

Mrs. Barraza In Charge --

WHITTLIN

By DOLPH MOTEN

BTD's Variety Show Has Old West Theme

Cattle country this is, folks, and it's getting better . . . or worse depending on how you look at it with every passing day.

Construction on more pen space is now, and has been, underway at Parmer County Cattle Co. west of town. When this part of the additional pen space is complete, some 37,000 head of cattle can be housed in that location.

And southeast of town, workmen are busily engaged in beginning construction of Bovina Feeders, Inc. That new feedlot will have pen space for some 12,000 to 20,000 when the construction work is done there.

Even more noticeable, though, about this being cattle country, seems to us, is the number of cattle trucks on the highways. Seems there's now 20 trucks hauling cattle where there used to be one. Most any direction you go around and out of Parmer County, you'll encounter cattle truck after cattle truck. At least that's what our observations have revealed.

This truck situation ---- and we're not knocking it ---- will increase as the area continues to develop as a livestock feeding and beef processing area.

And the development will continue if the Republicans don't get money so tight and interest so high that people can't afford to be in the cattle business. We're not sure yet that won't happen, but we're hoping otherwise.

After all the TV network people had to say about it, any comment here about the man on the moon project's success will be superfluous, but it was certainly a historic occasion for the United States and the world.

The project's success was unbelievable even as late as a decade ago.

The space project people and the fine government for which they work are due a congratulatory salute.

Almost, but not quite overshadowed by the moon business, was the announcement that Joe Namath would, indeed, be back for another year of professional football after "tearfully" announcing several weeks ago that he was giving up the game because he couldn't abide by the rules set forth by the commissioner of pro football, Pete Rozelle.

The fact that Namath has agreed to follow Rozelle's original instructions and will continue to play football should come as a surprise to absolutely no one, in our way of thinking. As we saw the situation, there was no question as to whether Namath would come around to the terms of the "establishment." The only question was when. As it turns out, the when was just a few days after the beginning of summer practice and Namath might have planned to miss that, anyway, as far as we know.

Most of our predictions are as fouled up as a Chinese fire drill, but we won't take credit for calling the shot right on the Namath deal. After his retirement announcement, we wrote in this space that he'd be back playing football unless he had a lot more "principle" than we thought he did.

If Willie, the weatherman, will forgive us for making an observation about the weather, we'll point out that temperatures this summer have been higher than usual. This is true over a longer period of time than usual, at least. And besides that, it seems from here has been higher during the past several weeks than we're used to.

More rainfall than ordinary possibly contributes to the high humidity count, we'd guess.

Though this has been a good year, rain-wise, area farmers are almost unanimously in agreement that an inch or two of slow rainfall would be beneficial to the growing rowcrops.

Work on The . . . 's annual Bull Town Days celebration is presently underway. If you have some pictures of days gone by in this area that you'd like to share with others, we'd like to have them for use in the edition.

Every effort will be made to see that the original pictures are returned to you. We'd like to have them by the first week in August, if possible.

Bovina's 1969 Bull Town Days variety show will be under the direction of Mrs. Mike Barraza. Mrs. Barraza was appointed to be in charge of the show, which is scheduled for Thursday night, August 14, last week by Wendol Christian general chairman of the annual community celebration.

Planning for the production

is progressing smoothly, Mrs. Barraza said Monday night at a meeting of variety show leaders in Bovina Restaurant.

Several people have been named to be in charge of various parts of the production. Those assisting Mrs. Barraza include Mrs. Leslie McCain, Mrs. Lewis McDaniel and Mrs. Jim Heard. Leonard Haney will be in

charge of admissions, Jay Sherrill will be back-stage manager and Leslie McCain will be master of ceremonies.

The show will feature a wedding and a wedding party from the days of the Old West, it was revealed at the planning session this week.

Various performances by individuals will be intermingled

with the overall theme to make up the show.

The 1969 Bull Town Days queen and the runners-up will be announced at half-time of the variety show, announces Mrs. Roger Ezell, who is queen contest chairman.

In addition, winners will be named at the show's intermission of the beard-growing and cow-calling contests. These three events will be held and judged earlier at the Roping Arena.

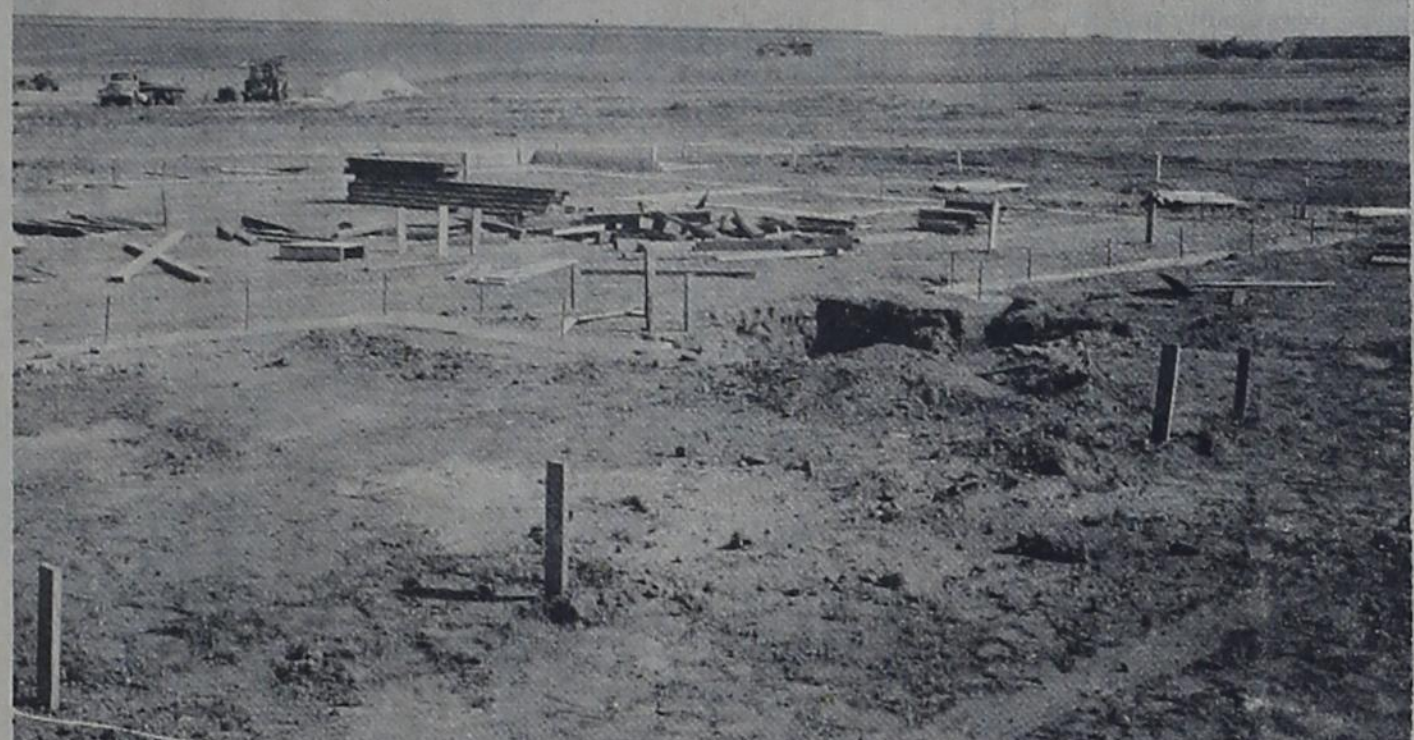
Some 10 members of Bovina Young Farmers chapter hauled Mesquite wood for the BTD barbecue fire yesterday (Tuesday). The wood was gathered on the JA Ranch, some 10 miles west of Clarendon. Two bobtail grain trucks were used to haul the wood here, says Ralph Roming, president of the Young Farmers group.

The Mesquite wood for the barbecue fire is considered highly important by those in charge of preparing the meat.

