-it-yourself basement shelter would cost from \$150 to \$200. Aboveground shelters cost more, from \$700 to \$2,000, depending on the elaborateness of the plan and the amount of help hired.

Some saving is usually possible if the shelter is built at the same time as the house.

Lovelace First To Announce

Politics is a lot closer than most residents of Parmer County realize. There has been a lot of publicity during this year as to who will be the presidential and vice-presidential nominations for the Democrats and Republicans, to be sure. There always is. But local politics is close at hand, too, and many folks haven't realized that.

Charley Lovelace this week

became the first Parmer County office holder to throw his hat into the ring for the primaries next year. He is, as might be easily guessed, seeking the Democratic nomination.

In 1960, the offices of sheriff, county attorney, and tax assessor-collector will be put to a vote, and also to be voted on will be the commissioners posts from Precincts 1 and 3 (Frona and Farwell).

The sheriff is the only one so far to make definite formal announcement. However, the Parmer County newspapers, in talking over with other office holders their plans for the coming year, have found that it all likelihood, Lovelace will not be alone in his bid for reelection.

Hurshel Harding, county attorney, says that it is his intention to re-announce, and Lee Thompson, assessor-collector, feels likewise. However, neither has advanced his plans so far as to make it official.

The deadline for filing (for those candidates who wish their names to appear on the ballot) is the first Monday in February. This is much sooner than has been the case in previous years.

In fact, the whole Texas political calendar has been moved up three months. The first primary will be the first Saturday in May, and the second (or run-off, as it is called)

ASK THE FELLOW WE'VE

WORKED FOR--

BROOKFIELD Drilling Co. -- Frona -- Phone 5731



SAVINGS

Men's Reg. \$1.49

\$1.17

Sweat Shirts

Bulk Knit And Bon Ton Ladies

SWEATERS

\$4.95 To \$7.95

KHAKI

PANTS & SHIRTS

Reg. \$2.98 Each \$1.97 Each

5¢ Scooter's 10¢

THE POST OFFICE IS NEXT DOOR SOUTHWEST OF US

All Brands CIGARETTES

Carton

\$2.50

Yes, Now At Paul Jones Texaco, You Can Get A Carton Of Cigarettes

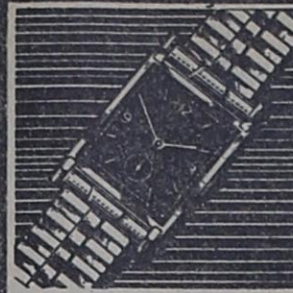
With A Purchase Of \$3.00 Or More For Only \$2.50 Come In Today!

Paul Jones Texaco Service Station

Hwy. 60

-Bovina-

AD 8-4331



FREE! Man's Wrist Watch To Be Given Away Saturday! Nothing To Buy-Just Register! You Do Not Have To Be Present To Win

All Day Saturday

HAM SANDWICHES

10¢ Each

White Swan Coffee Served All Day

WHITE SWAN

COFFEE

Reg. Or Drip

2 lb. Can \$1.19

Less 20¢ Coupon You'll Receive In Store Saturday

INSTANT COFFEE

2 Ozs. 33¢
6 Ozs. 79¢

Less 10¢ Coupon You'll Receive In Store Saturday

4-STAR FOOD SPECIALS

Thursday-Friday-Saturday, Oct. 1-2-3

Sunkist ORANGES 6 For 49¢

Kimbell SHORTENING 3 lbs. 59¢

Imperial Powdered Brown Sugar 2 lbs. 25¢

Betty Crocker Wild Blueberry Muffin Mix 2 Boxes 75¢

Maryland SWEET POTATOES 2 lbs. 19¢

Washington Jonathan APPLES 6 for 49¢

Hormel Deviled Ham 2 3 Oz. Cans 49¢

Pillsbury Pie Crust Mix 2 10 Oz. Boxes 39¢

Gaylord APRICOTS 3 No. 2 1/2 Cans \$1

Wapco- 3 Lb. Refrigerator Jar Peanut Butter \$1.15

Sunsweet Prune Juice Quart Bottle 45¢

Liquid LUX Pint Can 65¢

Franco-American SPAGHETTI 2 15 Oz. Cans 29¢

Del Monte KRAUT 2 No. 2 1/2 Cans 39¢

Gemain's Sweet Chocolate 2 Pkgs. 35¢

Libby's RIPE OLIVES No. 303 Can. 29¢

Kleenex Table Napkins 2 50-Ct. Pkgs. 49¢

Libby's APRICOT NECTAR Qt. 35¢

Dish Washer ALL

USDA Choice CLUB STEAKS lb. 49¢

Pinkney Sunray BACON 2 lbs. 95¢

Longhorn PICNIC HAMS lb. 31¢

Pinkney WIENERS 2 lbs. 69¢

8¢ Off Label 43¢

Men's Sweat Shirts Small-Medium-Large \$1.49

Red Heart Dog Food Assorted Flavors 6 Cans 79¢

Spare Time Frozen POT PIES Beef-Chicken-Turkey 5 For \$1

WE RESERVE THE RIGHT TO LIMIT QUANTITIES Double Frontier Stamps Each Wednesday With Purchase of \$2.50 or More.



SUPER SAVEMAY

BOVINA

PH. AD 8-2811

-OPEN SUNDAYS-

OUTSTANDING PLAYERS -

Strawn, Ezell Star In Friday's Game

BY J. VERNON STEWART
Bill Strawn, Mustang end, who was a defensive standout in the game, and Roger Ezell, a bruising 190-pound halfback, have been named outstanding linemen and back after the Mustangs' 14-0 loss to Amherst last week.

Ezell made two long runs against the Bulldogs that put Bovina near the enemy goal. The drives sputtered despite his runs that accounted for some 34 yards.

While Ezell did add cheer to the overall drabness of the Mustang offense, it was his defensive work as a linebacker that really stood out. He was a bulwark of strength in the center of the Mustang defense.

Strawn also was named chiefly on his defensive work. Several times, he broke through Amherst blockers and dropped the ball carrier for a loss. In the first quarter, as the Bulldog center sent a bad snap from center over the punter's head, Strawn was through like a shot and pulled the kicker down some

FROM HOSPITAL

Weldon Moody was released from Farmer County Hospital in Friona Wednesday. He is reported to be doing well and is returned to work this week.

19 yards behind the line of scrimmage. Despite Ezell's praise-winning performance, it was no less an offensive effort of the season. Against both Farwell and Whit-

harral, Ezell, the biggest Mustang on the roster, romped for long gains consistently. Nevertheless, he was the best ball carrier the Mustangs had Friday night.

DWI, Theft Cases Heard By Brewer

A Lovington woman, Perry Jo Fisher, 34, pled guilty in Judge Loyde Brewer's county court Monday morning to a charge of driving while intoxicated. She was fined \$50 and costs, and she paid the fine and has been released.

She was slightly injured in a car-pickup accident just south of Friona last week. Her car crashed into a pickup being driven by Elmer Euler, who received a broken arm and leg in the wreck.

James Hanson, 20, Farwell, was tried in county court on a charge of stealing a battery from road machinery owned by Stafford Construction Company of Lubbock. The firm is doing road construction on Highway 60.

Hanson entered a plea of not guilty, but waived counsel trial by jury, choosing to have Judge Brewer hear his case. The judge found him guilty and fined him \$50 and costs.

Duke Moseley, 50, and Pedro Perez, 35, bridge construction laborers on the Highway 60 job, were fined by Justice of the Peace Roy Thornton Monday. They pled guilty to a charge of drunkenness in public. They were picked up by Deputy Henry Minter in Bovina Saturday night.

PLAN COFFEE FOR MRS. EDENS

A get acquainted coffee and miscellaneous shower honoring Mrs. Bill Edens will be in the home of Mrs. E. H. Moody Friday morning. It is a come and go affair from 9:30 to 11:00.

Mrs. Edens is the daughter-in-law of Mr. and Mrs. Robert Edens of Bovina.

GOING OVERSEAS

M/Sgt. Carl A. Burnam left Tuesday for Ft. Ord, Calif., where he will await overseas duty. He has been visiting in the home of his mother, Mrs. Fannie Burnam.

WITH MARSHALLS

Mr. and Mrs. Buck Ellison, Mr. and Mrs. Joe Pinner, and Mr. and Mrs. Robert Read were Sunday guests in the home of Mr. and Mrs. Billy Marshall.

WANT ADS

LIGHTBULBS--We have a completion, all sizes, including three-way bulbs. Superior Electric, Bovina. 15-3tc

FOR RENT--Furnished garage apartment. ADams 8-4642.

WANTED--Lady to work at Bovina Dairy Freeze. See Boyd Gilreath or phone ADams 8-2662. 15-1tc

FOR SALE--2 row International binder; 2 row Moline corn picker; John Deere broadcast binder. All in excellent condition. W. H. Awtrey 3 mi. east 1 north Hub. Phone Hub 2699. 13-whk

WATCH, CLOCK AND JEWELRY REPAIRS, FAST SERVICE, REASONABLE PRICES, LOU MAROT, STATE HIGHWAY 86, BOVINA, ADams 8-4292. 11-tfnc

WATCH BANDS FOR SALE. LARGE SELECTION, PRICES REDUCED, FITTED WHILE YOU WAIT, LOU MAROT, STATE HIGHWAY 86, Bovina. 11-tfnc

HASTINGS ELECTRIC GUARANTEED ELECTRICAL SERVICE DEAN HASTINGS AD 8-4372

FOR SALE--Tall International corn binder in good condition. R. D. Garrett, Route 2, Friona, Rhea Community. 13-3tc

FOR SALE--5 3-bale cotton trailers; new IH stripper still crated; 1950 "M" IH tractor. W. D. Gibson, 209 Western, Hereford. Phone EM 4-2225. 14-2tp

Electrical & Plumbing Repairs BOVINA ELECTRIC Phone AD 8-2951 Odis White

\$15.00 REWARD to the finder of my dog. Lost, a light brown, short haired female dog, July 25 at Fifth and Main, Friona. She is 9 years old, has bad teeth, weighs between 20 and 25 pounds and answers to the name of "Ginger." Finder contact W. W. Wheeler, 3105 Washington, Amarillo. 11-6tp

BAND INSTRUMENTS PIANOS TED RAVEN Music Shoppe 405 East 6th Clovis 11-5tc

No More Frozen Water Pipes! LET US INSTALL ELECTRIC HEATING CABLES ON YOUR OUTSIDE WATER PIPES.

