

The Bovina Blade

"In The Agricultural Center Of Parmer County"

16 Pages, 2 Sections

THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA

Vol. 19, No. 49

Wednesday, June 11, 1975

Bovina, Texas



BY BILL ELLIS

IT HAS BEEN OUR thinking for a long time now that the movies and television give people a lot of "bad ideas," from the standpoint of giving them instructions, down to the Nth degree, about how to commit spectacular crimes, hijack airplanes--you name it, and they've

So, our opinion of television and movie producers in recent years has been that they really don't care about America, or its citizens, but their only concern has been with

making a buck. You'd think that folks like prison officials who allow their inmates to watch motion pictures would use a little common sense when it comes to selection of the movies to be

But lo and behold, the people at Southern Michigan Prison decided last week to show the inmates a current Charles Bronson movie, "Breakout," which deals with a spectacular prison escape, by means of a helicopter.

A few days later, one of the inmates, Dale Remling, used the escape tactic, just like the movie showed, to escape from the Michigan prison.

An alert citizen tipped off authorities, and Remling was back in custody the following day, or else he might still be at large, thanks to the prison officials giving him the idea (complete with details) of breaking out.

We suppose it would be easy to get a little "blase" on dealing with prisoners if you deal with them 365 days a year.

But we'd be willing to bet that the selection of movies will be a little more along the line of a nice sedate Walt Disney film, or perhaps some old Bob Hope reruns, at least for a while at the Southern Michigan Prison. (At least one can hope that the event was a learning experience for the authorities.)

++++ AMARILLO'S CIVIC Center Auditorium has played host recently to two fairly popular stars. One was Mac Davis, the old Lubbock and Texas Tech boy who has made it pretty big in the recording business. We made it a point to see Mac's show, and we weren't disappointed. His West Texas engagement was a rousing success.

A full house of folks turned out at the Civic Center to see and hear Mac's show. The capacity crowd came in spite of threatening weather. "The small 'T' you see in the corner of the stage means that there are tornadoes in the area," Mac quipped during the perfor-

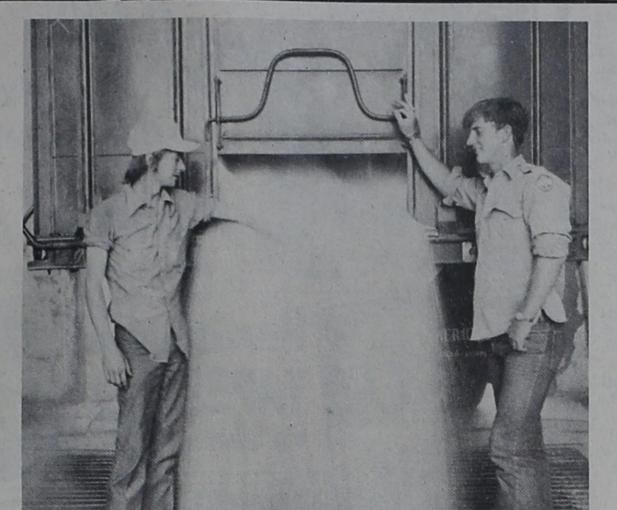
Mac's just an old country boy, but he seems to have done something for the type of music that is popular in this part of the world-the type that bridges the country and western and popular fields.

His songs always tell a story. They are sometimes sad--but many of them you can identify with "Watching Scotty Grow" was one of his early classics. His theme song, "I Believe in Music," is truly one of the outstanding songs of recent years, at least to our way of thinking. And Mac writes practically eery song he sings.

Mac Davis' lyrics are a pleasant change from the usual C&W song, which usually starts out about a dimly-lit bar-room. If you'll notice the next time you hear one of those "Nashville" programs, at least every other song has a bar-room as its background. Makes you think the song writers must spend a lot of time in the bars, since their songs are always about the subject.

Anyway, back to our story. The other artist to appear at Amarillo was the celebrated "it," Alice Cooper, and we made a special point of NOT catching this show, and according to the reviews in the papers, we didn't miss a thing.

"Alice Cooper Show Proves Nightmarish," was the headline on a review of this show in this Sunday's Lubbock Avalanche-Journal. The title of the show was "Welcome to my Nightmare," and the show was apparently that for those of us in the "square" generation.



First Load Of Barley Delivered

Barty Bartlett, left, and Byron Fillpot delivered the first load of the 1975 barley crop to Sherley Grain Wednesday morning of last week. The barley had a low moisture content of 8.90 with a 38 pound test weight, about average for dryland barley. The grain was cut by the Bartletts 13 miles northwest of Bovina on land farmed by Houston Bartlett and Leland Gustin and owned by Randy Boggess of Friona.

FOR BOVINA

Museum Plans Near Reality

A long-discussed project for Bovina-a local museum-has been officially adopted by the Bovina Jaycees with City Marshal Mike Reilly appointed chairman of the museum project.

Reilly told The Blade last week that he had sent letters of application to the proper authorities requesting that Bovina be designated a bicentennial city in connection with beginning a museum here.

Efforts are underway to obtain a building in downtown Bovina to house the museum. Reilly commented that he hoped a building would be obtained by this week and plans are to attempt to have the museum open in July, or at least by the 1975 Bull Town Days celebration in August. The marshal said that by getting a bicentennial designation for Bovina, the museum would be able to seal bicentennial items and would have

other items connected with the national celebration made available. Plans call for the project to be financed through donations of funds and necessary materials with all items housed in the museum on a donated or loaned basis. "We definitely don't have any money with wich to purchase displays," Reilly said. He stated that he planned to loan his weaponry collection and urged other residents to consider loaning historical items

or old relics to the museum. A list of needed materials will be drawn-up in the next several weeks and will be printed in The Blade and posted in other locations. Persons who desire to loan materials or labor are urged to contact Reilly or Mike

Reilly explained that the building to be used for the museum and the displays would be adequately insured and protected against theft, vandalism and fire.

Father Of The Year

Votes Due Saturday

Cary, Chamber of Commerce and

Agriculture; Benny Shelby, Bovina

High School Student Council; and

Recipient of this year's honor will

be announced at a Father's Day

Dinner at Bovina Schools cafeteria.

error in last week's issue of the

Blade, L.J. Jamison, rather than

Lawrence Jamerson, was nomi-

nated for the honor by the

Jaycee-Ettes. Our apologies to both

In addition to the Father's Day

dinner, Mayor Tom Bonds has

signed a proclamation urging all

businesses, organizations, pro-

ducers and consumers to observe

the holiday by serving beef that day.

observance of Father's Day, the

CowBelles will give away 10 \$1 gift

certificates tomorrow (Thursday),

Friday and Saturday. The \$1

certificates, redeemable at Bovina

Supermarket, will be placed in 10

packages of beef each day and may

be used toward the purchase of any

Beef certificates for fathers in the

community may also be purchased

at First State Bank of Bovina and

are redeemable at most supermar-

kets and grocers in the county. The

Also, in conjunction with the

men for the error.)

beef item.

(Editor's note: We regret the

Tommy Williams, Roping Club.

DEADLINE NEARS

Deadline for voting for Bovina's

"Father of the Year" is 5 p.m.

Saturday, reminds Mrs. A.M.

Wilson, chairman of the CowBelle-

Sponsored by the local chapter of

the CowBelles, the contest is being

held here for the third consecutive

year in conjunction with a project to

promote serving beef on Father's

Local organizations have nomi-

nated their choice for the honor and

residents of the community are

invited to vote for one of the men on

Ballots may be mailed to Mrs.

M.H. Carson at Box 327 in Bovina, or

dropped in a ballot box at Bovina

Supermarket, Don's Medicine Chest

or First State Bank of Bovina. A

supply of ballots are available at all

This year's "Father of the Year"

will receive a roast of beef, donated

by Bovina Supermarket, and a

copper bell, fashioned after the

Cowelle insignia, and inscribed with

his name and "1975 Bovina Father of

Nominees for the '75 honor are

Oakley Stevenson, Lions Club; I.W.

Quickel, Woman's STudy Club;

George Powell, Jaycees; L.J.

Jamison, Jaycee-Ettes; Kenneth

Day, which will be Sunday.

the ballot.

three locations.

the Year."

sponsored contest here.

BY SCHOOL BOARD

6 Teachers, Custodian Employed For 1975-'76

Six new teachers, including a head girls' coach and two assistant coaches, and a head custodian were hired during a lengthy session of the board of trustees of Bovina Schools

Monday night at Ridgelea Schools. Joel Nelson was employed as head girls' basketball and track coach. Nelson, who is married and the father of one son, has been head girls' coach at McLean High School the past two years and was head girls' coach at Estelline one year.

Greg Marshall and Ricky Smith

were employed as assistant coaches for Bovina High School. Marshall has been coaching at Stanton Junior High and Smith at the junior high in Canyon.

Mrs. Marshall was hired to teach in high school subject to assignment, according to L.F. Jacobs, superintendent. Her teaching field is chemistry and biology. Mrs. Smith, a fifth grade teacher, was hired subject to assignment in elementary school.

Miss Judy Justus, who taught at

SUNDAY

Father's Day Dinner Slated

A Father's Day Dinner, sponsored by the Bovina CowBelles, will be held Sunday at Bovina Schools cafeteria, according to Mrs. Vernon Estes, chairman of the dinner committee..

The dinner will get underway at 12 noon and serving will continue until 2 p.m. Admission will be \$2.50 for adults and \$1.50 for children 12 and under, Mrs. Estes reports.

Menu for the dinner, the first of what is expected to become an annual event, will be roast beef and gravy, whipped potatoes, carrots Lyonnaise, marinated vegetable salad, hot rolls, pound cake with lemon sauce, tea and coffee. The meal will be prepared and served by members of the

Announcement of the 1975 "Father of the Year" will be made at the dinner with a roast of beef, donated by Bovina Supermarket, and a copper bell, appropriately inscribed, will be presented this year's honoree.

MONDAY NIGHT

Hail Damages Area Crops

Menacing, dark, low-hanging clouds erupted in Parmer County about 8 p.m. Monday, resulting in at least one tornado spotted southeast

beef gift certificate project, al-

(Continued on Page 3)

of Bovina and severe hail damage to a large area of the county.

No apparent damage resulted from the tornado, however, hail wiped out crops in a swath about four miles wide along the storm's

The city of Bovina was spared the brunt of the storm when the cloud seemed to separate shortly before reaching here with the worst portion of the cloud striking northwest of Bovina and traveling on a southeasterly route.

Only .15 of an inch of rain was reported here with .78 of an inch in Friona. However, between the two towns, from one to two inches of rain fell in a short period of time, resulting in high water in a number of places.

(Continued on Page 3)



Hail Damages Crops

Stubble is all that remains of this approximately 16-inch-tall corn Tuesday in the aftermath of a tornado and hail bearing storm that raged through Parmer County Monday night. The violent storm, which began northwest of Bovina and traveled in a southeasterly direction, inflicted severe hall damage on about a four-mile wide swath all the way through Parmer County.

Sanderson High School last year,

was hired as homemaking teacher for the regular classes. In addition, she will assist in coaching tennis and also be available for private lessons. She competed in the state tournament two years, representing Celeste High School.

Mrs. Gwen Corn, homemaking teacher here the past several years, will be the instructor of the HECE (Home Economics Cooperative Education) program in home economics for the 1975-'76 school

The board hired O.V. (Buster) Jacops as head custodian. Jacops served in that position at Bula last

Mrs. Cindy Carthel, elementary physical education teacher, submitted her resignation at the Monday night meeting. Her husband has been employed as assistant football coach for the Floydada Schools.

In other action, the board voted to become members of the Texas School Board Association and to obtain workmen's compensation insurance through the association, effective July 1;

Re-newed a film contract with PESO (Panhandle Education Service Center) for the 1975-'76 school

And, voted to install perma-glass covers on the seats of the home-side bleachers at Mustang Stadium at an approximate cost of \$1700. Jacobs said the board decided the covers would be less expensive in the long run than the upkeep of the wooden

Blade Wins TPA Award

The Bovina Blade has been notified that it is one of Texas Press Association's prize winners for the 1975 Newspaper Contest.

