

Skies Clear This Week --

WHITTLIN'

By DOLPH MOTEN

October 16-18 can be marked down as a bad, bad weekend for a lot of football fans around here. If you were supporting the Mustangs, Texas A&M, Texas Tech, West Texas State and the Dallas Cowboys or any part thereof, you're aware of what we're talking about.

Humility is one thing, but this is bordering on the ridiculous.

Come Saturday night or early Sunday morning, whichever you prefer, we escape once again from this daylight savings time business ---- and it's about time, if you'll pardon the pun.

The only good thing about this DST is the extra hour you get to sleep when the change is made each October. We read somewhere recently, possibly in the Amarillo paper, that someone had an idea to just have DST in the three summer months of June, July and August. That would be an improvement over the present set-up. Of course, we think it'd be still better just to do away with it all-together.

The trouble with moving the clock up an hour in this great agricultural area is that the folks here have a tendency to go to work by the clock and quit by the sun. That makes for a heap long day, as most working people will assure you.

There wouldn't be a lot of difference if we started by the clock and quit by the same method. It just isn't that way here, though, and isn't like to be.

We still think those people who like DST and the hours of daylight left over after 5 p.m. are entitled to it and should have it if they want it.

But why, oh why, don't they just leave the time alone and go to work at 7 and quit at 4. They'll still have in their normal eight-hour day, they'll still have that extra hour of daylight left over after their workday is done and the rest of us will be happy, too.

Maybe that way is just too logical.

We used to blame the golfers for getting DST in, but golfing is getting so popular around here that we've abandoned that approach in self-defense.

The November 3 general election will have seven proposed amendments to the state constitution. Two of these are drawing considerable interest here. These are No. 2 and No. 3.

No. 2 would authorize the legislature to enact a mixed beverage law regulating the sale of mixed alcoholic beverages on a local option basis. There's an ad in this week's issue of the paper against this proposal.

No. 3 would authorize the legislature to provide for uniform tax assessment of agriculture land based on its ability to produce crops rather than its monetary value when sold. Those who favor this amendment point out that there is often a vast difference between what land will bring if it is sold and what it is worth for agriculture purposes.

Chances are, there won't be any Parmer County farms sold for shopping center sites in the near future, but this amendment is getting a lot of support in agricultural areas.

Information, pro and con, about all seven of the amendments is available at The Blade office. We will list all of them next week ---- the last issue prior to the election.

This department is enjoying its best year in the football game predicting business. In spite of all the upsets last week, we hit six out of 10. That's better than average for that particular week, according to our own immodest guess.

That left us 42 out of 60 for the year for a percentage of an easy-to-figure, even, 700. It would be nice to hold that pace during the remaining seven weeks of the contest. It wouldn't win anything, but it would be nice.

Let's try 'em this way:
FRIONA at ABERNATHY --- We can't win picking against the Chiefs, so we'll try it the other way around.

Hart at VEGA --- We put this clinch in the contest just so everybody can get one right.

Happy at SUDAN --- The Cowboys are having a bad year and can't be expected to whip the Hornets. Besides, this way, everybody gets two right.

FARWELL at SPRINGLAKE-EARTH --- We think the Steers are now on their way to the district championship. They might lose a game yet, but we doubt it.

Oton at FLOYDADA --- The Whirlwinds are supposed to be one of the best AA teams in the state and will certainly be favored.

(Continued on Page 2)

Hooray! --

Clocks Return To CST Sunday

Central Standard Time returns Sunday morning. At 2 a.m., October 25, clocks are scheduled to be turned back one hour.

That means an extra hour's sleep Sunday before Sunday school and worship services begin in Bovina churches. It also means Friday night football games will begin at 7:30 p.m. instead of 8 p.m. for the remainder of the season. School children will get to classes an hour later beginning next week and lose an hour of daylight between the end of school and bedtime.

This is the fourth year in a row Texas has gone along with the nation in observing Daylight Saving Time, which has been in effect the past six months.

The change to DST gave the nation an extra hour of daylight during the spring, summer and fall months.

At School --

Measle Vaccine Set Wednesday

Texas State Health Department of Bovina Woman's Study Club will be co-sponsors for rubella measles vaccine to be given here Wednesday of next week. The vaccine will be given in the Bovina Schools auditorium. It will be administered to school children from 9 to 10 a.m. and to pre-schoolers from 11:30 a.m. to 2 p.m.

There will be no charge. Children in school should bring home permission slips for their parents to sign, according to a spokesman for the Study Club.

Children one through 10 should receive the vaccine with the exception of those who have a high fever the day of the inoculation, are sensitive to

chicken or duck, chicken or duck eggs and feathers, or neomycin, or those who are being treated for cancer or leukemia. If a child is under a doctor's care at the time of the clinic he should be consulted first.

In recent years German measles has probably afflicted more children than have scarlet fever, polio, regular measles, chickenpox and mumps combined. Infants and young school children -- from kindergarten to fourth grade -- are the most common spreaders of the disease. Mass immunization of children is crucial to the success of the campaign, the club spokesman points out.

Patricia Read Wins --

Football Contest Has 186 Entries

Patricia Read took first place honors in Bovina Businesses Football Contest this week.

Mrs. Read was one of five people to pick nine winners in a week of upsets but she came the closest on the tie-breaker, being 19 points off the actual score. Alfonso Delgado took second place money of \$3 by picking nine correct also, but he was 37 away on the tie-breaker.

Jeffrey McCormick and Buford Stanberry tied for third and split \$1 third place money. They picked nine winners, but were each 47 away from the actual score.

Corky Criswell was the other

person picking nine winners but was too far away on the tie-breaker.

Ten people picked eight right, they were Mary Priest, Andy Hurst, Kathy Boozer, Rocky Bartlett, Mike Read, Ola Lee Jones, Nola Read, W. M. Roberts, Dorothy Stone and Casper Morales.

Out of 186 entries other than those mentioned, 26 picked seven; 65, six; 53, five; 20, four; seven, three.

Six people are now tied for the overall lead with 47 points each of a possible 60, they are Donna Criswell, Bob Fillpot, LaQueta Garner, Erith Hawkins, Andy Hurst and Paula

Whitecotton, Hawkins and Fillpot were tied for the lead last week.

Suezy Smith, Larry Wardlaw, Wendel Garner, Corky Criswell and Cecil Bunch are tied for second place with 46 points each.

Six people are tied for third place with 45 points. They are Billy Smith, W. M. Roberts, Paul Jones, Rush Looney, George Baca and Edna Baca.

It was a difficult week for the pickers, as it has been several times this year. Those most often missed were the T.C.U.-A&M, Texas Tech-Mississippi State and North Texas - West Texas games.

Seven weeks remain in Bovina Businesses Cotton Bowl Football Contest. A grand prize winner, with the most total games for the 13-week event, will be awarded a trip for two to the Cotton Bowl game in Dallas, complete with room reservations and \$55 traveling expenses.

'Countries' Theme Of H'Coming

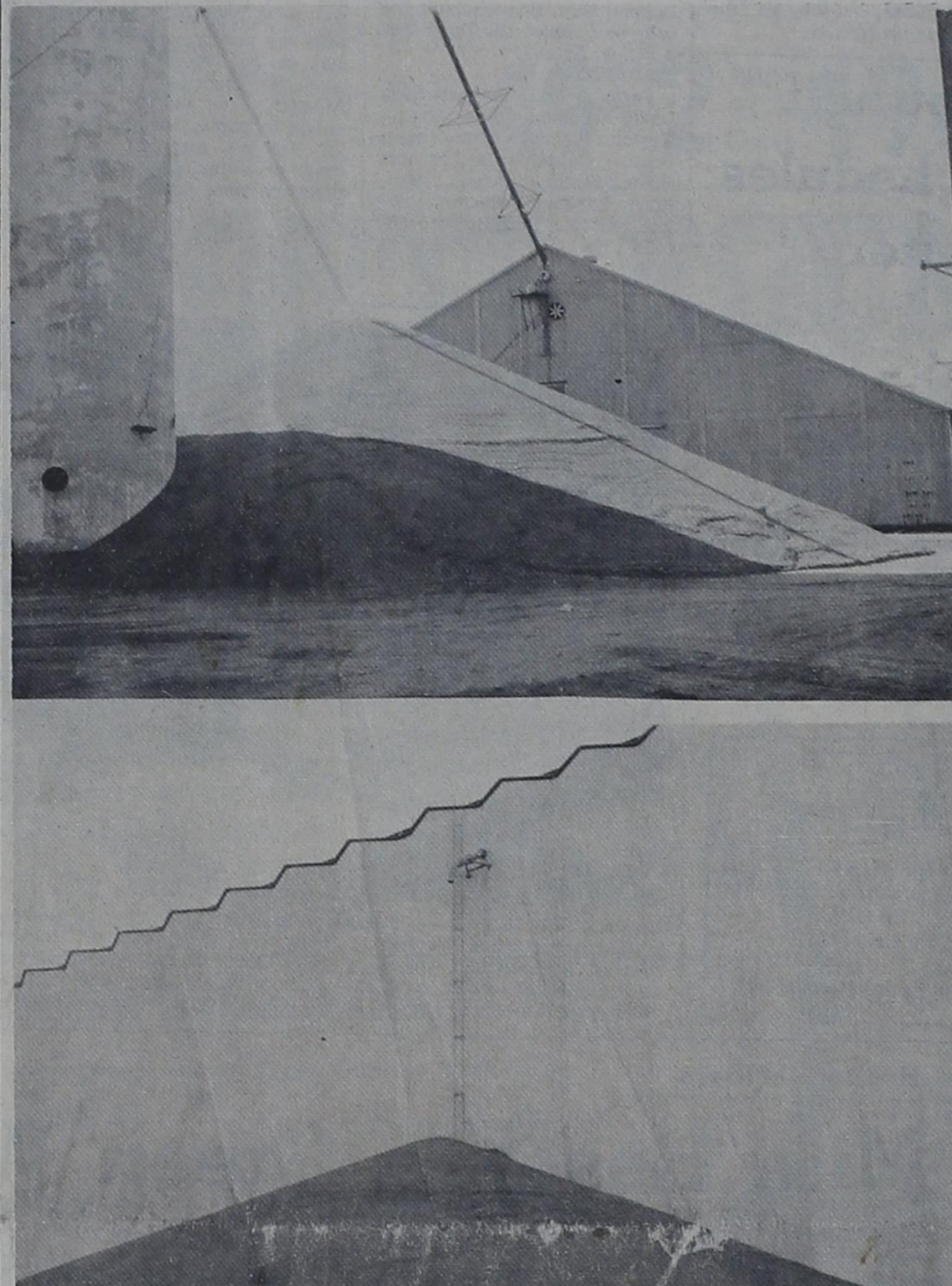
Homecoming at Bovina High School has been set for Friday, October 30.