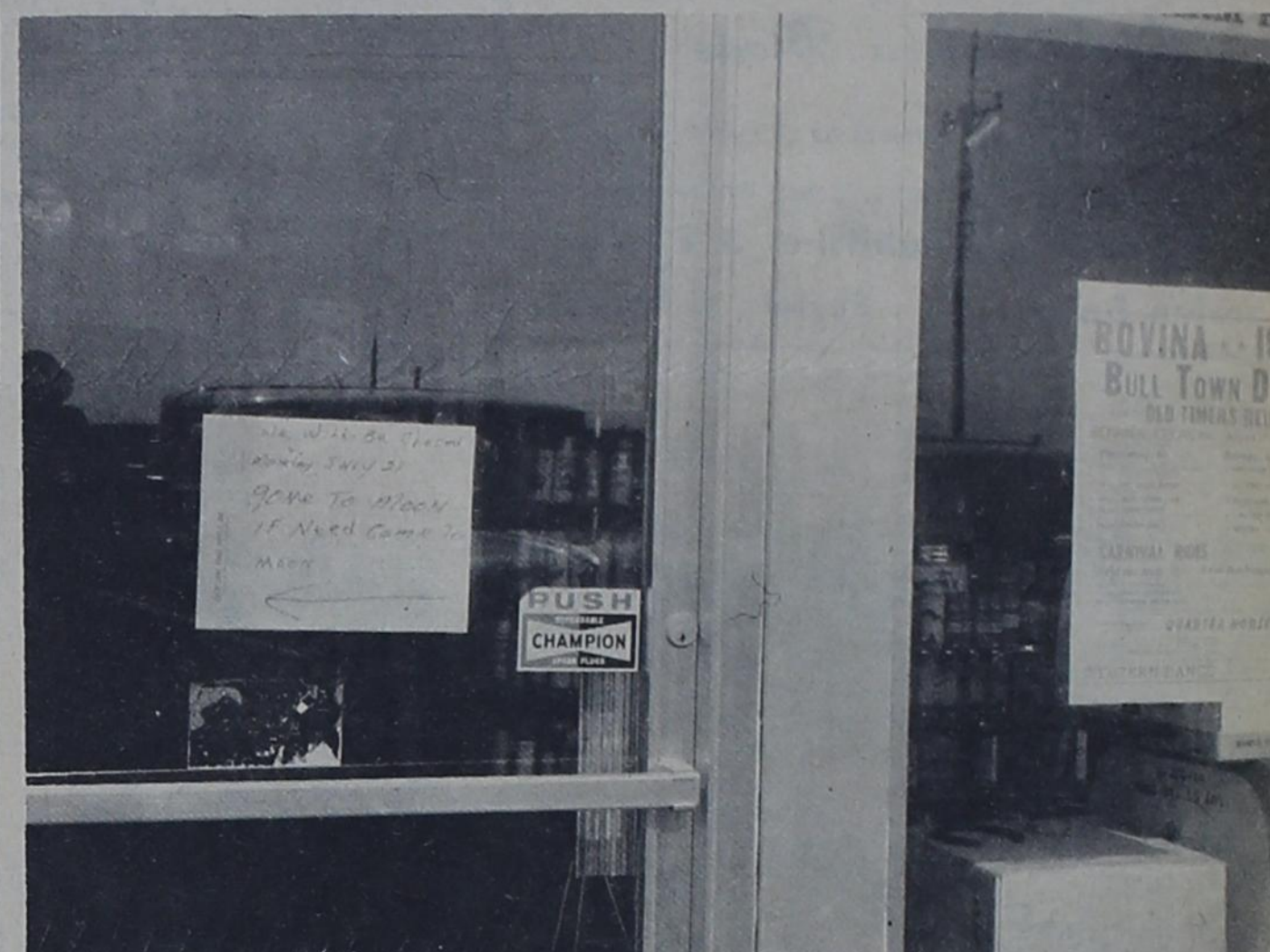
Bovina Roping Club members also discussed BTD plans at a regular monthly meeting Monday night. It, too, was held in Bovina Restaurant.

Plaques and trophies for various Bull Town Days contests, including the annual Quarter-horse show, were ordered during the meeting from Alvin Davis of The Cowboy Store in Levelland. Davis has been supplying the trophies for the past several years.

Arrangements were made for the Roping Arena to be put in shape for the BTD events there (Continued on Page 2)



FEEDLOT CONSTRUCTION --- Work is underway on the new feedlot of Bovina Feeders, Inc. southeast of Bovina. In the foreground is the foundation for the office building. In the background at left is the site of a new well and at right underground grain storage silos are being constructed. If the construction work continues according to present plans, the new business could be feeding cattle by late October or November.



MOON BUSINESS --- A south of town business had this sign on its front door Monday, which was considered a semi-holiday because of the nation's successful "man on the moon" project. The sign says in part, "Closed Monday, July 21. GONE TO MOON." Evidently, though, the moon trip was not for a long duration because Bovina's mid-August Bull Town Days celebration is advertised by another sign at right and the sign writer must plan to be present for it.

Little Boys Happy! --

Low Pressure Curtails Baths

A mix-up in water control Saturday brought happiness to little boys all over Bovina.

As a result of the mix-up, city sewerage was "pumping out water faster than pumping it in," said City Secretary Mary Ruth Martin, and water pressure necessary to fill city bathtubs was almost nonexistent.

Bovina was virtually without water for approximately 30 minutes Saturday, until pumps were turned on to re-establish water level. The pressure remained low throughout the day.

"We were back to normal sometime Sunday," said Mrs. Martin. And those postponed Saturday night baths ended the devious delight of Bovina's little boys.

Some Enjoy Moon Holiday Here Monday

While the astronauts walked on the moon, government offices closed and some businesses enjoyed a holiday.

President Richard Nixon does not have the constitutional power to declare a legal holiday without legislative approval, so he did the next best thing.

President Nixon urged all businesses to close in honor of the achievement, and to allow Americans to stay up late Sunday night to watch the moon walk.

The Bovina Post Office was closed, with holiday schedules observed, but most businesses, including the bank, remained open. Since Monday was not an official legal holiday, the bank could not close.

City Secretary Mary Ruth Martin said city offices remained open because of Saturday's water shortage, and its anticipated after effects.

Most local residents were content to listen to radio and television reports and read newspaper accounts of the mission throughout the day.

2 Showers Total .15"

Showers Saturday afternoon late and Monday night accounted for .15 of an inch of moisture here.

The moisture total Saturday was .08 with an additional .07 falling Monday night, according to the measurements kept by Bovina Weatherman Willie Williams.

The showers brought slight relief from high temperature, humid weather of the past several days.

Okla. Lane Methodists Plan Revival

Oklahoma Lane United Methodist Church plans a revival beginning July 27, and lasting through the following week.

The pastor, Rev. C. Woodrow Williams, will speak at the morning services, and evangelist Rev. Cecil Tune, in the evenings. Services will be at 7 a.m. and 8 p.m. each morning and evening throughout the week.

Rev. Tune is pastor of the Lorain Methodist Church, and is a long-time friend of Rev. Williams. He is a former conference evangelist.

Weather By Willie

More showers this week. Chance to get under a good one. ---Willie

Businesses

Urged To Enter Queen Hopefuls

Businesses are urged to enter a contestant in the Bull Town Days Queen contest, Mrs. Roger Ezell said this week.

"Businesses need to contact a girl and enter her in the contest as soon as possible," she said. Final rules are being discussed at the present time. Entry deadline is Friday, August 1.

Judging the contest will be Mrs. Wilma Fulgham of Clovis. "She is an accomplished horsewoman who has judged this type of queen contest several times," commented Mrs. Ezell. "She is real qualified."

Contestants must be between the ages of 14 and 21, never married, and pay a \$3 entry fee.

Judging is based on horsemanship, 60 per cent, and personality, appearance and beauty, 40 per cent.

The contest will be August 14, 7 p.m., in the Roping Arena.

South Of Highway 86 --

SWPS Constructs New Interchange

Improved electric service and additional power for future growth will result from a new interchange station that Southwestern Public Service Company is constructing east of Bovina, south of Highway 86.

The new substation, called an interchange because the voltage is changed at the location, will mean that the primary

source for power in the Bovina area will be a 115,000 volt line rather than a 22,000 volt line as it has been in the past.

In addition to providing the larger transmission voltage for the area, the new substation makes it possible for power to be moved into the region from two directions. The new station can be fed from the Curry Coun-

ty Interchange at Clovis or the Hereford Interchange.

"We are now on the main transmission system, which ties together all of our major generating stations. In addition to taking care of the future for the immediate area, our new interchange will provide a back-up for other major electric loads throughout the county," Lewis McDaniel, Bovina manager for Southwestern Public Service Company, says.

The new interchange, which will be known as the Parmer

County Interchange, is the second phase of an improvement program designed to provide better service. Earlier, the 22,000 volt system, which is the utilization voltage coming out of the new interchange, has been upgraded and improved. The utilization voltage is that which is used to carry the power from the interchange station to distribution substations in the region.

The new interchange is scheduled to be in service the last week in July.

Sunday Afternoon --

SWPS Hosts Open House

Southwestern Public Service Company will host an open house at the newly-completed home of Bob Estes. The all-electric home is just south of Bovina west of FM Road 1731 on Running Water Draw.

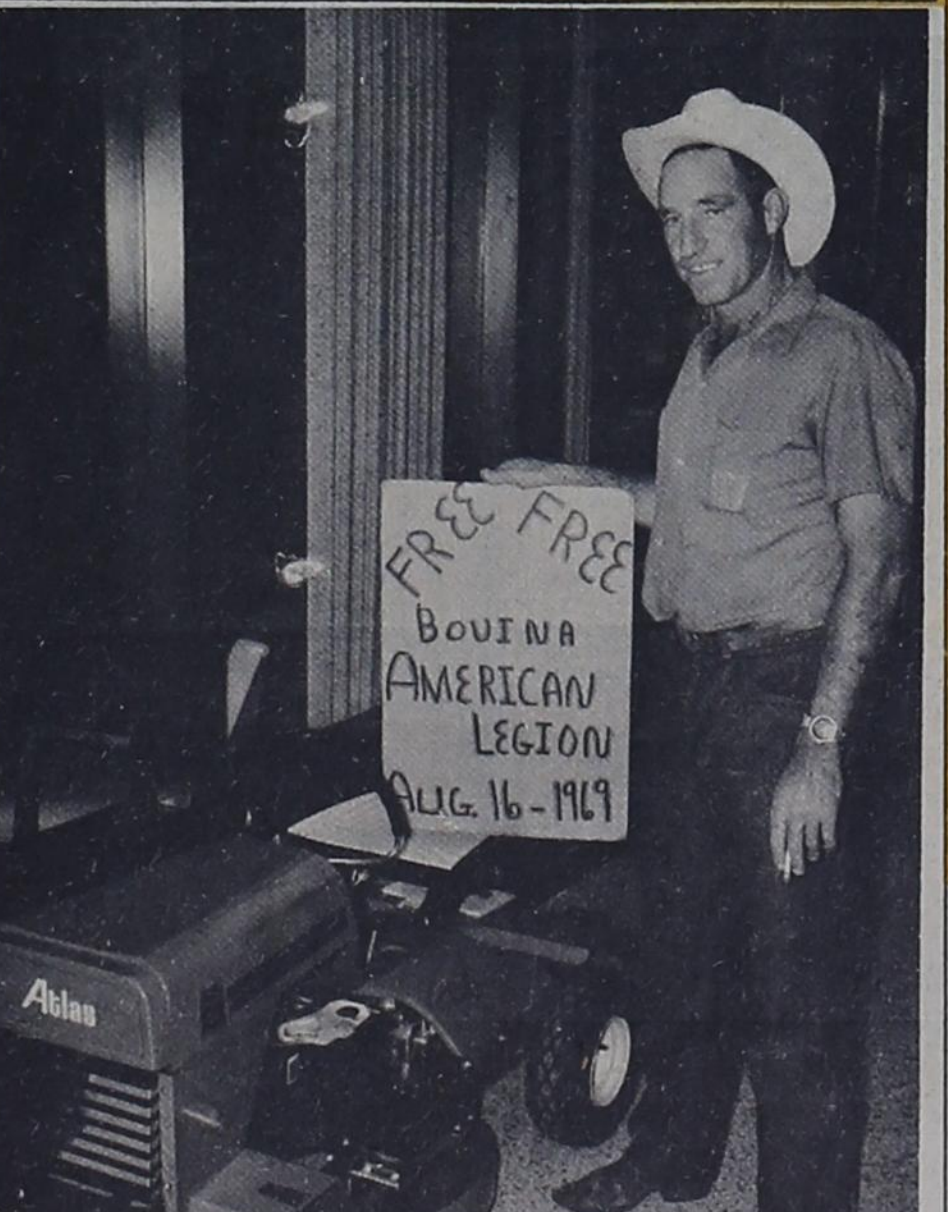
Constructed by Charlie Hromas, the open house will be from 2-6 p.m. Sunday afternoon.

