

BY BILL ELLIS

WE PROMISED Billy Smith a little coverage this week on his leg injury he suffered last Sunday night playing volleyball. The injury put the local butcher on crutches.

Even though it wasn't in an organized league, and he isn't like the star halfback who will be out of the lineup for the rest of the football season, we felt he should get equal treatment.

And along with the publicity, we'll pass along a little advice: Butch, why don't you take up something safe, like riding motorcycles?"

AN EDITORIAL writer that we read had some interesting comments this week about supply and demand.

Nothing more graphically illustrates the workings of a free market better than the sugar business, the writer pointed out.

Last year, sugar went from 85 cents for a five pound bag to \$3.14 for the same bag of sugar—and higher. Buyers were appalled. So they stopped using so much sugar. They found substitutes, or did without.

The price of sugar leveled off and has been coming back down. The price came down because the supply increased as demand fell off.

The law of supply and demand has a way of adjusting these things out to everyone's benefit—if the government doesn't set artificial controls or subsidies.

The same thing would have worked in the cattle industry, when the government decided to step in instead and set price ceilings.

If we leave the producers and the consumers alone, they usually find an equitable way to buy and sell. It's called supply and demand.

SPACE IS BACK in the news this week, with the United States and Russian cooperative venture finally here. Although this week's mission doesn't sound as glamorous as going to the moon, it could be the most ambitious to date.

The Apollo-Soyuz mission could be another "giant leap for mankind," if it helps break down the cold war that formerly existed between the two countries.

The expected handshake 140 miles in space on Thursday is seen as the height to which the policy of "detente" has been carried.

The Russian people and their government are still a suspicious lot. Russian officials just can't overcome their old policy of secrecy. It was believed that the Russian people would get to see Tuesday morning's blastoff of the Soyuz mission, and if they did, it would be their first glimpse of a space mission.

On the other side of the coin, up to a million Americans were to be on hand at Cape Canaveral, Florida for the blastoff, while millions of others watched on television, as they have done throughout America's space program.

Personally, we hate to see the Apollo space program ending. Those of us living during the past decade have been privileged to see history in the making, by our nation conquering space and sending men to the moon and back.

Many have said that the program was a waste of money, when the billions of dollars could have been better spent curing ills here on earth.

We maintain that the thousands of side benefits of the space program have more than made it worth the money.

The development of integrated circuits has simplified television, and has even created new type-setting machines that enable us to bring you your newspaper each week. Before the "space race," these types of machines were only dreams. Today they, plus countless others, are a reality.

The space program has done much to give us a better, more comfortable life. We hope it is allowed to continue to do so.

GOOD LUCK TO Bovina youngsters about to be involved in Little League playoffs.

Five members of Sherley Grain's senior league team are members of the all-star team competing at Friona Wednesday night against Tucumcari, N.M.



MISS BOVINA.... Tammy Christian, center, was crowned "Miss Bovina" for 1975 Friday night before a crowd of 100 people in Ridgelea School cafeteria. The local beauty pageant was sponsored by Bovina Chamber of Commerce and Agriculture. Tandra Rogers, right, was named first runner-up and Dian Roming, left, was named second runner-up in

the pageant. Parents of the trio of beauties are Mr. and Mrs. Wendol Christian. Mr. and Mrs. Chester Rogers and Mr. and Mrs. Ralph Roming. Miss Christian will be sponsored by the chamber in the 1975 Miss Wheatheart of the Nation Beauty Pageant at Perryton in August.

FOR 1975

Tammy Christian Is 'Miss Bovina'

Tammy Christian was crowned "Miss Bovina" for 1975 Friday night before a crowd of 100 people in Ridgelea School cafeteria. A junior at Bovina High School this fall, she is the daughter of Mr. and Mrs. Wendol Christian. Bovina Pump Company sponsored Miss Christian in the contest.

Tandra Rogers, sponsored by Bovina Supermarket, was named first runner-up. She is the daughter of Mr. and Mrs. Chester Rogers and will be a junior this year. Dian Roming, sponsored by Young Homemakers, was named second runner-up. The daughter of Mr. and Mrs. Ralph Roming, she will be a senior at Bovina High School this fall.

Miss Christian was presented a dozen red roses, a crown representative of her title and an engraved jewelry box. First and second runners-up were presented engraved jewelry boxes.

The new "Miss Bovina" will

represent this city in the 1975 Wheatheart of the Nation Beauty Pageant at Perryton in August. The local pageant was sponsored by Bovina Chamber of Commerce and Agriculture, which will sponsor Miss Christian in the Perryton event.

Judging the contest Friday night were Mrs. Lynette Davis of Lubbock, former New Mexico State Fair Queen and Curry County Rodeo Queen, and Dewayne Bailey and Keith Engram of Clovis, both associated with KICA radio station there. The trio has served as judges at various other beauty pageants in the Texas and New Mexico area.

Mrs. Neal Mager served as mistress of ceremonies. Miss Linda Marcom provided music at the piano during the pageant. Reiser Florist of Clovis provided floral arrangements for the event. Mrs. Chuck Stallings served as coordinator for the pageant.

Chamber directors serving on the

pageant committee were Mrs. C.C. Naegle, Mrs. Daryl Kirkpatrick, Mrs. Jerry Wright and Mrs. Jack Kassahn. Assisting backstage were Mrs. Sonny Jones, Mrs. Radford Venable and Mrs. Garry Beauchamp.

Contestants made their initial appearance in casual dress, introducing themselves to the audiences and judges. They were also judged in swim suits and evening wear with the panel interviewing each girl shortly before the pageant began.

Other contestants in the first beauty pageant here of this nature were Tammy Damron, sponsored by the Lions Club; Ginger Gober, sponsored by Don's Medicine Chest; Kim Ware, sponsored by the Jaycee-Ettes; Fontella Cox, sponsored by The Brownsabout; Cathy Trimble, sponsored by the Jaycees; and Sue Monk, sponsored by Bovina Restaurant and Steakhouse.

FOR '75 LTD

2nd Annual Junior Beauty Pageant Set

The second annual "Little Miss" and "Miss Baby Doll" pageant, sponsored by the Bovina Jaycee-Ettes, will be held in conjunction

with this year's Bull Town Days in August, according to Ken Horn, LTD chairman.