Sudan will be the football opponent for the homecoming game Gary Cox, principal, announces.

The student council, which sponsors the activities, selected a theme last week for this year's event. "Countries of the World" will highlight the homecoming parade with classes entering floats depicting them.

A bonfire Wednesday at 9 p.m. will kick off the activities followed by a pep rally Thursday at 3:15 p.m.

The parade will be at 1:30 p.m. Friday with the crowning of the football queen and hero Friday night at halftime of the gridiron contest.



THIS IS MILO COUNTRY --- The 1970 grain sorghum crop, considered better-than-average in the area, has the two grain handling facilities in Bovina storing the crop on the ground temporarily. Harvesting of this year's crop is expected to be completed in a week or so, weather permitting. The two "milo mountains" shown are at Bovina Wheat Growers, Inc., top, and Shirley Grain Co.

Farmers Hope For Sunshine

Sunshine here Monday afternoon and Tuesday marked what farmers hoped was a temporary end to wet, cold weather which halted harvesting operations for almost a week.

The spell of weather hit the area Wednesday night and early Thursday morning and continued through Monday morning. Wednesday night's weather consisted of light snow and sleet as well as slow rain. Drizzle continued Thursday adding to the overall dampness.

Total moisture varied from half an inch to an inch, but the damp weather made it seem the moisture total was much more.

There were brief periods of sunshine Saturday and Sunday but not enough to bring about drying of crops enough to allow harvesting operations to continue.

Clearing skies late Monday morning was the first real promise that the wet spell might be over. A few farmers attempted to harvest milo but found it to be too "tough" for efficient threshing and the moisture content too high to be acceptable at grain handling facilities.

There was a heavy fog in the area early Monday morning, but it cleared before noon.

Milo harvest is considered more than half complete in the area. That still in the fields will be cut quickly when the weather permits, grainmen predict, as farmers will be eager to get it out at the earliest possible opportunity so as not to take the risk of additional harvest-halting moisture.

The stripping of cotton is still some two weeks away, grainmen say, if there is dry weather for that period of time.

The cotton crop was damaged to some extent by the early-October 9---freezes and the

week-long period of wet weather since that time hasn't helped the cotton to open. Also, there's a possibility the quality of the cotton will be hurt by the continued moisture.

Last week's wet weather was considered to be beneficial only to the young wheat crop in the area and combine crews who were seeking a break from the harvest work.

Ira Wellborn Dies Monday

Ira "Colonel" Wellborn, 63, died at his home northwest of Bovina Monday night about 8:30 of an apparent heart attack.

Mr. Wellborn was born December 15, 1906, at Wellington, Texas.

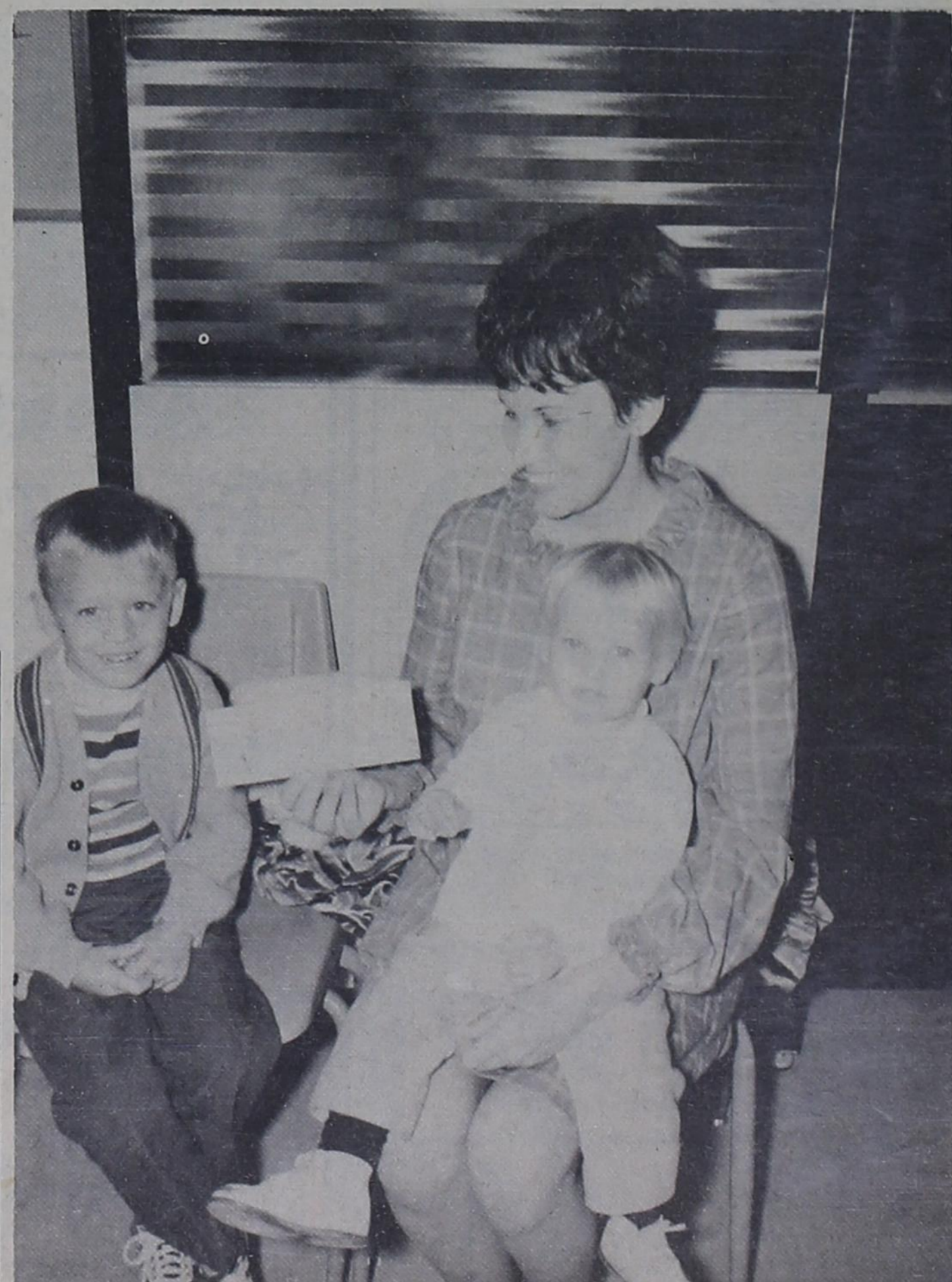
Funeral arrangements were pending at presstime at Claborn Funeral Home in Friona. Mr. Wellborn was a long-time resident of Bovina. He had been in ill health for the past several months.

Survivors include his wife, Pauline, of the home; one son, Jonathon E. of Billings, Montana; one daughter, Mrs. Ginger Romas, Hereford; one brother, Lon Wellborn of Wellington; three sisters, Mrs. Ida Stewart, Victoria; Mrs. Ethel Riley, Hereford; Mrs. Donna Reeves, Camino, Calif; five grandchildren and one great-grandchild.

Weather by Willie

That moisture last week sure surprised me!

---Willie



SIXTH WEEK WINNER --- Patricia Read picked nine winners correctly to win top prize money of \$5 in the sixth week of Bovina Businesses Football Contest. Shown with Mrs. Read are her son, Shawn, and daughter, Katrina.



The Bovina Blade

Second Class Postage Paid at Bovina, Texas 79009

Published at Bovina, Texas, Every Wednesday

Dolph Moten Publisher & Editor

Reflections From The Blade

TEN YEARS AGO
October 19, 1960

A new city secretary for Bovina is scheduled to be named sometime this week. That is the report from Mayor Emmett Taber.

"American Heritage" was theme of the program presented to Bovina Woman's Study Club Thursday afternoon at the clubhouse.

As has been the custom in Bovina in years past, some Halloween "trick or treaters" will be working for CROP, Christian Rural Overseas Program, instead of conducting mischief.

Several local members of Masonic Lodge are attending the Scottish Rite Reunion in El Paso this week.

According to bank deposits at First National Bank of Bovina as of October 3, economic conditions here are on a par with a year ago.

A trio of newcomers broke into winner's circle in last week's Bovina Businesses Football Contest. C. N. Treinen was first place winner of \$5, Johnie Horn won \$3 second prize and Gene Ezell won third place money of \$1.

Bovina's Junior High Colts blasted Vega, 30-8, in a football game played here Tuesday night of last week.

Bovina's Mustangs dropped their first District 3-B encounter Friday night at Hart as the Longhorns gored them, 20-6.

A meeting to discuss what farmers in Parmer and Deaf Smith Counties might do to secure more sugar beet acreage is scheduled for this Thursday night at the Friona State Bank at 8 p.m.

Charity Circle of Methodist Church met Friday morning and made plans for the WSCS Tea, which will be Tuesday, November 18.

Some groundwork has been done on the site of state highway department's new building on Highway 86 in Bovina.

SIX YEARS AGO
October 21, 1964

Bobby Fillpot is president of new Junior Chamber of Commerce Chapter organized here last week.

Other officers elected at an organizational meeting Thursday night were Sonny Spurlin, vice president; Alfred Moody, secretary; Harold Snell, treasurer; Charles Smith, interclub director; and Sid Killough and Jesse Fulcher, directors.

Bovina Woman's Club will sponsor a fried chicken dinner Friday preceding the football game between Bovina and Hart.

Bovina Volunteer Fire Department members will conduct a drive here Monday night to raise funds for Muscular Dystrophy Associations of America.

New officers will be elected and four delegates to state convention will be named at regular annual meeting of Parmer County Farmers Union meeting Thursday night, October 29.

Bovina Quarterback Club members are in the midst of a fund-raising campaign. For each \$1 donation, donors receive a chance on a 16-gauge, modified Remington automatic shotgun.

Homecoming for ex-students of Bovina Schools has been scheduled for Friday and Saturday, October 30-31.

For the third consecutive week, a member of the M. H. Carson family took first place in Bovina Businesses Cotton Bowl Football Contest as Richard Carson won \$5 first place award, and just for good measure in keeping up the family's winning ways, his brother, Gary, took the \$3 second place money.

Mrs. Vernon Estes presented a study on Genesis to members of Wesleyan Service Guild Tuesday evening at Methodist Church.

Mr. and Mrs. Durward Bell entertained several couples with a bridge party Thursday evening in their home.

Mrs. G. D. Anderson Jr. will host a luncheon at Lake Stockton, Thursday for members of Bovina Woman's Club.

Mrs. Don Owens entertained several women with a bridge party Wednesday at her home. Mrs. Scott Guber won high and Mrs. Bob McMeans won traveling prize.

First State Bank Presents -- COW POKES By Ace Reid



"The main reason I can't loan you any more money is—your overdrafts is more than the bank has on deposit!"

West Texas State Buffalo FOOTBALL TICKETS Now Available Here -

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Whittlin' -- (Continued from Page 1)

vored over the Mustangs. Stranger things than an upset here have happened, however.