Nature of the awards will be announced at the 96th Annual Convention of TPA in El Paso June 27-28-29.

The Blade will receive awards from 44 first place plaques and 76 certificates to be presented newspapers in six divisions.

The last time the Blade won a TPA contest was in 1973 with a first place plaque in appearance and a third place certificate in news writing. The Blade won the coveted General Excellence plaque in 1971.

Editor Lou Nuttall plans to attend the convention along with Mr. and Mrs. Bill Ellis, publishers of The Blade and the Friona Star.

Mrs. Rhodes Winner Of Gas Raffle

Mrs. Gaylon Rhodes was winner of the third weekly gas raffle Saturday at Venable's Fina Station on Highway 60. Mrs. Rhodes received 50 gallons of gas donated by Lowell

The gas raffle is sponsored by the Bovina Jaycees with proceeds from the raffle placed in a special fund to provide special medical services for local youngsters.

Thad Rains, son of Mr. and Mrs. Jack Rains of Bovina, is presently attending a three-week camp for diabetic youngsters at Camp Sweeney under sponsorship of the local Jaycees.

This week's drawing will be held at 10 a.m. Saturday at Charles Oil Company with Harry J. Charles, owner, donating the 50 gallons.

Tickets, priced at 50 cents each, may be purchased from any member of the Jaycees.

The winning ticket is discarded each week with the remainder of the tickets remaining in the hopper.

Anyone wishing to donate to the fund or donate gasoline may contact Winston Allison, chairman of the project, or they may deposit funds in the Bovina Jaycees' Special Account at First State Bank of Bovina.



SPEEDY NIEMAN in the HEREFORD BRAND: We can't remember a year when legislation, both from Austin and Washington, has posed such a threat to our way of life. Proposed legislation in Austin which would affect our agricultural economy has had farm leaders busily making meetings and contacting their representatives.

Local irrigation farmers are highly concerned over a proposal to change the priority of natural gas allocated

Before that situation, local taxing authorities warned farmers and businessmen of the adverse effect which new land valuation proposals could have on this area. That situation is not resolved and all of us need to keep watch and attempt to protect ourselves from discriminatory legislation.

Sometimes I wonder if we shouldn't give all our legislators, state and federal governments, a year's vacation with pay. I believe it would be less expensive and the flood of bills would stop for a short period,

But, as bad as the legislative bodies sometimes appear, it seems to me our real concern is still bureaucracy. We are in danger of losing our free enterprise system to the rulings and interpretations of bureaus. Through bureaucracy, we have built up the most inefficient form of government yet known to man.

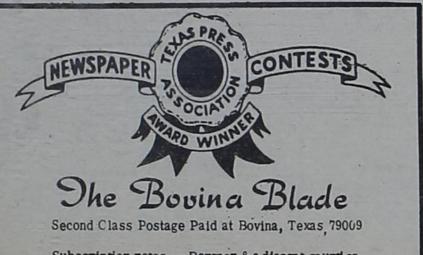
JIM REYNOLDS in the CROSBYTON REVIEW Sometimes the experts are not so expert.

During a meeting at McAdoo last week in which farmers were meeting with a natural gas representative, the fellow told the story about a high level meeting involving officials of his company.

The subject of the vast amount of natural gas needed for irrigation purposes was being discussed.

Then came a question from a top official: "Why do farmers need to warm the water before they put it on their crops?"

That man needs to make an irrigation set on wheat some cold November night. He would learn pretty quick that natural gas is for bringing water to the ground, not



Subscription rates - Parmer & a djacent countles, \$4,50 per year. Outside area, \$6,00 per year. Bill Ellis Publisher

Lou Nuttall Scooter Russell

COW POKES

Editor Bookkeeper

FIRST STATE BANK PRESENTS:

'Awright "Tuffy" if you ain't gonna loan me any money, I jist might go to Arabia and borrow it!"

SUPPORT THE BEEF INDUSTRY!

FIRST STATE BANK

BUY BEEF CERTIFICATES

FOR FATHER'S DAY

Reflections

The Blade From

FIFTEEN YEARS AGO-JUNE 8, 1960 Sears-Roebuck Foundation has notified Roy Whisler, who has led efforts to get a doctor here, that it will not cooperate with Bovina in building a medical center. The letter arrived last week, after Whisler had contacted the foundation asking their help.

"We do not wish to encourage communities to build and then not be able to get a physician," the letter said. "On the basis of our survey, we feel it would not be wise to encourage you to construct a medical center."

Two new men on the political scene in Parmer County won election as commissioners Saturday when final votes were tabulated in run-off races.

In Commissioners Precinct 3, Guy Cox beat out Johnny McDonald for the post of commissioner. At Friona, two men vied for the office as commissioner of Precinct 1. Thomas Lewellen gained the office with a win of 325 votes over 236 cast for his opponent, Wesley Hardesty.

A crowd of some 200 was present for annual meeting of Bovina Wheat Growers, Inc., Monday night in school cafeteria and auditorium. L.M. Grissom, who has been serving as president of board of directors, was re-elected for another term to the board. M.H. Carson was also elected a board member. He replaces Harold Carpenter.

Bovina's perennial summer project-trying to light a baseball park-drew nearer reality than ever before last week when a plan for financing the field was discussed. General Electric, working through its Bovina representative, Superior Electric, indicated willingness to finance the project. G.E. will require some individual or group to take responsibility for promoting interest in the field and paying the debt.

A G.E. representative was expected in town early this week to give details of the plan to Lions Club, which is a potential group for assuming responsibility of the park.

TEN YEARS AGO-JUNE 9, 1965

Bovina's Project Head Start, a summer training program for children from low-income families who will be first graders this fall, began at the school Monday morning. The program here had 21 students enrolled Tuesday morning with more expected. It is designed for a total of 30 students.

Mrs. Leslie McCain was injured in a freak auto accident late Wednesday afternoon on FM road 2290 just west of town. Randy Jones received a broken left leg in a Pony

League practice game here Thursday night. Mrs. Marge Caldwell of Midland will conduct a charm course Monday through Friday of next week at the school's homemaking cottage. Mrs. Caldwell has conducted the classes here previously and they have proven to be highly successful.

FIVE YEARS AGO-JUNE 10, 1970

Bovina voters overwhelmingly approved a one per cent city sales tax Saturday with 136 people registering their opinions. A total of 106 were in favor of the city sales tax, while 30 voted against the measure in a light turnout

Bovina's baseball park will soon have a new chain link fence as a result of contributions made by individuals and businesses to the Lions Club project. Darrell Read says those contributing as much as \$25 will have signs on the fence, which will completely surround the park.

Bovina area opened its arms to the showers that fell here Sunday night, the second this spring. Only .4 fell in Bovina, but that was exceeded in the Oklahoma Lane area with .65 measured there. Up to two inches was recorded south and east of town.

By Ace Reid

8-17 @ ACE | REID

4-H Judging

Team Places 18th In State

Mr. and Mrs. Houston Bartlett accompanied the Parmer County 4-H dairy judging team to Texas A&M last week for the state 4-H judging contests.

The Parmer County team of Steve Cockerham, Hayden Walling, Donnie Gustin and Rocky Bartlett placed 18th in the state contest after winning the district

contest earlier this spring. The group spent Monday night in the new 4-H Center at Brownwood, arriving at Texas A&M Tuesday. On Thursday, they toured Six Flags Over Texas at Arlington and returned home Friday afternoon.

Ella Mentry



The MOST ABUNDANT SECURITY When Your FAMILY NEEDS It The MOST....KEN HORN Will Gladly TALK OVER A MORTGAGE PROTECTION PLAN That Will GUARAN-TEE A DEBT-FREE HOME For Your LOVED ONES! The Metal? Aluminum.

HORN **INSURANCE AGENCY**

Bovina, Tex.





BUY ONE GET ONE FREE

CUSTOM 8 SM ASH

industry,

The promator Bor

most nutrit

welfare of

nation: I, Tom I

Texas, do

claim the

Day on Ju

urge all b

tions, proc

cooperate

Father's D

rightful pl

importanc

our state's

A brief

each of th

The man

Cary was

moved to

Birkelbach

three year

Mexico a

family ret

1974. Kenn

have one s

freshman a

fall. They

United Me

SEEY

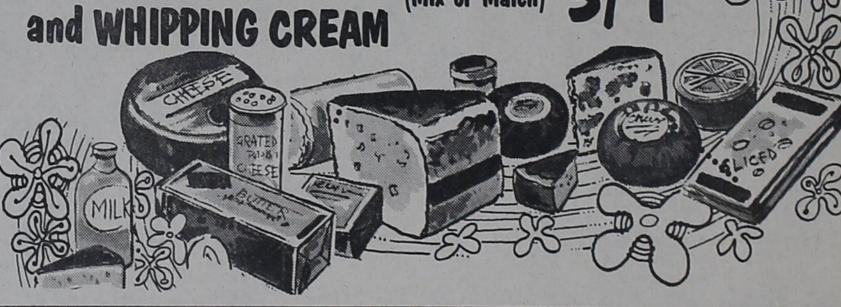
COMBOA NEW-FANGLED STRAW 9. OZ.



Save \$\$\$ On These Borden's Specials

Borden's Dutch

Borden's (Mix or Match)



HOT BAR-B-Q DAILY PARTY ICE DONUTS - ICEES BURRITOS CONVENIENCE STORES HOT LINKS

POPCORN MONEY ORDERS We Accept Food Stamps

Member, FDIC

OF BOVINA

115-3rd St.

Father Of The Year....

(Continued from Page 1)

though formulated by the CowBelle organization, is not a fund-raising project. "We make absolutely no money from this; it is just another way of promoting the beef industry," Mrs. Wilson said. The proclamation issued by

Mayor Bonds reads as follows: WHEREAS: The beef industry is one of the most important segments of the economy of Bovina, Texas:

WHEREAS: Beef is one of the most nutritious foods, rich in protein and all health-building factors, scientifically proven beneficial to people of all ages, from the very young to the very old; and

WHEREAS: Father's Day, June 15, 1975, is an appropriate time to honor the beef industry and its contribution to the strength and welfare of our great state and

I, Tom Bonds, Mayor of Bovina, Texas, do therefore hereby Proclaim the use of Beef for Father's Day on June 15, 1975. I respectfully urge all businesses and organizations, producers and consumers to cooperate in the observance of Father's Day by serving beef on this day to insure beef will have its rightful place among foods served on special days, and to recognize the importance of the beef industry to our state's economy.

A brief biographical sketch of each of the nominees follows: KENNETH CARY

The manager of Bovina Pump Co., Cary was reared at Amherst. He moved to Bovina in 1966 to manage Birkelbach Pump Co. and stayed three years. After living in New Mexico and Lubbock, the Cary family returned to Bovina in April 1974. Kenneth and his wife, Virgie, have one son, Ronnie, who will be a freshman at Bovina High School this fall. They are members of First United Methodist Church here and serve as counselors for the junior high youth. Cary, a director of Bovina Chamber of Commerce and Agriculture, is also a member of the Lions Club, coaches the senior league baseball team and coached a Little Dribbler team.

L.J. JAMISON

A native of Durant, Okla., Jamison was reared at Clovis, N.M. He and his family moved here nine months ago from Amarillo and are owners and operators of Bovina Restaurant and Steak House. L.J. Linda have children--Tresa, who will be a fifth grader; Kevin, who will be a third grader; and twins, Kerry and Kyle, who will be in the second grade. Jamison coaches a Little League team and is a member of the Lions

Club and Jaycees. He was elected a director of the Bovina Chamber of Commerce and Agriculture earlier this year. The family attends the Methodist Church.