An SWPS representative stated the open house would be an advertisement and public relations instrument for his company.

SWPS asked Estes to allow an open house for the Gold Medal Home before he moved in.

The public is invited, and, said Estes, "I'm just hoping it'll be finished."

Announcement of the open house is made in a color ad in this week's issue of The Blade.



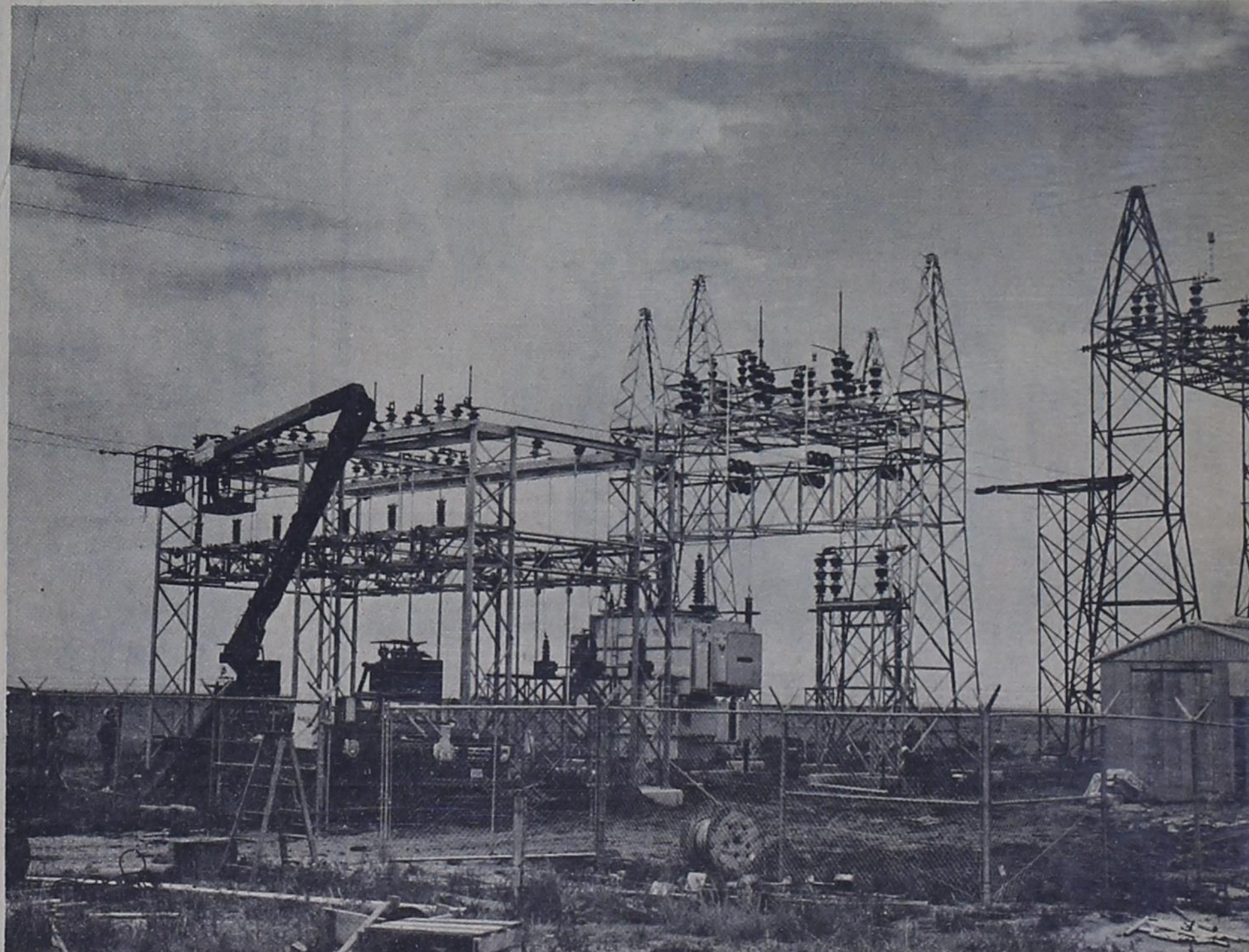
BTD GIVEAWAY --- The riding lawn mower will be given away during Bull Town Days by Bovina American Legion. The working machine is presently on display at First State Bank. Proceeds from the promotion will be used to pay expense of Bovina young people to the Legion-sponsored boys and girls state conventions in Austin each year, according to Elton Venable, commander of the local Legion post, Charles Hawkins, Legion member, poses with the machine.

Firemen Have Cook-Out Sat.

Bovina volunteer firemen enjoyed a family cook-out Saturday at the Fire Station.

The get-together was slated for all firemen and their families. Hamburgers and homemade ice cream were served.

"They took the children for a ride on the truck, and between 35 and 40, maybe more, people were there," said Mrs. Lewis McDaniel, who attended.



PARMER COUNTY INTERCHANGE --- Southwestern Public Service Company construction crews are putting the finishing touches on a new interchange substation east of Bovina and south of Highway 86, which will provide new electric power sources for the area. The new substation, to be called Parmer County Interchange, will bring power into the area from two feeds on the main 115,000 volt transmission system. Prior to this time, the electric power feed for the region had been a 22,000 volt line, which will now be fed by the new interchange. The 22,000 volt system has also been upgraded recently as part of the electric company's 1969 improvement program. The new Parmer County Interchange is scheduled to go into service next week.



The Bovina Blade

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Letters To The Editor

Mr. Dolph Moten Bovina Blade Dear Mr. Moten: My attention has been called to your editorial on the Texas Water Plan which was read on a Sunday morning broadcast July 13. I would appreciate a copy of this editorial and also appreciate your support of this plan. Sincerely yours, K. B. Watson, President Water, Inc. P. O. Box 11 Amarillo, Texas 79105

WANT ADS

BLADE WANT AD rates are six cents per word for first insertion, four cents per word for each insertion thereafter. Minimum rate is 50 cents on cash orders, \$1 on account.

MANILA ENVELOPES... various sizes... available at The Blade office. tfn-dh

FOR SALE 3 bedroom, brick, real nice, \$13,000. 2 bedroom, special location, \$10,500. 3 bedroom, neat as a pin, \$6,000. 2 bedroom, bargain, \$4,000. 2 bedroom, lots of future, \$3,500. Contact O. W. Rhinehart at RHINEHART-HAGENS REAL ESTATE Office phone 238-3521 Res. phone 238-4452 Bovina, Texas

Electrical and Plumbing Repairs and Supplies BOVINA ELECTRIC Odie White-Ph. 238-3871

Veterinary Medicines And Supplies SUPER SAVEWAY Bovina

ATTENTION, HORSEMEN!... Hay for sale. Pea-green and of the best quality. Delivered price \$2 per bale... one bale or one thousand, Travis Dyer, Phone 238-6561. 4-4tc

New Color Ch. 28 On Channel 6 Weather On Channel 3 See More On Cable TV Clearview Company Of Bovina Phone Bovina 238-3592 Or Friona 247-3271

GIRLS & BOYS Plan your future now! For an exciting career doing pleasant work in pleasant surroundings. Enroll now! Course reasonably priced. Terms arranged. La Plata Beauty School 921 E. Highway 60 Hereford, Texas Phone 364-4571 43-tfnc

BUY YOUR AT BOVINA KRAUSE IMPLEMENT CO. BOVINA IMPLEMENT CO. Hwy. 60-238-2541

LIVESTOCK CONTRACT BOOKS -- Each book contains 50 sets of an original and two copies, \$2.50 per book. Every cattleman needs one. Bovina Blade. 2-4tdh

Farwell Club Slates Golf Gene Deeds, golf pro at the Farwell Country Club announces a men's member-handicap scheduled for Saturday and Sunday. The tournament will be limited to the first 32 individual entries. Entrants will draw for partners. Entry fee is \$1.50 each. There will be match play consisting of nine-hole matches, 18 holes each day. Entry deadline is 5 p.m., Friday. Tee time is scheduled for 2 p.m., both days. Gift certificates will be awarded as prizes. First place team and first place consolation will receive 30 per cent each with second places getting 20 per cent.