Water When You Want It - All Winter Long - Reasonable!

Superior Electric BOVINA AD8-2751 or AD8-4881

FOR SALE Two nice business buildings well located, rented and bringing in an attractive return on investment. Good terms can be arranged.

SEE OR CALL O. W. RHINEHART AD 8-2081 BOVINA, TEXAS 13-tfnc

LOST--Sorrell horse, weighing about 1100 pounds. John Renner, Ph. Hub 2423. 13-3tc

REAL ESTATE LISTINGS wanted. We'll get THE buyer. C. R. Elliott REAL ESTATE Bovina AD 8-2382 11-tfnc

MANURE FERTILIZER FOR SALE Triplet Feeding Co. Day, phone AD 8-2711 Night, phone AD 8-2581 Bovina 11-tfnc

Whittlin' (Continued from page 1)
except, of course, for cold-blooded, deliberate injury to a star player. As a rule, eye-gouging and piling on will serve as a stimulant for determination for the team on the receiving end of it. This plus penalties the dishing-out team is bound to get makes the idea seem childish.

This department was extremely impressed with Monday night's Parent-Teacher Association program. A panel discussed several questions in regard to the school system. The questions were ideal, we thought, and the answers left little to be desired.

We aren't familiar with the size of the crowd which usually attends P-TA meetings, but it was a shame more people weren't on hand to hear this well-prepared program.

Programs of the quality presented Monday night are a credit to the organization and to the community.

Too, we were impressed by the strict parliamentary procedure used by P-TA President Cecil Osborne. It's not nearly as lax as that used by most organizations we've had a part in. While a meeting which follows Robert's Rules of Order may not be as exciting as one which doesn't, it is certainly more conducive for accomplishments.

See ya after the World Series!

Bovina Bitten (Continued from page 1)

business on their own 47. Half-time found them near mid-field.

Schraeder executed a successful inside kick to begin the second half. Short, but consistent gains put them on the Bovina 30 before the Mustangs were able to contain the drive and take possession.

The Mustangs couldn't move the ball and the two teams quickly exchanged punts.

From mid-field, the Mustangs launched their most serious scoring threat of the game. Caldwell kept for five. Ezell punctured Amherst's secondary for gains of 15 and 19 yards and Barron hit the line for five, but that was as far as the drive went and Amherst took over on their own three.

In the fourth quarter, the Bulldogs scored again, taking over after the hard-rushing Amherst line had made futile two passing attempts by Caldwell.

Taking over on their own 31, the Bulldogs scored in five plays with Schroeder and Bre-shears carrying the mail.

Quarterback Davis scored from the five. The try for extra

FOR SALE--Practically new Heston for combine. \$450. Floyd Readhimer Bovina, Texas Phone Tharp BA 5-4474 15-tfnc

points failed. The teams battled near mid-field until the game ended. Desperation pass attempts by the Mustangs had little success as Bulldogs continued to be on top of Caldwell everytime he croppped back to throw.

A Caldwell pass found Don Cumpston for 10 yards and Jon Lin Riddle took a pass and ran to inside the Amherst 20. The play covered some 30 yards but two unsuccessful passing attempts used up the downs and Bovina had absorbed its second loss in three games this season as the clock ran out with the Bulldogs in possession.

The game marked the first time the Mustangs have been shutout this season. It was also their poorest offensive showing as they gained only 161 yards. Passing gained 58 yards. Amherst led in first downs--10-5.

The Bulldogs gained 196 yards on the grounds and completed no passes of two attempts.

It won't kill you to be careful.

Grader For Precinct 1

At a cost of approximately \$20,000, Precinct No. 1 (Friona) is being delivered a new motor grader this week.

The Farmer County commissioners court authorized purchase of the machine this week from West Texas Equipment Company of Amarillo, dealers for Caterpillar.

The machine will replace a Warco grader, which is being retired from service. It was traded in for the new machine and was worth \$3400 on the trade.

Another item drawing the attention of the commissioners was the 1960 budget, which they worked on but failed to complete. The meeting was continued until next month, when the budget will be finished.

Now Serving -
Fine Mexican Food
From 5 To 10 P. M. Daily
Quality Sea Food
Tuesday And Friday 1/4 Fried
Evening Special ... Chicken **75c**

KESNER CAFE

Mr. and Mrs. Shirley Kesner
Highway 60 Bovina

HASTINGS ELECTRIC
GUARANTEED
ELECTRICAL SERVICE
DEAN HASTINGS
AD 8-4372

FOR SALE--Tall International corn binder in good condition. R. D. Garrett, Route 2, Friona, Rhea Community. 13-3tc

FOR SALE--5 3-bale cotton trailers; new IH stripper still crated; 1950 "M" IH tractor. W. D. Gibson, 209 Western, Hereford. Phone EM 4-2225. 14-2tp

Superior Electric
BOVINA
AD8-2751 or AD8-4881

FOR SALE Two nice business buildings well located, rented and bringing in an attractive return on investment. Good terms can be arranged.

SEE OR CALL O. W. RHINEHART AD 8-2081 BOVINA, TEXAS 13-tfnc

NEW SPHERE OF SLIMNESS

Nelly Dons for autumn-winter wear are typically American. Key word is FEMININE for suits, costumes, casual dresses, with waistslines definite, bosoms rounded. New is the TUNIC. Much NECKLINE INTEREST in scarfed collars, flanges, yokes, wide collars or none at all. SLEEVES are important: dolman, lantern bell, wrist length, all mounted to give shoulder width. SLIM SKIRTS are softened at the waistline with groups of shirring or tiny pleats. Group pleats are inverted or smooth and flat.



\$12.98 To 17.98

WILLIAMS Mercantile Co
"Pioneers In Bovina"

BOVINA FARM CHEMICAL OFFERS

You Fast, Fresh ANHYDROUS AMMONIA

Service Direct From Production Plant In Freeport Via Transport Truck To Field Tank And Your Farm!



Buster Cochran And Charles Corn, Transport Driver

... ANNOUNCING ...

E. L. "BUSTER" COCHRAN

As Assistant Manager And Sales Representative

Mr. Cochran Is Familiar With Farm Problems, Stop In Today and Let Him Help You.

Bovina Farm Chemical

DEPENDABILITY TO A DETAIL"

Amalie Oils Oil Filters

Bindweed and Johnson Grass Killer

Troy Fuller

AD8-4311

MANURE FERTILIZER FOR SALE
Triplet Feeding Co.
Day, phone AD 8-2711
Night, phone AD 8-2581
Bovina 11-tfnc

We Salute LAWLIS GIN CO.

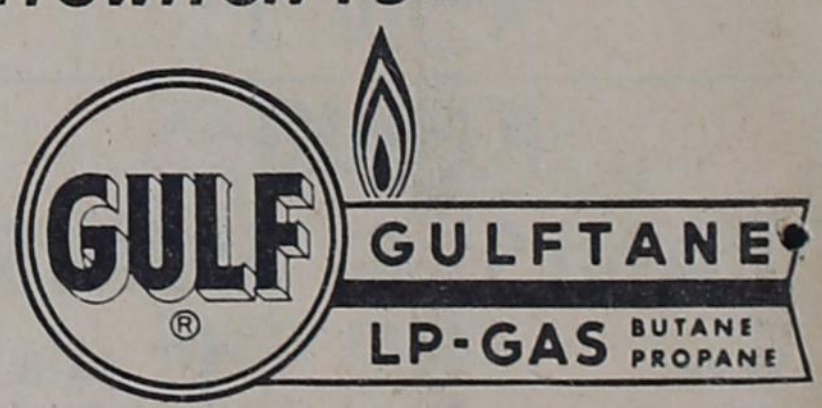
On Its Completely Remodeled Ginning Facilities.

It Was Our Pleasure To Do The Wiring For This Improvement!

Superior ELECTRIC CO.
AD8-2751 Jack Kesler Bovina

BEAT THE RAW, COLD WINTER WEATHER

... SWITCH TO



GULF GULFTANE LP-GAS BUTANE PROPANE

HAVE AUTOMATIC GULFTANE HEAT at your fingertips 24 hours a day! Just touch a dial and have exactly the warmth you want in a jiffy!

HAVE CLEAN, EVEN GULFTANE HEAT in your home! No more ugly, oily, sooty smears on walls and woodwork. You can have clean, healthful heat, with no chilling drafts that bring on long winter colds!

FOR ONLY PENNIES A DAY, you can enjoy Gulftane, the modern fuel that lets you beat the raw, cold winter weather! You'll be surprised how little it will cost ... and how warm and comfortable you can be all winter long! So safe, too. Controls on modern gas furnaces turn off gas--instantly--if the pilot goes out.

BE WARM ALL WINTER--
CALL OR SEE US NOW!

Bonds Oil Co.

Hwy. 60 Bovina AD8-2274

THE HIGH PLAINS FARM AND HOME

Rush To Harvest Early Grain Sorghum

Parmer County area farmers who have early-maturing grain sorghums aren't letting a minute go to waste. They are combining their ripening feed at the earliest possible moment.

By Tuesday, when high humidity readings shut down most operations (which had been marginal anyway on account of wetness) from five to 10 per cent of the crop was estimated to have already been cut and on its way to the elevators.