Southern Methodist at TEXAS TECH --- A lot of Tech people take The Blade.

TEXAS A&M at Baylor --- Surely?

TEXAS at Rice --- An upset here would be a lot of fun, but it doesn't have much chance of happening.

New Mexico State at WEST TEXAS --- The Buffs will have to re-group after last week's heartbreaker, but they have done that before.

ST. LOUIS CARDINALS at New York Giants --- Fran Tarkenton is about our favorite pro quarterback, but they won't let him play on defense.

Council Schedules Letter

The Bovina High School Student Council is making plans to print a newsletter. The first issue to be printed the week of homecoming --- Oct. 26-30. Thereafter, it will be printed every other week.

Sheryl Morrison will be editor of the newsletter.

Student Council also decided to sell scented candles around Christmas for one of this year's projects.

Melone Marshall, president of the student council wishes to invite all parents to attend the pep rally held each Friday afternoon at 3:15 p.m. in Williford Gym.



Hospital Notes

PARMER COUNTY COMMUNITY HOSPITAL

October 13-19

ADMISSIONS

Lee Blevins, Friona; Mrs. Kenny Laye and baby boy, Lubbock; Mrs. Hank Outland and baby boy, Friona; Buster Bryan, Clovis; Mrs. Jon Lin Riddle and baby boy, Bovina; E. T. Dement, Canyon; A. T. Kersey, Farwell; Dixie Stewart, Texico; Hattie Curry, Friona; Odam Smith, Farwell; Rebecca Powell, Grady, N.M.; Charles E. White, Casper, Wyoming; Mrs. Isidro Gonzales and baby girl, Bovina; Mrs. Ben Gonzales and baby boy, Hereford; Ruby Hassentflug, Friona.

DISMISSALS

Patsy Rusk, Friona; Rosa Linda Sanchez, Friona; Jay L. Taylor, Friona; Curtis Miller, Bovina; Cayson Jones, Friona; Odam Smith, Farwell; Mrs. Kenny Laye and baby boy, Lubbock; Mrs. Hank Outland and baby boy, Friona; Rebecca Powell, Grady, N.M.; Charles White, Casper, Wyoming.

For ASCS --

answered with the thought -- "payment benefits." Certainly, payment benefits are a big factor, but there is another factor almost as big and important. And this has to do with the farmer committee system of administering farm programs. Without this, it is certain that no amount of payments would have brought about the good cooperation and participation that has existed over the years.

The assurance, confidence and respect farmers gain from having a voice in saying which

By Prentice Mills
Parmer County ASCS Executive Director

No doubt, at some time or other, people who are not farmers have wondered why farmers in the county, state, and even the nation cooperate and take part in federal farm programs -- programs that benefit each of us and the generations to come, but which call for acreage controls, sometimes penalties, close restrictions and other deprivations on the farmer's part.

This question is usually an-

Committee System Unique, Successful

fellows farmers are going to represent them as committee-men in ASCS activities causes a loyalty to "team" feeling that monetary returns couldn't bring about.

Farmers, as they participate in programs, find that whenever problems develop they are able to communicate their views and positions to the USDA better through a friend and fellow farmer who is a county committeeman and one who is responsible, within directives and guidelines, for carrying out programs in his county. It can easily be seen how the whole atmosphere of cooperation and efforts to attain mutual goals is enhanced by the committee system.

The question is often raised: Is it possible for these county committeemen and sometimes community committeemen to effectively administer programs since they are farmers and many times well acquainted with the participants? The answer to this is -- the ASCS committee system has proven itself over and over in its 32-year history. Duly elected men in county committee positions make judgment decisions and rulings that have far reaching effects. This sometimes calls for action and decisions requiring refunds, penalties, forfeitures, loss of price support and allotment reductions on fellow farmers. Who else is in a better position to make such decisions than those who will have a knowledge and understanding of local farming conditions and work with them? Generally speaking, their actions and decisions have been above reproach.

No doubt, the committee-men's awareness that the programs they administer benefit all farmers, agriculture, and others brings out the best effort from them. People serving on county committees are under oath to administer programs to everyone in a fair and equitable way. Many (especially management specialists) outside and within the USDA have expressed amazement at the dedication and conscientiousness of county committeemen and note that this is seldom exceeded by any group or anybody. These committeemen feel a deep sense of responsibility to congress and the American public. They strive to see that every dollar spent on farm programs brings about the maximum returns in program objectives.

The county committee system is unique and it is understood that no other group of citizens has so direct a voice in running government programs.



COMMITTEE MEETS --- Parmer County ASCS Committee members attending a recent session of that organization are left to right, John Agee, member; Prentice Mills, county executive director; Louis Welch, chairman; and Jimmie Heard, vice-chairman. Members not pictured are Carl Schlenker and E. A. (Tony) Parham. At the expiration of his current term, Welch will have completed 15 years of service on the Parmer County ASCS Committee.

At 4-H Banquet Here --

Miss Haseloff, Green Winners

Gold Star winners were the top awards named Saturday night at the annual 4-H Achievement Banquet in Bovina. Recipients were Carrie Haseloff, daughter of Mr. and Mrs. A. H. Haseloff and Darwin Green, son of Mr. and Mrs. Doyle Green.

Carrie has been a member of the Oklahoma Lane Club for five years. She has served as secretary-treasurer of her club and vice-chairman of the County 4-H Council. She has been a junior leader in food and nutrition projects and has represented the County in both the District Dress Revue and District Food Show.

A 4-H member for five years, Darwin has served as president, vice president, reporter and Council Delegate of the Farwell 4-H Club. He served as County Council Chairman and as an active member of the District 14-H Council. He won first place in 1970 State Competition on his Farm and Ranch Management demonstration.

The Danforth "I Dare You" leadership awards were presented to Deborah Harding and Kevin Kaltwasser.

Other awards presented were as follows:

Achievement - Holly Hart, Beef Cattle - Carrie Haseloff, Steven Kaltwasser, Bruce Kaltwasser, Evelyn Hart, Michael Mimms, Lee Ann Williams.

Bread - Linda Gohlke, Reta Davis.

Clothing - Mary Beth Bennett, Peggy White, Vicki Jupe, Georgia Terry.

Dress Revue - Deborah Harding.

Entomology - David Harding.

Food and Nutrition - Arlene Magness, Jacquelyn Langford, Patty Martin.

Food Preservation - Sue Monk, Terri Boling, Karen Mimms, Susan Mimms.

Food Show Awards - Carrie Haseloff, Deborah Harding, Patty Martin, Susan Mimms, Lee Ann Williams.

Home Improvement - Cheryl Gohlke.

Horse and Pony - Kelly Deeds, Garvin Thorn, Johanna Thorn, Laura Doshier, Patti London.

Field Crops - Phil Brock, Randy Boeckman, Tim Boeckman, Kevin Kaltwasser.

Rifle - Coy Jamerson.

Sheep - Karen Hart, Lori Norton, Rene Brock, Diane Bennett.

Leadership - Danny Wayne Clark.

Swine - Darwin Green, Gary Green, Dwight Green, Weldon Kube.

Wildlife - Wade Jamerson

The following were given one year pins: Georgia Terry, Peggy White, Vicki Jupe, Terri Boling, Linda Gohlke, Karen London, Claire McFarland, Gay London, Tami Haseloff, Rene Brock, Evelyn Hart, Johanna Thorn, Kelly Deeds, Randy Boeckman, Tim Boeckman, and Patti London.

Those receiving two year pins were Patty Martin, Penny Norton; Sonia Kube, Wade Jamerson, Michael Mimms, Phil Brock, Weldon Kube. Third year pins were presented to Cheryl Gohlke, Sue Monk, Arlene Magness, Lee Ann Williams, Lori Norton, Diane Bennett, David Harding, Bruce Kaltwasser, Dwight Green.

Fourth year pins were presented to Mary Beth Bennett, Jacquelyn Langford, Susan Mimms, Audrey Magness, Garvin Thorn, Laura Doshier, Gary Green.

Fifth year pins were received by Carrie Haseloff, Karen Mimms, Holly Hart, Reta Davis, Darwin Green, Coy Jamerson and Danny Clark. Sixth year pins were presented to Karen Hart and Deborah Harding and seventh year pins to Steve Kaltwasser, and Kevin Kaltwasser.

Coy Jamerson, Friona, served as master of ceremonies for the banquet. Invocation was said by Kevin Kaltwasser, Oklahoma Lane, Danny Clark, Lazbuddie, led the Pledge of Allegiance and Arlene Magness of Bovina, led the 4-H pledge and motto. Guests were recognized by Carrie Haseloff. Representatives of the banquet sponsors, Bailey County Electric Coop and Deaf Smith County Electric Coop, were recognized by Bruce Kaltwasser.

Entertainment for the evening was provided by Candy Moore and Karla Littlefield of Lazbuddie. Robert E. Harrison, minister of the Kingswood Methodist Church in Clovis was the banquet speaker. He was introduced by Darwin Green of Farwell.

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In County --

11 Accidents During Sept.

The Texas Highway Patrol investigated 11 accidents on rural highways in Parmer County during the month of September, according to Sergeant W. E. Wells, Highway Patrol supervisor of this area.

These crashes resulted in one person killed, 14 persons injured and an estimated property damage of \$12,420.

The rural accident summary for this county during the first nine months of 1970 shows a total of 104 accidents resulting in three persons killed, 58 persons injured, and an estimated property damage of \$90,795. Total traffic accidents in

Texas during the last 20 years have increased from 200,000 in 1950 to approximately one million in 1969. Total number of persons injured in traffic accidents has increased from 69,000 in 1959 to 223,000 in 1969. Total number of persons killed in traffic accidents has increased from 2,410 in 1950 to 3,551 in 1969.

The sergeant reminds Texas motorists that vehicles bearing red motor vehicle inspection stickers with the large black numeral "10" in the lower left-hand corner of the windshield must be re-inspected before midnight, October 31.



On The Farm In Parmer County

By R. MACK HEALD
County Agent

Harvesting came to a standstill last week due to the wet spell that set in on Wednesday. Up to last Wednesday, Oct. 14, the grain and corn harvest had been in full swing. The milo harvest was about 50 per cent over as of last Friday. How much more will be harvested this week depends entirely upon the weather clearing up and the moisture per cent dropping. Yields have been about average over the entire county, with many reports above the 8000 pound range.

Most of the soybeans have been harvested. This is a secondary crop in Parmer County, with only 10,000 acres being planted this year. The yields have run along the 35-40 bushel average over most of the county. However, there have been

some fields with 50 bushel or more harvested per acre. Prices for soybeans have ranged from \$2.40-\$2.55 with an average of \$2.50.