Variety Show -- (Continued from Page 1) Thursday and Friday and the horse show on Saturday. Also discussed was the dedication of the bull statue Saturday afternoon. The bull statue will be paid for with Roping Club funds and members of the club are expected to take part in the dedication ceremonies. The Roping Club is co-sponsor of the annual celebration with Bovina Chamber of Commerce and Agriculture.

Don't Forget! To See George Long For Your Automotive And Truck Needs Pontiac, GMC, Rambler, And Better Used Cars Rierson Pontiac Clovis, New Mexico Home Phone: 481-3876 Farwell, Texas

Need party with good credit in Bovina area to take over payments on 1968 Model Singer Sewing Machine in walnut console. Will zig zag, buttonhole, fancy patterns, etc. Five payments at \$5.55 or will discount for cash. Write Credit Dept., 1114 19th St., Lubbock, Texas 79401. 52-tfnc

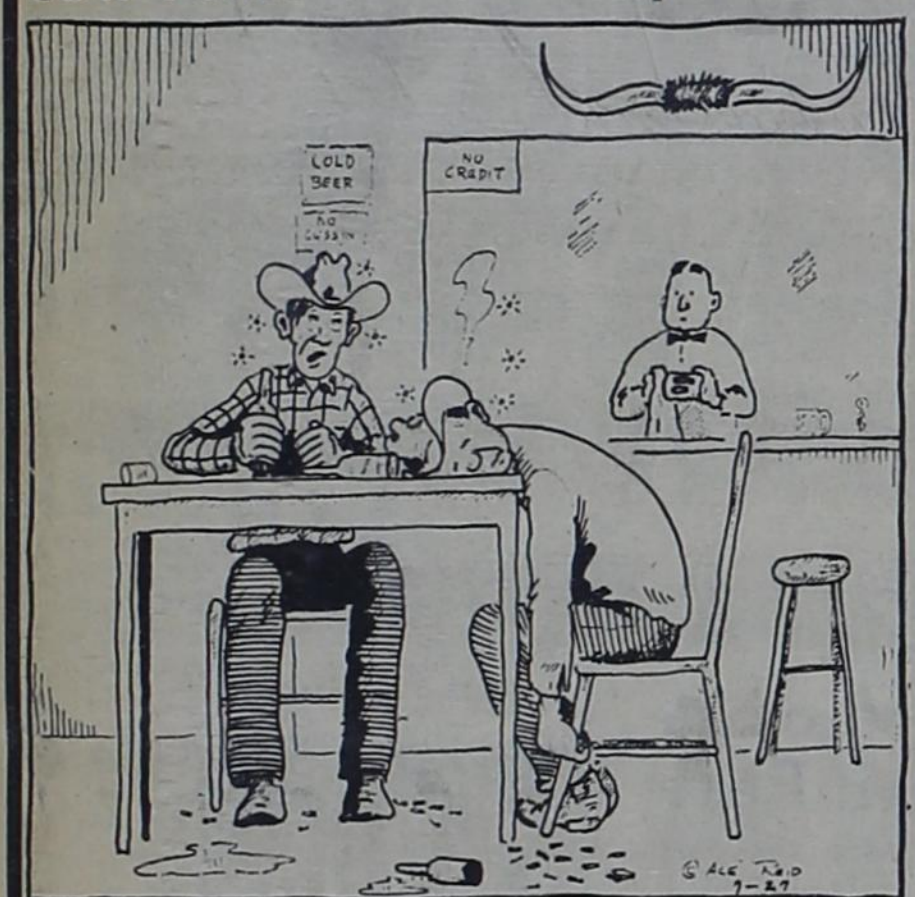
FOR SALE ---- 1966 Ford Ranchero, 28,000 miles, one owner. Contact Gerald Floyd at Friona 247-5688 or 289-5688. 3-tfnc

AGRI-SPRAYERS SPECIALIZING IN: INSECTICIDES FERTILIZING FARM CHEMICALS DEFOLIATING DAY OR NIGHT DIAL 238-4861 OR THARP 225-4386 HWY. 60 BOVINA



TOO MUCH "TAILWATER" --- Proper irrigation water management can stop this source of erosion and water waste. According to the Soil Conservation Service, there are practical ways to solve this problem. Required are a working knowledge of soil topography, water needs of plants, and the capability of the land to be irrigated. Help on managing irrigation water is available through the Parmer County Soil and Water Conservation District, with SCS offices located in Friona. (USDA-SCS Photo)

First State Bank Presents -- COW POKES By Ace Reid



"One thing I admire about you Zeb, is you always know when you've had enough to drink!"

Most Convenient Banking Hours: 8 a.m. to 4 p.m. Each Weekday-Saturday 8 to 12 1ST STATE BANK OF BOVINA --Member FDIC--

SCS Contracts Developed

"Contracts are being developed by the County Soil Conservation Service office for anyone wanting to establish practices such as grass, diversion terraces, parallel terraces, grassed waterways, irrigation pipelines, and bench leveling on their farms or ranches." Soil Conservationist Glen Phillips says. Money for financing the program for the next 12 months is expected soon. The Great Plains Program provides cost-share assistance to farmers and ranchers based upon a complete conservation plan for their operating unit. "The cost-share is set up in a contract over a scheduled period of three to 10 years, depending on needs of the farm or ranch operation and financial ability of the producer," Phillips said. The plan of conservation operations developed with the landowner or operator includes a schedule of land-use adjustment and conservation measures considered needed for the most efficient operation of the farm or ranch unit. Technical assistance is provided by the Soil Conservation Service for the planning and installation of the necessary conservation measures. This program supplements and fits into other programs such as those of the Soil and Water Conservation District

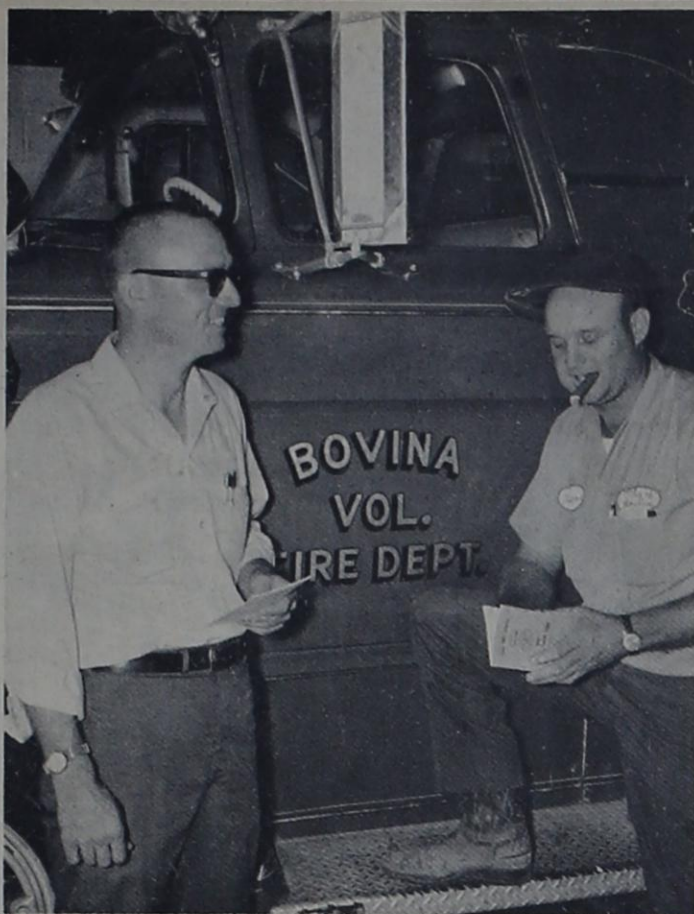
BARTLETT & POTTS AUCTION SERVICE Specializing in Farm Sales HOUSTON BARTLETT Route 1 Bovina, Texas Phone 389-2191 - Clovis LARRY POTTS Route 2 Friona, Texas Phone 295-3387

FRIONA DIVE-IN SWIMMING POOL NOW OPEN HOURS: 1:00 To 6:00 p.m. Mornings For Private Swimming Lessons Evenings For Pre-Scheduled Private Parties ADMISSION Children 1 - 12 50c Adults - Over 12 Years . . . 75c SEASON TICKETS Children . . . \$15.00 Adults . . . & \$20.00 For Additional Information Call: Cecil Maddox - 247-3439 Or Friona City Hall - 247-2711

OKLA. LANE FARM SUPPLY, INC. Case Equip., Fertilizers & Gen. Farm Supplies ROUTE #1 FARWELL, TEXAS 79325 Phone 225-4386

TO SUGAR BEET PRODUCERS: In an effort to offer the best possible service to our sugar beet farming customers, during the forthcoming sugar beet harvest, Oklahoma Lane Farm Supply has a great selection of HESSTON harvesting equipment available with more arriving soon. It is our belief that HESSTON has the best such harvesting equipment that is available today and we at Oklahoma Lane Farm Supply are proud to be HESSTON'S dealer in the Parmer County area. Much of the HESSTON company's experimental work on sugar beet equipment has been done during the past few years in this immediate area through our dealership and this makes the equipment especially designed for our types of sugar beet farming. Available now are sugar beet harvesters and toppers in sizes which have proven to be most suitable for producers in this area. The vast majority of our customers who have used HESSTON sugar beet equipment have been satisfied with the performance of the machines, which are continually being improved to give still greater service. The opportunity to figure a deal with you on a new sugar beet harvester and/or topper will be greatly appreciated. You're assured of fast service on all HESSTON equipment when you deal with us. If it has to do with harvesting of sugar beets, we'll welcome the opportunity to talk with you. Sincerely, OKLAHOMA LANE FARM SUPPLY Wendol Christian, General Manager

LET OUR EXPERIENCED PILOTS PROTECT YOUR CROPS THIS YEAR CALL -- Brooks Davis Unit No. 15 AMERICAN DUSTING COMPANY at 238-6041 or come by our new Highway 60 Location (Across The Street From Bovina Restaurant) Robert Read -- Home Phone 225-4595



FIREMEN TO SCHOOL --- Lewis McDaniel, left and Darrel Read look over information concerning the Texas Firemen's School at College Station this week. The two are representing Bovina Volunteer Fire Department at the week-long session. McDaniel is Southwestern Public Service Co. representative and Read is employed by the City.