GEORGE POWELL

George Powell, Southwestern Public Service Co. representative here, was a journeyman lineman for 10 years prior to moving to Bovina as manager and will receive his 15-year service award this fall. Powell works with the Boy Scouts here and is coaching a Little League team. Actively involved in the Jaycees, he was external vice president, president and state director in the Boise City, Okla., chapter and is treasurer of the Bovina chapter. Powell is also a director of the chamber here and has served as a volunteer fireman for the past six years. Prior to moving to Bovina, he was a deacon and secretary in the Boise City Christian Church and is now a member of the Church of Christ here. He enjoys camping with his family and deer hunting. He and his wife have four children--Gayle, 12; Gwynn, 10; Justin, 8; and Gregg, 3. I.W. QUICKEL

I.W. Quickel moved to Bovina in 1930 from Woodward, Okla., some 45 years ago. A farmer, he retired and moved into town in 1954. Quickel served on the school board 12 years, Methodist Church board 40 years, city council one term, the Selective Service board 20 years, and was a director of Bovina Wheat Growers, Inc. He also drove a school bus four years. He and Mrs. Quickel are the parents of two children--Wilfred Quickel of Farwell and Mrs. Dottie Stark of Irving--and have six grandchildren and three greatgrandchildren.

BENNY SHELBY The Shelby family moved to Bovina in 1957 from Fort Riley,

Kansas. He is employed by Tom Beauchamp. Shelby has managed and coached Little League teams a number of years and also plays and coaches for Big Nick's Traders in the men's softball league. Shelby played semi-professional baseball at Kansas City prior to moving to Texas. The Shelby family are members of Calvary Baptist Church in Friona. Benny and Beulah have six children-Doc, who is a sophomore at McMurry College in Abilene on a football scholarship; Elbert, a senior at Bovina High School; Gerald, a sophomore; Rodney, an eighth grader; Belinda, an eighth grader; and Connie, a sixth grader. With the six children actively involved in all manner of sports, Shelby has a full schedule following the various football, basketball, baseball and track

LITTLE DARLINGS

Photo Contest Deadline Monday

Deadline for entries in the Little Darling Contest, sponsored by Bovina Jaycee-Ettes, is Monday, according to Mrs. Daryl Kirkpatrick and Mrs. Garry Beauchamp, chairmen of the contest.

As of early this week, approximately 30 entries had been received. The photographic contest is for youngsters from birth through six years of age. Three divisions compose the contest-infants, from birth to two; toddlers, two to four; and children, four to six.

The age limit for group division will be the child's age as of June 1. To enter a child in the contest, one must send a recent billfold size photograph with the following information printed on the back of the photograph: name of child, birthdate, parent's name and

entry fee is required. Entries may be sent to Little Darling Contest, Box 144, Bovina, Tx. 79009.

address and name of person

submitting the entry. A \$1 per child

OAKLEY STEVENSON

Reared at Elida and Clovis, Oakley Stevenson moved to Bovina in 1951 with his parents, Mr. and Mrs. Earl Stevenson. He is a graduate of Bovina High School and has a B.S. degree in agriculture from Texas Tech. He was assistant county agriculture agent in Tom Green County (San Angelo) and served two years in the U.S. Army prior to returning to Bovina in 1959 to farm. He is a member of the First United Methodist Church, Lions Club and is commissioner of Bovina's Little League program. Married to the former Yvonne Moody, the couple has two children--Stephen, who will be a freshman; and Annette, who will be in the eighth grade.

TOMMY WILLIAMS

A farmer, cattleman and horseman, Tommy Williams is married to the former Kay Leake and has spent most of his life in Bovina. The couple has two children--Lezli, who will be a junior; and Kathy, who will be in the seventh grade. He is the son of Mrs. C.D. Woltman of Bovina. Williams is past president of the Roping Club and current Youth Activities chairman. He is active in 4-H work and is a member of the First Baptist Church. Williams' hobbies include horses and assisting his daughters in their 4-H and FFA projects.

Entrants do not have to be residents of Bovina to be in the contest. Grandparents are especially urged to enter photographs of their grandchildren.

A \$25 U.S. Savings Bond will be presented the winner in each division with second and third place winners in each division receiving

A panel of out-of-town judges has been selected for the contest. The photographs will be judged by number with the panel not aware of the names of the contestants.

Results of the contest will be released in the Bovina Blade with out-of-town winners notified by telephone.

Hail Damage.....

(Continued from Page 1)

City Marshal Mike Reilly, who was stationed about two miles east of town on Highway 60, said water was some two to three feet over the road with at least six cars stalling in the high water at that place. Water was also over the highway in at least three other places between here and Friona. Farmers in the Hub area reported high water in several locations.

Houston Bartlett, who farms north of town, reported one and one-half inches of rain and severe hail damage. Herb Howell, who farms near Bartlett, reported at least 70 per cent damage to his crops with John Dixon reporting similar

Hail damage was similar all along the storm's track with a number of Hub area farmers reporting total losses. Hail stones were reportedly still stacked in yards and around buildings at Hub Tuesday morning.



a wise man no more than a change of the moon.

NAME TAX BOARD

City Employs Five Youths For Summer

Bovina's city council has agreed to cooperate with a federal government program, through the local Office of Economic Opportunity, to hire five young people during the summer months.

The action was taken at a recent session of the governing body. Working for the city will be Elbert Shelby, George Villarreal, Ruben

Serna, Juan Perez and Elezar Robledo.

Mayor Tom Bonds said the boys would be working on different projects in the city, but would be working mainly on the clean-up campaign undertaken earlier this year.

He reminded residents of the city that if they will place any articles to be taken to the city dump in the alley, the crew would dispose of the rubbish. Bonds reminded residents. also, that grass clippings should be placed in plastic bags.

Jake Webb and George Powell, representing Southwestern Public Service Company, met with council members concerning a contract on the city's street lights. The 10-year contract with SWPSC was renewed and a minor rate increase in connection with the street lights granted. The contract was due to expire in July, according to Mrs. Mary Ruth Martin, city secretary.

The council also voted to install a new booster pump in the city's west well in order to qualify for a lower key rate on fire insurance.

Named to serve as an equalization board were Aubrey Brock, A.M. Wilson, and J.E. Sherrill with Harry J. Charles as alternate. Meetings of the tax board have been scheduled for Wednesday, June 25, and Monday, July 14, in city hall.

Mayor and Mrs. Bonds left Bovina Monday to attend a Civil Defense school in Austin. They are scheduled to return Friday.

Vatican in Rome, Italy. Covering an area of 13 1/2 acres, its rooms, chapel and halls total 1,400!

The world's biggest

residential palace is the

The world's biggest hotel chain, Holiday Inn, added another continent with the opening of the first Holiday Inn in Sydney, Australia. This gives them 1,700 inns on six

single-span bridge is the Verrazano-Narrows Bridge in New York. It's 6,690 feet between anchorages. and the two main towers are 1 5/8 inches out of parallel to allow for the curvature of the earth!



CORN AFTER WHEAT THE DOUBLE CROP CHALLENGE PLANT PX 20

The Challenge

You know the challenge of getting higher yields can only be met with an open mind and a willingness to try new practices and new hybrids.

Northrup King Superstar hybrids challenge your present hybrid - on yield and overall performance. Plant PX20 after wheat. Compare. We think your NK corn will do better. Fair enough?

Corn profits hinge on productive seed! Northrup King has devoted almost a century to the science of unlocking seed productivity. The result is corn hybrids that can meet every challenge ... with yields so high they topped the nation for three straight years.

1000 EX 700



Early maturing single cross

> PX 20 is an early hybrid that often outyields later hybrids. Good seedling vigor. Plants are medium tall, leafy. Excellent stalk and root system. Dries down fast, Slim, hard cobs with deepkerneled ears mean clean, fast, big harvests. High test weights. Frequent yield champion. Order PX 20.



REGISTERED & PERFORMANCE HORSE SALE

SUNDAY, JUNE 15th-1:00 p.m. (MST) PORTALES, NEW MEXICO

SALE CONSISTS OF:

25 - GOOD-AGE GELDINGS & MARES THE HORSES WILL BE SHOWN IN THE ARENA AT ROPING - CUTTING - BARRELS - ETC. 9:00 A.M.

COMPLETE DISPENSAL OF MORROW CATTLE CO. FEATURING - COLOR CONFORMATION - SPEED - YOUTH & COW SENSE - APPROX. 60 HD.

1 CONSIGNMENT OF MARES & COLTS

SELLING APPROXIMATELY 100 HEAD OF QUALITY HORSES SUNDAY - JUNE 15TH - 1:00 P.M. (MST)

> Auctioneer Col. (EDDIE) WOODS

PORTALES LIVESTOCK COMMISSION CO.

LOCATED 2 MILES WEST ON SOUTH FLOYD ROAD PORTALES, NEW MEXICO

FOR FURTHER INFORMATION CALL

Ringmen - JIM CALVERT - BILL DAVIDSON - TOM FILBIN

Dick Moore AREA CODE 505-274-3497

OWNERS **OPERATORS**

Joe Rowley AREA CODE 505-356-5943

NO ALLEY TRADING All Horses Will sel! Thru Auction

PAPERS WILL BE TRANSFERRED BY AUCTION AT BUYERS EXPENSE

Kathy Decker, Beardain **Vows Set Saturday**

Miss Kathryn Grace Decker and Weldon Beardain will exchange wedding vows at 8 p.m. Saturday in the United Methodist Church at

Parents of the couple are Mr. and

Mrs. William S. Decker Sr. of Stanton and Mr. and Mrs. Rex Beardain of Bovina.

Friends and relatives of the couple are invited to attend the ceremony and reception to follow.

SEWING CLASSES LEARN TO MAKE MEN'S PANTS FRIDAY--JUNE 20 & JUNE 27 2 LESSONS -- \$750 **ALICE HARRELSON OF CLOVIS INSTRUCTOR** REGISTER AT STUFF'N SUCH BEFORE JUNE 20. **MUST HAVE AT LEAST 20 ENROLLED** CALL 238-1544 FOR INFORMATION





TEDDY LEE KING and CONNIE SUE LINDEMAN....Mr. and Mrs. Homer Lindeman and Mr. and Mrs. D.T. King, all of Friona, announce the engagement and approaching marriage of their children, Connie Sue and Teddy Lee. Miss Lindeman is a 1975 graduate of Friona High School. King, a 1974 graduate of Friona High School, is a freshman student at Howard Payne University, Brownwood, Texas. The couple will exchange wedding vows Saturday, July 12 at the Friona United Methodist Church at 7 p.m. Friends and relatives of the couple are invited to attend the ceremony.

Hospital Report

ADMISSIONS-

Ethel Adams, Friona; Roy Caballero, Friona; Mrs. Joe Rodriquez and baby girl, Hereford; Christina Rodriquez, Friona; Mrs. Donaciano Salcido and baby boy, Friona; Michael Valero, Friona; Duane Baize, Friona; Murry Redus, Friona; Betty Cunningham, Friona; Bessie Boatman, Friona; Mrs. Joe Castillo and baby boy, Hereford; Janice Hamilton, Amarillo; and Lawlis Lee, Friona.

DISMISSALS-

Joyce Garner, Caryl Fallwell, Christina Rodriquez, Michael Valero, Roy Caballero, Duane Baize, Mrs.Joe Rodriquez and baby girl, Murry Redus, Glee White, Betty

Jaycee-Ettes To Sponsor Pastry Wagon

Bovina Jaycee-Ettes will sponsor a pastry wagon Friday with proceeds going to defray the expense of sending Thad Rains of Bovina to the diabetic camp. Persons desiring to purchase items from the pastry wagon may contact Mrs. Ronnie Sudderth, Mrs. Larry Mitchell or Mrs. Bob Turner before Friday.

Additional plans made at the recent meeting included a barbecue for girls' Little Dribblers and a Mutt Show for this year's Bull Town Days. A report on the girls' softball program was given during the

Mrs. Radford Venable led the

pledge to the flag, Mrs. Randy Barrett gave the invocation and Mrs. Jerry Wright led in reciting the Jaycee-Ette creed.

Shower Set Saturday For Mrs. Curns

Mrs. Lonnie Curns of Amarillo, the former Miss Susie Ritchie of Bovina, will be feted with a bridal shower Saturday from 3 to 5 p.m. in Community Room of First State Bank of Bovina.

Hostesses will be Mrs. Jim Russell, Mrs. Billy Griffin, Mrs. A.L. Nuttall, Mrs. Henry Spicer, Mrs. Kenneth Pryor, Miss Brenda Newbrough, Mrs. Leverne Stevens, Mrs. L.F. Jacobs, Mrs. Pat Kunselman, Mrs. Don Murphy and Mrs. Edward Isaac, all of Bovina; Mrs. Steve Brandt of Amarillo, Mrs. Joe Stanton of Farwell and Mrs. Theta Williams of Friona.