The memory of 1957, when about a third of the unharvested crop was blown to the ground by high winds, is still fresh

in the minds of most farmers, and they're understandably anxious to get into their fields at the earliest possible moment.

In addition, the earlier maturing feed needs to be cut so that the rush won't be so bad for the bulk of the crop, and also, the sooner the harvest is over, the sooner money will begin to get into circulation, and that's mighty important.

.....

Farmers are proving that it is possible to produce large yields of grain sorghums and get the crop in before frost. Hybrid varieties, with their high yields and relatively short ma-

turity schedules, are primarily responsible for this achievement.

Just a few years ago it was considered practically impossible to obtain yields of over 5,000 pounds per acre unless some of the "green-headed" varieties were used. These, such as Plainsman, Caprock, or Redlan Kafir, didn't mature until after a hard freeze. They yielded well, but took a long time to do it.

Hybrids, on the other hand, usually mature in about the same time as the old "standbys" such as Martin's take. That means the farmer gets more grain quicker-- a

nice combination, since it often means a savings in growing costs (irrigation mostly), not to mention avoiding the pitfalls of poor late harvest weather.

During the past week it has been a common sight to see combines lumbering through fields that were full of green, succulent stalks and healthy leaves, after the ripe grain which was, in most cases, just barely dry enough to cut. The cuttings, instead of smelling dusty, had the odor of ensilage.

Drying facilities at commercial elevators have helped greatly to make it possible for such feats to become commonplace on the High Plains. They can and do pull moisture content of grain down several percentage points to permit safe storage or handling.

17th Farm Census Coming

One of the biggest farmer-government cooperative undertakings of this decade will get underway in October and continue through November. It is the 17th nationwide census in which farmers and the United States government have participated during the past 120 years.

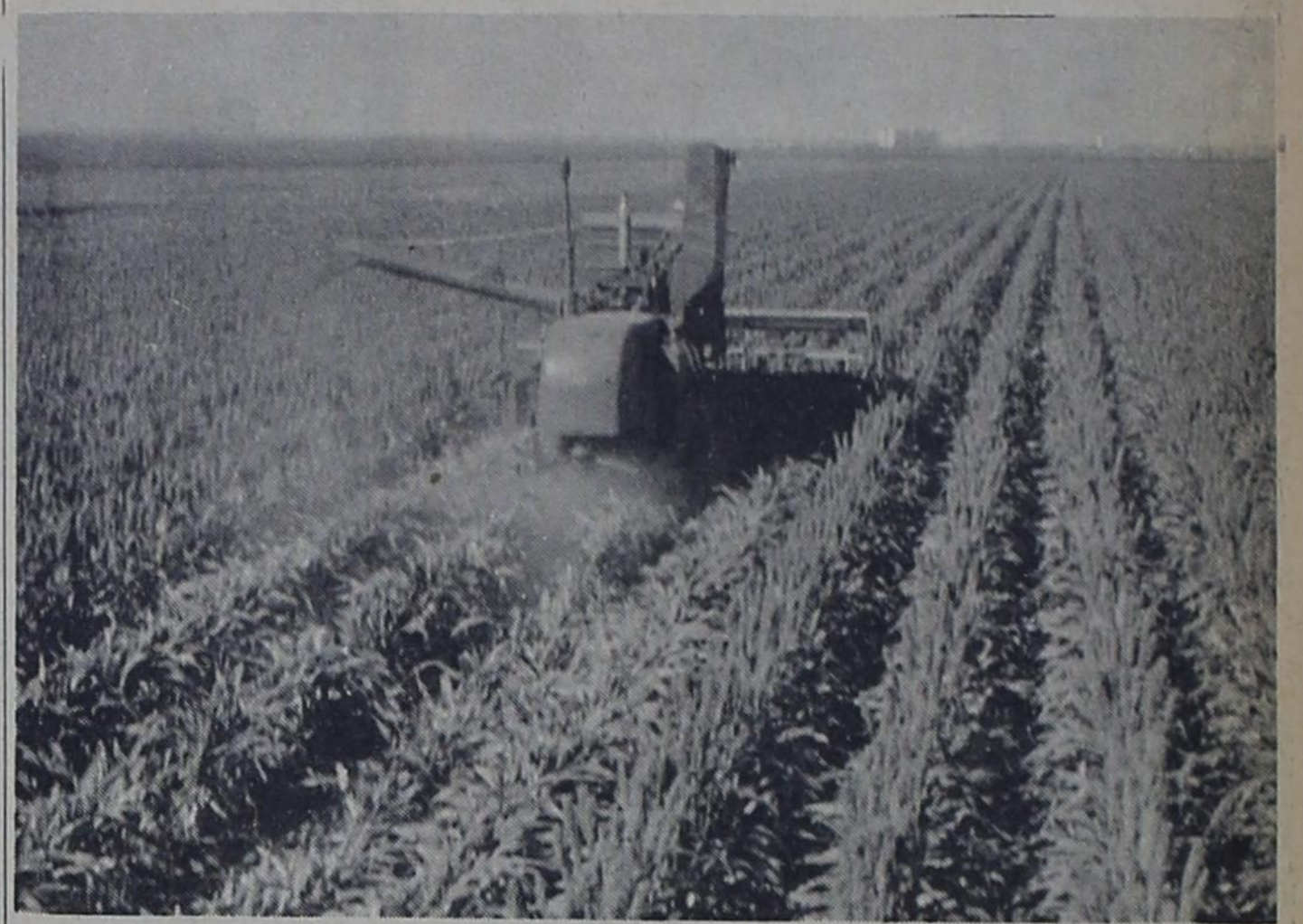
Information gained from this agricultural census will have a vital influence on future planning, says A. B. Wooten, extension economist. More than 30,000 census takers will visit farm families throughout the nation to get information in three general fields... farm resources, farm products sold in 1959 and selected farming activities for this year.

Two weeks before the census begins, questionnaires will be mailed to farmers by the Census Bureau. Farm operators should complete these forms and have them ready for the census taker when he calls. Wooten points out that all information given by a farmer is confidential and figures for individual farms will not be revealed.

The big job gets underway on October 7 in far South Texas and a week later work will begin in 34 additional counties. On November 18 work will begin in all other counties of the state.

Farm records will be very important and Wooten suggests that farm families have their records available and as complete as possible when the census taker calls. By providing complete and accurate records, the time of the taker will be conserved and the Census Bureau will be able to process and publish their findings without delay, says Wooten.

It's Harvest Time Again



Fall is here, and so is grain sorghum harvest. These pictures are typical of early-season activity over the Parmer County area this week. Above, the view that the combine operator gets from his high perch in the cab, as he follows along behind the No. 1 machine. This fine field of Texas 620, on the Edwin Lide farm near Bovina, is yielding 6000 pounds. The crop was planted May 15 following wheat. The land was pre-watered, but only two irrigations were applied, and 112 pounds of anhydrous ammonia were used as fertilizer.



AN EARLY START ON NEXT YEAR is possible where farmers get their grain off early. Grain sorghum on this Bovina farm has been cut and shredded, and is now being fertilized with anhydrous ammonia to speed decomposition of the organic materials.

ANNOUNCEMENT-

First Showing Dates Of

New And Beautiful Lark

By Studebaker And Rambler

October 14 And 15

BLAIR MOTORS

101 Pile

Clovis, N.M.

NEWS FROM THE
FARM BUREAU
BY RAYMOND EULER

Next Thursday night, at Bovina School Auditorium, Parmer County Farm Bureau members will hold their eleventh annual convention. It is here that policies to be recommended to the Texas Farm Bureau will be made.

This year, there will not be

any prepared resolutions presented. The directors and resolutions committee members decided that it might bring more discussion and actual grass roots talking and thinking into action if prepared resolutions were dispensed with. Therefore, plans are to ask you and your neighbor to say what you believe is important to you as a farmer and American Citizen.

When you have stated your subject and beliefs on it, discussion will be called for, and then voted upon. These ideas, adopted by the membership, will become the county's resolutions for the year. This is the one time of year when your ideas have a very good opportunity to be put into action locally, on a state basis, or even on a national basis. You are urged to be present and take part in determining your future as farmers. The meeting is to start at 8, or as soon thereafter as a crowd is present. The Bovina School Band will present some numbers while you are congregating.

Several directors were out Monday getting more members for Farm Bureau, in an effort to earn one more vote in the state convention in November. If they missed you and your dues are not current, bring or send them in before the last of October. Please do not pay them yet if they are not due before November.

Three or four Farm Bureau Leaders planned to attend a supper meeting in Muleshoe Tuesday night, where Representative Jesse Osborn was to give a run down on the last legislative session.

.....

Have you filed for state gasoline tax exemption in the

last six months?
.....
CONSIDER THIS: There be four things which are little upon the earth, but they are exceeding wise: The ants are a people not strong, yet they prepare their meat in summer; The conies are but a feeble folk, yet make they their houses in

the rocks; The locusts have no king, yet go they forth all of them by bands; The spider taketh hold with her hands, and is in kings' palaces.
PROVERBS 30: 24-28

Sense shines with a double lustre when set in humility.
--Penn.

THE PARMER COUNTY IMPLEMENT CO.



NEWS



"The Place Where Most People Trade" Friona, Texas Wednesday, September 30, 1959

Husband: "Why do you weep and sniffle at a movie of imaginary woes of people you've never met?"

Wife: "For the same reason that you scream and yell when a man you don't know slides into second base."

PCICN
No one knows the exact origin of wheat. It was, however, an important food crop in ancient Egypt and Palestine and was grown among the lake dwellers of Switzerland. The United States is the world leader in wheat production, but Denmark holds top honors in the total production per acre department.