The sugarbeet harvest is just getting underway. From all indications the crop is going to be better than it was last year. The sugar per cent at the start of the harvest has been running from 13.0-13.3. The per cent sugar is expected to go higher as the harvest season progresses, hopefully up to the 18 per cent range. Last year the average per cent for the entire season was only 10 per cent. There are only about 5,800 acres in Parmer County, but their income was over \$1.5 million dollars in 1969. This makes sugar beets an important cash crop for the entire county.

LIGHT makes a difference

by Nancy Evans

Residential Lighting Specialist
General Electric, Nela Park

LIGHTING FOR TV VIEWING



A moderate lighting level is ideal for the relaxed enjoyment of television programs. Here the lighting is provided indirectly by means of ceiling-mounted units used to floodlight the fireplace wall, and by a lighted valance on the right.

If yours is a typical American family, it probably spends more time watching the television screen than engaging in any other visual activity in the home. Thus you should give attention to making TV viewing a visually comfortable experience.

When television viewing was a new residential experience, people would automatically turn off the lights as soon as they became settled for an evening of watching the screen. Unlike a motion picture screen, however, the TV picture tube is not designed to be viewed in a darkened room.

Most of us have long since learned that the strong contrast between the bright screen and dark surroundings is extremely tiring to the eyes. Relaxation and enjoyment increase with a moderate lighting level.

The average person rarely is so absorbed in a TV program that he gives it his undivided attention. Usually he also is engaged in some other activity - conversation, reading, knitting, eating - which requires light.

With the brightness of television picture tubes steadily increasing, lighting in the room also can be increased. Often it is not uncomfortable

to have room lighting at the level you would have it if the TV set were not turned on.

The principal rule you should follow is to be sure that the positioning of the TV set and the portable lamps and other lighting equipment is such that you do not get reflections of the lamps in the screen. If reflections are unavoidable, you can reduce them by using opaque or dense fabric lamp shades.

The basic equipment you need to light a room for visually comfortable TV viewing is an ensemble of three way table and floor lamps. You can move them easily, and adjust the lighting level in the room as desired. Make sure the area behind the set is lighted to minimize contrast between the screen and its background.

Wall lighting, too, can create a pleasant environment for watching television. This is usually provided by fluorescent fixtures such as cornices, valances, or wall brackets. Flexibility of lighting level can be achieved by using a dimmer control.

Want to know more about home lighting? Write for "The Light Book," a publication which describes lighting for each home area. Single copies are available free from the Inquiry Bureau, Dept. 261-8260, General Electric Company, Nela Park, Cleveland, Ohio 44112.



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2 46 oz. Cans

89¢

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Bartlett PEARS

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\$1.00

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Lima Beans

2 No. 303 Cans

69¢

Del Monte
Tomato Juice

2 46 oz. Cans

89¢

Del Monte
Tomato Juice

2 46 oz. Cans

89¢

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Texas Ruby Red
Grapefruit

2 for
25¢

Wilson's
Super
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Choice Quality

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HAMS

Shank Portion lb.

49¢

Whole or Butt

Portion lb.

55¢

Washington D' Anjou

Pears

lb.

19¢

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lb.

15¢

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Half or Whole - Cut & Wrapped
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lb. **58¢**

250 lb. and over per half -
(No stamps on beef at this low price)
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Little Sizzlers

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59¢

FRYERS USDA Graded
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BOVINA INSURANCE AGENCY
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Of Interest To
★ THE WOMEN ★



IRELAND TOUR --- Mr. and Mrs. Jack Woltman and Mr. and Mrs. Bill Kyle enjoyed sightseeing on their recent trip to Ireland. Here, they are on the way to an old mission just outside of Kilarney. Mr. and Mrs. Kyle are former residents of Bovina.

Woltmans Tour Ireland

By Joan Morrison
"We had a ball from the time we left Oklahoma City until we returned home," agree Mr. and Mrs. Jack Woltman. The Woltmans returned recently from a trip to Ireland. There were 159 people on the tour.

Everyone is friendly and tourist are treated royally, according to Woltman. They described Ireland as a beautiful land with lots of green grass, trees and gorgeous flowers.

There is an abundance of rainfall, the average being about 70 inches a year. The temperature is ideal if cool weather is liked, the average low is about 40 degrees and the high between 60 and 70. Woltman said if it got up to 72 the people thought they were having a heat wave.

Ireland has its share of hippies and girls who wear short, short dresses, according to Woltman.

They were impressed by the beautiful buildings, some of which were constructed as far back as the 900's.

Because of the heavy rainfall there are no wooden roofs, all are made of slate. Every front yard is enclosed with a concrete and wrought-iron fence.

Mrs. Woltman said she enjoyed the young people who entertained at the hotel where they were staying. Their bus driver also entertained them with Irish songs as he took them to and from the hotel.

"There was no water served with meals and if you asked for it the people thought you were crazy," said Mrs. Woltman.

Teachers At Meet Of Society

Four teachers from Bovina Schools attended the regional meeting of Delta Kappa Gamma Society Saturday in Tulla at the high school auditorium.

Bob Phillips, superintendent of Schools at Tulla gave the welcome. Phillips was high school principal here in 1962.

Each of the area chapters had a part on the program. The theme was "This Time-What To Do With It." "It's Time Delta Kappa Members Became Aware of the Handicapped" was the topic for the Farmer County Chapter, Iota Eta. Mrs. James Craig, who is a special education teacher from Farwell, was the speaker.

The Iota Eta Chapter won the attendance award for having the highest per cent of members present.

Those attending from Bovina were Mrs. Icy Leer, Mrs. Leola Williams, Mrs. Janie Suderth and Miss Opal Perry.

Act-Teens Visit Buckner's

The Act-Teens from First Baptist Church went to Buckner Baptist Home in Lubbock, Saturday.

They took baked goods to the home from the church in Bovina.

Act-Teens is a new organization for teenagers at the church.

Making the trip were Darlene Murphy, Vici Stallings, Debbie Sorley, Nena Spicer, Kim Langer, Jana Barrett, and the two sponsors, Judy Minyen and Mrs. Larry Heard.

Son Born To Layes

Mr. and Mrs. Kenny Laye are parents of a son born October 14, at 2:55 a.m. at Parmer County Community Hospital in Friona.

The infant weighed six pounds, ten ounces and has been named Shaughn Lynn.

Paternal grandparents are Mr. and Mrs. Max S. Long of Pampa. Maternal grandparents are Mr. and Mrs. Harold Hawkins of Bovina.

4 Attend Council Workshop

Four members of Bovina High School Student Council and Gary Cox, BHS principal and student council advisor, were special guests at a Student Council Workshop in Pampa Saturday.

Mickey Sims, president of Pampa Student Council, gave the welcome. Maloney Marshall of Bovina led a discussion on the national leadership council and also the "awareness" group.

Doc Cornut, a senior from Abilene Christian College, spoke on Leadership vs. Self.

Refreshments of chocolate cake and Cokes were served. Those attending from Bovina were Debra Spicer, Heidi Corn, Holly Davis, Miss Marshall and Cox.

Band Parents Need Recipes

Mrs. Leon Ware, president of Bovina Mustang Band Parents, announces the organization is accepting recipes for a cookbook to be compiled as a fund raising project.

Forms are available for people wishing to donate a favorite recipe. These may be obtained from Mrs. Leon Ware or Mrs. Chuck Stallings, who is chairman of this committee. They would especially like older recipes.

NEW CANADIAN BLITZ DIET LOSE 5 POUNDS OVERNIGHT!

Learn the secret of incredible, No-Effort, No-Drug, ONE-DAY reducing formula! Have your wholesome, yummy "Blitz"! (4 mystery meals)—Go to bed! Wake up!—and you have lost 5 pounds. Unbelievable? Sure! But it works. Every time. OR YOUR MONEY BACK! SPECIAL OFFER (limited period only). \$3.00

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Cook's Corner

Mrs. Mike (Janie) Potts is a vivacious person whose interest range from hunting to painting.

Janie was born and raised in Lometa and was graduated from high school there. Her husband, Mike, is also from Lometa, in Central Texas.

Janie received her degree from Texas University at Austin and began her teaching career. She taught home economics three years at Hamilton, and is starting on her second year at Bovina High School. Her husband teaches vocational agriculture.

The Potts attend the Church of Christ and Janie teaches a Bible Class of third and fourth grade students. They are also sponsors of the BHS Freshman class.

Janie decided when she married she would not stay at home and complain while her husband went hunting and fishing, so she goes along and enjoys every minute of it. She enjoys golf and likes to dabble in paint. Janie also loves to snow ski.

The Potts have a Bassett hound named "Sam" who has a prominent place in the household.

One of Janie's cooking tips is when frying food that needs a batter, first dip it in buttermilk then in flour. This makes a thick crisp crust for chicken, steak or onion rings.

Mike is a meat and potatoes man, according to Janie, so when she experiments with a new recipe it is usually a dessert. She shares a few of her favorite recipes with Blade readers this week.

LIME JELLO SALAD
2 pkgs. lime Jello
8 oz. cream cheese
1 t. vinegar
1 c. sugar
1/4 c. cold water
1 can crushed pineapple (size #2)
1/2 pint whipping cream
Combine Jello, pineapple and sugar. Put in a pan and bring to boil. Add water and cheese. Let this mixture cool and then add 1/2 pint of whipped cream. Chill. Garnish with parsley flakes.

SPICED TEA
1 gal. boiling water
1 or 2 sticks of cinnamon
1 t. whole cloves
1 t. whole allspice
1/4 c. (4 oz.) dry tea
3 c. sugar
2 c. orange juice
1 c. lemon juice
Pour boiling water over spices and tea and let steep for 15 minutes. Remove tea and spices. Add sugar and fruit juices. Serve hot.

CHOCOLATE CHEESE PIE
9 inch graham crust
1 (6 oz.) pkg. chocolate chips
1 (8 oz.) pkg. cream cheese, softened
3/4 c. light brown sugar
1/8 t. salt
1 t. vanilla
2 eggs, separated
1 c. heavy cream, whipped
Melt chocolate over hot water; cool about 10 minutes. Blend cream cheese, 1/2 cup sugar, salt and vanilla. Beat in egg yolks, one at a time. Beat in cooled chocolate. Blend well. Beat egg whites until stiff but not dry. Gradually beat in 1/4 cup sugar, beat until stiff and glossy. Fold chocolate mixture into beaten whites. Fold in whipped cream. Pour into chilled crust. Chill over night.

CHOCOLATE CAKE
Mix the following in the order listed:
2 eggs (beaten)
2 c. sugar (scent)
1/2 c. Wesson oil
2 c. flour



Hear . . .
this man
at
Revival
Services
at
FIRST BAPTIST
CHURCH
of Bovina
Nov. 1-8
Weekdays-8 p.m.

Mrs. O'Brian Speaks At WSES Meet

Mrs. Russell O'Brian of Friona was guest speaker Tuesday at Bovina United Methodist Church, WSES.