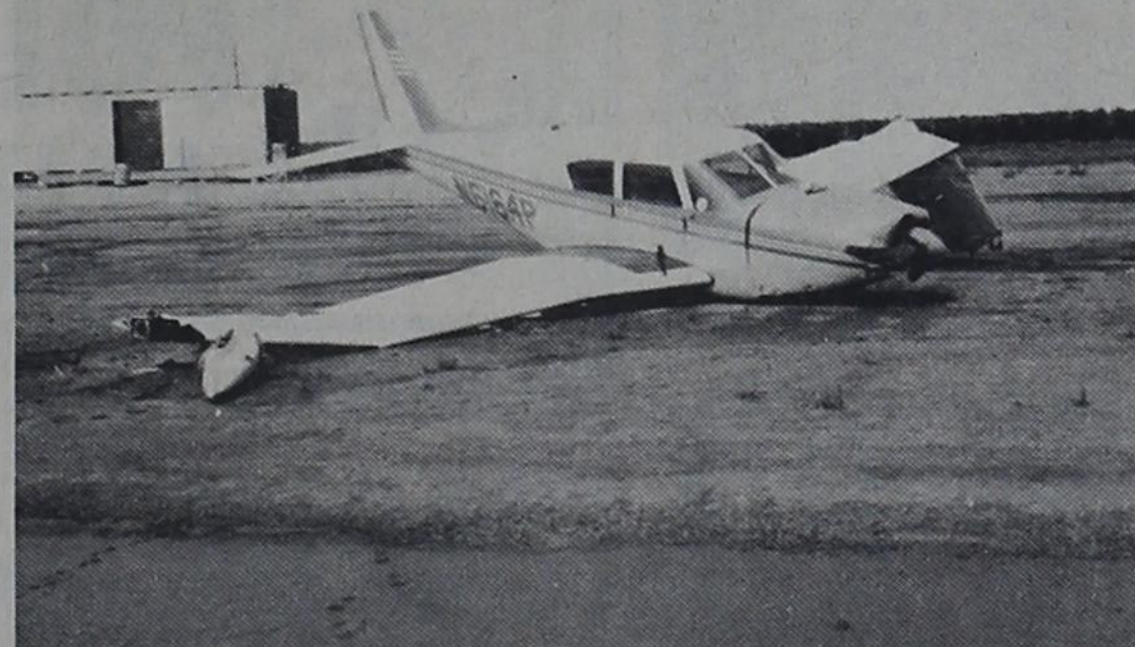
The "Little Miss" contest will be

for girls ages nine through 13 while the "Miss Baby Doll" will be for girls ages four through eight.

The pageant will begin at 8 p.m. Thursday, August 14, in Bovina Schools auditorium.

Businesses wishing to sponsor a contestant may contact Mrs. Garry Beauchamp at 225-4307. Parents, or

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BIZARRE COLLISION.... Three men, including Tommy Williams of Bovina, narrowly escaped serious injuries Wednesday morning of last week when a Piper 180, piloted by a York, Neb. man, clipped Williams' 1975 Chevrolet pickup while at-

tempting to take off from the Agri-Sprayers runway west of Bovina. The fuel tank on the left wing of the plane hit Williams' pickup which was parked near the spraying firm's office at the northern end of the runway.

NO INJURIES

Plane Clips Pickup In Bizarre Collision

Three men narrowly escaped serious injuries in a bizarre plane-pickup collision Wednesday morning of last week at the Agri-Sprayers landing strip west of Bovina on the Pleasant Hill highway.

Tommy Williams of Bovina and Stan Jenssen and Rick McConnell of York, Neb., agronomists with Pioneer Seed Company, were the men involved.

Williams had taken the men, who were visiting him, back to the runway and was sitting in his 1975 Chevrolet pickup parked near the Agri-Sprayers office when the accident occurred.

The pilot, after taxiing to the south end of the runway, was attempting to take off. The plane, apparently failing to gain sufficient power to get airborne, clipped Williams' pickup

on the driver's side with the fuel tank on the left wing of the Piper 180 four-place plane. The plane bounced across the highway, coming to rest about 100 yards north of the highway on an abandoned air strip. The fuel tank, which clipped the pickup landed a short distance behind the plane.

Williams estimated \$1000 damage to his pickup. Preliminary damage estimates on the plane ranged from \$10,000 to \$15,000. The plane sustained damage to its wings, nose and undercarriage.

Bovina's fire department and ambulance was called to the scene, but were not needed. One of the men suffered a scraped knuckle for the only injury in the rather odd accident.

Williams is a Pioneer Seed dealer here.

Air Show Set For '75 LTD

Plans were made by the Bovina Jaycees to sponsor an air show on Saturday during Bull Town Days in August, according to Steve Sherrill, reporter for the organization.

Marion Cole of Shreveport, La., will stage a one and one-half hour exhibition beginning at 5 p.m. Saturday, August 16. The show will probably be held in Norvell Strawn's pasture north of town. Proceeds from the event will be used for Jaycee projects. Chuck Stallings of Chuck's Spraying Service, Inc., is making arrangements for Cole's appearance.

Also on the agenda of the Friday morning meeting at Bovina Restaurant was a report by Thad Rains, whom the Jaycees sponsored at Camp Sweeney, a summer camp for diabetic youths. Thad told the Jaycees he had a "great time" at the camp and planned to become a camp counselor. Most of the counselors at the camp are diabetics.

BTD Parade Theme To Be 'Spirit Of '76'

"Spirit of '76" will be the theme of the 1975 Bull Town Days parade, according to Mrs. Jerry Wright, director of the Bovina Chamber of Commerce and Agriculture.

Misty Boozer, daughter of Mr. and Mrs. Lowell Boozer, submitted the winning entry in the parade theme contest. She will receive \$5 cash prize from the chamber.

All floats entered in the BTD parade will be designed around that theme, according to Mrs. Wright.



BTD SADDLE.... Robert Calaway, left, and Rouel Barron of the Bovina Roping Club prepare to move the BTD saddle into First State Bank of Bovina where it will be on display until given away during the 1975 Bull Town Days celebration in August. The saddle, valued at \$460, is constructed of hand-tooled leather

with a rough-out, padded seat. Tickets, priced at \$1 each, may be purchased from any member of the Roping Club. The saddle will be given away at the conclusion of the 15th annual Bovina Roping Club Quarter Horse Show on Saturday, August 16.

NEXT WEEK

Tax Raise Set; Board To Meet

The annual board of equalization meeting for taxpayers in the Bovina Independent School District will be held Friday, July 25, at the school tax office beginning at 9 a.m.

Serving on the board of equalization for the school will be Billy J. Whitecotton, Lawrence Kriegel, Les McCain, Lawrence Jamerson and Jon Lin Riddle.

Anyone with anything to bring before the board is welcome to attend the meeting.

School taxes in the Bovina district will be raised for 1975-76, to meet the needs of the school's expanding budget. The exact amount of the raise has not as yet been determined by the school board.

It was stated that the exact budget for 1975-76 has not been finalized, hence the question about what the raise will be.