Read, McDaniel --

Two Firemen Attend School

Darrel Read and Lewis McDaniel, Bovina volunteer firemen, are participating in Texas A&M University's annual Texas Firemen's Training School this week in College Station.

The city insurance rate is lowered by having fire-fighters attend the school.

The 40th annual training school is sponsored by the engineering extension service of A&M, in cooperation with the Texas Education Agency. It is also sponsored by the state Firemen's and Fire Marshal's Association.

Courses are offered in fire-fighting, fire prevention, fire department instructor training, fire department administration, pump maintenance and operations, and department supervisor development.

McDaniel will be attending the firefighting course, while Read participates in fire prevention.

The school began with registration Sunday and will be concluded Friday. Read is employed by the City of Bovina, and McDaniel is the representative here for Southwestern Public Services.

Tuesday --

Petit Jury List Has 72 Names

Seventy-two Parmer Counties have been requested to appear for petit jury duty Tuesday, July 29, 9:30 a.m., at the Parmer County courthouse in Farwell.

Sheriff Chas. Lovelace has released the following names: Earl Whitten, Richard B. Vaughn, Roy Estep, Joe Magness, Alton Morris, Claude Blackburn, Harold Carpenter, J. T. Coburn, Glenn Marsh, Eugene Plank, Tom Bonds, Kenneth Obrian, J. R. Euler, Mrs. Elvin Wilson, Charles Myer, Jr., Jack Clayton, Joe N. Bullock, Joe Blair, Calvin Meisner, Mrs. Tom Payne, D. L. Carmichael, Mrs. J. R. Bartlett, Leon Ware, Claude Garth, Larry Potts, Winston Wilson, Joe C. Moore, B. L. Fillpot, Elmo Dean, Dee Owen, Marvin O. Jordan, Jimmy Parson and Alfred Hicks.

Also, Flake Barber, Delvin Langford, M. T. Glasscock, Mrs. Keith Brock, Woodrow Lovelace, W. A. Mace, James Robinson, Volley Hodges, Dean Hastings, L. R. Capps, Eugene Bandy, Owen Patton, Noah T. Young, Fred Curtis, Mrs. Floyd Schueler, Walter Cochran, Larry Fairchild, Preston Martin, E. D. Chitwood, Jr., George Frye, John C. Range, James A. Wyly, Gene Hardage, Mrs. Raymond Houston, E. D. Clark, Otey Hinds, Truman McKillip, C. A. Watson, Alton Miltstead,

Veterans attending school under the G. I. Bill are reminded that it normally requires three months before they receive their initial subsistence check, which will be retroactive to start of training.

Alfred Steinbock, Ralph Broyles, C. M. Mears, R. L. Rule, Billy D. Smith, Johnnie Horn, Edwin Lide, T. M. Caldwell, D. M. McGuire, and Alvin K. Gaines.

Hospital Notes

PARMER COUNTY COMMUNITY HOSPITAL
JULY 15-JULY 21

ADMISSIONS: Mrs. Robert Mayfield, Hereford; Claude McDowell, Friona; Melinda Miller, Friona; Elsie Clifton, Texico; Royce Lorenz, Farwell; Stella Shirley, Friona; Nora Fuentes, Friona; Joe Bryant, Friona; Margaret Powell, Grady, N.M.; Teresa Maurer, Friona; Jesse Stowers, Bovina; Mrs. Robert Bone, Hereford; Mrs. Sidney Epperson, Friona; Jaunita Foreman, Farwell; Butch Watkins, Friona; Christina Uriegas, Bovina; Nellie Ramon, Hereford; John Price, Friona; Mrs. Tony Smith, Friona; Wendol Christian, Farwell; Soloman Flores, Friona.

DISMISSIONS: Lee Blevins, Friona; Amy Blankenship, Friona; Maggie Barron, Bovina; C. A. Paul, Friona; Betty Cunningham, Friona; Ruth Brown, Friona; Pearl Johnson, Friona; Mrs. Robert Mayfield and son; Claude McDowell, Melinda Miller, Elsie Clifton, Royce Lorenz, Stella Shirley, Nora Fuentes, Joe Bryant, Teresa Maurer, Mrs. Robert Bone and son, Juanita Foreman, Christina Uriegas, Nellie Ramon, John Price, Wendol Christian.

TenderCrust 4 1/2 lb. \$1
Loaves

Armour Treet Luncheon Meat 12 oz. Can 49¢

Armour Vienna Sausage 4 5 oz. Cans 89¢

Ranch Style BEANS 2 No. 300 Cans 29¢

Dr. Pepper 2 Cartons 89¢
Plus Deposit

Regular or Diet

Dr. Pepper

2 Cartons 89¢

Good ol' Summertime FOOD SALE

Shop These Specials At WILSON'S
Thur., Fri., Sat.
Many Continue Thru Wed., July 30.

Wilson's Wisdom:

Never induce a person to make a promise that you know will not be kept.

TRY! LEMON FRESH JOY 22 oz. Bottle 49¢



22 oz. Bottle 49¢

DUNCAN HINES ASSORTED FLAVORS CAKE MIX REG. BOXES 3 \$1.00 FOR



Maryland Club ALL GRINDS 1 Lb. Tin 69¢

Fiesta GELATIN As Good As The Best! Assorted Flavors 3 3 oz. Boxes 29¢

Dow BATHROOM CLEANER 17 oz. Can 59¢

Shurfine Peas & Carrots No. 303 Can 21¢

Skinner's Cut Spaghetti Or Macaroni 2 8 oz. Boxes 35¢

Lucky Leaf APPLE JUICE Qt. Bt. 39¢

Roxey Dry Dog Food Makes Its Own Gravy 5 lb. Bag 49¢

Shurfresh POTATO CHIPS 10 1/2 oz. Twin Pak 49¢

Royal Arms TOILET TISSUE 4 Roll Pkg. 28¢

Shurfine Stewed TOMATOES 2 No. 303 Cans 45¢

FREE * SHEETS * BASKETBALLS * RODS & REELS * DOLLS * FOOTBALLS * LADIES HOSE WHEN YOU SAVE SHURFRESH COUPONS

FREE * SHEETS * LADIES HOSE * RODS & REELS * DOLLS * BASKETBALLS * FOOTBALLS WHEN YOU SAVE TenderCrust Coupons

FROZEN FOOD



4 10 oz. Pkgs. \$1.00

Birdseye CUT OKRA 10 oz. Pkg. 29¢



Assorted Flavors 14 oz. Size Each 29¢

Sea Pak HUSH PUPPIES 1 lb. Pkg. 35¢

Mrs. Paul's Onion Rings 5 oz. Pkg. 35¢

MEATS

WHOLE Swift Premium Fryers 33¢ lb.

Fresh Sliced Beef LIVER lb. 49¢

Beef Short RIBS lb. 39¢

FREEZER BEEF Half or Whole - Cut & Wrapped
USDA Good 1 lb. 65¢ | USDA Choice 1 lb. 67¢
Now Wrapped In Avisco Film For Protection Against Freezer Burn.

Rath Blackhawk WIENERS 12 oz. Pkg. 49¢

PRODUCE

Alabama Fresh CORN 3 Full Ears 19¢

Texas Yellow Squash lb. 10¢

California Thompson Seedless GRAPES lb. 19¢

Calif. Large Avocados each 15¢

Bob Fillpot

BOVINA INSURANCE AGENCY

Phone 238-4381 ••••• BOVINA



WILSON'S



Phone 238-4781

PARMER COUNTY'S FINEST

SUPER MARKET Bovina

Cook's Corner

Featured as this week's cook is Mrs. Harold (Betty) Hawkins. A resident of Bovina for the past 20 years, Betty is active in the First Baptist Church, and will be teaching speech and drama in Dimmitt school this fall. She and her husband have two daughters, Vickie, 18, and Deborah, 16.

Betty offers four easy summer recipes, including the first prize winner in a Better Homes and Gardens magazine cooking contest.

LEMON FLUFF JELLOSALAD
2 pkg. lemon jello
1 lemon (juice and grated)
3/4 cups sugar
2 cups boiling water

Mix these ingredients together and place in refrigerator until the mixture begins to stiffen. Add 1 can chilled, whipped, stiffened milk.

Line 9x14 dish with vanilla wafer crumbs. Pour in mixture, keep refrigerated. Serves 20.

WEENIE LOTTAS
(Better Homes and Gardens magazine prize winner)

1 pkg. wieners
1 large can Wilson brand chili
1 cup grated longhorn cheese
10 pickled chili peppers
10 tortillas

Cover wieners with water and bring to a boil. Remove from heat and let stand. Dip tortillas in hot grease and remove at once. Heat chili. Place wieners on tortilla and roll, and place all of the rolls in an oven-proof plate. Pour hot chili over rolls and sprinkle grated cheese over top.