Mrs. O'Brian displayed an abstract painting that had taken her one and a half years to complete. She studied art under Dr. Dean Merritt of Clovis. Mrs. Donald Miller, district WSES president from Amarillo, was a special guest.

Hostesses were Mrs. I. W. Quickel and Mrs. Billie Suderth.

Members attending were Mrs. Mmes. Joe Fowler, Rouel Barron, O. H. Jones, Charles Gates, I. W. Quickel, Billie Suderth, George Turner, P. O. Dixon, Wilbur Charles, Jerry Ware, John Dixon, Oakley Ste-

venson, Mrs. Myrtle Perry, Mrs. Margaret Caldwell, Miss Rita Caldwell and a guest, Mrs. Norma Smith.

Dr. W. Hale To Speak On Drug Abuse

Dr. William Hale, ear, nose and throat specialist from Amarillo, will speak at the United Methodist Church, Sunday, October 25 at 7 p.m.

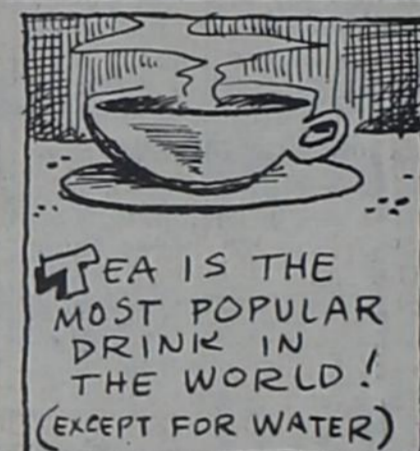
His topic will be "Drug Abuse" and slides will be shown. This is an excellent program, according to Mrs. Bob Fillpot and everyone is invited.

Son Born To Riddles

Mr. and Mrs. Jon Lin Riddle are parents of a boy born Wednesday, October 14, at 8:15 p.m. at Parmer County Community Hospital in Friona.

The infant weighed six pounds, four ounces and has been named Denver Ross.

The Riddles are parents of two other children, a daughter, Casey Dee, and a son, Jon. Paternal grandparents are Mr. and Mrs. Harvey Riddle and maternal grandparents are Mr. and Mrs. O. H. Jones, all of Bovina.



MRS. MIKE (JANIE) POTTS



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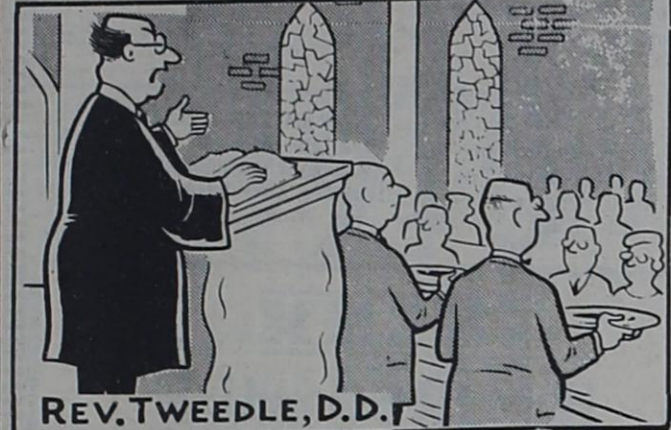


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THE MOST CRIMINAL NATION IN THE WORLD

No nation is stronger than its youth. It has always been a known fact, to make a nation strong, strengthen its youth. At present time in America, some 17,000,000 young people are growing up without spiritual training of any kind. More than 37,000,000 young people under the age of 25 are without any kind of religious instruction.

Public school teachers of New York found 860,000 children in their schools without any knowledge of the Bible and void of all sense of right and wrong, and attributed this condition to lack of Bible training in the home.

In 1855 America was recognized as the most law-abiding nation in the world. Today, according to the American Bar Association, it is the most criminal. It is sad to say it is true that moral and spiritual fiber of our nation is the lowest in its history.

God's command is "Fathers, do not provoke your children to anger, but bring them up in the discipline and instruction of the Lord." Your children are just what you make them, and you cannot point them to Christ unless you are a Christian. The question has been asked, "What do these kids want?" I have talked with some very serious, very intelligent, very concerned youth here in Bovina. I know of at least three things they want.

They want effective leadership, someone with the courage to stand for what is right. They want committed men and women who will earn, through honest communication and association, the right to say what Paul said to Timothy: "Turn your back on turbulent desires of youth and give your attention to goodness, faith, love and peace in company with all those who approach God in sincerity. (II Tim. 2:22)

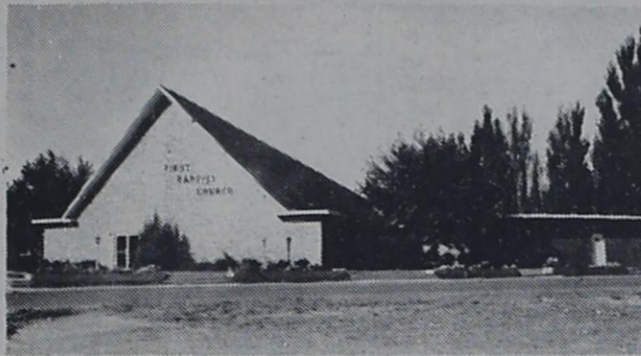
They want authentic relationships with parents they admire. When parents so live in a way that they can say, "Come along with me," they will find more response from the youth than he can direct.

They want to participate in important matters. They will be willing to play according to the rules. When parents take their youth seriously in the home, then will they make a better citizen.

How can we change this criminal nation back to a respectful nation? Any time we as parents want to return to God, then, and only then will our youth become strong. When youth is strong, then will America be strong.

Cecil Bunch - Minister
Bovina Church of Christ

FIRST BAPTIST CHURCH of BOVINA



First Baptist Church - Bovina

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



Larry Heard

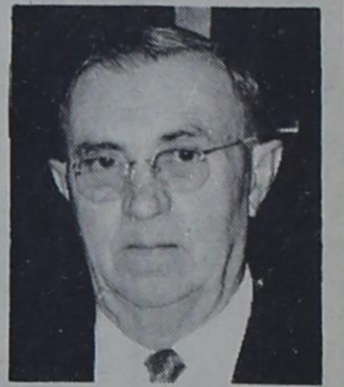
WEDNESDAY - Teachers and Officers Meeting - 8 p.m.
Prayer Meeting - 8:30 p.m.

ST. JOHN LUTHERAN CHURCH



St. John Lutheran Church, Lariat, Texas

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



H. F. Peiman

OKLAHOMA LANE METHODIST CHURCH



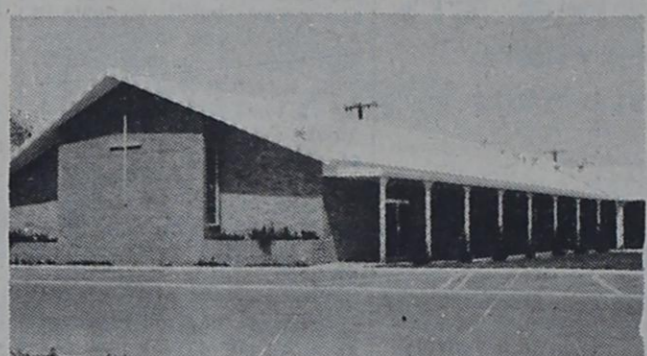
Oklahoma Lane Methodist Church

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



Rev. Woodrow Williams

BOVINA CHURCH of CHRIST



Bovina Church of Christ

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

WEDNESDAY
Devotional and Classes - 9:00 p.m.



Cecil Bunch

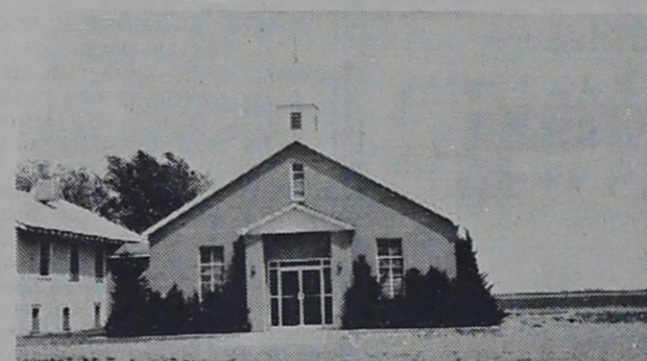
ST. ANN'S CATHOLIC CHURCH



St. Ann's Catholic Church - Bovina

Mass: Sunday - 8:30 a.m.
Thursday - 8 p.m.
Confession: Saturday 4 - 5 p.m., 8:30 - 9 p.m.

OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church

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

Training Union - 6 p.m.
Evening Worship - 7 p.m.

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MISION BELEN BAUTISTA



Mision Belen Bautista

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



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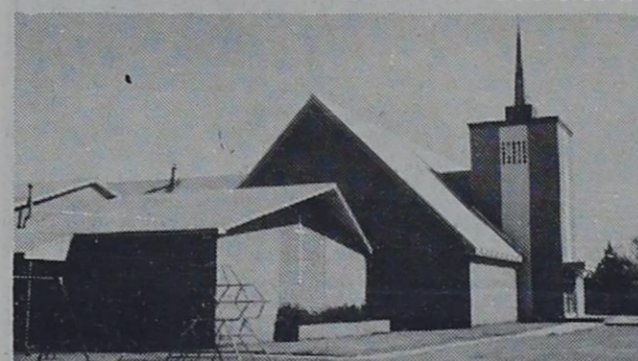
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BOVINA METHODIST CHURCH



Bovina United Methodist Church

Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.

M.Y.F. - 6 p.m.
Evening Worship - 7 p.m.



Rev. Charles Gates

Choir Practice -
Wednesday - 8 p.m.

BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church

Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.

Evening Worship - 7 p.m.



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"Nothing Knocks On Bovina But Opportunity"



BYRON FULLERTON, REPUBLICAN CANDIDATE FOR LIEUTENANT GOVERNOR, Campaigns in area: left to right are Clarence R. Mason, Lazbuddie farmer, Phil Garrett, Farmer and Bailey County Fullerton Campaign Chairman, Byron Fullerton, Mrs. Fullerton, and Marvin Mimms, Lazbuddie farmer. Following a brief talk the Fullertons met with the group informally to become acquainted at a recent meeting in Muleshoe.

At Home In Parmer County

By Janice Miller
County HD Agent

Food packages are big business these days; millions of dollars are spent each year on package design alone.

New packages continually are coming on the market. Some of these packaging trends are a boon to the consumer, says Gwendolyn Clyatt, Extension consumer marketing specialist. They mean more convenience, better quality of lower price.

But, there are times when the package does none of these.

There's the gimmick package that adds little but cost to the product. It seems that the package rather than its contents is for sale. So you, today's shopper, must be constantly alert. Be sure that what you're buying is what you need and want. Most foods come in a variety of package sizes, too.