At the present time, the tax rate on school district property is \$1.83 per \$100 evaluation. Property is taxed on the basis of thirty-three and one-third per cent of its evaluation.

"We are considering lowering the tax rate and raising the ratio to 50 per cent," stated Zoe Clary, tax assessor-collector for the Bovina Independent School District.

Every taxpayer's taxes will be raised an equal percentage. The last raise in taxes came eight years ago, and school officials point out that spiraling operating costs in virtually every area have pushed the school to where it has no alternative but to raise taxes for the coming year.

Social Set For Girls

Bovina's Jaycee-Ettes will host an ice cream social at 5 p.m. tomorrow (Thursday) at the city park for girls who played in the just-completed softball league. The Jaycee-Ettes, along with the Lions Club, sponsored the league.

Reflections From The Blade

15 YEARS AGO—JULY 13, 1960

A temporary permit will be issued Salt River Valley Produce Co. to operate a cantaloupe packing shed on Highway 86. City Commissioners voted last week to issue the permit on an 80-day basis to allow the firm to operate this packing season.

A statement, issued by the commissioners, pointed out that the cantaloupe firm had no other place to go with a shed and that the commissioners would like to have the business enterprise here although they realize the location is out of zone.

Bovina rain gauges that were emptied often enough registered some 10 inches of rainfall from Monday afternoon to Saturday morning. A funnel cloud was spotted northwest of town Friday evening. Deputy Sheriff Henry Minter said he watched the cloud for several minutes.

Lightning that apparently tra-

veled down a television antenna started a fire in the Boyd Gilreath home in Bovina during a thunderstorm Friday afternoon. Gilreath estimated damage at from \$2500 to \$3000.

Duane Rea, outstanding Bovina FFA member, was notified this week that his American Farmer application has been approved by the state commission and will be sent to national competition. The letter also said that Rea could expect the results from the national judging by August 10.

Mrs. Dottie Stark, daughter of Mr. and Mrs. I.W. Quickel of Bovina, has been appointed director of special education for Irving Schools.

In the democratic primary and general election of 1962, Parmer County voters will elect for the first time a district clerk separate from the county clerk. Separation of the two offices, which have in the past been held by one man, will take effect due to the county's population exceeding 8,000 in the 1960 census. The county population in 1950 was 5,787 and this year's census showed a populace of 9,494.

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10 YEARS AGO—JULY 14, 1965

Final arrangements for payments of the new fire station-warehouse were made at a regular meeting of Bovina's city council last week. At a called meeting later in the week, the council considered purchasing a patrol car to be used for city police work. No decision was reached.

Action begins here Monday night in an eight-team men's slow-pitch softball league. The eight teams entered are Lions Club, Jaycees, Fire Department, Oklahoma Lane, Shelby, Hammonds, Barraza and Gilreath.

Bovina Schools board of trustees accepted a bid of \$500 on a one-bedroom teacherage at a regular monthly meeting Monday night. One vacancy exists on the faculty for next school year at present, according to Superintendent Otis Spears. Still needed is an English teacher for junior high.

Animated lawn mowers are pulling dual duty this summer on Mustang Field. Lambs, owned by FFA members, are helping control troublesome weeds on the football field turf and at the same time are making their own living while waiting to be put on feed this fall for livestock shows. A dozen of the woolies are serving as lawn mowers at the field.

Private Don R. Caldwell, son of Mr. and Mrs. Bedford Caldwell, was recently chosen as the outstanding trainee of the Basic Combat

Training Cycle at Fort Polk, La.

The air conditioner at the Lodge Hall got confused during a Masonic meeting here Tuesday night. Instead of cooling, the air conditioner was on the brink of really heating up the place when it was discovered to be on fire.

Richard Carson, Alan Carson and Billy Marshall, accompanied by John Paul Jones, are attending the State FFA Convention this week in Houston. Marshall will be one of 785 members in the state who will receive the Lone Star Farmer award during the convention.

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5 YEARS AGO—JULY 15, 1970

Bull Town Days 1970 is just one month away. "Plans are shaping up for this to be one of the best celebrations ever," Dolph Moten, general chairman of the event, said this week.

Bovina School superintendent, L.F. Jacobs, announces this week that school will begin for students August 24.

Showers in the area Sunday night totaled as much as 1.5 inches south of Bovina lesser amounts, varying upwards from half an inch, were recorded throughout this section.

Bovina Implement Co., one of the oldest and most established businesses in Parmer County, is closing. Bedford Caldwell, owner-manager of the Massey-Ferguson farm implement dealership, announced this week that the business would be closed the last week in July.

Galley Alley Art Center, Bovina's newest business venture, held its formal opening Sunday afternoon. Approximately 75 persons from Bovina and surrounding towns registered at the opening. Guests registered from Clovis, Friona, Farwell, Bovina, Tucumcari, Fort Worth, Lubbock and Oklahoma City.

Russell's Rascals, thanks to a pair of close, one-run wins, were in first place in Bovina's slow-pitch softball league through the first week of play. The Rascals, donned in new black and yellow shirts and yellow caps, now have a 4-0 record.

The Bovina Blade

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Subscription Rates—Parmer & Adjacent Counties, \$4.50 per year. Outside area, \$6.00 per year.

Bill Ellis Publisher
Lou Nuttall Editor
Scotter Russell Bookkeeper

Bookmobile Schedule

The High Plains Bookmobile will be in Bovina Thursday of next week, according to Lorene Sooter, librarian. The bookmobile will be here from 12:30 to 3:15 p.m.

Previous stops that day will be at West Camp from 9:15 to 10:15 a.m. and at Lariat from 10:30 to 11:30 that morning.

SUN WORSHIP OR WOE?

The American Cancer Society estimates that 112,000 Americans will develop skin cancer in 1970; many of them could prevent skin cancer by avoiding excess sun.

agri-facts

By John Ricci

Snow drifts in a cotton field? That's what it looked like last year at harvest time in California. And chances are the illusion will start showing up around here. Cause of the phenomena is a new and innovative method of field storage. The most talked about method is the cotton module. Module builders are best described as hydraulic tampers operating inside portable walls which form the module. This is set up on the turnrow and cotton is dumped directly from the picker baskets into the module. The machine packs as much as 12 bales on the pallet then is moved to another pallet to repeat the operation. When the packing is complete the modules are covered by a tarp and can be picked up anytime by a gin truck. Growers cited the main advantage of the system as uninterrupted harvesting. Gingers say it increased their effective capacity and solved labor scheduling problems.

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Current Comments From ...

JOE DAN HANCOCK in the PLAINVIEW REPORTER-NEWS... Charles Richards, editor and publisher of the Levelland Surveyor, brought a matter of some importance to the attention of Hockley County residents a couple of weeks ago and earned for himself the "Fearless Editor" title.