Place in 400 degree oven until cheese melts. Garnish each roll with a pickled chili pepper and serve immediately. Serves five.

EASY BOSTON CREAM PIE
1 box chocolate cake mix
2 boxes vanilla pudding mix
2 squares Hershey's cooking chocolate
2 tbs. margarine
2 cups sifted powdered sugar
1/4 cup milk
1/2 tsp. vanilla
dash salt

Prepare cake mix as directed. Cook in nine-inch pans and let cool. Slice cakes in half and pour prepared vanilla pudding on each half. Place tops on cakes. Melt margarine and chocolate. Add sugar, vanilla, and salt. Mix and pour over tops of cakes. Chill and serve. Serves 12-14.

FOUR-HOUR BREAD AND BUTTER PICKLES
4 quts. sliced medium cucumbers
6 medium white onions, sliced
2 green peppers, chopped
3 cloves garlic

1/3 cup coarse medium salt cups sugar
1 1/2 tsp. celery seed
1 1/2 tsp. turmeric
2 tbs. mustard seed
3 cups cider vinegar

Do not pare cucumbers; slice them. Add onions, peppers, and while garlic cloves. Add salt; cover with cracked ice and mix thoroughly.

Combine remaining ingredients and pour over cucumber mixture. Heat to a boil and seal in hot, sterilized jars. Makes 8 pints, and are "ummm good!" said Betty.



MRS. HAROLD (BETTY) HAWKINS

Carolyn's Comments by Bobo

With mixed emotions, I anticipated the Apollo 11 lunar landing. We have the technical facilities to put men on the moon, that round ball that has fascinated men for centuries, yet we can't really be sure what the weather will be like tomorrow. Astronaut Neil Armstrong will be the first man to walk on the Green Cheese, but it's not very safe to stroll around the block alone here on Mother Earth. Special precautions have been taken to insure a germ-free existence for the space pioneers, but flies and rats still swarm around ghetto garbage. Scientists are hoping to find a clue to the geological development of the earth in rocks brought back from the moon, but they haven't found the clue to the cure of the common cold. Have we misplaced values, or is space exploration simply a paradox of the present structure of society? There's a useless war in Vietnam, famine in Biafra, racial unrest and poverty in America, but we can put men on the moon. Maybe we're getting another chance.....

Appearing in the Blade this week is the third segment of the Second Super Summer Attraction -- Cook's Corner. Begun last summer by Sue Moten, the feature lives again. Anyone wishing to share a recipe or volunteer a neighbor, please call me at the Blade office, 238-4531.

While pursuing information for a story for the stellar special Bull Town Days edition of The Blade, I stumbled upon the opportunity to fly... My thanks to Dick Thompson for taking me up and letting me "drive" his Cessna. Bovina and the surrounding fields are quite a pleasant sight from 1500 feet up!

Huttos Have Grandson

SSgt. and Mrs. Don Waddell announce the birth of a son, Kevin Ray, on July 17. The baby weighed 8 pounds, 12 1/2 ounces, and was born in Clovis at 9:9 a.m., MDT. Grandparents of the boy are Mr. and Mrs. Ed Hutto, Bovina, and Mr. and Mrs. Ray C. Waddell, Leon, Iowa.



DRESS REVUE WINNERS -- Winners in the Parmer County 4-H dress revue are, left to right, Deborah Harding, Farwell; Cheryl Gohlike, Oklahoma Lane; and Carrie Haseloff, Farwell. The girls were winners in three divisions of sewing competition, and were judged on technique, choice of pattern, and modeling. The competition was held last Thursday in the Community Room of the First State Bank of Bovina.

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Venable-Moore Vows Exchanged

Miss Margaret Jo Venable became the bride of SSgt. Owen Kenneth Moore in a double ring ceremony Saturday in St. Ann's Catholic Church with Rev. Gerald Dunford officiating.

The bride is a 1968 graduate of Bovina High School and a 1969 graduate of Weaver's Airline Personnel School. She is employed with American Dusting Co., Bovina. She is the daughter of Mr. and Mrs. Elton Venable.

The groom is a graduate of Lebanon High School, West Lebanon, N.H., and is serving in the Air Force at Cannon AFB, N.M. Parents of the groom are Mr. and Mrs. Kenneth B. Moore, West Lebanon, N.H.

Given in marriage by her father, the bride wore a floor length, sleeveless, A-line dress of white line, accented with lace. Her white net and lace veil fell to the floor from a figure-eight headpiece. She carried a white Bible and yellow roses.

For something old, she wore her mother's earrings; something new, her dress and veil; something borrowed, the Bible belonging to Penny Langer; something blue, a garter made by Ute Blalock.

Maid of honor was Penny Langer of Muleshoe, and bridesmaids were Linda Rejino and Ute Blalock, both of Bovina.

They wore floor length dresses of yellow line, decorated with daisies. Misses Langer and Rejino carried longstem yellow roses, and Miss Blalock carried a bouquet of daisies.

Best man was Charles Kuhlman of Clovis. Groomsman and ushers were Joe Lubovich, Chicago, Ill., and Steve Ickman, Columbus, Ohio, both stationed at Cannon AFB.

The church was decorated with daisies and a gold and white kneeling bench. Doris Wilson was organist, and Radford Venable, the bride's brother, sang "How Deep Is the Ocean," "Always," and "Whither Thou Goest."

The bride's mother chose a dress of tan linen with bone accessories, and a white corsage. The mother of the groom selected a street-length dress of aqua crepe, with white accessories and a gardenia corsage.

A reception and luncheon followed the ceremony in the home of the bride's parents, 303 Eighth Street. Approximately 75 guests were served.

For her going-away outfit, the bride chose a blue print pleated dress with black accessories. She wore a corsage of yellow roses.

The couple will spend two and one half months in Chicago, and will be at home in Clovis after Oct. 15.



MRS. OWEN KENNETH MOORE

Fish Fry Honors Lanes

Mr. and Mrs. Bill Lane were honored with a farewell party last Friday. The Lanes are moving to Lubbock.

Hamilton, and Mr. and Mrs. Jesse Rodriguez.

An informal fish fry was given for employees of the Bovina Wheat Growers elevator, and in honor of the Lanes. Mrs. Lane had been employed at the elevator for seven years.

Shower Honors Mrs. Taylor

The fry was held at the home of the hosts, Mr. and Mrs. Jim Russell.

Mrs. Pam Taylor, the former Pam Webb, will be honored with a pink and blue shower Friday afternoon.

Held at the First Baptist Church, the shower will be from 3 to 5 p.m.

Hostesses are Mrs. Wendol Sikes, Mrs. John Sikes, Mrs. Wilford Sikes, Mrs. Weldon Moody, Mrs. Mike Barraza, and Mrs. Delbert Hall.

Fomer Pastor Visits Russells

Rev. and Mrs. Ralph Aday recently visited Mr. and Mrs. Jim Russell.

the Vinegrove Baptist Church, Vinegrove, Ky.

Rev. and Mrs. Aday were accompanied by their children, Paul, Phillip, Susan, and Shanon.

39ers Picnic In City Park

The 39er's Birthday Club held a picnic supper in City Park last Tuesday.

Those attending were Mrs. White, Mrs. Redden, Mrs. Nettie Lea Wilson, Mrs. Ola Lee Jones, Mrs. Lucille Walling, and Mrs. Pat Read.

Mrs. Lula White was honored. Hostesses Mrs. Mary Ruth Redden served hot dogs, cake and

homemade ice cream to guests.

At Home In Parmer County

By Janice Miller
County HD Agent

You parents of teenage drivers (especially boys) should be prepared to pay as much as three times your regular rates for car insurance. The cost of an under 20-year-old boy who is the principle driver of a second or third family car runs about triple the adult rate. This holds true even though the car is registered in the parent's name. But, the rate is about double the adult cost if he merely drives the family car "with permission." Records also show that youthful drivers are more careful of the family car than their own.

How do you like to spend your leisure time? In a recent survey in St. Louis, two-fifths of the persons interviewed wanted to relax. Married men and women ranked being with their families as their second goal, while number three was having fun. Married men put physical exercise fourth while wives preferred companionship. For the single women, being with their families was the second choice after relaxation. But the bachelors' second choice was "having fun." Do you see yourself in this survey?

We Care About You About Your Clothes

Dilger's CLEANERS

Lettuce, if stored with other fruits and vegetables, is more likely to develop russeting. This is a type of browning on the inside leaves. To prevent this, always store lettuce separately.

Books for your child's bookshelf should be chosen carefully. His books are important to him. Some children are more sensitive than others to the beauty of a book or its illustrations. So, whether to choose a beautiful and expensive book or to spread the budget over a larger number of less-hand-some books, depends on each individual child. Some children like the feel of a book; while to others the story is all that's important. Each child is different in his reading needs and interests.

If you are selecting books for your children, these Fact Sheets may be of interest. The first is entitled "Books for Children Under Six" and "Selecting Books for School-Age Children." If you would like either of these, please call or come by the extension office in the courthouse.

Here is an idea for a grand start for any summer meal. Serve iced watermelon cut into balls or cubes. Flavor it with just a touch of fresh lemon juice or ground ginger. For eating ease, serve with wooden picks.

If you are in the market for a table lamp, here's a simple rule to remember. The table height plus the lamp base height (to the lower edge of the shade) should equal the eye height of the person using the lamp.

TAKE YOUR BACK TO SCHOOL PHYSICAL EARLY

As school time gets nearer the doctor's office will be getting more crowded with pre-school physical examinations. This puts a very heavy load on your family physician because he is doing these time-consuming physicals in addition to looking after his usual sick patients.