Remember to select the most economical size for your particular use. Let packaging help you; don't let it be a hindrance to wise, economical purchasing.

Eggs are cheaper than meat as a source of main-dish protein when the price of nine large eggs is less than the price of a pound of meat with moderate amounts of bone and fat, such as a beef rib roast, says the U. S. Department of Agriculture. Or when the price of a dozen large eggs is less than the price of a pound of lean meat with little fat and bone, such as boned rump roast.

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\$1,200 Discount on 14 x 70 3 Br. Mobile Home, Spanish Decor

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\$500 Discount on Any Other Mobile Home on our Lot

DEVILED EGGS DELMONICO
4-5 Servings

Blend the following ingredients:
2 tablespoons grated onion
1/2 cup grated sharp cheese
1-1/2 cups thin white sauce
2 cups cooked macaroni

Place this mixture in a one-quart shallow casserole dish. Press 10 deviled egg halves (5 eggs) into the mixture. Cover and heat in a 400 degree oven for 20 minutes. Garnish with paprika or parsley if desired. Additional grated cheese may be added.

COURTHOUSE NOTES

Instrument report ending October 15, 1970 in County Clerk Office Bonnie Warren, County Clerk.

WD, Joe Crume, Charles F. Aycock, W 10 ac Lot 13, Sec. 32 T9S; R1E

WD, Mary Justice - Ernest Howard, Tract out Garden Lot #2 Sec. 31, T9S; R1E

WD, Tom Paine, Roy Fortenberry, .895 ac. out SE 1/4 Sec. 32 T2N; R1E

WD, J. E. Hicks, Jesus L. Soliz, Lot 5, Blk. 2, Hicks Add. Friona

WD, J. E. Hicks, Romona Chavira, Lot 10, Blk. 2, Hicks Add. Friona

WD, J. E. Hicks, Dan Mendoza, Jr., Lot 13, Blk. 1, Hicks Add. Friona

OGL, L. W. Hobert, A. E. Gamble, NW 1/4 & E 1/2 Sec. 4, T10S; R2E

WD, Marjorie Ellen McGowen, Tr., Sarah Ellen Dunaway, S 1/2 Sec. 3, Blk. B, T. W. Robertson

WD, Texico Conference of the Seventh Day Adventist, Rex A. Shroyer, 225 ac, being Lots 5, 8, 13, 16, & E/pt Lots 4, 9, 12, 17 Sec. 29, T9S; R1E

WD, Rex A. Shroyer, A. R. Mitzelfelt, 225 ac, being lots 5, 8, 13, 16, & E/pt Lots 4, 9, 12, 17 Sec. 29, T9S; R1E

WD, Alton A. Milstead, Kenneth Paul Taylor, Part Lot 5, Sec. 3, T16S R1E

Mary Rodriguez Heads Pep Club In Jr. High

Mary Rodriguez was elected president of Bovina Junior High Pep Club at a recent meeting.

Other officers are Estelle Delgado, vice-president and Sarah DeLeon, secretary-treasurer.

The pep club's out-of-town trip for this year will be the Sudan game October 29.

FOR SALE -- 3 bedroom home located on paved street near school. Price only \$8,000 -- terms can be arranged.

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LOST OR STRAYED -- One mixed breed steer weighing about 350 lbs. Branded Bar over V on right hip. Contact Durward Bell. Phone 238-2611. 17-2tp

CARPETS and life too can be beautiful if you use Blue Lustre. Rent electric shampooer \$1. Super Saveway

FOR SALE --- Two industrial buildings on Highway 60 in Bovina. See Big Nick or phone 238-4861. 12-tfnc

FOR INFORMATION concerning purchasing of World Book Encyclopedia, Childcraft and other aids to learning contact local representative or -
Juanita F. Bratcher
3414 58th St.
Lubbock, Texas 79413 10-13tc

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Reliable person from this area to service and collect from automatic dispensers. No experience needed... we establish accounts for you. Car, references and \$995.00 to \$1885.00 cash capital necessary. 4 to 12 hours weekly nets excellent monthly income. Full time more. For local interview, write, include telephone number, Eagle Industries, 3938 Meadowbrook Road, St. Louis Park, Minnesota 55426. 17-1tp

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Clovis 763-5513
Plainview 293-4432 14-tfnc

FOR SALE BY OWNER --- 85 acres good, level farmland. Located 11 miles north and two miles west of Bovina, \$160 per acre. Call or write Gregg Bell, 3104 33rd Street, Lubbock, Texas or phone 795-6080. 16-4tp

FOR SALE -- Take over payments on 1968 Singer sewing machine in walnut console. Will zig-zag, blind hem, fancy patterns, etc. Assume 3 payments at \$7.96. Write Credit Manager, 1114 19th Street, Lubbock, Texas. 34-tfnc

Kirby Vacuum Cleaner Sales & Service
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FOR SALE 640 acres, \$300. per acre. No down payment, 7% interest, 7 full 8" and 10" wells. Underground pipe. Natural gas, 400 acres of hay, Government payments, 3 miles west of Muleshoe. Dial a/c 806-763-5323. 16-2tc

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Friona
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FOR SALE --- Residential lot well located in Bovina. Has pavement. Plumbed for mobile home. Low down payment. See Big Nick or phone 238-4861. 12-tfnc

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LARRY POTTS Route 2 Friona, Texas Phone 295-3387

Free Removal of Dead Livestock BOVINA BY-PRODUCTS
George Mask, Manager
Phone Day or Night Tharp 225-4592
One-Day Service



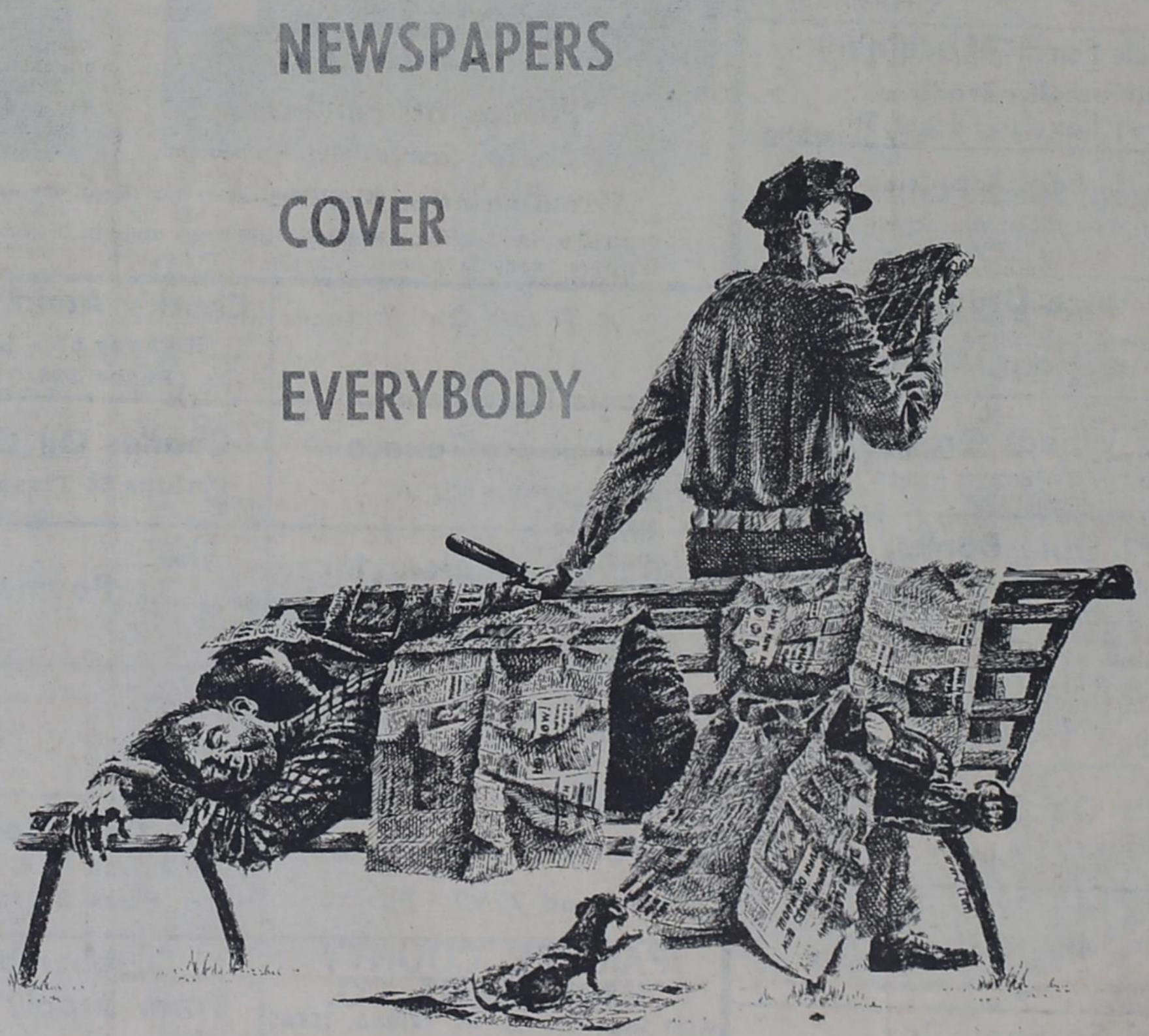
Save a Life!!! Yours

Drinking drivers will kill over 1700 people in Texas this year. Liquor-by-the-drink means more drinking drivers.

VOTE NO NOVEMBER 3 PROPOSITION 2

This Message Sponsored By —

Bovina United Methodist Church | Bovina Church of Christ | First Baptist Church of Bovina



Wandering Willie just "arrived" in town today... (and as soon as the cop finishes reading the funnies Willie is likely to "depart")... but already Willie knows all about what's going on in the city whose hospitality he is momentarily enjoying. You see, Willie read the local newspaper before dropping off to sleep. That's not surprising, really, because "reading the paper" is something that everyone, everywhere, does everyday!

If you want your advertising message to be seen over and over, by more people than any other media... put it in YOUR HOMETOWN NEWSPAPER!