Janice Clarke, Johnston To **Exchange Vows**

Miss Janice Clarke and Dale Johnston will exchange wedding vows at 6 p.m. Saturday at the East Amarillo Church of Christ, 1400 South Russell.

Parents of the couple are Mr. and Mrs. O.R. Clarke of Amarillo and Mr. and Mrs. Elvin Johnston of

Bovina. Friends and relatives of the couple are invited to attend the ceremony and reception following in Fellowship Hall of the church.

PHONE 238-1291

BOVINA

a museum project for Bovina! And, if plans work as Reilly hopes, Bovina will have a bicentennial museum, no Don't understand all those technical details Mike was trying to

Say, we are proud of Mike Reilly

and the Bovina Jaycees for tackling

explain to us one day last week, but if Bovina could be designated a bicentennial city, it would help considerably in obtaining all kinds of things for such a place. You know how it is in a small

town-when one suggests a project, that person just sorta automatically becomes chairman. However, our new town marshal is most enthusiastic and just full of ideas for a museum here.

With the heritage of Bovina and Parmer County, we could have a place every citizen in Bovina would be proud of and want to show off to

One thing Mike points out is that if Bovina is designated a bicentennial city, we would be eligible for a visit when the Freedom Train makes its tour of the country next year, or is that train called the "Spirit of '76?"

Well, guess Bovina's claim to being arid has never been too valid. Suppose most everyone read in the dailies last week about Huasco, located in the Atacama Desert in Chile, said to be the most arid piece of land in the world. Seems the first rain in some 30 years began and didn't quit until 28 hours later. Rain was said to be unknown to most of the younger inhabitants and many of the young adults there. + + + +

For the convenience of our friends and readers, we would like again to remind you of our deadline-Tuesday

The exceptions to this rule are obituaries, serious accidents or other major events happening between this time and about 6 that

Mrs. Shirley Feted With Bridal Shower

Mrs. Danny Joe Shirley, the former Miss Debbie Ann Pewitt, was feted with a bridal shower Monday, June 9, at the home of Mrs. John

Cunningham and Jesse Burns.

Rufus Gonales, W.H. Gammon,

Maxine Owens, Ethel Adams, Mary

Salcido and baby boy, Bessie

Boatman, Lawlis Lee, Janice

Hamilton and Angelita Castillo and

PATIENTS IN HOSPITAL-

An arrangement of pink and white spring flowers centered the serving table which was covered with a white cloth. Fresh fruit compote, fruit breads, tea and coffee was served from silver and crystal

appointments. Mrs. J.C. Pewitt, mother of the bride, was a special guest.

Hostesses were Mrs. Dan Hastings, Mrs. Herman Geries, Mrs. Leon Grissom, Mrs. Robert E. Wilson, Mrs. R.E. Blankenship, Mrs. Billy Sides, Mrs. Rouel Barron, Mrs. Bedford Caldwell, Mrs. Joe Fowler, Mrs. Oakley Stevenson and Mrs. Dixon.

We are usually at our desk until late late Monday night, so would appreciate it so much if you could call or bring your news by on Monday.

by Lou Nuttall

Please help us help you by remembering the deadline. The courtesy of those people who bring in news items as they happen-late in the week and Mondays-is GREAT-LY appreciated!

Ran across a revised version of the 23rd Psalm recently, which we offer for you to laugh over, or cry over, whichever the case may be. "The government is my shepherd;

that tou

lots of o

Chi

Bovin

Third

Parmer

WEST H

PHONE:

I shall not need to think. It maketh me to lie down in the red tape; it leadeth me beside the stillness of empty minds.

It restoreth my ulcer; it leadeth me in the paths of rules and regulations for its tranquility's sake.

Yea, though I walk through the valley of the unbalanced budget, I will fear no loophole; for it is with me; its publications and proclamations arouse me.

It prepareth me as the main dish for the table of internal revenue; it placeth an apple in my mouth; my perspiration runneth over.

Surely bureaucrats and politicans shall pursue me all the days of my life; and I will dwell in the house of taxation forever.' ++++

As Congressman George Mahon pointed out in his visit here recently, we have become spoiled in this country; we've forgotten how to sacrifice, how to do without; we don't want to "bite the bullet." Mahon characterized welfare as

"a millstone around the neck of the country," in pointing out that too many peole have become accustomed to getting something for

It has been estimated that 40 per cent of the tax paying citizens in the United States are footing the bill for the other 60 per cent.

Trouble is, that 40 per cent is the middle class folk like most of the residents of Bovina. Doubt if we have any people that fall in the ultra-rich category that pay absolutely no taxes, and doubt that we have too many that fall in the third and fourth generation welfare families that pay absolutely no

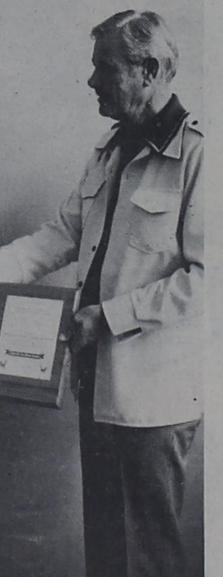
Wonder what does happen to a country when the middle class segment of its society just sits down and quits? Hasn't that happened in the past in Rome? Paris? London?

CONTENIED BILLIE

TO J.C. (Jay) CLABORN



Ben Cockrell(L), Jay Clarbon(R)



For Farm Bureau Insurance, Won The District 2 "Salesman Of The Month" Award. **Presenting The Award** Is Ben Cockrell Of Canyon.

Jay Claborn, A Salesman

PARMER COUNTY

Milton Evans, Mgr.

Phone 247-3280



He wants to help you tour Europe.

Before you enlist, you can select your station from a long list of Army installations ... here and abroad. Right now, Germany is available. You have the opportunity to see the Europe that tourists dream about. This, plus good pay, an interesting job and lots of other benefits are good reasons to see your Army recruiter. SGT Lawson Halford

you by ine. The

o bring in

n-late in

GREAT.

version of

which we

er, or cry

shepherd:

in the red

eside the

it leadeth

ules and

ity's sake.

rough the

budget, I

it is with

proclama-

main dish

evenue; it

outh; my

politicans ays of my

e house of

ge Mahon

d in this

n how to thout; we

velfare as eck of the

t that too

ne accusthing for

hat 40 per tens in the

the bill for

ent is the

ost of the

ubt if we all in the

pay abso-ot that we

the third

welfare

lutely no

pen to a le class

sits down

ppened in ? London?

ullet."

317 E. 3rd St., Amarillo

376-2181

Join the people who've joined the Army.

CowBelle Corner

Beef's Role In Feeding A Hungry World

It's a sad fact....but there are today hundreds of millions of people in the world whose food intake is at the starvation level. These people must be fed.

However, faulty information. misleading statistics and simplistic slogans have convinced some people that eating and producing less beef in this country will somehow mean more food for the rest of the world. At the center of this controversy is grain....principally corn....which is used to feed cattle.

Critics of beef production overlook the fact that 75 per cent of all feed consumed by cattle is inedible by humans. Cattle are ruminants (animals with four stomachs). That means they can produce high quality protein for human consumption from otherwise unusable resources such as grass, straw, husks and other fibrous and pulpy materials. In fact, the ruminant is a walking protein factory.

The majority of a steer's life is spent on land that cannot grow food for humans....nearly 900 million acres in the United States alone. Were it not for ruminants like cattle, millions of acres of land might not be useful for producing any sort of food. That is a luxury we cannot afford. In a sense, because this land cannot be used for anything else, it represents a "found" resource. One that is

totally renewable with little or no energy consumption.

Cattle are not fed grain until they have achieved more than threefourths of their final market weight. And despite what you may have heard, over their entire lifespan, cattle consume no more than three pounds of grain for each pound of live weight. Not eight....not 15....not 21....THREE. Also, not all cattle are fed grain. In 1974, more than 35 per cent of slaughtered cattle were "grass-fed" and this percentage will probably increase in years to come.

Beef can be produced without the use of any grain and without lessening the nutritional value of the product. Then, why use grain at all?

Grain feeding speeds up production thereby increasing the quantity of beef available. And consumer demand has been for grain-fed beef because it is more flavorful and palatable than non-grain-fed beef.

Economics is also an important factor here. For many years there was a surplus of feed grains in this country enabling cattle to be grain-fed profitably. But as grain prices have increased dramatically over the past year or so, the cattle feeder finds it difficult to break even let alone make a profit.

Therefore, like the automotive industry, the cattle industry is being forced by current economic condi-

Information concerning the beef industry-compiled by the Bovina CowBelles

> tions to reappraise its production methods. Cattle are being kept on grass longer, coming to feedlots at heavier weights and staying for shorter periods. As this trend continues, total grain usage by the cattle industry could be reduced by one-third or more.

> It must be remembered that the grain fed to cattle is not just "consumed." Actually, cattle improve the protein content by converting lower quality grain protein to high quality animal protein. About eight per cent of corn is protein, but it is incomplete and only 56 per cent of the protein content is usable by the human body. However, 17 per cent of the retail weight of beef is protein, of which 80 per cent is usable. Even if wheat were grown in place of the feed corn, protein comparisons put beef on top. Wheat is 10-12 per cent protein, about 52 per cent of which is usable.

Pound for pound, in amount and quality, beef protein cannot be matched by any single vegetable, fruit or grain.

The United Nations Food and Agriculture Organization recognizes this and is on record as saying that cattle, a source of high quality, assured quantity protein, are needed by the world's peoples for adequate nutrition as well as maximum land usage. This is true for both industrialized and developing nations.

DEKALB C-42a



Choice on dryland

An exceptional yielder for this area. Yellow endosperm breeding gives it drouth resistance . . . high feed quality. Short, uniform stand. Plant all you can. See me today.

DEKALB

"DEKALB" is a registered trademark "C-42a" is a hybrid designation.

AGRI-SPRAYER, INC. - Phone 238-1475-

Churches Welcome You

Church Page Sponsors

Bovina Chamber Of Commerce & Agriculture

Dudley's Auto Parts

Third & Dimmitt Hiway - 238-1219 Dudley & Jane Hughes

Boving Wheat Growers

"We Serve To Serve Again"

First State Bank of Bovina

- Member FDIC -

Lawlis Gin Company Hwy. 86

Bonds Oil Company

Gulf Distributor

Parmer County Spraying Service

Phone Tharp 225-4990 Junior Lambert -- Larry Gregory

Agri-Sprayers, Inc.

- Quality Aerial Spraying -Phone 238-1475

Kerby Welding Service A Deal The Year O

The Bovina Blade "Works For Boving"

Attend Church Regularly

Paul Jones Texaco Firestone Tires

Friona Motors

"Your Parmer County Ford Dealer" Phone 238-1395 Bovina

Parmer County Implement Co. WEST HIGHWAY 60 - FRIONA, TEXAS

PHONE: 247-2721 79035 Don's Medicine Chest

Prescription & Health Needs Phone 238-1659

Bovina Gin Company Your Satisfaction Is Our First Concern'

HORN INSURANCE ALL TYPES OF INSURANCE

FIRST BAPTIST CHURCH of BOVINA

SUNDAY Sunday School-9:45 a.m. Morning Worship-11 a.m. Training Union-6 p.m. Evening Worship-7 p.m.

WEDNESDAY Prayer Meeting-8 p.m.



Rev. Derrel Lewis

Don't Be A Church Drop-Out



Tires *Batteries *Accessories Charles Oil Company

Allsup's Convenience Stores

201-3rd St. Open 24 Hours A Day 365 Days A Year

Oklahoma Lane Farm Supply And Gin Phone 225-4116

Gateway Farms

- Boving -

Southside Motor Supply

Dimmitt Rd. Phone 238-1427

BOVINA PUMP CO.

Hwy. 86 - West

Lumber Sherrill Company

Highway 60 - Bovina

Support Your Church!