PCICN
Have you seen the new IH two row cotton strippers? They will take all the worries out of your cotton stripping job. Let us show you how easy it is to get cleaner cotton with the big capacity McCormick cotton stripper.

PCICN
We know this sounds like a Believe It Or Not, but it is true, nevertheless. There's an old, old olive tree at the Charles Allen home this year and it made olives that really ripened. Not many, but enough to know it really and truly is an olive tree. Mrs. Allen says the tree was planted by Mrs. Warren years ago, probably when the Warrens built the house.

PCICN
McCormick harrow plows are designed and built for fast shallow plowing. The large disks cut through heavy growth and trash leaving it exposed to prevent soil washing and blowing.

PCICN
We enjoy the title of a joke

page in one of the machinist magazines we get, "It Tickled Me--But Not To Death!" Then the Methodist "Get Together" magazine calls its joke page "The Wicked Flea!"

PCICN
The big IH combine is the answer to your big harvesting problems. Big capacity throughout is available with 16, 14 or 18 foot platform, 46 inch wide feeder, cylinder, straw rack and cleaning unit, 80 horsepower IH 6 cylinder engine.

PCICN
Herschel Johnson has bought the lots across the street south of the Fred Carson home. He has had his son, Joe Bob, in plowing and leveling the lots this week. We hope he decides to build on them soon.

PCICN
Mr. Dick Bentz, music director at Friona High School the past several years, was visiting here Sunday. Dick says it's only since moving that he's realized how much he appreciated the paved streets here. He's enjoying his work in the Olton schools where he is band director, but misses the Friona folks.

PCICN
We will hold open house at the Parmer County Implement Company Thursday and Friday, October 1 and 2 and you are invited to come in to see the beautiful new 1960 Oldsmobile. You must see this beautiful new car. Come in for a demonstration ride--in the ride of your life--in 1960 Oldsmobile.

PCICN
Charity begins at home--and all too often it dies young.
PCICN

PCICN
Our daddy's brother, Shine, who lives on a ranch near Tucumanari and, according to our dad is semi-retired, seems to have troubles just like everyone else. One day last week he decided to take a sick cow into town to see the vet.

The cow didn't much want to go and chased Shine over a fence and out of the lot. He fell and painfully sprained his arm, but finally loaded the cow in a trailer and tied her securely. Then he put the saddle horse in the trailer, too. The cow was by then fighting mad and the trailer turned over for some reason. The horse was killed instantly.

Shine got his knife out to cut the live cow loose and accidentally stabbed himself in the leg with it. Sometime later, with the help of neighbors, Shine and the cow both went to see the doctor and then returned home safely.

PCICN
Check our' rock-bottom prices on Goodyear's new tubeless DeLuxe super cushion tires. 3-T triple tempered cord makes these tires stronger. Tubeless construction means no tube to pinch, chafe, build up heat or blow out. You get a longer lasting, cooler running tire at a cool saving. More people ride on Goodyear tires than on any other kind.
PCICN

For the very best binder twine buy McCormick twine. Good twine means few stops while binding and fewer loose bundles. The best twine is always cheapest to use.
PCICN

COUNTY And STATE TAXES

Are Payable Now!

Pay Yours Early- Save!

DISCOUNTS

3% If Paid In October

2% If Paid In November

1% If Paid In December

Lee Thompson

Tax Assessor- Collector
Parmer County, Texas



See Stan for Precision Machine Work

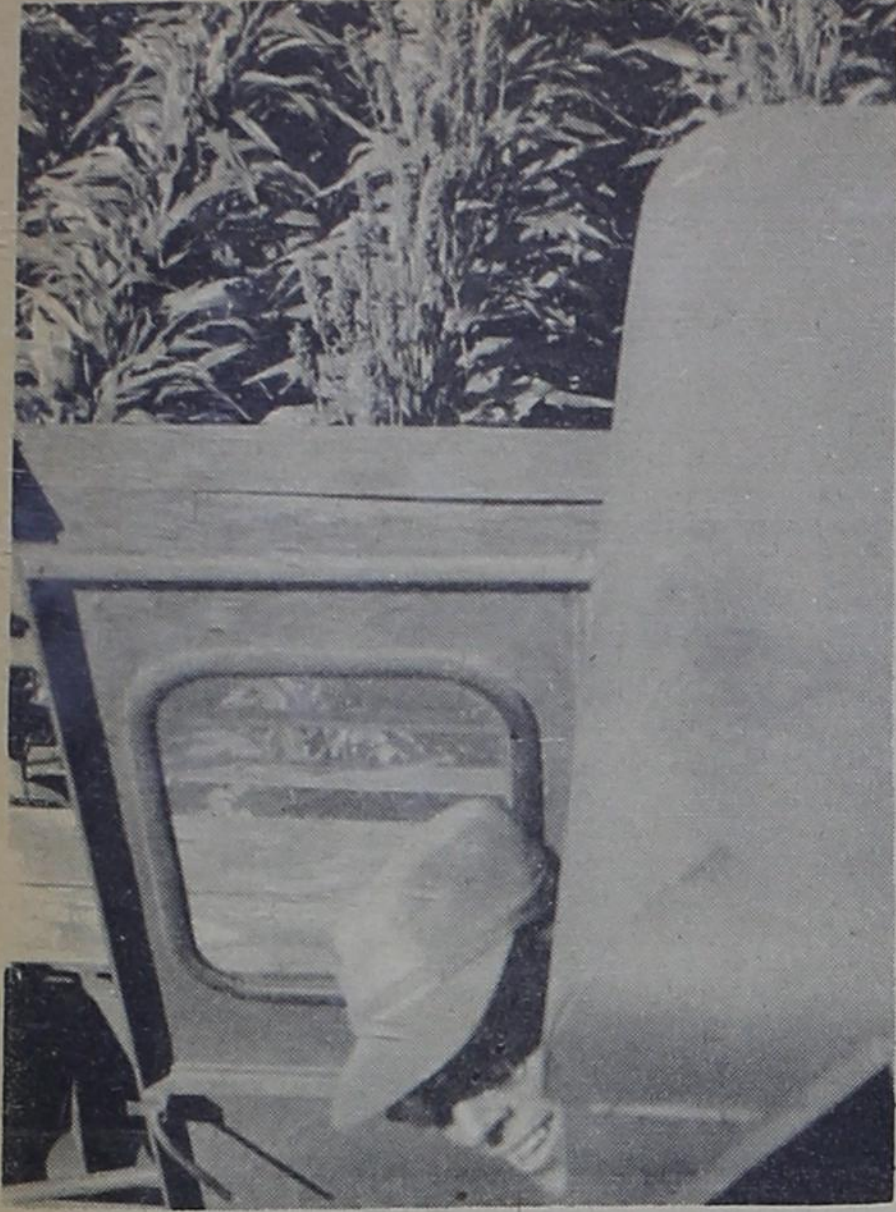


or your needs on

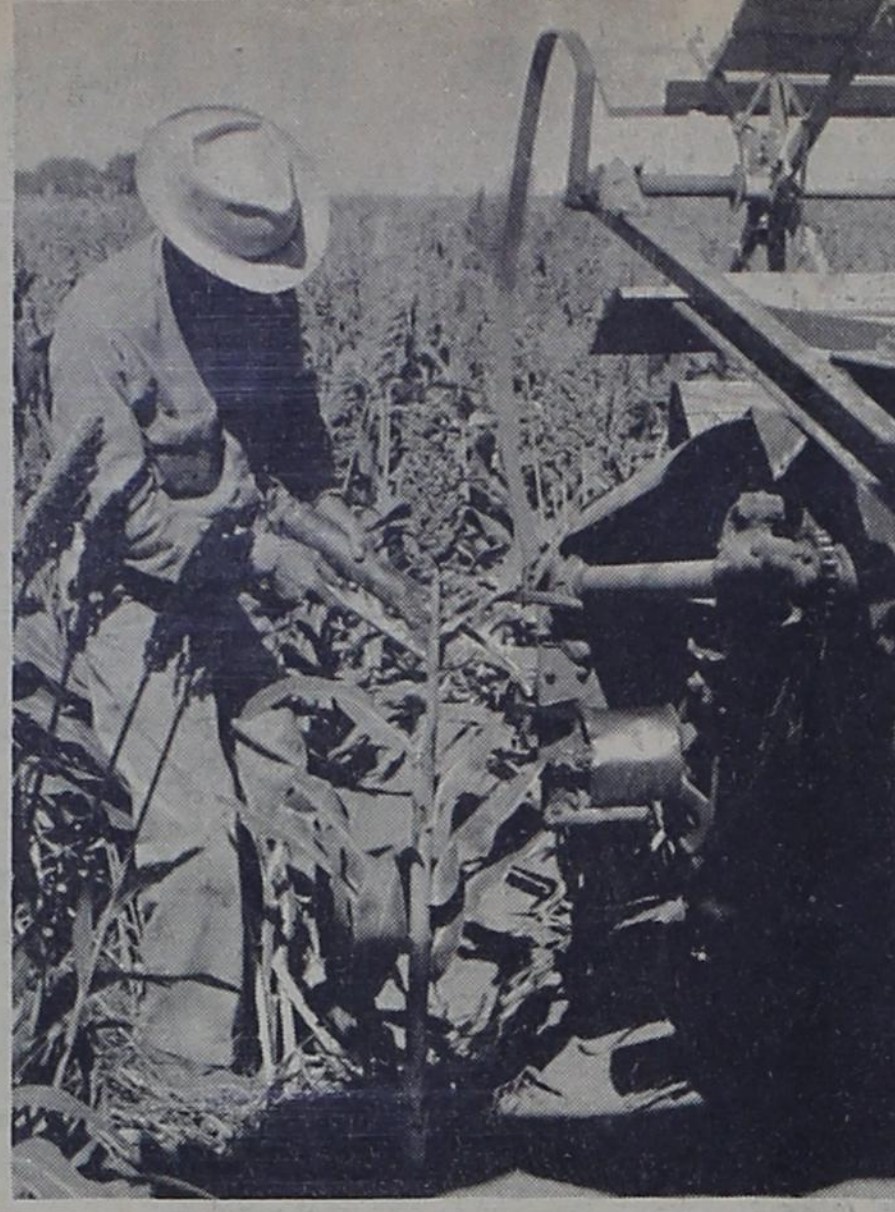
GEAR HEAD REPAIR DRILLING B-J PUMPS

Parmer County Pump Company

—FRIONA—



Lide pokes his head out of the combine cab during a pause in the work. Modern combines have done much to protect farmers from the uncomfortable dust and chaff that always accompanied grain harvest.