Texas Press Association
1716 SAN ANTONIO STREET, GREENWOOD 7, 2023, AUSTIN, TEXAS

**Bovina
Businesses**


**1970
Cotton
Bowl**


FOOTBALL CONTEST

You May
WIN
Weekly Prizes
Of
\$5-\$3-\$1

**Parmer County
Cattle Co.**
Commercial Cattle Feeding
On Hwy. 60 between Bovina and Farwell
*Automated Mill with Built-In Quality Control
*Excellent Drainage
*Continuous Flow Water System
*Proven Management
Cap Naegle, Manager-Phone Tharp 225-4400
Hart at Vega

**Bovina
Wheat Growers, Inc.**
"We Serve To Serve Again"
Jim Russell, Mgr. - Phone 238-2411
Not Everyone Belongs
To A Co-op -
But Everybody Benefits
Friona at Abernathy


FOR MODERN FARMING USE

BONDS OIL CO.
Hwy. 60 238-2271
Farwell at Springlake-Earth

**BIRKELBACH
Machine & Pump**
Highway 86 - Pho. 238-3591
Kenny Birkelbach, Manager
Home Phone 238-6671
Distributor For
 Deep Well Turbine Pumps
Happy at Sudan


**BOVINA
GIN CO.**
*Top Quality Ginning
*Fairness In Every Dealing
*Sincere Appreciation For Your Business
FM Road 1731 North
Phone 238-4801
Johnie Horn, Manager
Olton at Floydada

"We Aim To Please"
Agri-Sprayers
*Phillips 66 Fertilizers
*Aerial Spraying Service
Main Office On Third Street
In Bovina - Phone 238-4311
Hanger Two Miles West
Of Bovina On FM Road 2290
St. Louis Cardinals at New York
Giants


SHERLEY GRAIN CO.
"Serving Parmer County Farmers
The Year 'Round"
Phone 238-2211
Bovina
Texas A&M at Baylor


**CHARLES
OIL CO.**
Phillips 66
* Tires
* Batteries
* Accessories
Texas at Rice

SUN-MASTR® ROTARY MOWERS
TITAN Model 1-1680 Heavy Duty Direct Drive 168"
Stalk Shredder
A big mower for the big acreage jobs!
**OKLAHOMA LANE
FARM SUPPLY**
Phone Tharp 225-4386
SMU at Texas Tech

**First State Bank
OF BOVINA**
Complete Banking Services
Hours:
8 a.m. to 4 p.m.
Monday thru Thursday
8 a.m. to 6 p.m. Fridays
Closed Saturdays
New Mexico State at West Texas



Plus The
Grand Prize -
**An Expense-Paid*
Trip For Two To
The 1971 Cotton
Bowl Classic!**

Expenses include two tickets to the Cotton Bowl game, paid reservations for two and \$55 for food and traveling expenses.

It's Fun - It's Easy -
You May Win!
Enter This Week
And Every Week -
All You Have To Do
Is Pick The Winners.
There's Nothing
To Buy!

Contest Rules

1. There are 10 football games listed in ads on this page.
2. Pick the team you think will win in each game and place the WINNER'S NAME beside same advertiser's name in the contest entry blank at bottom right of this ad.
3. Pick the score of the tie breaker game and place your guess in the appropriate blanks on the entry. The tie breaker game will not count on your won-lost record. It will be used only in case of a tie.
4. Winners will be named by the Monday following the contest deadline each Friday and they will be named by Sunday, if possible. Cash prizes of \$5 for first, \$3 for second, and third prize of \$1 will be awarded.
5. Tabulations of individual entrants will be kept all season and at the end of the season a grand prize winner will be named. Grand prize winner will receive two free tickets to Cotton Bowl game plus hotel, food and traveling expenses to Dallas and the January 1, 1971 football classic.
6. There is nothing to buy. No requirements other than to bring the entry blank, filled out, to The Blade office by 5 p.m. or postmarked by 5 p.m. Friday.
7. Only one entry blank may be submitted per individual. If more than one blank is submitted by an individual, all will be disqualified.
8. Tabulations will be available for public inspection. Members of Blade staff will serve as judges for contest.
9. Contestants must be 10 years old or older.
10. Everyone, except employees of this newspaper and their families, is eligible to enter.

**Bovina Businesses
Football Contest
HONOR ROLL**

- 1960 - Neil Smith
- 1961 - Erith Hawkins
- 1962 - Emmet Tabor
- 1963 - Paul Jones
- 1964 - Jeanne Kerby
- 1965 - Allen Cumpton
- 1966 - Truck Lusk
- 1967 - Leroy Lance
- 1968 - Bill Roberts
- 1969 - Larry Wardlaw

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

**Bovina Businesses Cotton Bowl Football Contest
ENTRY BLANK**

Contestant's Name _____
Address _____

Tie Breaker (Pick Score) Bovina _____ at Kress _____

Parmer County Cattle Co. _____	Agri-Sprayers _____
Bovina Wheat Growers, Inc. _____	Sherley Grain Co. _____
Bonds Oil Co. _____	Charles Oil Co. _____
Birkelbach Machine & Pump _____	Oklahoma Lane Farm Supply _____
Bovina Gin Co. _____	First State Bank Of Bovina _____

Both Teams 2-1 In District Play --

Kangaroos Next Opponent For Mustangs

Meet Kress There Friday

With hopes of rebounding from their discouraging loss to the Farwell Steers last week, Bovina's Mustangs continue District 3-A football warfare with the Kress Kangaroos Friday night.

The game will be played at Kress and will begin at 8 p.m. Kress and Bovina have identical 2-1 district marks. The loser of the game will be eliminated from the championship race while the winner can jump right back in the running if the league-leading Steers are bumped off in the next four games.

Kress lost its district opener to Vega, one of the 3-A favorites, but came back to get wins over Hart and Happy, considered the two weakest teams in the loop this season.

Bovina's wins have been over Happy and Springlake-Earth Wolverines in an upset.

The Kangaroos have a stable of fine running backs, according to Gib Hough, Bovina

coach. If they have a weakness, it's the line, the coach says.

The game will possibly be rated a toss-up when past performances of the two teams are considered.

Injuries to two key players hobbled the Mustangs in the Farwell tilt. Fullback Royce Sisk missed the game with a knee injury and Halfback Mike Beauchamp played only briefly in the first quarter before leaving with a back injury.

There's a possibility that both Sisk and Beauchamp will be ready for duty against the Kangaroos. Coach Hough indicated early this week that it was still too early to tell if either would heal sufficiently to play this week.

Halfback Walter Martinez has been hindered to some extent all season with an ankle injury and it was re-injured in the Farwell fray. Martinez won't be expected to be at full speed this week if he plays.

About the Farwell game, Coach Hough says, "We just beat ourselves with our mistakes. We dropped the football at the wrong times and defensively we didn't play as well as we have been."

Bovina has won one of its last three games from the Kangaroos. That was in '68 when the Mustangs took advantage of Kress fumbles for a 14-12 victory. Kress won last year's contest, 33-6 and in '67 the Kangaroos were on top 15-7.

In other district 3-A action this week, Farwell plays at Springlake-Earth, Happy goes to Sudan and Hart is at Vega.

After this week's game, the Mustangs play Sudan and Vega here before concluding the season at Hart.

The Hart game was originally scheduled for Friday, Nov. 13, but has been changed to Thursday, Nov. 12, according to an announcement from L. F. Jacobs, superintendent.

Announce Honor Roll At School

Honor rolls for the first six weeks have been announced by Gary Cox and Jim Noyes, principals of Bovina High School and Junior High respectively. Honor roll students in high school must have all A's on their report cards. Junior high announces both A and B honor rolls.

Loy Christian and Sheryl Moore were the only two high school students to make the honor roll.

Joe Steelman was the only junior high student to make the A honor roll.

Junior high students making the B honor roll were Rocky Bartlett, Tammy Christian, Bruce Fillpot, Debra Gilbreath, Larry Sides, Kim Ware, Susan Heflin, Steve Lance, Betty Whitecotton, DeWayne Haney, James Lance, Kay Beardain, Tommy DeLeon, Yolanda Olivarez, Fred O'Hair, Anselmo Olivarez, Lori Fran Jacobs, Arlene Magness and Connie Ware.

First District Defeat --

Ponies Take Disappointing Loss From Farwell Steers

The appetite was better than the meal for the Bovina Mustangs Friday night at Farwell.

They had high hopes all week of upsetting the favored Farwell Steers in their annual Farmer County gridiron battle, but the "Farwell jinx" combined with Mustang mistakes allowed the county seat team to take a 33-6 verdict.

This was the 16th consecutive win for the Steers. Bovina last won the annual game between the two teams in 1954. This year's game had added significance in that Bovina and Farwell were the only undefeated outfits in the eight-team District 3-A going into the

fray. Both sides were aware the winner would have a definite advantage for the district championship event though there are four games remaining on the regular season schedule.

Some of the glitter of the shining hopes of the Mustangs and their fans was rubbed off early in the tilt.

The Mustangs received the opening kickoff, but were unable to move the ball and were forced to kick on fourth down from their own 20. Punter Roy Ramirez got a bad kick off the side of his foot and it sailed out of bounds on the 16. The Steers' Gary Erwin, a small, but quick and hard-to-tackle ballcarrier, scored in two

plays, going over from 14 yards away. Gary's brother, Larry, kicked the extra point and the Mustangs were down seven points before they were completely over their early game jitters.

Bovina's hopes were dampened from the game's beginning by the absence of Fullback Royce Sisk, who was out with a knee injury suffered in practice last week in preparation for the all-important tilt.

Midway through the first quarter, the Mustangs lost the services of Mike Beauchamp, one of their leading ballcarriers and a defensive stand-out, with an injured back.

The Steers got only the one touchdown in the initial period, but racked up two more in the second quarter for a 20-0 halftime lead.

They added another TD in each of the final two periods to wrap up the win in surprisingly easy fashion.

Bovina's brightest seconds of the otherwise disappointing game came in the third period after Farwell's touchdown. On the ensuing kickoff, Freshman Billy Shelby fielded the ball on his own 20, cut to his left behind crisp blocking, found daylight up the west sidelines and outran the Steer defenders to the goal line to make the count 26-6. The Ponies went for two on the extra points attempt and a running play failed.

After Farwell's opening score, the Mustangs made a serious threat of their own and it appeared they might bounce right back in the contest.

Beauchamp returned the following kickoff from the five to the 22. On Second down, Quarterback Mike Hough passed to Jim Harris for 21 yards and a first down on the 46. Then, on third down and four, Beauchamp flipped the halfback pass to Tommy McCormick for a gain of 20 and a first down at the Farwell 28. Halfback Walter Martinez made four to the 24 on first down, Ramirez was stopped for no gain and the Mustangs drew a five yard penalty which moved the ball back to the 29. A half-the-distance penalty against the Steers, however, set up shop for the Mustangs with a first down near the 15 yard line. The Steer defense tightened there, however, and four plays later the Mustangs had been shoved back to the 36-yard line and the Steers had possession of the football on downs.

With the two leading ballcarriers out of action, the Mustangs used their aerial attack in an attempt to stay with the Steers.

A part of the aforementioned mistakes were inability of Mustang receivers to hang on to the ball at crucial times.

As it was Hough completed seven out of 23 with no interceptions and Beauchamp was one for one in the passing department.

The Steers completed four out of seven passes ---- with two of the completions going for touchdowns. Their scores in the last half were both made by passes from Quarterback Gene Sheets.

The Ponies had a TD nullified by a penalty late in the third stanza. Martinez went over the goal from three yards out, but an illegal motion call erased the effort. Two plays later, the Mustangs lost the ball on downs back at the Farwell 18.