STATE LINE OFFICE SUPPLY

Printing-Office Equipment

JOHNNY MILLER Phone 481-9235

Parsons - Ellis Funeral Home Friona

REEVE CHEVROLET -OLDS

"Your Transportation Counselors Since 1938"

Sherley Grain Company

"Serving Parmer County Farmers the Year Around "

ST. JOHN LUTHERAN **CHURCH**

Sunday School-9:30 a.m. Morning Worship-10:30 a.m.



Rev. Herman Schelter

OKLAHOMA LANE **METHODIST** CHURCH

Sunday School-10 a.m. Morning Worship-11 a.m. Evening Worship-7 p.m.



Rev. Oran D. Smith

BOVINA CHURCH of CHRIST

SUNDAY SERVICES Classes-9:45 a.m. Worship-10:45 a.m. and 6 p.m. WEDNESDAY Devotional and Classes-9 p.m



Cecil Bunch

OKLAHOMA LANE **BAPTIST CHURCH**

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

Dr. Cecil Golden

BOVINA **METHODIST** CHURCH

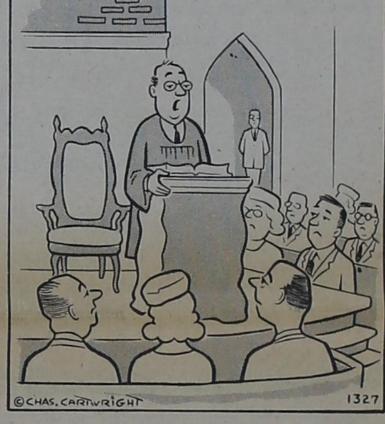
Sunday School-9:45 a.m. Morning Worship-11 a.m. M.Y.F.-6 p.m. Evening Worship-7 p.m. Choir Practice-Wednesday-8 p.m.

Rev. Howard Marcom

ST. ANN'S CATHOLIC CHURCH

Mass-Sunday-8:30 a.m. Monday & Wednesday-8 p.m. Confession: Sunday-8 to 8:25

Church Chuckles by CARTWRIGHT



"In closing, I have a short Father's Day message: Chin up!"

WILL GOD ALWAYS BLESS AMERICA?

Our world and its future become more complex to us every single day that passes. We see such words as "smog," "over population," "national emergency," "famine," "abortion," "inflation" and a host of frightful but revelent terminology. We may be confused, but this we know, we are on this planet, we are a vital part of its preservation. The great question is: how can this be done? Only by bringing it back to God.

Let us look at America as compared with the rest of our world. The average American family spends one hundred seventy three dollars on Christmas gifts. The average income of the world is one hundred dollars. The average teenager in America has income in earnings and allowance equal to the per capita income of all individuals in 80 per cent of the countries of the world. Ninety per cent of the dogs in the United States receive better treatment than half the population of the world. American people spend more on wants than needs. Our economy is growing at a rate which will double in the next twenty years. This means there will be as much growth between 1965 and 1985 as between the Pilgrim's

Solomon says, "Righteousness exalteth a nation, but sin is a reproach to any people." David said, "Blessed is the nation whose God is Jehovah." Isaiah said, "Your sins and iniquities has hidden His face from you." In view of these statements, unless this nation repents, how long will God continue to bless America? We cannot continue in sin and expect to receive God's blessings. Cecil F. Bunch

Minister **Church of Christ**

BOVINA **PENTECOSTAL HOLINESS** CHURCH

Sunday School-9:45 a.m. Morning Worship-11 a.m. Radio Program on KZOL at 2 each

SUNDAY AFTERNOON Evening Worship-7 p.m. Wednesday Worship-7:30 p.m.

MISION BELEN **BAUTISTA**

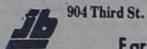
Escuela Dominical-9:45 a.m.-Mensaje-11:30 a.m.-Union De Pre Preparacion-5 p.m. Miereoles Estudio De La Biblia-7:30 Your local

dealer is.....

friona bi-products

For 7 day a week dead stock removal Call 247-3032 Collect

J. B. SUDDERTH REALTY



Farwell, Tex. Ph. 481-3288 or 505/763-5575 Unit 5408

OFFICE HOURS Monday-Friday, 9 a.m. to 6 p.m.

NOTICE - HOME LOAN Money Now Available

Two BR brick home near Ridgelea School in Bovina.

320 Acres, irrigated, very good water area, well improved. 4 miles east of Farwell.

Small tracts-1-10 A, 1-20 A, 1-44 A, all on Hiway near Lariat.

280 A., 5 Wells. Well improved. On Highway, 5 miles west of Muleshoe.

SPECIAL 2 HOUSES

Country Home-spacious two story brick, 5 bedroom basement, garage and apartment on fenced 5 A. Also quonset barn and sheds.

Lovely 3 Bedroom Brick Home with barns and sheds on 10 A. on Hiway. East of Farwell.

640 A. to settle estate. 280 A. in farmland, balance in grassland. Three 3-inch wells. West of Friona. Priced for immediate sale.

Nice 3 Bedroom stucco house. Near Ridgelea School. Priced for immediate sale.

320 A. irrigated, very good water area-Oklahoma Lane Community.

93 A. irrigated, 550 & BE of Farwell.

Need A Farm Loan--Call Us! We have sold most of our listings--We need more!

"Sales And Loans Are Our Service"

Cassification of the gold done.

ments. Phone T.D. Stanberry at 238-1509. 45-5tp

McKillip Drag Line Service. Excavation and dirt moving. Phone Farwell 481-3302.

DISCOVER MUSIC....IT'S GREAT WHEN YOU PAR-TICIPATE. A festival of values at Phillips House of Music for ments, guitars, lessons and repairs. Now serving this area with musical supplies for 21 years, from 1953 to 1974. 118 Main in Clovis, N.M. Phone WANTED Farm 505/763-5041.

FOR SALE....3-bedroom home, nearly new shag carpet, carport. Phone 238-1637.

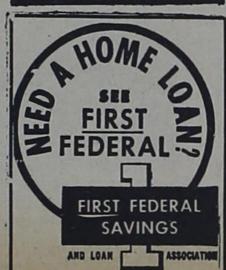
> **BOVINA ELECTRIC** Dale Berggren 225-6505 or 225-4535

RIDGELEA ADDITION Three-bedroom brick home for sale. One bath, garage, fenced yard, covered patio. Phone 238-1642.

FOR SALE 3-bedroom, 2bath house, fully paneled, dishwasher, storage building. Price reduced \$1500 below appraisal. Phone 238-1231. 47-tfnc

MONUMENTS Winsboro Blue Granite White Georgia Marble and Bronze See Percy Parsons or call collect

Frio 1 247-2729



801 Pile St. 762-4417

FOR SALE....1974 Trailway FOR SALE....1965 Mustang. mobile home, 14x54 ft. \$400. 1003 Ave. D in Bovina Equity and take up pay- or phone 238-1189. 48-2tp

> WILL THE PARTY who borrowed my red wagon please bring it back. **Gateway Farms**

FOR SALE....3-bedroom home, one bath, garage, good location on a big corner lot, close to school. Also, three acres of land within pianos, organs, band instru- city limits. Phone Janie or Glenden Sudderth at 238-1368, Sudderth Land Co.

> 43-tfnc Good pay, house and utilities furnished. Call 265-3309.

SALE....Highway frontage in Bovina on the corner of Avenue G (Vestal home place). Two 1-3 quarter block lots little more than 150 ft. Highway 86 frontage. If interested, contact June Vestal Gibson, 307 Swire Ave., Aztec, N.M. 87410. Phone 505-334-2978.

FOR SALE....New 16" well casing, \$8.75 per ft.; 65%' well casing, 188 wall, \$3.25 per ft.; Used 65%" col. pipe with tubing and shafting, \$8.50 per ft. We have a truck load of baling wire at \$21.95 per roll; now buying No. 1 prepared scrap iron at \$45 per ton. Farwell Pipe & Iron, Farwell, Tx. Phone 47-tfnc 806-481-3287.

Court House Notes

Farwell.

Instrument Report Ending May 22, 1975 in County Clerk Office, Bonnie Warren, County Clerk

WD, Gilbert C. Garza, Silvestre Perez, lots 11, 12, Blk. 15, Friona

WD, H.M. Gable, H.M. Gable & Sons, Inc., Part Sec. 15, Blk. W, Warren

WD, Dean McCallum, O.B. Johnston, NW1/4 Sec. 12, Blk. B, Synd. Less 2.686

WD, John M. Clark, Clem Peden, Part SW1/4 Sec. 11, D & K

WD, Royce W. Chambers, Farmers Home Adm., Lot 1, Blk. 2, Hicks Add., Friona Deed, Mid State Homes, Joe Saiz, Lot 3, Blk. 87,

Instrument Report Ending May 29, 1975 in County Clerk Office, Bonnie Warren, County Clerk

Deed, USA, Charles W. Sprouse, lot 7, Blk. 2, Ridgeview Add., Friona WD. Raymond Mears, Billie Myers, W 50 ft. lots 30,

31, 32, Blk. 3, Farwell WD, W.F. Buske, W.D. Buske, Sec. 15 (except 1 ac. out SE1/4) Charles E. Harding

WD, Aubrey L. Carlton Jr., USA, lot 13 and E 20 ft. lot 14, Blk. 2, Ridgeview Clovis, New Mexico Add., Friona

Deed, Moises V. Ancira, USA, lot 10, Blk. 2, Hicks Add., Friona

WD, Cipriano C. Pena,

USA, lot 2, Blk. 5, Drake Rev., Friona Deed, USA, Jessie L. Colley, lots 10, 11, 12, Blk: 36,

MARRIAGE LICENSES Jerry Keith Mabry and Billye Sue Benham.

David Lee Hardgrove and Glenda Kathryn Reeve. William Duane Canty and Brenda Gayle Wheat.

Donny Ray Campbell and Ramona Lou Reed. Eddie Joe Steelman and Esther Mejia.



GOVERNOR SIGNS....Legislators from the Panhandle were present at Governor Dolph Briscoe's signing of a resolution making June 18th " 'TEXAS' Day In Texas." The date marks the opening night of the show's tenth season. The resolution was authored by Representative Simpson of Amarillo and supported

unanimously by both Houses. Pictured from left to right are Representative Ben Bynum, Senator Max Sherman, Representative Simpson, all of Amarillo, Representative Bob Close of Perryton, and Representative Phil Cates of Pampa.

CLAYTO

Speaker

quested contribution

to the Sp

family on S

given to Ca

Ranch a

U.S.A. in

During

House mem

have honore

of the Spe

session by

This year

activities

geared tow

the coopera

members :

ployes as

Speaker.

Clayton s

to the char

iaci

By John R

4100 M

Governor Designates 'TEXAS' Day In Texas

has signed legislation authored by Representative Bob Simpson of Amarillo that designates June 18th as

" 'TEXAS' Day In Texas." The resolution honors the musical drama "TEXAS" on the opening of its tenth season and praises the staff's work in tourist development for the state.

"It is a pleasure to dedication of those who two-thirds of a million at 8:30 p.m.

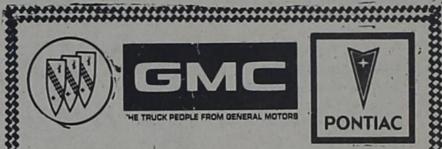
Governor Dolph Briscoe promote this great state," Representative Simpson noted.

> 'Certainly, the show is deserving of the unanimous support it received from the son said.

twice been named in the Top Twenty Tourist Attractions in the nation by the National Association of Travel Orsponsor this resolution hon- ganizations and has been run through August 23 and oring the hard work and viewed by more than plays nightly except Sunday

"TEXAS," acclaimed throughout the United States and abroad, was written by Putlitzer Prizewinnng author Paul Green Texas Legislature," Simp- and plays against the backdrop of the Palo Duro The musical drama has Canyon. Isaac Van Grove arranged the musical

"TEXAS" is scheduled to



Buick - GMC - Pontiac

John Orsborn

Buick - GMC - Pontiac

25 Years In Hereford See Us And SAVE

142 Miles St.-Hereford-Phone 364-0990



CLOVIS HEARING AID CENTER *Batteries *Molds *Free Hearing Tests

SERVICE ALL MAKES 416 Mitchell

Phone 763-6900

FRIONA TEXAS FEDERAL CREDIT UNION

"Serving All

of Parmer County

Member Owned Savings and Loans

FORSALE

ELEVATOR AND EQUIPMENT AT PARMERTON

> CALL FRIONA

WHEAT GROWERS

247-3211 OR 247-3213 NIGHTS

out on delicious, flavorful food that will

excite your taste buds as never before.