It seems Hockley County Commissioners wrote specifications for bids on a piece of earth moving equipment so that only one company could meet the specs and submit a bid. The editor also noted that members of the commissioners court had also recently been taken on an all expense paid trip halfway across the country by the company protected in the bid specifications.

Mr. Richards checked some more and found that the machine had already been delivered before the bids were opened and that it had been operated some 14 hours. An official of a competing machinery firm told the editor that the company who sold the machine might well have submitted a low bid on competitive bidding, but he felt it would have been several hundred dollars less than the purchase price. We're certain many of the taxpayers there are grateful for Mr. Richards' diligence, but it's also a safe bet his comments did little to ingratiate himself with the commissioners.

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JIM FITZGERALD in THE MASON (MICH.) NEWS...When Betty Ford went to Europe with Gerry, she took her hairdresser with her. Which is a lot classier than a black Ace comb in your hip pocket.

My wife Pat always travels with a wig so, he says, she can swim underwater and still look nice for dinner. She has never been underwater in her life. She never

goes into a pool above her toenails. At the ocean in Miami, she spreads her blanket in Georgia and worries about the tide coming in.

So the wig, which travels on a phony head in a wicker basket, is never used. It just takes up space in the car trunk and gives me one more bulky item to load and unload and scream about.

"All this dumb thing does is take up space," I screamed.

"Marcia would take up more space," my wife answered. Marcia is her hairdresser. My wife yearns for class, like the First Family has. She wants me to learn how to fall down without getting drunk first.

Pat was suggesting I should be grateful I don't have to rent two rooms at the Holiday Inn—one for Marcia and her dryer. After a few years, husbands learn to be properly grateful for such windfalls. The first time I complained about the money Pat spent on shoes, she said I should be grateful she wasn't a centipede. Incredibly, I had never looked at the shoe situation that way, even though in high school I went steady with a centipede.

The relationship between a woman and her hairdresser is a fascinating thing. I always said this, even before I saw the movie, "Shampoo." In case you missed it, this film stars Warren Beatty as a stud hairdresser who puts the make on all his pretty customers. This doesn't worry me. Even if Marcia were Marvin, I'm certain my wife would never be unfaithful during her noon appointment every Wednesday. It is at this time she learns what's happened in town during the past week.

Every Wednesday evening, after editing that week's newspaper, I go home and Pat tells me the good stuff I didn't publish. I sob in frustration and tear the newspaper into little

pieces as she reveals all the news the editor missed.

There is no way my wife would give up her weekly gossip session in favor of mere lust. Sorry about that, Warren.

On extended trips, when my wife complains about the condition of her hair, I often suggest she visit the fancy hairdresser just off the hotel lobby. But no, only Marcia can be trusted with Pat's hair. At noon on Wednesdays, wherever we are, she bows her head toward home—and cups her ear. What are they saying at Marcia's mecca?

There was a morning at home when Pat was so ill she couldn't get out of bed. At noon I made a special trip home to see if she was still breathing. I'd forgotten it was Wednesday. She's gone to the beauty shop in a coma; she came home in an ambulance.

It is chiseled in granite somewhere that it is against law and nature for a woman to miss a hair appointment. In cases of extreme emergency it is permissible to trade appointments. It usually takes 56 phone calls to locate a woman who will trade an 11 o'clock on Thursday for a noon on Wednesday.

Sometimes it is necessary to make multi-cornered tables in which Pat gets Sue's appointment and then trades it to Shirley for Dawn's appointment which Shirley got in exchange for Laura's. It is no wonder Warren Beatty was sometimes surprised at who he woke up next to.

And after all that, she comes home and says: "It'll look a lot better once I comb it out."

Once she combs it out, it looks like it did before she went.

I wonder what that centipede is doing?

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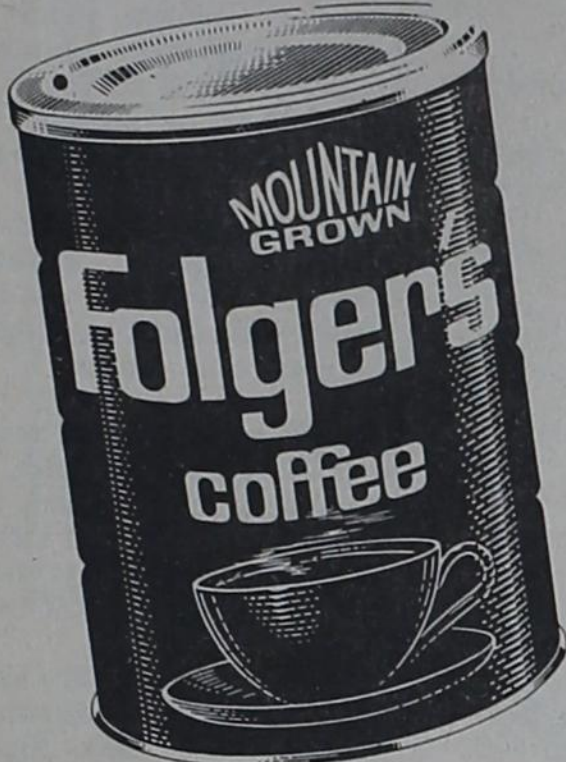
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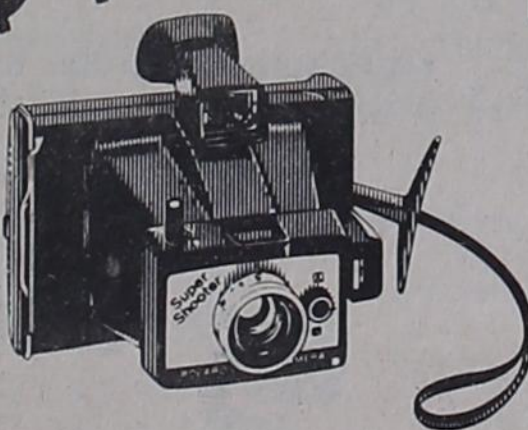
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In a shell

by Lou Nuttall

Remember this phrase in a popular song from "Porgy and Bess?"—"Summertime, and the livin' is easy."

—Ain't so anymore, at least in Bovina.

With boys' baseball, girls' softball, men's slow-pitch, play night riding activities, moto-cross cycle races, women's softball, church camps, cheerleader camps, twirlers' camps, 4-H camps and heaven knows what else, when do we get to the "easy living" part of summer? We are about ready for school to start so we can catch up on our rest! And, folks, that is hardly more than a month away.

You shouldn't have missed the "Miss Bovina" pageant Friday night. The chamber of commerce did an excellent job of staging the event and the ladies on the committee are to be congratulated.