Anytime a machine is stopped, it's a good time to take a minute or two to grease up. Here the reel driving mechanism gets a few squirts to make sure everything is in proper order.

Weather Brightens Prospects Of Late Maturing Cotton Crop

Except for the first cold front of the season, which pushed its way into the High Plains area early Tuesday morning, and which holds some unknowns concerning moisture and temperatures, weather for the maturation of cotton has been excellent the past two weeks. This has been of vital importance to area cotton growers, who are "bringing up the rear" with the latest irrigated cotton crop in history, and who, for the most part, have about given up chances of having a good crop just on that account.

"The cotton is really making," commented County Agent Joe Jones Monday. There was ample evidence all around that his statement was founded on fact. The air was crisp with the feel of fall, but the sun beaming down from a cloudless sky gave an almost summertime glow to everything it fell upon. Cotton, still rank and sappy, was beginning to "hurt" in many spots, more from lack of water than maturity, and this was pushing open the bolls on the bottom and middle parts of the plant, as the growing thing instinctively sensed the end of its life.

For irrigated cotton growers on the High Plains, October 1 is considered "G" day. It's a gamble from then on—and the odds aren't much better than 50-50—as to when the first killing freeze will come. After that, it's the end of the cotton crop. The average first frost date is around October 10-15. Averages are almost meaningless to

the farmer faced with the immediate problem, though. Freezes vary widely in occurrence on account of the altitude of the High Plains, and their susceptibility to the cold masses of air that often push out of the Rockies.

That being the case, hard freezes are not really unusual in mid to late September. And, the weather has been known to hang on in Indian summer fashion and the calendar be turned to November before the first freeze comes.

At any rate, the later the better is the order of the day for Farmer County area cotton

growers. The appearance of the strong cold front this week looks like the jig may be up in a few days, though.

With the unusually favorable weather of the past two weeks, cotton has opened more rapidly than otherwise would have been anticipated. These favorable conditions have encouraged quite a few farmers to think

seriously of defoliating their crop, hoping that they can manage to give the crop a bit of sunshine before the cold weather ends growing for good.

The use of defoliants is not recommended, however, cautions the county agent, until 50 percent of the bolls have opened. Not many fields qualify for this test at the present time.

DR. WILLIAM BEENE Optometrist
Frona, Texas
 Office Hours 9 to 5
 Mon. - Tues. - Wed.
 9th and Main Box 608
 Phone 4051

DIVIDENDS TO FARMER COUNTY POLICYHOLDERS IN SOUTHERN FARM BUREAU CASUALTY INSURANCE COMPANY IN AUGUST AMOUNTED TO \$1,710.46

TOTAL SINCE JANUARY 1st ---- \$14,205.29

It PAYS to belong to Farm Bureau !!!

RAYMOND EULER, Service Agent -- Frona Phone 3521

On-Farm Grain Storage Increases

The Farmer County area, a giant producer of feed grains, has, since development of widespread irrigation in about 1951, managed to produce more grain each year, until now the golden pile of sorghums—heaps up about 17 million bushels high

each fall. With this constantly increasing production of grain has developed a corollary trend, and this is to increased use of on-the-farm storage. Up until just the past few years, grain stored on the farms of the Farmer County

area has been just a sprinkling.

Farmers have depended on the commercial warehousemen of the area to take care of their crop. Consequently, the elevators have found it necessary to keep on expanding year after year, and it is typical to see that this year, with harvest hardly started, commercial installations are already clearing ground and putting up "sideboards" in anticipation of running over again when the torrent comes from the fields.

The commercial elevators of the area have always accommodated producers, and storage has never been a real problem to the farmer, but now that prices have declined to the point that expenses have to be watched very closely, more and more are taking a long look at the opportunity that may await them taking care of some of their own storage requirements.

Prentice Mills, ASC office manager, confirms that there is a considerable increase in interest shown for on-the-farm storage projects. He points out that only about 15 producers were interested in farm storage in 1956. In 1957 this number increased to 46, and last year 118 obtained loans to store grain on the farm. He expects that the number will jump to about 200 this year.

Many large steel buildings, which have been used for odds-and-ends storage of combines, tractors, seed, and even motor boats, are "coming out of mothballs" so to speak, and will be used to store grain under the government loan program this year for the first time in quite a while.

Mills says that some 50 to 60 buildings are undergoing repairs of various kinds to put them in shape for such use. "We have made loan commitments on 12 barns within the past 60 days," he says.

Thinking of the amount of grain affected by this trend, Mills says, "I would say that in 1956 we had about 400,000 bushels placed under loan on the farm. It looks like we'll have four or maybe five million bushels this year."

How the on-the-farm loan program works for a typical producer:

Farmer A harvests his grain on September 27. The loan would make it worth \$1.32 at the elevator on that date. But if he keeps it on his place and puts it under storage himself and keeps it until March 31 of 1960, he would receive \$1.46 (net). The 14 cents storage is what he is interested in.

On maturity of the loan, the grain becomes the property of the Commodity Credit Corporation. However, the ASC usually allows the farmer "a couple of weeks" to make delivery, and the farmer can sell during this time if he wants to.

Some of the farmers who had grain under such conditions during the past year marketed it at \$2.05 and \$2.10 a hundred this spring. They got more money for their grain and the crop was not added to government-owned surplus.

However, surplus can accumulate down on the farm too. The government has a "re-seal" program which means that the farmer can elect to keep the grain (then the government's) on his farm after maturity of the loan for another year. He gets the storage charges.

Doubtless one of the reasons on - the - farm storage is increasing in popularity is the liberal financing plans that are available, both from manufacturers and their dealers, and through the government.

Under the ASC program, a farmer can be loaned up to 80 percent of the total cost of the building, repayable over a five-year period at the extremely low interest rate of four percent.

This loan formerly applied to the building only (that is, excluding the foundation). Today, the government, if it can get a first lien on the land the building sits on, will loan up to 80 percent on the whole deal.

That's ultra-liberal financing, and is bound to have an effect on the producers. Besides, there are other attractive programs offered by the companies too.

The typical storage barn is 80x40 feet, and will hold from 22,000 to 23,000 bushels, with 35,000 being an average. That's peanuts for many farmers, insofar as their total production is concerned, but the amount stored is increasing as the number of barns available rises.

It wouldn't be crickets if the reader drew the conclusion from this article that there's nothing but profit in the storage business. There is definitely risk involved. The farmer must keep his grain in good condition or he's in trouble—quick.

Moisture, insects, disease, and rodents are a few of the things that worry a farmer who has grain in storage, but the greatest of these is the moisture problem. In fact, it compounds all others.

County Agent Joe Jones says emphatically, "Moisture content is certainly the foremost problem of the farmer who stores his grain. A farmer shouldn't get the idea that all there is to storing grain is to haul it in, dump it, and then forget it. If he operates this

way he's sure to come out loser."

Grain can be artificially dried and kept in condition with modern drying and aeration equipment, but nothing quite equals the time-proven principle of putting the grain in dry enough to begin with.

According to Mills, county farmers have shown a high degree of skill, at least so far, in keeping their grain in condition. "We've had only two cases of where grain has gone out of condition," he says.

INSECT REPORT FROM WICHITA KANSAS

Sorghum headworms--sorghum webworms and corn earworms both are infesting grain sorghums, and doing quite a bit of damage. It takes only one corn earworm per head to reduce yields about 25%. The infestation extends into Missouri and Oklahoma as well as in Kansas. The report indicates that sorghum webworm is very severe in Southeast Kansas, where the counts reached 225 worms per head. Missouri insect report says that some yields have been cut as much as 50%.

- HOUSE TRAILERS--
- *GREAT LAKES
- *MIDWAY
- *AMERICAN HOMES

VALLEY MOBILE HOMES
1121 W. 7th CLOVIS

Martin Bros Furniture
1806 West 7th Clovis
"MAPLE HEADQUARTERS"

WHOLESALE Furniture And Appliances

KD'S Discount House
113 E. 6th CLOVIS

Furniture
BEST QUALITY Household Furnishings "Name It--We Have It" Dealers for--
RCA WHIRLPOOL ADMIRAL TV, HI-FI
HORTON & SON FURNITURE
504 MITCHELL CLOVIS

Sewing Machines
Necchi - Elna
SUDDENLY
There's A New Way To Sew
Rudolph Electric
110 MAIN CLOVIS

HORTON FURNITURE
Corner of Grand and Mitchell --CLOVIS--
Used Furniture And Appliances

REISER FLORIST
"for your EVERY flower need"
1112 MAIN PO 3-4242

McGee Furniture Company
"Look To Us For The Newest In Home Furnishings"