UAL OPPORTUNITY EMPLOYER

IN ORDER TO BETTER SERVE **OUR CUSTOMERS IN BOVINA** AREA, WE HAVE INSTALLED A

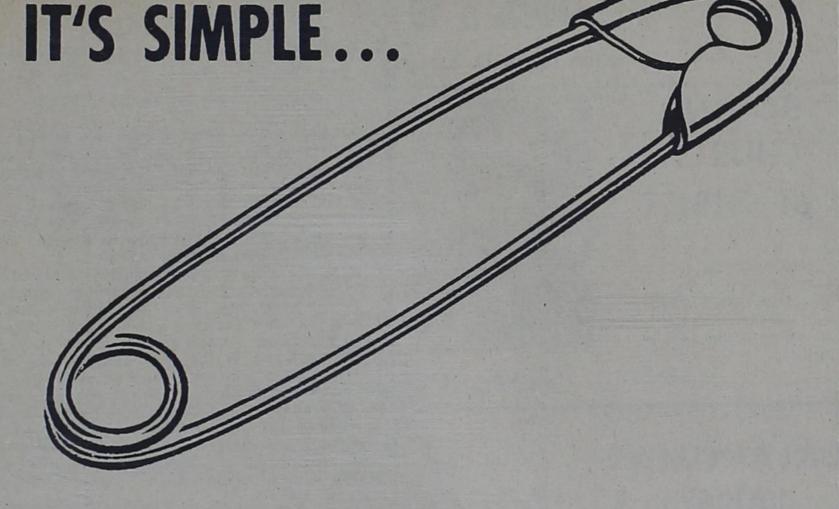
DIRECTLINE. CALL US ANY TIME FOR SALES OR SERVICE.

238-1373

Parmer County Implement Co.

FRIONA

FOR SO MANY PEOPLE



WORKS WONDERS

A safety pin protects babies . . . makes mothers feel secure . . . preserves dignity . . . replaces the world's lost buttons.

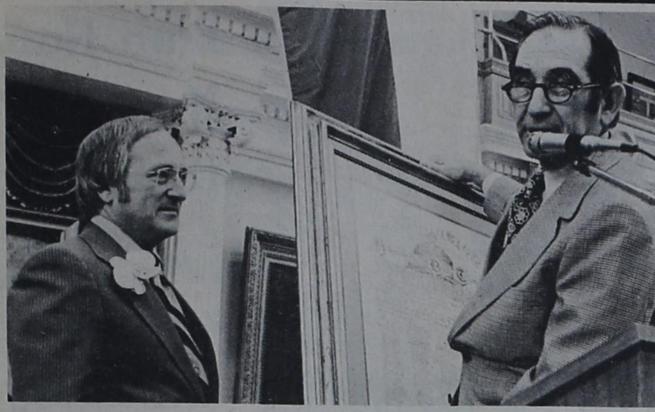
The newspaper is a simple idea that works wonders, too. It moves merchandise . . . doctors the economy . . . distributes jobs . . . finds people to do jobs . . . informs, educates and entertains.

When you want to sell, buy, rent, hire or announce . . . think of the simple idea that works.

NEWSPAPERS FIRST



MODEL EG 2



CLAYTON HONORED Speaker Pro Tempore Richard Slack presents

Speaker Clayton with a scroll signed by members of the House.

IN AUSTIN

cas

cclaimed

ad, was

er Prize-

ul Green

alo Duro

n Grove

musical

ests

VE

INA

Speaker's Day Fetes Clayton

given to Cal Farley's Boys be interested to contribute. U.S.A. in Whiteface.

members and House em- ployes Speaker.

to the charity organizations on the podium behind the are still being donated, and Speaker during the formal



Sorghum planted in a field of plastic? That's one of the possibilities being studied by research groups now taking a hard look at a variety of water conservation programs. Experiments have actually been done in the Oklahoma Panhandle whereby plots were covered by large plastic sheets . . . holes cut in the plastic for the plants and irrigation water supplied under the plastic. Results ... less than half the normal water required. Costs . . . terrible. So the search goes on with new attention focused on special breeding for water retention and imroved plant utilization. Tests at Oklahoma State University reportedly indicated that as much as 2 inches of water a year can be saved by planting sorghum in rows run-ning north and south rather than east to west. Direction of rows, spacing of furrows and development of new breeds are all subjects the sorghum pro-ducer will be hearing a lot more

about ... especially if the weather forecasters are right. TUCKER **EQUIPMENT CO.** 4100 MABRY, CLOVIS 762-4453

In a break with tradition, he plans to make a formal this Legislature will have Speaker Bill Clayton re- presentation of the money quested all gifts and after the session. He has contributions usually given reiterated his call for to the Speaker and his contributions, encouraging family on Speaker's Day be any persons who still might

Ranch and Girlstown, Five receptions were scheduled on Speaker's Day During past sessions, honoring House members, House members and friends employes and the Capitol have honored the leadership news media. Included in the of the Speaker during a day's activities was a House session by giving presents. floor ceremony in which This year Speaker's Day Clayton was presented with the cooperation and work of batiks from House em- less of your ideologies.

also congregated to honor any Legislature to this point Clayton said contributions Clayton. They were seated House ceremony.

> guests, Clayton said that the along with the 1,500 Senate session had been a success bills. I wish the citizens of because of the hard work of this state could follow your members and their staffs.

"I am proud to say that and the gavel is silenced, shake."

written a progressive era in Texas history that will be a long time being told.

"When the session began, I knew there were doubts across the state because of the diverse ideologies and political philosophies in the Legislature. The question was whether we could accomplish much for Texas. I'm proud to say that we've passed legislation that people thought would be activities May 26 were a scroll signed by House impossible. You've worked geared toward recognizing members and two framed together as a team regard-

"You've worked long and ployes as well as the Thirteen former Speakers hard. I doubt there's been in history that has had the work load this session has had. More than 2,300 House bills alone have been Speaking to members and introduced this session. trail on a couple of your "With one week remain- legislative days to see how ing in the session," he said, much interest and desire you have to see the people of when the smoke is settled this great state get a fair

Mental Health **Drive Nets \$65**

A recent drive for mental community services. health in Bovina raised \$65 for The Texas Association for Mental Health.

Tom J. Caldwell, Jr., president of the citizens' association, expressed his appreciation to Mrs. Daryl Kirkpatrick, chairman in

The Mental Health Association is the only nationwide citizens' group working on behalf of the mentally ill. There are 20 chapters in Texas with over 10,000 members.

volunteers in the association will reach 120,000 families. work to see that every Texas citizen receives adequate mental health treatment.

As part of a preventive

thrust in mental health education, the Texas Association for Mental Health, in cooperation with the Office of Early Childhood Development, Texas Department of Community Affairs, sends a 28-part educational newsletter on child development to all first-time parents in the state.

"Pierre," the largest post-parent education program in Texas, now reaches As citizen advocates, 81,000 families and by 1978

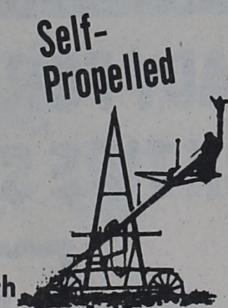
It is only through citizen support such as given by Mrs. Kirkpatrick and the The association's primary people of Bovina that the goals this year are chil- association can continue its dren's mental health and work, said Caldwell.

SAVE YOUR CAPITAL

For Seed, Feed, Fertilizer & Land

VALLEY.

For Only



People choose Valley for many reasons. One is darn good service. Get the advantages of the Valley Center Pivot System without tying up your assets. Call about our lease program

272-4266



HWY.84 WEST

MULESHOE, TEXAS

Quantity Rights . Reserved

KING SIZE

6 BT L. CTN.

PLUS TAX

These

Specials

Good

Thru

DELICIOUSLY FRESH

WASHINGTON WINESAP

APPLES

JACKPOT NOW \$10000

The name of Lupe Costillo was drawn

last week, but she

did not have a punched card. Get your

card punched this

week, and win \$100!

3 LB. BAG

CALIFORNIA

AVOCADOS



TREE TOP CONCENTRATED APPLE JUICE

60Z. CAN 39¢

W EST-P AC KRINKLE-CUT FRENCH FRIED

POTATOES 21B. BAG 39¢











CHUNK LIGHT

FLAT CAN



CHEF'S DELIGHT

TASTEE

CHEESE SPEAD

SIRLOIN STEAK

MARGARINE LB. PKG. 39¢

ROUND STEAK

LOWER CUT

GRAIN FED

T-BONE STEAK

Freezer BEEF

Cut & Wrapped To Your Specifications &

Satisfaction CHOICE GOOD BEEF BEEF \$102 95°



Bowina (Supermarket

Corner Main and First Streets

Billy Whitecotton

Phone 238-1324

Bill Smith

Teams Tied For Lead At Half-Way Mark

At the mid-way point of the 1975 summer boys' baseball program in Bovina, two teams in each division are deadlocked for the lead.

In the minor division, Chuck's Spraying Service and Isaac's Department Store have identical 3-2 records to share the lead. In the major division, Riverside and Big Nick-Horn Insurance are deadlocked for the lead with 4-1 records.

In a tie for third and fourth in the minor division, the Bovina Blade and Sherrill Lumber Co.-Bonds Oil Co. have identical 2-3 records.

In the major division, First State Bank-Lawlis Gin is in third place with a 2-3 won-loss slate while Bovina Gin-Chemical Enterprises is in the cellar with an 0-5 record. The schedule for the next four

game nights is as follows: Thursday (tomorrow)--Bovina Blade vs. Sherrill-Bonds and Bank-Lawlis vs. Bovina Gin-Chemical Enterprises.

Friday--Isaac's Department Store vs. Chuck's Spraying Service and Big Nick-Horn Insurance vs. Riverside Chemical.

Monday-Bovina Blade vs. Chuck's Spraying and Riverside Chemical vs. First State Bank-Lawlis Gin.

Tuesday--Isaac's Department Store vs. Sherrill-Bonds and Big Nick-Horn Insurance vs. Bovina Gin-Chemical Enterprises.

The minor league game begins at 6:30 p.m. with the major division game beginning at 8 p.m.

List Rural Stops For Bookmobile

The High Plains Bookmobile will be in the rural communities of Parmer County Thursday and Friday of next week, according to Lorene Sooter, librarian. Stops on Thursday include

Oklahoma Lane from 9 to 10 a.m., Rhea from 10:45 to noon and Black from 1:15 to 2:30 p.m.

Friday's stops include Hub from 9 to 9:45 a.m., White's Elevator from 10 to 11 a.m., Lazbuddie from noon until 1 p.m. and Clay's Corner from 1:15 to 2:15 p.m.

C-42Y

SHERLEY GRAIN CO.

breeding . . . terrific drouth resistance...large yellow grain...Hurry. Supply

"DEKALB" is a registered trademark
"C-42y" is a hybrid
designation.

DEKALB

FIRST TRUE

YELLOW

SORGHUM

Game scores for last week are as

Monday--Sherrill-Bonds Chuck's Spraying, Bovina Gin-

Standings

Standings in the league after three complete weeks of play are as

MINOR DIV.

| TEAM | W-L | Pctg. |
|---------------------|-------|-------|
| Chuck's Spraying | 3-2 | .600 |
| Isaac's Dept. Store | 3-2 | .600 |
| Bovina Blade | 2-3 | .400 |
| Sherrill-Bonds | 2-3 | .400 |
| MAJOR DIV | ISION | |
| Riverside Chemical | 4-1 | .800 |
| Big Nick-Horn Ins. | 4-1 | .800 |
| Bank-Lawlis | 2-3 | .400 |
| Bov. Gin-Chem. Ent. | 0-5 | .000 |
| | | |

Roping Team Leaves For Rodeo Finals

Kyle Jones of Bovina and Brent Johnson of Hereford placed first in team roping at Dalhart, second at Gruver and fifth at White Deer in recent high school rodeos, moving the team into second and third standings in the Tri-State Rodeo Association. Jones placed fourth in cale roping at McLean which moved him to 13th place in all-around boy's standings. Jones has amassed 71 points to place Bovina 11th in team standings and is the only Bovinian

competing on the circuit. Jones and Johnson will compete in the Tri-State finals this weekend at Dumas. They will leave Dumas Saturday for Halletsville and the Texas High School State Rodeo finals slated for the 15th through

Chemical Enterprises 7-22 River-

Tuesday--Isaac's 9-8 Bovina Blade, Big Nick-Horn Insurance 7-5 Bank-Lawlis:

Thursday--Sherrill-Bonds 13-14 Isaac's, Bovina Gin-Chemical Enterprises 6-18 Big Nick-Horn In-

Friday--Chuck's 8-9 Bovina Blade and Bank-Lawlis 9-5 Riverside.