Couldn't help but be amazed at the poise of the nine young ladies in the pageant. Toots Stallings is also to be commended for the fine work she did with the contestants. We know each

one of the girls were "quaking in their shoes" because we were for them. But, they were simply terrific.

Tammy Christian will be a credit to Bovina when she represents us in the Miss Wheatheart contest—but so would any of the other eight girls. Glad we didn't have to make the selection.

The most humorous speaker at the recent Texas Press Association Convention in El Paso was Abe Lemons, basketball coach and athletic director at Pan American University in Edinburg. He lived up to his billing of "America's funniest coach" as far as we were concerned. He is considered to be a miracle worker in some circles of the coaching profession. Lemons, after compiling a 344-190 won-lost record at Oklahoma City University, moved to Pan Am and coached a terrible team to a 22-2 mark last season.

He told his audience he sometimes uses "reverse psychology" on his players. Commenting on the harsh discipline of some coaches, he recalled when his team played poorly one night and the road game took place in a small town where there was no activity after the sun went down. "I told them I was putting a curfew on them for their poor performance. You can't come in before 11 p.m." The players protested, wanting to go to their rooms and watch television, "but I made 'em stay out on the curb until 11 p.m.," Lemons said.

On another occasion, his star player failed to attend a banquet at which all team members were instructed to be present. "Naturally, I had to discipline the boy, so I told him he'd have to play every minute of the game....he couldn't come out and rest at all. It was real tough on him and, besides, he scored 35 points."

Lemons said he wasn't worried about the future of college athletics—the women's movement, new rules and regulations, etc. "I remember when I was a little boy, my dad took me on a train ride to a place near Wichita Falls to see more buffalo. He told me that the buffalo would soon be extinct, and he wanted me to see some of them before they were all gone.

"Well, we have more buffalo now than ever, but the TRAIN is extinct. So, I just do my job and have fun at it and let other people worry."



JANA LEA ROGERS....Mr. and Mrs. G.C. Luttrall of 2820 50th St. in Lubbock announce the engagement and approaching marriage of their daughter, Jana Lea Rogers, to Gregory Lee Hallett, son of Lt. Col. and Mrs. Melvin E. Hallett of 3409 59th St. in Lubbock. Miss Rogers is the granddaughter of Mr. and Mrs. J.T. Jones of Bovina and Mrs. Opal Rogers of Lubbock and the late W.H. Rogers, former residents of Bovina. The bride-elect, a 1975 graduate of Monterey High School, is employed at Cathey Brokerage Company.

Hallett, a 1974 graduate of Monterey High School, is assistant manager of Long John Silver. The couple will exchange wedding vows at 7:30 p.m. Friday, August 22, at Reese Air Force Base Chapel. Friends and relatives of the couple are invited to attend.

HOSPITALIZED OUT OF TOWN

Mrs. Pearl Moore of Clovis, formerly of Bovina, underwent surgery Friday at Methodist Hospital in Lubbock. She is in Room 224 at the medical facility.

Dwight Cox, manager of Bovina Gin Co., underwent surgery today (Wednesday) at Methodist Hospital in Lubbock.

Cox notified the Blade that the gin office would be closed today through Monday. Mrs. Cox may be reached at 894-5622 in Levelland.

CowBelle Corner

Information concerning the beef industry—compiled by the Bovina CowBelles

By Lavolda Hawkins
Bovina CowBelles began plans for the second annual "Little Buckaroo" rodeo scheduled for Sept. 13 at a meeting Tuesday, July 1, in the home of Mrs. Vernon Estes. The rodeo will be at the Bovina Roping Club arena. Watch The Blade for further details.

BEEF FACTS
The United States is the world's largest beef producer.

Each major beef producer puts beef on the table of 2,120 Americans each day.

The industry is made up of ranchers and farmers with beef cow herds or stocker operations producing feeder cattle, and the cattle feeders and feedlot operators who purchase the feeder cattle and finish them for market.

Eighty-three per cent of our land is not suitable for producing crops for human consumption, but nearly half of that land grows grass and forage which feeds cattle.

Seventy-eight per cent of a beef animal's diet is composed of materials humans cannot use.

Beef prices fluctuate because supply and demand are ever-changing.

It is wiser to consider meat at the cost per serving rather than cost per pound.

Most beef cuts contain less than 250 calories for a 3½ ounce serving,

so weight watchers may enjoy beef, too.

A 3½ ounce serving of cooked lean beef will provide 50 to 60 per cent of the protein required each day for teenagers.

People over much of the world are eating more beef and many are paying higher prices for it. One pound of boneless sirloin in 1974 was costing the consumer the following: \$14.60 in Tokyo, \$3.66 in Bonn, \$2.80 in London, \$2.59 in Washington, \$2.42 in Rome and \$2.38 in Paris.

Farmers and ranchers can't make quick production increases or decreases—they are dealing with plants and animals that have biological time clocks.

Retail price for beef must cover price paid the producer, cost of processing, refrigeration, transportation, rent, taxes and labor.

The government inspection stamp on meat refers to the wholesomeness of meat.

Today's cattlemen are hard-working businessmen attempting to make a living while fighting the weather, and a fickle supply and demand market.

The meat packer performs an important service to process the by-products.

The meat the consumer buys—high in quality and low in fat—isn't the result of biological accident: It is scientifically bred, fed and sent to them as the finest beef in the world.



Shower Selections By
Miss Patti Mills
bride-elect of
Michael Gencarelli

Saturday
4-6 P.M.
at the home of
Mrs. William Gromowsky

Isaac's

Ph. 238-1291

+Fieldcrest Linens +Pyrex
+Oneida Stainless +Corning Ware
+Faberware Cookware +Appliances
+Poppytrail Pottery +China

FILL OUT, CLIP AND MAIL TODAY!

ARE YOU AVAILABLE FOR EMPLOYMENT?
ESTA' DISPUESTO A TRABAJAR?

This is a survey to find how many people could be available for work if a manufacturer decides to locate his plant in Friona.

Este es un estudio informativo para saber cuantos personas interesan empleo si se localizaba una planta de trabajo en Friona.

If you believe you may be available, you are asked to fill out the information and return it to this store or mail it to the Chamber of Commerce, P.O. Box 905, Friona, Texas, 79035.

Si usted cree que estara dispuesto, es necesario que usted llene la informacion y la devuelva a este departamento o la mande por correo al Chamber of Commerce, P.O. Box 905, Friona, Texas, 79035.