Shop & Save During Our 1st Anniversary Sale Beginning Monday Oct. 5th

HEREFORD, TEXAS
Phone EM 4-2586 511 N. Main

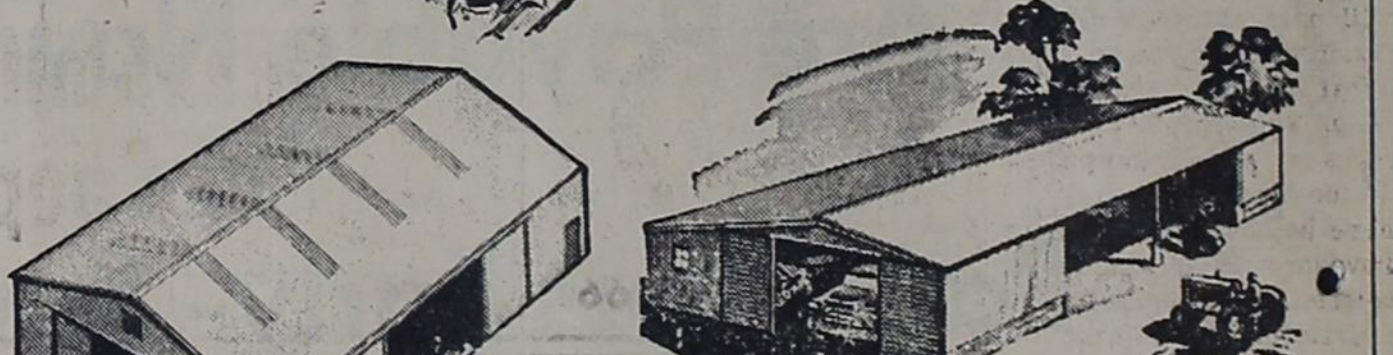
- FREE PARKING
- FREE DELIVERY
- EASY TERMS

Register For Free Bedroom Suite To Be Given Away Oct. 31

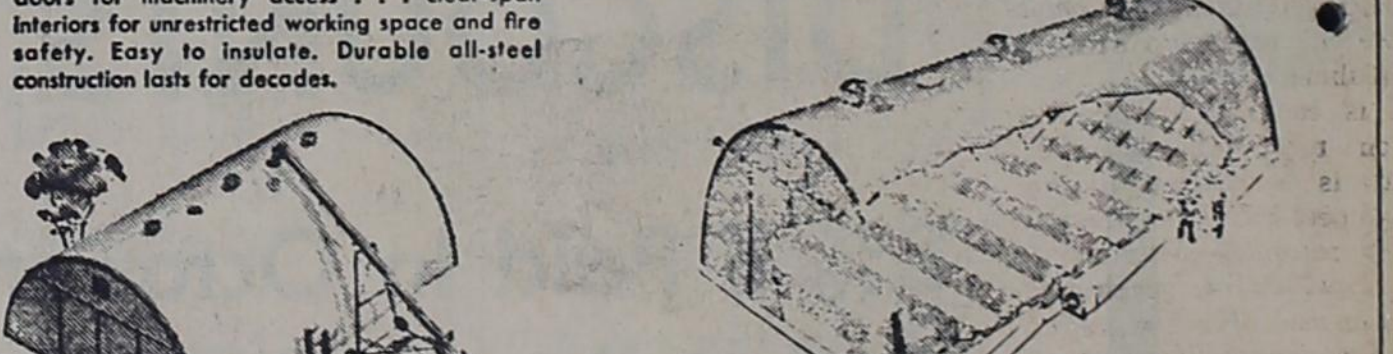
STRAN-STEEL FARM BUILDINGS—"PRODUCTION TOOLS" THAT PUT MONEY IN YOUR POCKET...

Low Maintenance Cost All-Weather Protection Firesafe

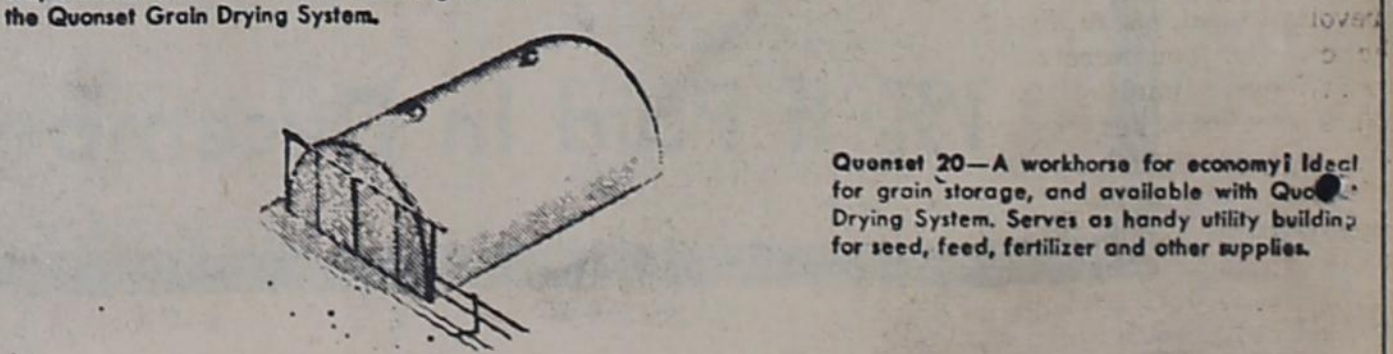
Stran-Master—Lowest cost all-steel farm building. Pole-type design makes erection fast and simple. Choice of do-it-yourself construction or dealer's crew. Buildings from 12- to 120-ft. width . . . any length in 16-ft. multiples . . . 10- or 14-ft. eave heights. Wall designs may be open, totally enclosed or partially enclosed. Stran-Master gives more for less money . . . ideal for machinery storage, livestock housing and general utility storage.



Stran-Master—Weather-tight all-steel construction gives lifelong protection to valuable farm machinery. Saves depreciation losses and keeps machinery in top condition. When storage requirements grow, building may be easily enlarged at minimum cost without loss of materials.



Quonset 40—Most dollar value in a farm building! Post-free storage for machinery and farm crops. Ideal for livestock. And it's designed for the Quonset Grain Drying System.



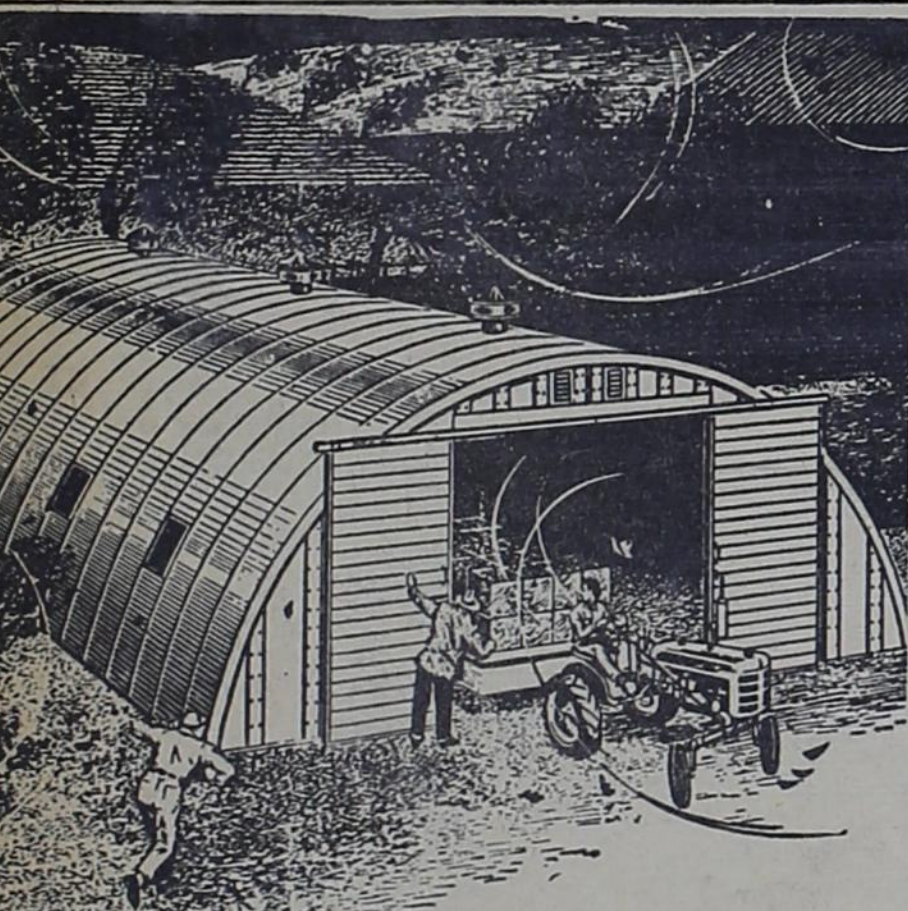
Quonset 20—A workhorse for economy! Ideal for grain storage, and available with Quonset Drying System. Serves as handy utility building for seed, feed, fertilizer and other supplies.

Easy to Finance
Stran-Steel Purchase Plan permits confidential finance arrangements between you and your dealer—leaves bank credit free for normal farm needs. Fast credit approval. As little as 1/3 initial investment and five years to pay balance.

Your Choice Of Six (6) Colors!

OVER 500 STRAN-STEEL BUILDINGS CONSTRUCTED IN This Area IN PAST 9 NINE YEARS

Dura Bilt Products Co.
PHONE PO 3-7660 300 SOUTH PRINCE ST. CLOVIS, N. M.



Let 'er blow!
You're safe from windstorm damage with a **LOK-RIB STEEL BUILDING**

Greater Strength—There's a big difference between light metal sheathing and LOK-RIB's heavy-duty 18 or 20-gauge steel panels bolted together. Let the wind howl—let the snow pile deep—let lightning strike—you can still enjoy peace of mind with your LOK-RIB.

Exclusive V-Rib Construction—This exclusive LOK-RIB feature provides the extra strength that lets you stop worrying while the weather plays havoc with ordinary buildings.

Quick Erection—Low Cost—The LOK-RIB Building goes up fast and easy—eliminates high framing costs because the LOK-RIB panels are both framing and sheathing. In 24, 32, 40 and 48 foot widths.

See us for all the facts on LOK-RIB Steel Buildings.