Jackie Adams Named To WT Honor Roll

Jackie Adams, son of Mr. and Mrs. P.A. Adams of Bovina, has been named to the President's honor roll at West Texas State University at Canyon.

Adams, who will be a senior student next year, maintained a 3.0 grade point average based on a 3.0 scale. He is a political science

Adams is a member of Alpha Tau Omega and the Buffalo Maskers drama club. He plans to attend the University of Texas at Austin next year where he will be employed by Senator Grady Hazelwood.

Mrs. Bell Named Member Of Month By Jaycee-Ettes

Mrs. Greg Bell was named Jaycee-Ette of the Month at the May 23 meeting of the organization. Mrs. Bell was selected for her work with the girls' Little Dribbler program.

"It is women like Pam who make our projects work so well," said Mrs. Bob Turner, president of the organization. Mrs. Turner expressed appreciation, on behalf of the Jaycee-Ettes, to the Jaycees for assisting with the basketball program and to the parents of the players for their support.

Courteous . . . Qualified . . . Accurate

Whatever you need to keep in good

shape . . . medication, grooming aids,

vitamin supplements . . . consult us!

Don's

MEDICINE CHEST

Phone 238-1659

We Help You

Stay Healthy

And Happy



CALLED....Bovina's firemen were called to the home of Mr. and Mrs. Wilbur Charles Friday afternoon when an apparent short in the air conditioner began filling the

house with smoke. Ray Anderson and Don Bandy are on the roof of the home checking the air conditioner. No real damage was reported in the

RODEO EVENTS

List Winners At Play Night Here

Activities at the weekly play night Friday at Bovina Roping Arena included barrel races, flag races, rescue races, pole bending, relay races and pony express races.

In the barrel race, Jody Bandy placed first with a time of 21.1, followed by Daryl Hawkins, Kathy Williams, Chet Hawkins and Tobi

Bandy also won the flag race in a time of 12.5, followed by Daryl Hawkins, Miss Williams and Chet

Lezli Williams and Kathy Williams won the rescue race in a time of 22.8, followed by Kathy Williams and Jody Bandy and Chet Hawkins and Daryl Hawkins. Bandy won the pole bending in

25.3, followed by Daryl Hawkins, Kathy Williams and Chet Hawkins. Kathy Williams and Jody Bandy won the relay race in a time of 17 seconds, followed by Holly Anderson and Daryl Hawkins and Daryl Hawkins and Chet, Hawkins.

Kathy and Lezli Williams won the pony express race in a time of 19.6, followed by Daryl Hawkins and Jody Bandy and Daryl and Chet Hawkins.

The play night activities are held each Friday at the roping arena with all youngsters in the community invited to participate.

Pam Nance Named To Honor Roll

Pam Nance has been named to the dean's honor list for the just-ended semester at Texas Tech University, according to information received by her parents, Mr. and Mrs. Dwain Nance of Bovina. Miss Nance is a 1974 graduate of Farwell High School and is now a second semester sophomore at Texas Tech.

A pre-med major at Texas Tech, Miss Nance maintained a 3.3 grade point average on a 4.0 basis to earn the honor.

Boy Scouts Have Party, Plan Campout

Members of Boy Scout Troop 202 were treated to a weiner roast Saturday night at the caliche pits near Bovina. Don Spring and George Powell are troop leaders.

Attending were Jody Atchley, Paul Atchley, Billy Cupit, Don Paul Spring, Boyd Pipes and Tim Grissom.

Plans were made for an overnight camping trip in two weeks with the boys providing all personal items, sleeping equipment and food necessary to cook individual meals for supper, breakfast and lunch, said

Bovina Team Splits Games

Bovina's softball team, feminine version, split a doubleheader with the Clovis Patriots Wednesday of last week for a 1-2 record for the season. The Patriots won the first game, 15-14, with Bovina taking the second tilt, 15-11.

Coaching the team this year are Mrs. Katie Stone and Sonja Wilburn. Players on the team include the coaches, Olga Serna, Debbie Stanberry, Cheryl Cox, Lila McDaniel, Yolanda Gomez, Evanna Jamerson, Cathy Riley, Alice Stone, Rita Nuttall, Celia Ortiz, Mary Jane Gomez and Carolina Espinoza.

New Sports Director Named By Channel 7

John McKissack new Sports Director for KVII-TV, Channel 7, in Amarillo. John is a veteran radio broadcaster and

Farmington High School in Farmington, N.M., and graduated from Zuni High School in Zuni, N.M. Some of his past sporting endeavors football in his senior year in basketball and baseball. high school, he was state

has football, basketball and 1974, and then in January of recently been named as the tract, just to name a few. John began his broad-

did play, by play reports for job."
Eastern New Mexico Uni- As versity football and basket- only fitting that John enjoys ball for three years and also include scoring the second did reports for Portales high number of points in High School in football,

actually McKissack broad jump champion in started working for couple have one child, high school, and he was a KVII-TV in the capacity of Stephanie who is nine three year letterman in an area correspondent in months old.

1975 he was asked to fill a vacancy in the sports casting career about five department. Jim Pratt, years ago at KENM radio in former News Director for Portales, N.M. During his KVII-TV, stated of Mctenure there, McKissack kissack..."McKissack took John was born in Siloam 'served in the capacity as to television better than Springs, Ark. He attended Program Director and ducks take to water, he's Sports Director. John, also done an exceptionally good

> As a Sports Director, it is the sport of golf as one of his favorite past-times.

John is married to the former Pat Myers of Lebonan, Indiana, and the



JOHN MCKISSACK

Outdoor Cooking is Flameless and Clean with an Electric Grill

An electric grill eliminates the need for charcoal, flame starters and smoky fires. You enjoy the charred flavor of grilled steaks and hamburgers without the

When you buy an electric grill or its ideal companion, a lightweight portable refrigerator, be sure they're made by a reputable manufacturer and backed by a guarantee. Read instruction books carefully and follow directions. And be sure they carry the Underwriters' Laboratories symbol of safety.

You can buy your electric outdoor grill from Deaf Smith Electric Cooperative, plus we can give you suggestions for saving money and electricity. Remember, electricity is too good to





364-1166

GET READY FOR HARVEST! TRUCK TIRE SPECIAL

1000x20 \$10000

WE ALSO HAVE A GOOD STOCK OF STEEL RADIAL TRUCK TIRES. 900 AND 1000 SIZES

ALL TIRES FULLY GUARANTEED BONDS OIL CO.

ance

To

Roll

Its

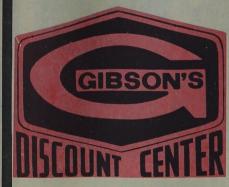
rty,

npout

an overnight eeks with the sonal items, and food vidual meals ad lunch, said

am

mes



Welcome

COME CELEBRATE OUR

PRICES EFFECTIVE MONDAY THRU SATURDAY **UNE 9 THRU 14**



PRESTONE ANTI-FREEZE & SUMMER COOLANT













GIBSON'S MILK 1/2 GAL.

11/2 LB. LOAF





SWH

ZEE NICE 'N SOFT

TOUET 4 ROLL STISSUE PAGE



BORDEN'S ROUND CTN.

ASST. FLAVORS 1/2 GAL



TURN THE PAGE FOR MORE SUPER VALUES

Gibsons Owes Success To President Watkins

This is the success story of Delmar Watkins, president and owner of Gibson Products Company in Friona, a store that opens Monday, June 9.

The energetic head of the 13-store group opened his first store in Pampa in 1963 and a year later opened the second at Hereford.

A large Gibson's was built and opened in Borger in 1965.

Since that time stores have been acquired or opened in Dumas, Canyon, Tulia, Dimmitt and Friona in the Texas Panhandle area, Columbus and Brenham in south Texas, Silver City and Tucumcari in New Mexico and Elk City, Oklahoma.

Born in Canadian, Okla., Watkins attended both elementary and high school there, graduating from Canadian High School in 1948.

He served four years in the Air Force, during the Korean War. He attended Oklahoma State University and North Texas State University, where he majored in business administration with a minor in accounting.

His business training was extended with merchandise training with National Cash Register Company in 1956, and he moved to Pampa in 1957, spending seven years with NCR, largely in its Dallas and Amarillo offices.



DANNY WEST

New Gibson's Manager Is Danny West

Danny West, 23, will manage the newest store in the Gibson's chain, which opens in Friona on Monday.

West, a native of Muleshoe, has been serving as assistant manager of Gibson's Canyon store. He has been with Gibson's in Canyon for the past two years, and has been attending West Texas State University while living in Canyon.

West majored in Industrial

West majored in Industrial Distribution at West Texas State University.

"We are looking forward to serving the folks of the Friona area. We will be offering the shopper true discount prices on all merchandise in the store," West says.

West's parents, Mr. and Mrs. Melvern West, live south of Muleshoe in Bailey County, where the elder West is engaged in farming.

The new Gibson's manager is single.

In 1963 Gibson presented a self-compiled dossier and an idea to several investors, the idea being the development of a group of retail

Since then he has spearheaded the formation of a growing retail operation that encompasses parts of three states and employs 331 people, a system that has added substantially to the economy and retail business in the area it covers.

The idea, as Watkins describes it is, "eliminate the middleman, buy by the truckload from the manufacturer and pass the savings along to the customer."

The Gibson Story started in a small one-story converted ware-house operation in the South part of Abilene. The year was 1958. The Gibson Wholesale Drug and Sundry business, in operation for 23 years, was battling the squeeze on wholesalers. "I was going down, down, down, like everybody else," recalled Mr. Gibson.

His way out was to move the firm's merchandise off the shelves, stack it in the middle of the floor or on display gondolas, and advertise goods for sale at discount prices. When the first store opened in 1958, the first day's sales total was \$3,000. In 1965, Gibson opened a new 93,000 square-foot store in an Abilene, Texas suburban shopping center. Its first day's sales was \$300,000.

In 16 years the company has spread to 30 states, racking up 1974 sales of \$3,021,000,000. Expansion is now running at the rate of six stores per month on the average. "We operate differently from any other chain in the United States," Gibson said. "Due to the volume of our orders, we can obtain merchandise



JIM ANDERSON

Anderson Is Gibson GM

Jim Anderson of Pampa, who joined the Gibson Products Company in January of 1968 as manager of its Hereford store, became general manager of the present 12-store group in mid-1972.

As such, he keeps an experienced eye on operations of the 13 stores in the Gibson group, headquartered in Pampa and with stores ranging from there to south Texas, New Mexico and now Oklahoma

Mexico and now Oklahoma.

Before joining Gibson's, Anderson had 15 years experience as buyer and merchandise manager for Gyro Sales Discount Store in Amarillo.

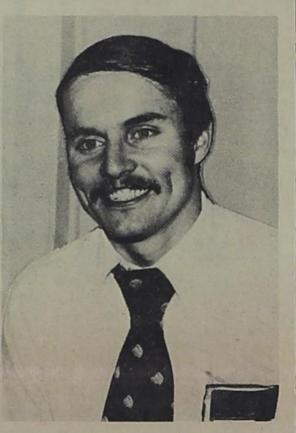
At present he maintains an office in the Gibson's store in Pampa shortly where he has offices in the new Gibson Warehouse.

DELMAR WATKINS

in many cases for less than the jobbers cost."