You can give your doctor much needed help by taking children for physicals before the rush starts. It will be greatly appreciated by your doctor and it will take you less time as well. Make an appointment soon. If he suggests a body building vitamin, we have a complete stock made by reputable manufacturers.

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— Bovina Area Churches Welcome You! —

Church Chuckles by CARTWRIGHT



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909

"We've been happy here so many years, Harry's superstitious about joining for fear it might somehow spoil things!"

In the past 70 years, mankind has experienced an explosion in his knowledge of the world. Freud published his work on the interpretation of dreams in 1899 and opened up to man the vast world of the unconscious existing within all of us. Physics was revolutionized by the work of Einstein at the beginning of this century. Now we are traveling to the moon. And yet, with all this advancement, conditions on this planet are still unfortunate. We can go to the moon, but we still cannot live with one another in peace.

The work of scientists is indeed worthy of admiration. Indeed, there seems to be nothing that cannot be done if it involves science or technology. Given enough time and money, he will do just about anything.

What causes man to despair is the thought that there is an unpleasant situation about which he can do nothing. Man has little to despair of in regards to the realms of science or technology, but he has been eminently frustrated in his pursuit of peace here on earth. The reason for this is that peace cannot be attained by the use of computers or the application of scientific laws. Peace involves the active, personal commitment of men, individual people.

Two thousand years ago, a Jewish carpenter told his followers that peace must be built on love. Perhaps in the future we will realize that we are all brothers, alive on the same planet, sharing the same destiny, saved by the same God.

Bro. Walter Paul Gagne, S. A.
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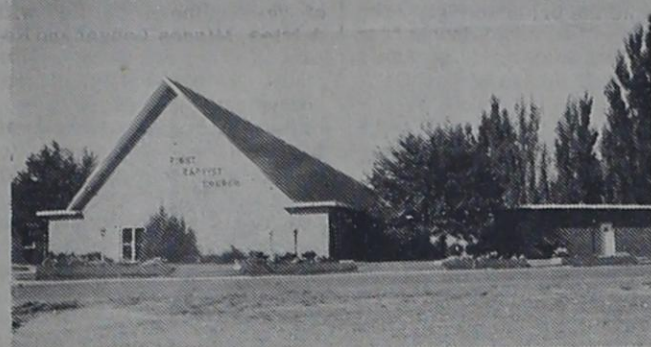
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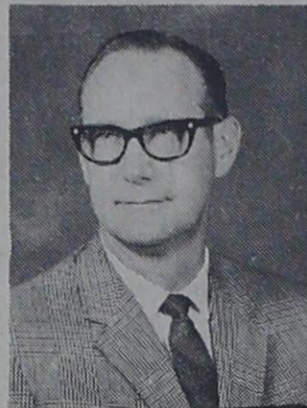
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FIRST BAPTIST CHURCH of BOVINA



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



Rev. Ken Moore

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

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

ST. ANN'S CATHOLIC CHURCH



St. Ann's Catholic Church - Bovina

Mass: Sunday 8:30 a.m. and 7 p.m.
Wednesday - 9 p.m.
Confession: Saturday 4 - 5 p.m., 8:30 - 9 p.m.



Fr. Gerald Dunford

MISSION BELEN MEXICANA



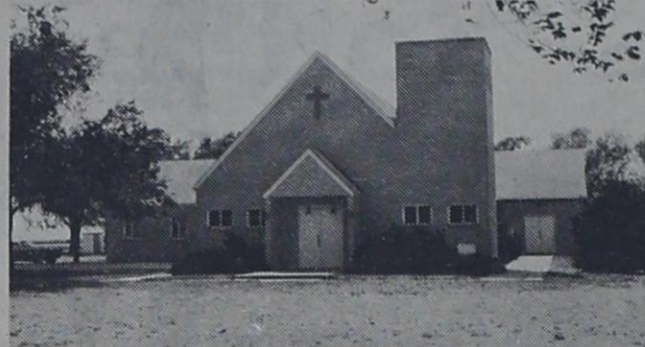
Mission Belen Mexicana

Eseuela Dominical 9:45 a.m. - Mensa Je 11:15 a.m. - Union de Preparacion 6 p.m.
Miercoles 8 p.m. Estudio de la Biblia



Rev. Ramon Delgado

ST. JOHN LUTHERAN CHURCH



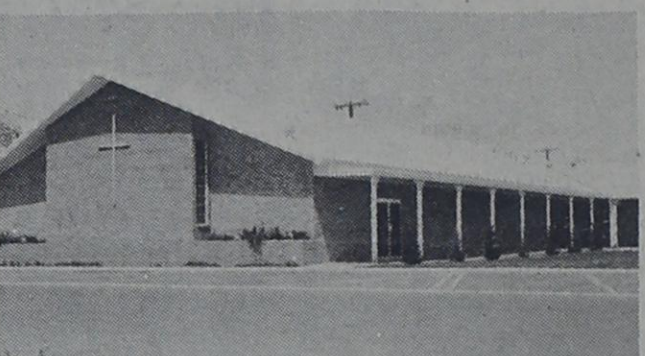
St. John Lutheran Church, Lariat, Texas

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



H. F. Peiman

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 - 7:30 p.m.
SATURDAY Story Hour 10 a.m.



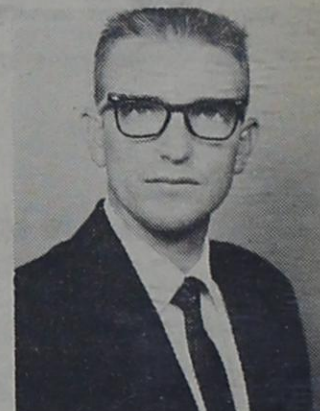
Mickey Patterson

OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church

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



Charles R. Vick

BOVINA METHODIST CHURCH



Bovina United Methodist Church

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



J. B. Fowler, Jr.

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.



Rev. Floyd E. Gray
Wednesday - Family Night
and Youth Service - 7 p.m.

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With 3-0 Record --

Russell Leading Men's Softball

Men's slow pitch softball play is continuing with one team remaining undefeated.

Last week's play featured two shortened and one called game. Clements defeated Koelzer 13-1, in a game called after four

innings because of the 10-run rule. The Russell-Koelzer tilt was ended after six innings for the same reason, with Russell winning, 22-12.

Tuesday's match of Koelzer and Hammonds was cancelled due to rain and faulty score-keeping.

Russell is in undisputed first place with a 3-0 record, with Spears and Lions close behind at 2-1. Clements and Koelzer are in the middle, with 3-2

and 1-2 records respectively. Compadres and Hammonds, both winless, are sharing the cellar.

LAST WEEK'S SCORES:

JULY 15: Russell 9, Hammonds 5; Lions 11, Compadres 7.
 JULY 17: Clements 13, Koelzer 1 (4 innings -- 10 run rule); Spears 11, Compadres 9.
 JULY 18: Russell 22, Koelzer 12 (6 innings -- 10 run rule); Lions 12, Clements 9.
 JULY 21: Clements 11, Spears 5; Koelzer vs. Hammonds, called off.

STANDINGS: (as of July 21)

	W	L	Pctg.
Russell	3	0	1.000
Spears	2	1	.666
Lions	2	1	.666
Clements	3	2	.600
Koelzer	1	2	.333
Compadres	0	3	.000
Hammonds	0	2	.000

SCHEDULE:

(Games begin at 8 p.m., double-header each night)
 July 22: Lions vs. Russell; Clements vs. Compadres.
 July 24: Lions vs. Hammonds; Russell vs. Spears.
 July 25: Lions vs. Koelzer; Russell vs. Compadres.
 July 28: Spears vs. Hammonds; Russell vs. Clements.
 July 29: Spears vs. Koelzer; Hammonds vs. Compadres.

Surprise Attack Leaves Bruises

How many times have you heard dotting parents tell beginning drivers to "watch out for the other guy?"

Well, the other guy might just sneak up on you as he did last week in Berger, on an unsuspecting Mrs. J. B. Fowler and her daughter Rebecca.

Mrs. Fowler, wife of Methodist Minister J. B. Fowler, and Rebecca had stopped at a service station to rest and get a drink.

"We were completely stopped and had been for several minutes, when a semi-truck ran into us," said Mrs. Fowler. The unsuspecting victims are now recovering from bruises and surprise.

Watch out for the other guy. . . .

Pony League Complete --

Little Leaguers Play Portales

Allstars from Bovina's Little League baseball teams will participate in a regional tournament Thursday, Friday, and Saturday in Portales.

The Bovina players will square-off against the Portales Cubs Thursday afternoon at 6 p.m.

The winner of that game will advance to play the Dora, N.M. vs Portales Pirates winner, Friday at 6 p.m.

Teams participating in the tournament include three from Portales; Bovina; and Dora, Causey, Elida, Floyd, and Ft. Sumner, New Mexico.

Members of the Bovina all-star team include Keith Moore, Alton McCormick, Barty Bartlett, Rush Looney, Dennis Willard, Elbert Shelby, Benny Araizmendez, Carlos Espinoza,

Tommy Serna, Rueben Serna, Dee King, and Duane Mitchell. The team is coached by Kenneth Cary.

In Pony League play, the Bovina-Farwell all stars were de-

feated 8-0 last week by Raton, N.M.

Raton went on to win the regional tournament in Farwell by edging Tucumcari, 2-1. The Raton team will compete in the

semi-final tournament to be held in Silver City, N.M. July 28.

This game completed baseball play for the Bovina Pony Leaguers for 1969.