Sneed Supply Co., Inc.
PHONE 4170 MULESHOE

CLABORN

FUNERAL HOME & FLORISTS

Ph. 2311
Ph. 3541

FRIONA

THE FARMER FARMER

by W. H. Graham Jr.

For many, many years residents of the High Plains have more or less considered themselves geographically isolated from important areas of the nation. New York, Philadelphia, Boston, and other metropolitan centers of the Eastern Seaboard seemed almost in another world a century ago.

Chicago, St. Louis, Kansas City, and other major cities of the Midwest also seemed a long, long way off. The High Plains was thought of as a sort of American Siberia—"The Great American Desert"—separated from the "civilized" parts of the nation by hundreds and hundreds of miles of prairie, hills, and timber.

Those cities of the east and Midwest were thought of as the focal points of commerce and culture for the entire nation. But the past 50 years has brought great changes. Great cities of the Southwest have risen into prominence. Oklahoma City, Dallas and Fort Worth, Houston and San Antonio are acknowledged major metropolitan areas.

Those cities crept into the picture the last generation, and are continuing to grow in influence.

Another era is dawning, though, and this generation will also have its "Cinderella" cities. Amarillo, Lubbock, Wichita Falls, and Albuquerque are four we might mention. These regional population centers are getting out of the class of typical plains cities, and are taking on the size and airs of genuine metropolises.

Over-all, there is a great population shift underway in the nation today. People are pouring into the Southwest in ever-increasing numbers. In the far west, Los Angeles has already surpassed many major Eastern cities in size and now ranks behind only New York and Chicago, and experts say it'll pass one and possibly both of its rivals in size within another 50 to 75 years if the present rate of growth is maintained—and it probably will be.

These changes are vitally important to anyone who engages in the business of supplying basic ingredients of the economy, and of course here our discussion gets down to High Plains farmers.

In a comparatively short time, we will probably see Amarillo and Lubbock come to be markets that are just as important to us as some of these older cities have been in years past. It's in the cards.

There has been an enormous improvement in the modes of transportation available to private parties, especially the so-called "low and middle income groups" within the past 20 years. It is now possible to step into a jet airliner immediately after breakfast, and take your lunch in Chicago. Travel by personal car is vastly improved, and the miles that stretch from the High Plains to other points of the country are steadily diminishing.

It is easy for the average person to conclude that the world is shrinking like an orange peel in the summer sun, and in many respects this is true. However, geographic location is still a vital ingredient in many economic situations, and it is very likely that we will soon come to feel very fortunate that we are in the path of the nation's biggest pattern of growth.

Individual transportation has been revolutionized, but that is not the case for commercial, heavier types of hauling. It still takes a lot of horses—and a lot of hay—to move X tons of freight from A to B.

To illustrate this point, take the case encountered by Joe Jones, our county agent, just a few weeks ago. You may recall that Joe was in Italy this spring,

helping boost consumption of grain sorghums as feed. One of the persons who traveled in his company was J. R. Smythe, a poultry science specialist for the University of Maine at Augusta.

Since Italians feed a lot of poultry, Professor Smythe was interested in seeing their methods. In talking with the agriculture specialist, Joe encouraged Smythe to give grain sorghums a try in feeding rations on experiments at the university station.

Smythe said that suited him fine, so that the two agreed that when Joe got back home he'd look into getting some grain together and shipping it to Maine to be tried in poultry feeding. The first thing the county agent did was to check into the freight rates from here to Maine. He was astounded to find that it would cost \$1.67 a hundred to ship grain by rail that far. That was in a carload lot—80,000 pounds.

Now, admittedly, Maine is a good ways off, and there are a lot of places in the country that are good markets for grain sorghum that aren't so far removed. However, when it is considered that the cost of getting a commodity to a location from the producing part of the nation would cost as much as the commodity itself, it can readily be seen how difficult a marketing problem we do face.

Very likely the Maine poultry specialist uses a lot of corn in his feeding rations. And very likely, no matter how hard he figures, it wouldn't make sense, from a standpoint of economics, to pay \$3.50 a hundred, or more, for grain sorghum.

County Agent Jones decided, after all of this, that the best thing to do was to suggest that Dr. Smythe see if he couldn't get hold of some grain sorghum produced in the Midwest. That



Farmers with cotton like this are considering defoliation this week to help their struggling cotton crop along. This excellent field of Austin variety is owned by Oakley Stevenson. The lint is brilliantly white.

would leave us out, but at least might get the chicken feeders to using some milo, which is sure to help us sooner or later.

This is not really far-fetched. It is an actual example of what geographical location means to producers. It illustrates in another way why a person can fly to Detroit and drive home a new car, paying for the flight up on the savings that freight would ordinarily bring if his car were delivered here.

This also poses for us the very real opportunity of being able to cash in on that new population explosion in the Southwest that is the talk of the nation's economists.

California is a wonder example right now. That state is our greatest state in terms of agricultural production, and makes all other states look a little anemic when it comes to farm exports. However, there are getting to be so many people on the West Coast that the Californians can't keep up with the

Defoliation Job Important

The success or failure of mechanical harvesting of cotton is dependent upon the defoliation job. Fred C. Elliott, extension cotton work specialist, says a good job of defoliation in favorable weather enables a producer to harvest just as high quality cotton as by hand pulling.

Arsenic acid and penta are the commonly used defoliant and both have their advantages and limitations. Arsenic acid is applied at the rate of 1 1/2 to 2 quarts per acre mixed in about 8 gallons of water. This material is toxic to man and animals and is very corrosive. For these reasons, precautions must be taken to protect the

population in beef and pork production. The meat, and the feed that produces it, has to come from the outside.

The High Plains is "firstest with the mostest" in this case. We are sitting on the main lines of transportation and are a solid 1,000 miles ahead of the well developed Cornbelt. Because of its remarkable climate, California will continue to be an exporter of vegetable, citrus, and exotic crops that cannot be produced on a big scale elsewhere. But nowhere, and we mean nowhere, can anybody raise cattle feed like we can here on the High Plains.

This is one opportunity that we must tap if we are to fully realize our potentialities.

Another will be to keep a sharp eye on the growth of our own immediate area, which is getting to be worth noticing.

applicators and the equipment. Cost of this material runs about \$1.75 per acre.

The recommended rate for penta is 2 quarts in 7 to 8 gallons of diesel or kerosene per acre. It is non-poisonous and has no corrosive action. However, Elliott adds, it is caustic and may cause burning around the nose, ears and lips of the operator. Since it is mixed with diesel or kerosene, the cost goes up to about \$3 per acre.

The addition of 2,4-D to the defoliate aids in the control of regrowth, in the event of rain between defoliation and harvest. The addition of one pint of 2,4-D per acre costs about 75 cents. It is good only to control regrowth, and should not be used where the seed will be saved for planting purposes. Those who do use 2,4-D should do so only if they are thoroughly familiar with the material. Once 2,4-D is used in a machine, cautions Elliott, it cannot be washed out.

Amino triazole will also check regrowth and is recommended in the defoliation leaflet L-145, "Cotton Defoliation Guide," which is available at the county agent's office.

Water sports should be for fun and relaxation and not for adding more statistics to the nation's accident toll. More than 1,100 rural residents drown each year and the trend is upward. Ed Cooper, extension wildlife specialist, urges every person who participates in water sports to learn and observe the laws of water safety. It could save your life.

Texas Angora Goat Production is the title of a new publication released by the Texas Agricultural Extension Service. Local county agents can supply copies.

FOOD BRIEFS

Try new garnishes for soup... Every day food items which make unusual soup garnishes are thin strips of canned pimiento, paper thin slices of lemon, orange or lime, slices of stuffed olive, and grated or crumbled cheese. Whipped cream with a dash of horseradish is good with some types of soups. With tomato soup, try popped corn.

Eating tossed green salads is an easy way to "take" vitamins and minerals. Dark green and yellow vegetables are excellent sources of vitamins A and C. High on this list of vegetables are fresh cabbage and other salad greens, carrots, asparagus, broccoli and green peppers. All vegetables will give a greater return on your investment when they are served fresh and raw.

Hold yourself responsible for higher standards than others expect of you.

Little sugar plum today; sometimes sour grapes tomorrow.

EYES EXAMINED GLASSES FITTED
Black Optometric Clinic
A. J. BLACK, O. D.
OFFICE HOURS: 9:00 to 5:00 — Sat. 9:00 to 1:00 Phone 8240 — Muleshoe, Texas 113 West 1st. St.

SAVE NOW FOR THOSE GOLDEN YEARS
Regular savings plus our liberal earnings spell comfortable retirement.
Current Dividend 4%
FIRST FEDERAL Savings and Loan Association OF CLOVIS
4th and Pile Street

POWER LINE TO PROSPERITY

For every one dollar spent on cooperative lines an estimated \$6 is spent to use the electricity. This means the electric cooperatives have created a billion dollar market for local businessmen.

The cooperative is locally owned—business managed—tax paying... owned and operated by the people it serves.

Deaf Smith County Electric Cooperative, Inc.

Hereford, Texas
Phone EM 4-1166

HERE'S THE BIG DEAL... AND THE BIG COMBINE!

SAVE on Massey-Harris 92 SP Combines. The finest in the field. Width of cut—12-, 14-, or 16-ft. 60-bushel tank. Models available for rice and corn. Also hillside model.

Let's Talk About a Deal Today!

You Can Choose From Our Stock Of Good Used Combines. Come In And Look Them Over.

BOVINA IMPLEMENT CO.