PLEASE PRINT
POR FAVOR EN MOLDE

- Name _____ Age _____ Male _____ Female _____
Nombre _____ Edad _____ Hombre _____ Mujer _____
- Address _____
(Street or Route) (Town) (County)
Direccion _____
(Cidad) (Condado)
- How far do you live from Friona? In town _____, 1 to 10 miles _____, 10 to 15 miles _____, 15 to 20 miles _____, 20 to 30 miles _____, over 30 miles (how many) _____
Distancia de Friona? La ciudad _____, 1 to 10 millas _____, 10 to 15 millas _____, 15 to 20 millas _____, 20 to 30 millas _____, over 30 millas _____
- Marital status: Single _____, Married _____, Divorced _____, Separated _____
Widow (er) _____
Estado matrimonial: Soltero _____, Casado _____, Divorciado _____, Separado _____, Viudo _____
- Number of dependents _____
Cuantos de familia _____
- Age: Under 22 _____, 22-44 _____, 45-60 _____, 60 or over _____
Edades: Abajo 22 _____, 22-44 _____, 45-60 _____, 60 - of mas _____
- Did you graduate from: Elementary School _____, High School _____
If not, name grade you completed _____
Graduado de: Primaria _____, Secundaria _____? Grado de Escuela _____
- List any additional schooling: _____
Anote otro entrenamiento _____
- Name and location of last elementary or high school attended: _____
Nombre de escuela que atendio: _____
- Are you employed at the present time? Yes _____ No _____ Name and address of your present or last employer: _____
Tiene empleo al momento? Si _____ No _____ Nombre y direccion de su ultimo lugar de empleo _____
- Type of work performed: _____
Tipo de Trabajo que hacia: _____

ANSWER ALL QUESTIONS IF POSSIBLE

CONTESTE TODOS PREGUNTAS POSIBLE

The Total Electric Mobile Home - There's One Just Right for Your Family.

If you are thinking about the economy and comfort of a mobile home, keep these thoughts in mind when you shop:

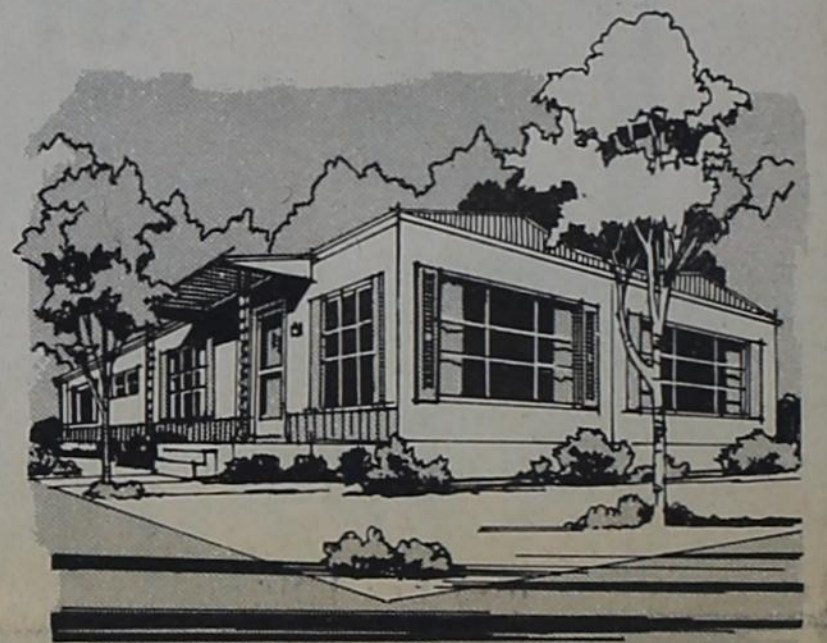
- SIZE. With an abundance of styles and sizes available, be sure you choose a home that's right for your family.

- COST. Compare the costs of a single electric connection with the individual costs of separate gas, oil and electric lines. A total electric home is more economical. Safer and cleaner, too!

- INSULATION. Very important when you consider electric heating and air conditioning. Make sure the insulation is adequate.

- COMFORT. Total electric living is the comfortable, safe way to enjoy life more!

Electricity is too good to waste. Contact Deaf Smith REC for money saving, electric efficiency hints.



Deaf Smith
HELPING TEXAS GROW!