Schilling, Rejino --

St. Ann's Reps Meet In Hereford

Two representatives of St. Ann's Parish, Joe Schilling and Ben Rejino, attended a meeting of the Amarillo Diocese Pastoral Council Social Action Commission Sunday. The meeting was held at St. Anthony's Church, Hereford.

Dr. Hubert W. Oppe, Canyon, chairman of the commission said, "The purpose of the meeting was to get organized and to take action on the resolution passed by the general assembly April 27."

Two resolutions were discussed at the meeting. The first, was the following: "We of the Diocese of Amarillo resolve to become sponsoring agents for the FHA housing program."

This was discussed at length, and the group agreed to make arrangements for action as soon as possible.

Rev. Michael J. Heneghan, Amarillo, is a consultant for the program, and indicated that he would have a report on information and action to be followed on starting the program in communities. He will be assisted by Rev. George H. Salway, Canyon.

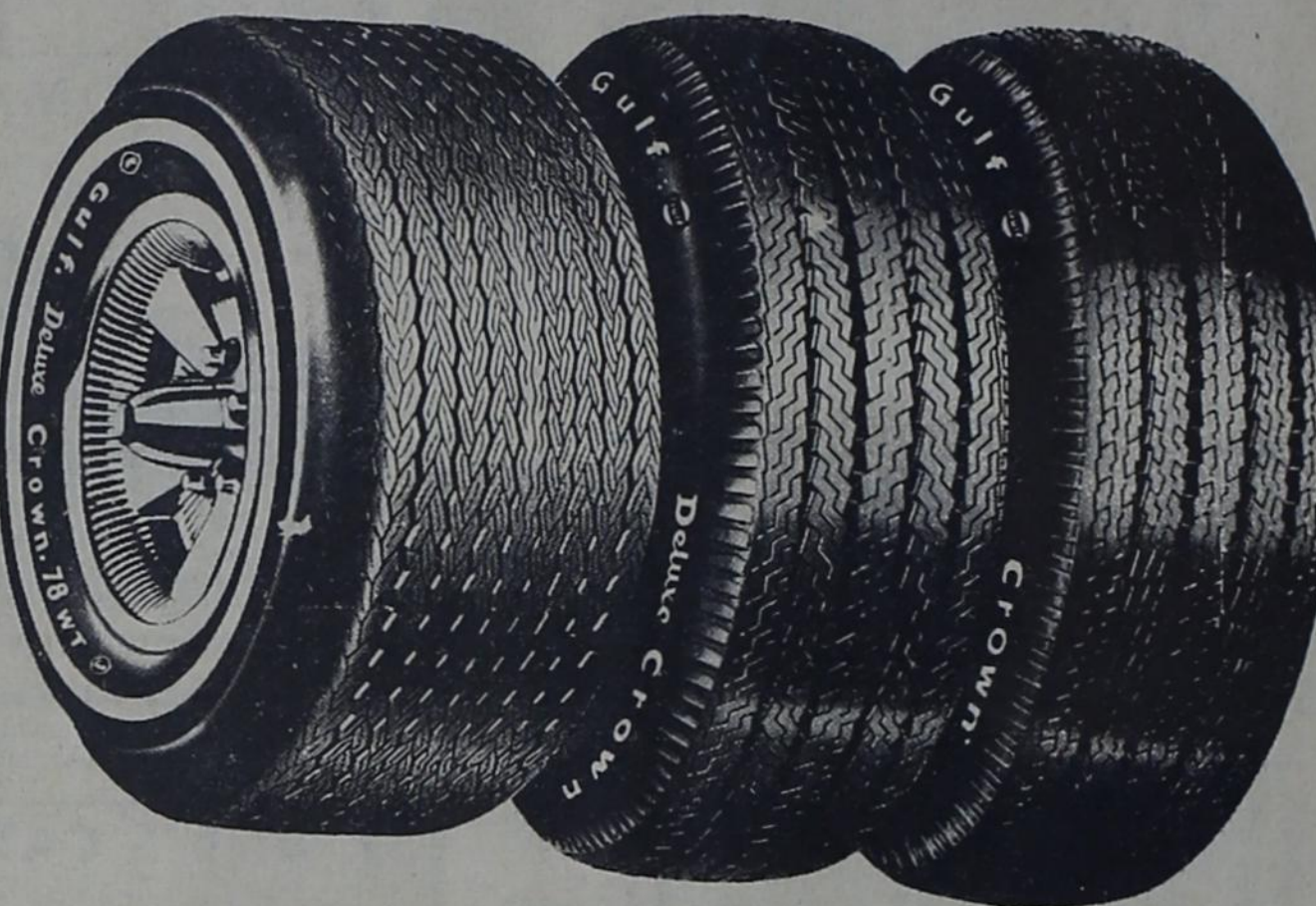
The second resolution discussed was sponsorship of talented students to further their education, and education of individuals in active citizenship.

Another meeting is planned for Sept. 28 in Hereford, to prepare a report of the courses of action planned for the committee. This report will be presented to the general assembly of the Amarillo Diocese Nov. 23.

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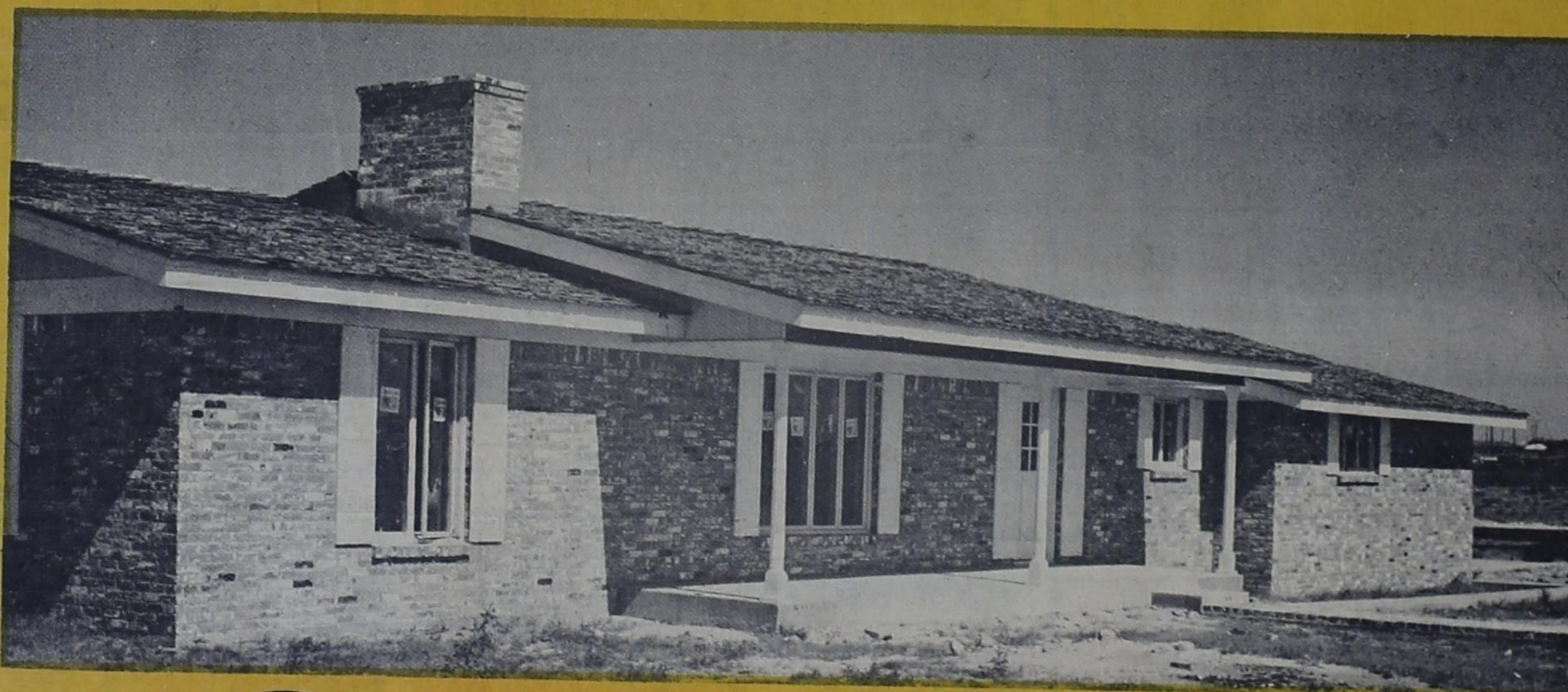
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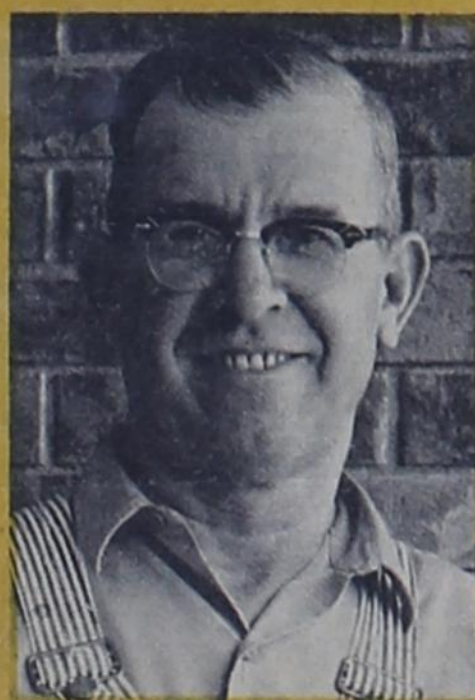


OPEN HOUSE

Sunday, July 27, 1969

Country Home Sites Addition

2 - 6 P.M.



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