AD 8-2541 Highway 60

Seeing Is Believing

Don't Forget Oct. 8

the all new CAR

Free Coffee And Donuts


Bring Your Friends And Come Inspect FORD For '60— See The All - New Falcon And Our '60 Model Trucks— At Our Showroom Oct. 8

FRIONA MOTORS

Ph 2341 Friona

FOR SALE USED TIRES
For Plows And Trailers See **BOVINA TIRE SERVICE**
AD 8-2801 Bovina

All-Purpose, All-Steel Farm Building

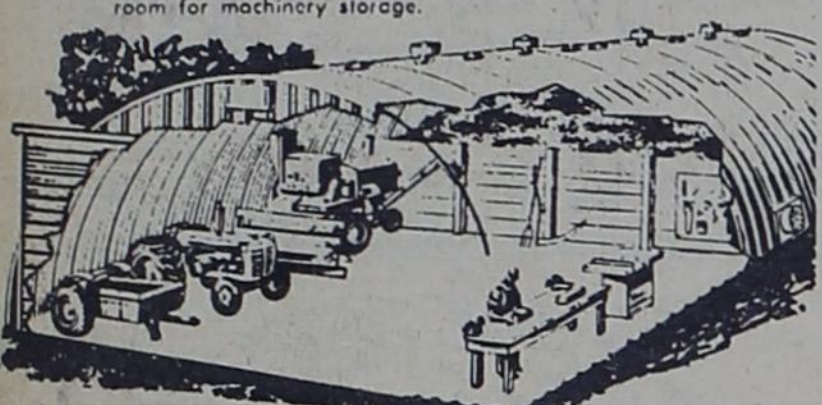


Almost Straight Side Wall Capacity... at 30% Less Cost

The All-Steel Behlen Curvet is an ideal all-purpose farm building. It can safely store both grain and machinery at the same time. It costs approximately 30% less than most straight-wall buildings of the same capacity. It can be built in any length (in 40-foot widths). And, it can be easily expanded at any time.

**Grain Storage
Easy Finance Plan
Low Bank Interest**

Behlen's channel-ridge panels hold grain 12 feet high against sidewalls. Ceiling is 18 ft., giving "extra" room for machinery storage.




We can quickly erect a Behlen Curvet on your farm. See us now for complete details.

IMMEDIATE DELIVERY

SPRA-GRO GRADY HIWAY CLOVIS, NEW MEXICO.
FERTILIZER & IRRIGATION COMPANY.

Phone -- PO 2-0348
At Night: Wiley Snyder
PO 2-0482

SOIL CONSERVATION DISTRICT NEWS



Next Friday at 8 p. m. in the Parish Hall of the Rhea Lutheran Church there will be an election of a Soil Conservation District Supervisor for Zone I of Farmer County. The election will follow a meeting of the Farm Bureau and a 50-minute film entitled "Bobwhite Through the Year." This film gives a year in the life of a bobwhite quail. All landowners in that area are urged to attend.

Sorghum is now being cut in Farmer County Soil Conservation District and will continue the next several weeks. Now is the time to consider what steps should be taken toward using these crop residues for soil improvement. It is very important that crop residue be left on the surface in this area for wind erosion protection and to start our cropland toward better condition.

Now, like never before, we have the opportunity to improve our soil by shredding our residues then working them in to the surface soil. Landowners can afford to worry about their crop residue when it can do so much for the land. It seems foolish to burn that which took years to grow.

Good utilization of crop residue is the most important overall conservation practice a farmer can carry out. Increasing the organic matter of soils reduces run-off, reduces surface crusting, feeds soil bacteria and organisms, increases water intake rate and holding capacity, reduces weed growth, maintains soil fertility, and makes tillage easier.

Soil Conservation is an obligation of every American interested in the preservation of freedom and security for the generations of tomorrow.

H. D. AGENT'S CORNER
Jimmie Lou Wainscott

KEEP THE FOOD VALUES IN VEGETABLES . . .

You get the most from vegetables when you treat them right -- as you store, cook and serve them in daily meals.

Tips on how to do this are suggested by Frances Reasonover, extension foods and nutrition specialist of Texas A&M College.

First of all, freshness counts. Tired or limp and wilted vegetables have lost nutrients as well as flavor and appearance. Keep vegetables as fresh as possible by putting them in the refrigerator when you get home from the store or garden. Root vegetables, such as potatoes, dried onions, winter squash, parsnips and rutabagas need not be refrigerated.

Frozen vegetables can lose nutrients and quality too, when the temperature gets too warm. Store packages at 0 degrees F. or lower.

Remember that you can wash, soak and cook water soluble nutrients away. Never soak paraded vegetables before cooking. To cook, use the smallest amount of water possible--only enough to prevent vegetables from sticking as they steam. Avoid violent boiling of vegetables. After the food comes to a steam, reduce the heat to the lowest temperature required to maintain the steaming. This helps keep vegetables whole and saves food value.

Don't stir vegetables as they cook. This puts extra air in the vegetables and air destroys certain vitamins.

To preserve color, cook green vegetables in covered utensils and cook only until tender.

BREAD IN YOUR DIET . . .

Bread has a place in the well balanced diet, including the reducing diet. Louise Mason, foods and nutrition specialists for Texas A&M College, says bread should not be considered a high calorie food.

Farwell 4-H Boys Have Crops Tour

Farwell 4-H Club boys who entered the 1959 crops contest, sponsored by the Grain Sorghum Producers Association, met last Wednesday afternoon to make their annual fall tour of the crops.

Leon Billingsley, adult leader, met the boys at school, and then the crops grown by Bobby Pruitt, Bruce Billingsley, Dale Gober, and Roy Donaldson were visited.

Each of the boys have grain sorghum crops.

The group was treated to Cokes and watermelon at the end of the tour. Bruce Billingsley and Dale Gober are his committee members.

A slice of white bread one-half inch thick, furnishes 63 calories; a slice of wholewheat bread furnishes 55 calories. Those are actually very few calories, when you consider the food values you are getting.

Bread is an energy food, but it also is an important source of protein, iron and thiamin, riboflavin and niacin. The proteins of flour are better utilized by the body when eaten with protein foods as milk, eggs and meat.

The nutritive content of baked bread per pound depends not only on the kinds and quantity of ingredients used, but on the resulting yield of baked bread.

Enriched bread is required to contain specified amounts of thiamin, riboflavin, niacin and iron. This means extra benefits at no added cost.

Some thiamin is lost when bread is toasted, the losses varying with the kind of bread and with the amount of toasting.

FARM & RANCH LOANS
Long Term -- Low Interest
Ethridge-Spring Agency, Friona
Phone 8811

Toasted bread has the same calorie value as untoasted bread.

PLAN TO MAKE THOSE ADDED YEARSHAPPY ONES . . .

There are more people over 65 years of age in the United States than there ever have been before. Statisticians tell us that we can expect this

number to increase considerably in the coming years. Though most of us want to live longer, we do not want to be "old." It is, therefore, becoming more important for us to plan to live fully as we grow older.


Visual Care Contact Lenses
DR. B. R. PUTMAN OPTOMETRIST
Office Hours: 9-5 Sat. 9-1
111 East 3rd St. Muleshoe, Texas

FARMERS

It Is Time To Make Your **COTTON DEFOLIATION**

Arrangements... For Prompt Attention To Your Stripping And Get Your Cotton Crop On The Way To The Gin Call Today And Make Your

COTTON DEFOLIATION ARRANGEMENTS



BENGER AIR PARK Flying Lessons Charter Flights Plane Rental

Mathieson Phone 9001 Friona

Better Buys Boyett's Bovina

Announcing-

Winner Of Our Grand Opening Door Prize-

An Admiral 7 Transistor Radio Was

Mrs. Roy Simpkins-Friona

FURNITURE CO.

Hwy. 60 Bovina

SEE US

For Fast Tractor Tire Repair!

We Vulcanize All Sizes Of Rear And Front Tractor Tires New Modern Electric Equipment - Used Tires For Plows And Trailers

We Can Supply You-With-1-To 1000 Used Tires-All Sizes

BOVINA TIRE SERVICE
OLD BONDS GULF STATION BUILDING
PH-ADAMS 8-2801-BOVINA

THURSDAY, OCT. 1

1960's Boldest Advance Unveiled

THURSDAY OCT. 1



THURSDAY OCT. 1

SEE AND DRIVE THE ONLY CAR WITH WIDE-TRACK WHEELS
ALL NEW WITH A FRESH POINT OF VIEW

FREE COFFEE AND SPUDNUTS FOR EVERYONE
BALLOONS FOR THE KIDDIES

FRANK RIERSON PONTIAC
PO 2-2986 • 400 EAST 1st. • CLOVIS, N.M.

YOUR REDDY KILOWATT DEALERS IN FARMER COUNTY ARE

FERRELL FURNITURE FRIONA
WHITE AUTO STORE FRIONA
FARWELL ELECTRIC FARWELL
REEVE CHEVROLET FRIONA



ELECTRIC Clothes Drying is BEST because...

ELECTRIC CLOTHES DRYERS ARE SAFE
No fumes -- no dangers of explosion.

ELECTRIC CLOTHES DRYERS ARE FAST
No scorching -- no yellowing -- just the best drying.

ELECTRIC CLOTHES DRYERS ARE CLEAN
Your clothes stay as clean as they came from the washer. Your clothes look cleaner -- smell cleaner -- are cleaner.

ELECTRIC CLOTHES DRYERS ARE HEALTHFUL
You can dry clothes in any kind of weather -- no going out on cold, damp, blustery days to hang clothes or bring them in.

ELECTRIC CLOTHES DRYERS ARE CONVENIENT
Clothes can be dried any time -- day or night, regardless of weather of any other conditions. No need to lift and carry heavy baskets of clothes.

ELECTRIC CLOTHES DRYERS ARE ECONOMICAL
They cost less to buy -- less to install -- and less to maintain. You save dollars -- not pennies -- with an electric clothes dryer.

SEE YOUR REDDY KILOWATT ELECTRIC APPLIANCE DEALER



SOUTHWESTERN PUBLIC SERVICE COMPANY