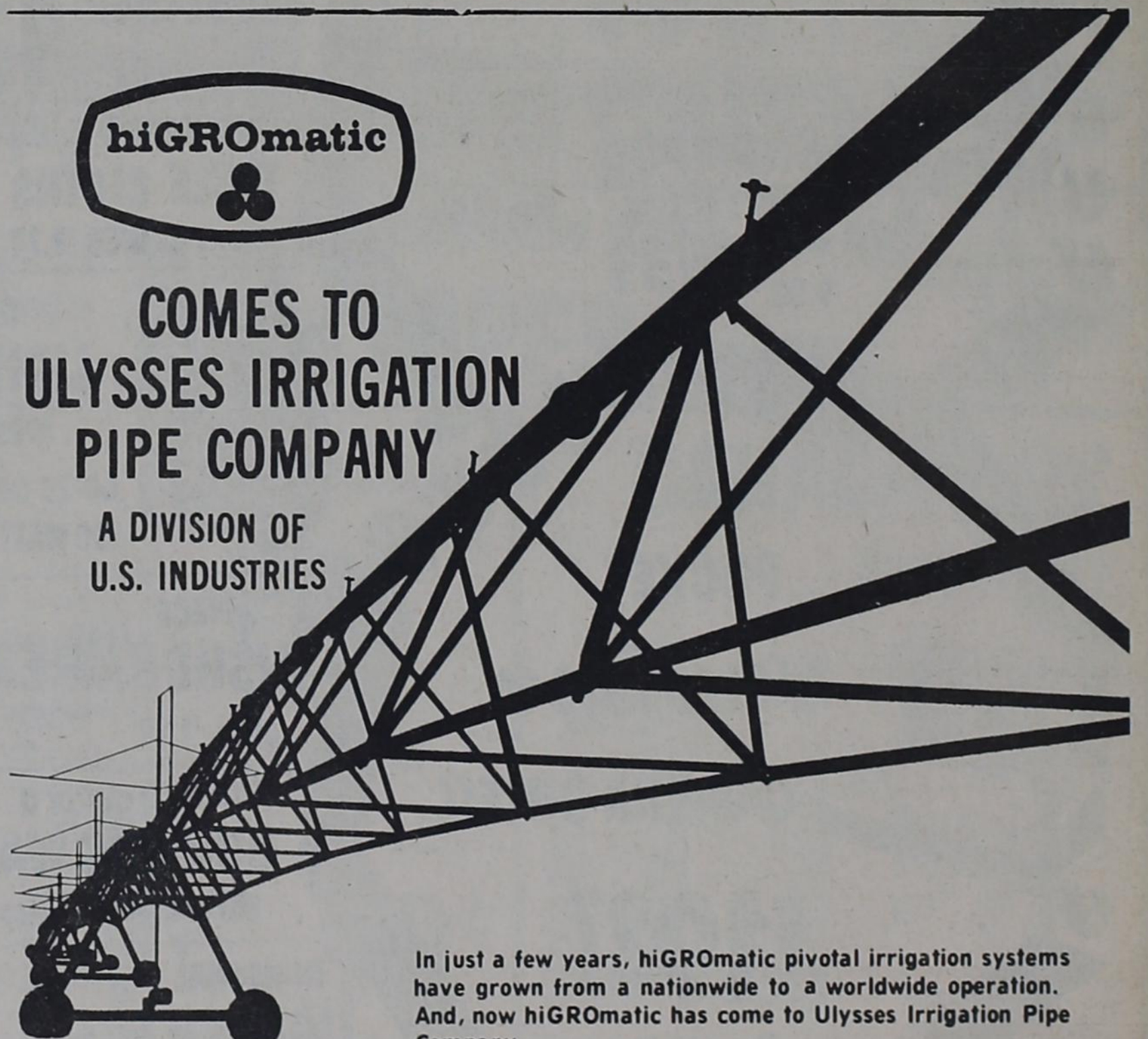


364-1166

hiGROmatic

COMES TO ULYSSES IRRIGATION PIPE COMPANY

A DIVISION OF U.S. INDUSTRIES



Dealerships at the following locations:

Joe Camp
CLOVIS, NEW MEXICO

In just a few years, hiGROmatic pivot irrigation systems have grown from a nationwide to a worldwide operation. And, now hiGROmatic has come to Ulysses Irrigation Pipe Company.

Ulysses Irrigation Pipe Company has been awarded an area dealership for sales and service of hiGROmatic self-propelled circular irrigators. Contact us for an appointment to see the hiGROmatic TODAY!

hiGROmatic - a sensible machine
pivot irrigation systems by Enresco, Inc.

ENRESCO, INC.
PO Box 7406
Colorado Springs, Colorado 80933

Schafer

20-Foot Tandems, 20-Foot Offsets 24" Discs \$3850⁰⁰

13 Acres Of Machinery To Choose From.
 We Buy, Sell Or Trade. If You're Considering An Auction This Year,
 Call Us For Complete Auction Service

BIG NICK MACHINERY

Hwy. 60

Ph. 238-1614

Bovina

Hospital Report

ADMISSIONS-

Rita Hamilton, Clovis; Glee White, Friona; Addie Moyer, Friona; Mark Anthony Medina, Friona; Robin Clements, Dalhart; Charles Ross, Bovina; Andrew Balli, Friona; Mrs. Mario Carrasco and baby boy, Friona; M.A. Black, Friona; Mrs. Phil Coker and baby boy, Hereford; Everett Gee, Friona; Ronald Dee Clark, Friona; Mrs. James Singletery and baby boy, Friona; Mrs. Randall Thomas and baby boy, Friona; Jewel Tabor, Bovina; Jose Solano, Jr., Dimmitt; Tom Lewis, Friona; Eva Roberson, Friona; Julie Cain, Friona; and Ann Mesza, Hereford.

DISMISSALS-

Nora Edens, Ruben Marry, Ronald Mayfield, Rita Hamilton, Robin Clements, Raymond Milner, Myrtle Dixon, Mark Medina, Charles Ross, Everett Gee, Mrs. Jose Solano and baby boy, Baby Boy Coker, Andy Balli, Mrs. Mario Carrasco and baby boy, Tracy Coker, M.A. Black and Tom Lewis.

PATIENTS IN HOSPITAL-

Ronald Clark, Addie Moyer, Jose Solano, Minnie Singletery and baby boy, Shari Thomas and baby boy, Glee White, Eva Roberson, Julie Cain, Ann Mesza and Jewel Tabor.



MR. AND MRS. CRATON LOONEY

...Miss Katherine Ann Hux and Craton Douglas Looney exchanged wedding vows Sunday, June 22, at a ceremony in Fort Worth. Parents of the bride are Mr. and Mrs. Truett P. Hux, 1553 Ederville Road in Fort Worth. Parents of the bridegroom are Mr. and Mrs. Jerry W.

Peckinpugh of Roswell, N.M. He is the grandson of Mr. and Mrs. Reagan Looney of Bovina and Mr. and Mrs. W.O. Cherry of Lorenzo.

Looney is a member of the Plainview Police Department. The couple is at home at 1207 Raleigh St., Colonial Apartments, No. Two, in Plainview.

— Bovina Area Churches Welcome You! —

Church Page Sponsors

Bovina Chamber Of Commerce & Agriculture

Dudley's Auto Parts
 Third & Dimmitt Hiway - 238-1219
 Dudley & Jane Hughes

Bovina Wheat Growers
 "We Serve To Serve Again"

First State Bank of Bovina
 Member FDIC

Lawlis Gin Company
 Hwy. 86

Bonds Oil Company
 Gulf Distributor

Parmer County Spraying Service
 Phone Tharp 225-4990
 Junior Lambert -- Larry Gregory

Agri-Sprayers, Inc.
 Quality Aerial Spraying -
 Phone 238-1475

Kerby Welding Service
 A Deal The Year

The Bovina Blade
 "Works For Bovina"

Attend Church Regularly

Paul Jones Texaco
 Firestone Tires

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

Parmer County Implement Co.
 WEST HIGHWAY 60 - FRIONA, TEXAS
 PHONE: 247-2721 79035

Don's Medicine Chest
 Prescription & Health Needs
 Phone 238-1659

Bovina Gin Company
 Your Satisfaction Is Our First Concern"

HORN INSURANCE
 ALL TYPES OF INSURANCE

FIRST BAPTIST CHURCH of BOVINA

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

WEDNESDAY
 Prayer Meeting-8 p.m.



Rev. Derrel Lewis

Don't Be A Church Drop-Out

Tires *Batteries *Accessories
 Charles Oil Company

Allsup's Convenience Stores
 201-3rd St.
 Open 24 Hours A Day
 365 Days A Year

Oklahoma Lane Farm Supply And Gin
 Phone 225-4116

Gateway Farms
 - Bovina -

Southside Motor Supply
 Dimmitt Rd.
 Phone 238-1427

BOVINA PUMP CO.
 Hwy. 86 - West

Sherrill Lumber Company
 Highway 60 - Bovina

Support Your Church!