The loss left the Mustangs with 2-1 district mark. They are 3-3 for the season. Ironically, their three losses have all been to Farmer County schools, Friona and Lazbuddie in addition to Farwell.

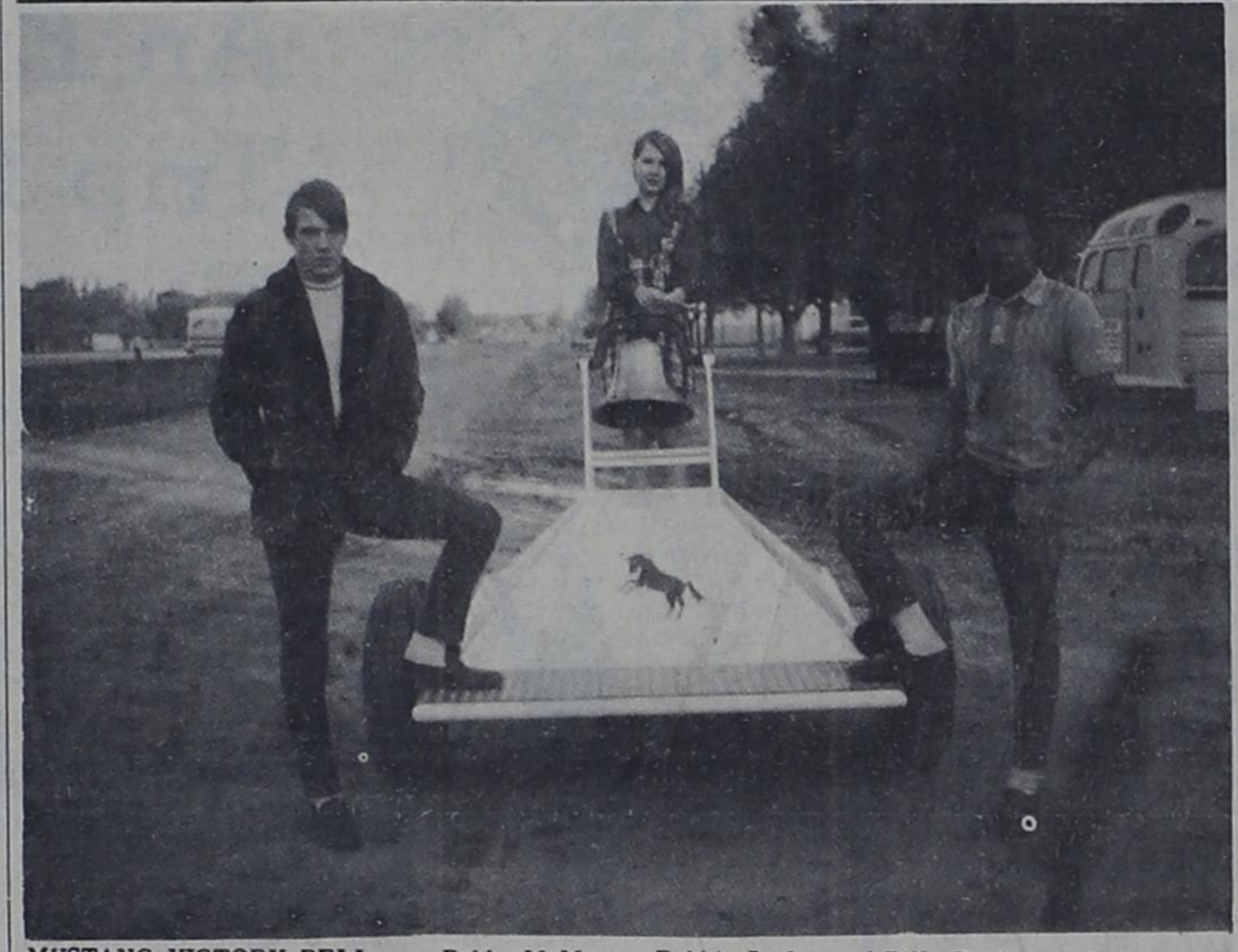
The Steers are 3-0 in district play and 3-3 for the season. Defensively in the Farwell game, the Mustangs were paced by Linebacker Shannon Davis, Guard Hugh Rogers and Ends Bobby McMeans and Randy Chisum.

BOVINA	FARWELL
10 First downs	16
37 Yards gained rushing	237
24 Passes attempted	7
8 Passes completed	4
110 Yards gained passing	110
147 Total offense	347
1 Passes intercepted by	0
5 Number of punts	2
24.6 Punt average	31.5
6 Number of fumbles	6
Opponent's	
2 fumbles recovered	2
5 Number of penalties	7
35 Yards penalized	50

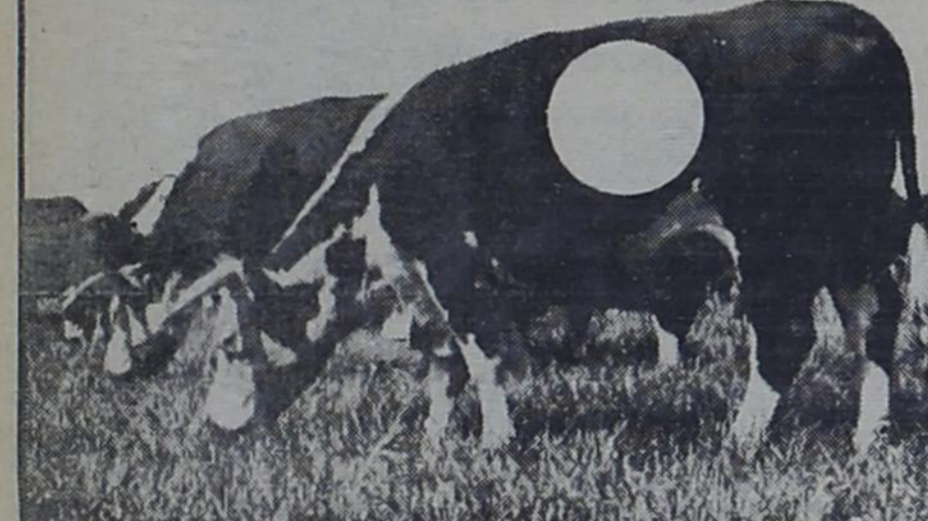
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 Pressure Plates
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 Champion Plugs
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 Shock Absorbers
 Hydraulic Hose, Ends & Hose Repair
 Butane Fittings & Repair
 Tires, Batteries & Other Accessories
Bonds Oil Co.
 Bovina

INSULATE your PIPES!
 PREVENT FREEZING IN BRIEF COLD SNAPS
 use **WRAP-ON-40**
 FIBER GLASS INSULATION
 35' ROLL

Sherrill Lumber Co.
 Bovina



MUSTANG VICTORY BELL --- Bobby McMeans, Debbie Sorley and Billy Shelby admire the new stand for the Bovina Mustangs' victory bell. Several townspeople donated their time, money or both, to help complete the new stand and trailer. Those helping were Wayne Spears, Lewis McDaniel, Ralph Roming, Jesse Walling, Junior Lambert, Mutt Graham, Tom Payne, Bill Bradshaw, Tom Bonds Oil Co., H. J. Charles Oil Co., Bovina Wheat Growers, Kerby Welding, Billy Whitecotton and Mike Beauchamp, student council representative.



Another "MoorMan First!"
Roughage Buster 100 -with Biuret
 Here's the new, low-cost way to supplement beef cattle on pasture, crop residue or other roughage: Self-feed MoorMan's Roughage Buster 100* containing Biuret—source slow-release nitrogen.
 Roughage Buster 100—blocks or granular—also supplies complete minerals plus vitamins A and D.
 It stimulates rumen micro-organisms to break down coarse, fibrous forage and build needed protein.
 Roughage Buster 100 was designed by MoorMan Research for consumption of about 1/4 lb. per cow daily. This supplies her needs even with low-protein, low-quality pasture or roughage. And it encourages wide, uniform grazing.
 I'll be glad to tell you more about it. Your MoorMan Man,

John M. Clark
 1902 West Ave. D - Muleshoe
 Phone 272-3848

Seventh, Too --
Mustang 'B' Defeats Steers

Mustang "B" Team defeated Farwell Thursday in a clash at Mustang Field.
 Kim Rundell carried the ball over for two touchdowns and Ronnie Steele made one. Larry Wiseman carried the ball over for a two-point conversion making the final score 20-0.

 Seventh grade also won against Farwell on touchdowns

BIGS ARE MORE INTELLIGENT THAN COWS, SHEEP, HORSES, AND SOME DOGS!



Hear . . . this man at Revival Services at **FIRST BAPTIST CHURCH** of Bovina Nov. 1-8 Weekdays-8 p.m.

School Menus

- Monday -- Chili with catsup, cabbage and carrot salad, cornbread, butter, crackers, peanut butter cookies, milk.
- Tuesday -- Roast beef, gravy, creamed potatoes, lima beans, hot rolls butter, banana pudding, milk.
- Wednesday -- Barbeque wieners, macaroni and cheese, lime Jello with pineapple, hot rolls, butter, raisin carrot cake, milk.
- Thursday -- Bologna and cheese sandwiches, pork and beans, cherry pie, milk.
- Friday -- Tuna pie, green beans, buttered corn, hot rolls, butter, jello with whipped topping, milk.

RE-ELECT BEN BARNES LT. GOVERNOR

PROVEN LEADER FOR TEXAS!

Political advertisement paid for by Committee to Re-Elect Lt. Governor Ben Barnes, Ralph Wayne, Chairman.

are you a SLEEPLESS SAL?
 YOU SHOULD SEE YOUR DOCTOR FOR A CHECKUP!
 If you're catching all the late-late-late shows because you can't sleep, it's time you saw a doctor! If he prescribes medication, you can depend on us for immediate service!
Don's MEDICINE CHEST
 Phone 238-4901
 Third Street - Bovina
 Don P. Spring
 Registered Pharmacist

FARMLAND FUN
 Put more money in the bank next year - Apply
Slurry Mix
 to your grain sorghum stubble now-right behind the stalk shredder. Slurry Mix aids stalk decomposition and is a great fertilizer, too!
COOP
Bovina Wheat Growers Inc.
 "Not Everybody Belongs To A Co-Op But Everyone Benefits!"

There's nothing "hit-or-miss" about our **Texaco Marfak Lubrication**

1. We lubricate by *chart*, not by chance—never miss a spot!
2. We use Marfak, Texaco's tough, stay-on-the-job lubricant. Won't jar out, leak out, dry out. Resists washout, too.

Come in for the *sure* protection of Marfak Lubrication—and drive more smoothly, more safely. Our other services are tops, too!

Trust your car to the man who wears the star

Paul Jones Texaco SERVICE STATION
 Highway 60 - BOVINA - Pho. 238-4331