Some individual Gibson orders run from \$500,000 to \$1 million. The chain has two types of stores--those owned by the Gibson family, and those franchised to individuals.

Gibson's network of discount centers are rated second largest in the nation, and have now joined the select \$1 Billion Club of American Retailers.



MICHAEL CARR

Mike Carr Helps With Local Store

Michael Carr, manager of Gibson's Discount Center in Hereford, has been instrumental in the layout and stocking of the new Gibson's store in Friona.

A Gibson's employee for eight years, Carr has served as manager of the Hereford store for the past three years. Prior to coming to Hereford, he was assistant manager at Gibson's Pampa store. He is a graduate of McMurry College with a BBA in marketing and accounting.

A native of Pampa, Carr says he

likes the "Magic Triangle" area.
"Friona has impressed the
Gibson's company with its growth
and progress in recent years.
Because of this growth, the decision
was made to add a Gibson's
Discount Center in Friona. We look
forward to growing along with

IT'S WOMAN'S WORLD

Giber

Gibson's Caters To The Women

"It is safe to say 80 per cent of a family's shopping is done by the wife of the household," Delmar Watkins, owner and president of Gibson Products of Friona, noted. "With that in mind, the designers of Gibson's Stores have created a veritable woman's paradise. Women like a big store...so we're giving them big stores," he said, they like lots of selections...and they find variety at Gibson's."

This is the apt description of Gibson's Discount Centers preferred by Watkins. "Women like self service...so we've given them that too," he continued. When they are in a hurry and need to dash in and out they can find what they want without possible delay in waiting for a clerk to be free to help them. And when

they are not in a hurry, they can take all the time they like to browse through the store without being interrupted by a sales clerk or uncomfortably thinking they may be taking up the clerk's time."

Of course, there are clerks available to help in locating an article or to give information or merchandise when desired. They may ask if they can be of service, but they won't try to push a sale. He noted that Gibson's has found women also like lightness and brightness, so the stores are amply

"We also have ample checkers in the check-out area to make certain shoppers get fast service," Watkins

Gibson's Offers True Discounts

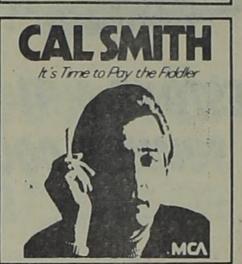
True discounting has provided the basis for immediate acceptance of the Gibson's Discount Center by shoppers in the city as well as other areas of the nation. This is the judgment rendered by the local store manager, Danny West. "I've found it to be a 'true' discount organization which offers discounts on all merchandise and not just selected items.

"We're continually expanding merchandise selections and introducing new lines in such a manner as to maintain the interest and excitement in our own merchandising as well as to give the shoppers outstanding values and reasons to keep coming back," he added.

CHRAND OPENING ENTIRE DEPARTMENT SALE!



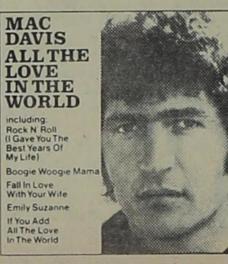






MCA RECORDS & TAPES







COLUMBIA RECORDS & TAPES

ALBUMS
REG. RETAIL \$6.98

\$ 49

TAPES
REG. RETAIL \$7.98
\$ 49



















SELECTIONS

June 8, 1975

ynn

7.98

Men's High Bulk Orlon



SHOES

\$366

Shredded Foam Filling



FRIONA.....JUNE 9-14....OPEN





LOT 575 REG. 5.99

GRAND OPENING SPECIALS

LOT 874 **REG. 6.99 ONLY**



LI'L DUDE JEANS

Reg. \$497 SIZES

0-12

• REG. • SLIM

LOT NO. 5669 5769

不能

Dickies Coveralls.

NO IRON

GRAND OPENING PRICE



DAYTIME

PAMPERS

30 Count \$489







SECRET

SPRAY



SCOUNT CENTER

NOW FOR THE FIRST TIME IN FRIONA



GLEEM II

TOOTHPASTE

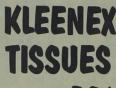
49

LILT SPECIAL



HOME PERM.







9 OZ .

JOHNSON & JOHNSON COTTON SWABS 2013 69

REG . 93

UPSET STOMACH

Pepto-Bismo



CREST

TOOTHPASTE

AND GARGLE



SOFF **PUFFS**



HI-DRI DWELS

ALL-PURPOSE"



CONCENTRATE

SHAMP00

FINAL NET HAIR SPRAY

NORWICH



BA



June 8, 1975

ÂNT

101





UISCOUNT CENTER

9 INCH JIFFY TEFLON

> MIRRO PORTABLE ELECTRIC

LAUNDRY BASKET

SHELF CLOPY Adher

PAPER

BROILER

REG. \$15.59



EARLY AMERICAN ROCKING CHAIR

PADDED SEAT & BACK

RUBBERMAID TWIST POP ICE CUBE TRAYS

MIRRO-MATIC CIRCA'76 PERCOLATOR REG. PRICE \$8.59

ZEBCO 202

REEL

SALE STARTS MONDAY



ALL FISHING RODS IN **OUR STORE**

YOUR CHOICE 20% OFF

GARCIA 5000 D CASTING REEL

\$2897

GOTHAM STYROFOAM

ICE CHEST \$149



THE REVOLUTIONARY

ADJUSTABLE Norelco VIP's-SO CLOSE

IT DARES TO MATCH SHAVES

EXTRA SPECIAL

REG. \$3297



OPEN 9A.M. to 9 P.M.



Your Choice PLASTICWARE



each







STEAM STYLING WAND Reg. \$2197 \$1687



ARKAY WEDGE

AUTO SPEAKER \$577 REG. \$8.49

NORELCO CURLY

Reg. \$1797

\$1387



SPECIAL SAVINGS

CELEBRATION BUYS



STARTS MONDAY VUI CAN

THE 1/2 HOUR CAR WAX

'S NEW FRIONA STORE HOURS 9 A.M. TO 9 P.M.

DON'T MISS IT



CREAM REG. 41 89 \$429 CAR WAX

Plastic DROP CLOTH



LARGE FULL SKIN ENGLISH CHAMOIS

REG. \$449 SQUARE FT.

CM O MOTOR OIL



Bulldog Vinyl
ELECTRICAL

BULBS

Sylvania Inside Frost

60-75-100 WATT

12 OZ.

KIT PRE-SOFTENED



REUSABLE HAND WIPES

10 CT REG 67¢

SQUIRREL

CHARCOAL 10 LB.

GIBSON ACRYLIC EXTERIOR LATEX GAL.

RIOR LATEX

AIR **CONDITIONER** PADS

YOUR CHOICE

SIZES

McGRAW-EDISON 2-SPEED METAL

BOX FAN REG. \$2397 THIS WEEK ONLY



GIBSON INTERIOR



OIL TREATMENT

15 OZ. CAN

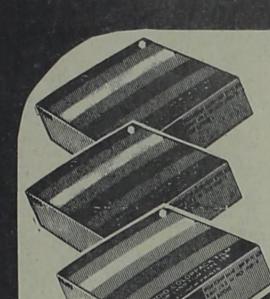


GIBSON

RUST-PREVENTING LEAD FREE FAST DRY



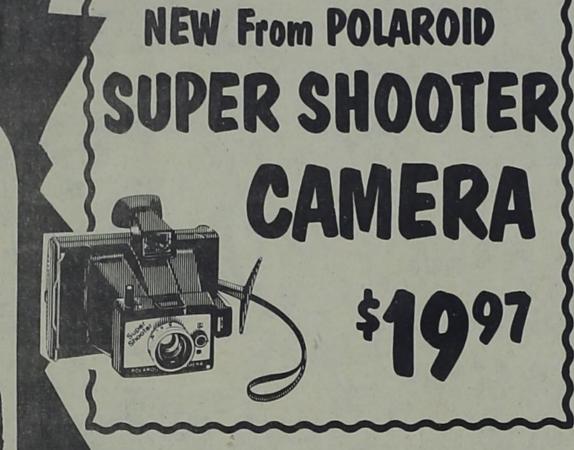
SALE STARTS MONDAY



COLOR

PICTURES

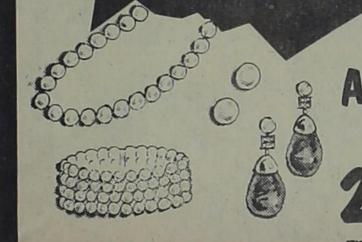
Polaroid 108 Film CARTRIDGE



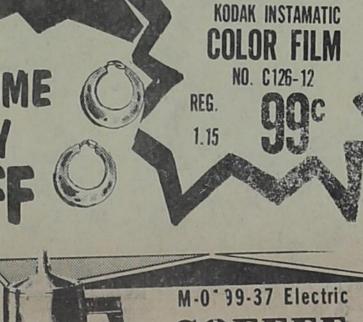
POLAROID CAMERA



ONE OF MANY....Three of the Gibson's Discount Store officials inspect one of the thousands of items the new Friona store will carry.
From left to right are Danny West,
local store manager, Michael Carr,
manager of Gibson's Hereford store, and Jim Anderson, Gibson's General Manager, from Pampa.



ALL COSTUME JEWELRY





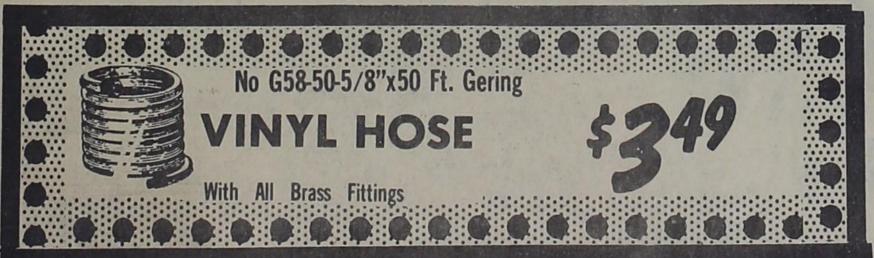




McGRAW-EDISON 2-SPEED METAL BOX FAN

REG. \$2397 THIS WEEK ONLY







ANN GEE, a popular Friona store clerk, formerly worked for Gibson's in Lubbock, and will be employed at the Friona store in the Health and Beauty Department. She is shown stocking one of the shelves in that department.





BETTY FREEMAN, a former Friona resident, is head of the camera and jewelry department at Gibson's Hereford store. She has helped lay out and stock those departments in the new Friona store.



CHARLOTTE KINDLER, who is another local employee, also has former experience with Gibson's. Charlotte was caught by the Star photographer while she was stocking the housewares department at the new Friona Gibson's store.



BECKY HARRIS, a Gibson's employee at Hereford, has also been working for the past several days in stocking the new Friona Gibson's Discount Center. Becky is shown at the store's sporting goods department, one of several departments in the store.

NESTLÉS

CHOCOLATE

MIXES

INSTANTLY WITH MILK



The Monday of the second of th

SAVE

SHARI

YOUR CHOICE
Butterscotch-Lemon Drops

Orange Slices-Jelly Drops

Circus Peanuts 30



CHEWING GUM



BORDEN'S
ROUND CARTON

ICE
CREAM

ASST. FLAVORS
& SHERBETS

1/2 GAL.

NOW IN FRIONA
GRAND OPENING
SPECIALS START

MONDAY

NESTLE'S

QUIK \$169

s. TISCO
FINEST VEGETABLE SHORTENING

CRISCO \$469 3 LB. CAN

PRINGLE'S

9 OZ.
TWIN

PACK

Repper George Ge

IN FRIONA
9 A.M. TO
9 P.M.

GIBSON'S

28 OZ. BOTTLES

COKES DR. PEPPER

7-UP NO DEPOSIT NO RETURN

2 BOTTLES 77¢

ETITOS

ERAND

TRULY GOOD

AND CRISP

OVOTO PRITO-LAY, INC.

CORN CHIPS

FRITOS
REG. 49*
BUY ONE
GET ONE
FREE

BEST MAID

SALAD

DRESSING

Reg. 89° 79¢

BEST MAID
DILL
PICKLES

48 Oz. 79¢