STATE LINE OFFICE SUPPLY
 Printing-Office Equipment
 JOHNNY MILLER
 Phone 481-9235

Parsons - Ellis Funeral Home
 Friona

REEVE CHEVROLET-OLDS
 "Your Transportation Counselors Since 1938"

Sherley Grain Company
 "Serving Parmer County Farmers the Year Around"

ST. JOHN LUTHERAN CHURCH

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



Rev. Herman Schelter

OKLAHOMA LANE METHODIST CHURCH

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



Rev. Oran D. Smith

BOVINA CHURCH of CHRIST

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



Cecil Bunch

OKLAHOMA LANE BAPTIST CHURCH

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

Dr. Cecil Golden

BOVINA METHODIST CHURCH

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

Rev. Howard Marcom

ST. ANN'S CATHOLIC CHURCH

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

Church Chuckles by CARTWRIGHT



THE NEED OF LOVING

Love is the first and the second commandment (Matt. 22:37). Jesus said: "This do and you will live" (Luke 10:28). Jesus is saying, "before you can do anything else, you must love. Our hope for eternal life is based on love for God and our fellowman. Love is the central theme of the Bible. As a thread it is woven throughout God's sacred word.

Without love, all else is of no value. No matter what I have claimed to believe, no matter what doctrines I have supported, no matter how earnestly I have contended for the faith and truth—if I have failed in love, I have failed in everything. Without love our religion amounts to nothing. All outward expressions of obedience are absolutely without value unless they spring from a heart full of love and devotion.

Christians are not only commanded to love, but to love as Christ loved (John 13:34). God's will has

always been that men love one another, but here is a new depth of love added, "Love one another as I have loved you." His was a love that served, instead of being served. His life overflowed into the lives of others about Him. His was a love that was sincere and genuine. I may never know who is on the right side of an issue, but I do know that whosoever loses his love for God and his fellowman is on the wrong side of God.

The important thing in our life is not what is happening to us, but rather what is happening in us. Zeal and sincerity is not a substitute for love. To love as Christ loved is difficult to accept because it conflicts with our human behavior. It is easier to preach than to practice. Most of us will admit the importance of love in our minds, but we need to admit it in our lives. The greatest need is to love as Christ loved.

Cecil Bunch
 Minister
 Church of Christ

BOVINA PENTECOSTAL HOLINESS CHURCH

Sunday School-9:45 a.m.
 Morning Worship-11 a.m.
 Radio Program on KZOL at 2 each
 SUNDAY AFTERNOON
 Evening Worship-7 p.m.
 Wednesday Worship-7:30 p.m.

MISION BELEN BAUTISTA

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

CLASSIFIED ADS

DISCOVER MUSIC...IT'S GREAT WHEN YOU PARTICIPATE. A festival of values at Phillips House of Music for pianos, organs, band instruments, guitars, lessons and repairs. Now serving this area with musical supplies for 21 years, from 1953 to 1974. 118 Main in Clovis, N.M. Phone 505/763-5041. 43-tfnc

To report emergencies or any suspicious activity, phone 238-1133 any time of the day or night. 52-tfnc

McKillip Drag Line Service. Excavation and dirt moving. Phone Farwell 481-3302. 34-tfnc

MONUMENTS
Winsboro Blue Granite
White Georgia Marble
and Bronze
See Percy Parsons
or call collect
Fri 247-2729

FARMERS HOME ADMINISTRATION HAS FOR SALE THE FOLLOWING PROPERTY IN FRIONA AND BOVINA, PARMER COUNTY, TEXAS:

Several three to five year old brick veneer houses, three bedrooms, two baths, with modern facilities.

Licensed realtors who are interested in listing this property should contact the Farmers Home Administration County Office for detailed information at 207 Avenue D, Farwell, Texas, or by telephone at 806-481-3888, prior to October 9, 1975. 1-2tc

IT'S inexpensive to clean rugs and upholstery with Blue Lustre. Rent electric shampooer \$2, Bovina Supermarket. We now have a Blue Lustre shampooer for shag carpets! 2-1tc

INTERIOR and exterior painting. Daniel Pesina, painting contractor. Phone 364-1893 in Hereford. 52-4tp

Helps Shrink Swelling Of Hemorrhoidal Tissues
caused by inflammation

Doctors have found a medication that in many cases gives prompt, temporary relief from pain and burning itch in hemorrhoidal tissues. Then it actually helps shrink swelling of these tissues caused by inflammation. The answer is Preparation H®. No prescription is needed for Preparation H. Ointment or suppositories.

INSUR-MATION

Jay Claborn
Parmer County Farm Bureau Insurance,
Phone 247-3280 or 247-3152



Is there any way I can put the accumulated money in my present employer's retirement plan into IRA if I change jobs?
One of the advantages of IRA is in changing employers you may take the money in your present employer's retirement plan and reinvest it within 60 days in an Individual Retirement Account... thus avoiding the tax on the distribution from your former employer. If you do not put in more assets in your IRA, you can later transfer those funds to a future employer's retirement plan tax free. Investment alternatives include plans by insurance companies using retirement income life insurance and deferred annual premium annuities. Banks, savings and loans, stock and brokerage houses also have vehicles which may be used for the individual retirement account.

We have moved our office from
416 Mitchell To 403 East 14th
**CLOVIS HEARING
AID CENTER**
G.A. Jones 37-4tc

IN ORDER TO BETTER SERVE
OUR CUSTOMERS IN BOVINA
AREA, WE HAVE INSTALLED A
DIRECT LINE. CALL US ANY
TIME FOR SALES OR SERVICE.

238-1373
Parmer County
Implement Co.
FRIONA

J.B. SUDDERTH REALTY, INC.

904 Third St. Box 627
Farwell, Tex

505/763-5575 Unit 5408

Office Hours
Monday-Friday, 9 a.m.-6 p.m.

Two BR brick home near Ridgela School in Bovina.

Lovely 3-bedroom, 2-bath brick home. 2-car garage, fenced back yard with trees, corner lot. Owner moving, priced to sell. In Farwell.

3-bedroom, 2-bath stucco house with garage. Extra nice and clean. Newly remodeled. Fenced yard, extra large lot. Priced to sell. In Lariat.

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

SPECIAL -
320 acres, irrigated, east of Farwell. Very nice three-bedroom brick home, 2-baths, double car garage. Also has extra-good house for hired hand.

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

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

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

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

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

480 acres, 50000 lays good.

Several good business locations with railroad access. On Amarillo highway near Farwell.

"Sales And Loans Are Our Service"

Your local used cow dealer is.....
friona bi-products
For 7 day a week dead stock removal Call 247-3032 Collect



FRIONA TEXAS FEDERAL CREDIT UNION

Each Member Account Insured To \$40,000
Serving All **NCUA** of Parmer County
Member Owned Savings and Loans

FOR SALE
ELEVATOR AND EQUIPMENT
AT PARMERTON

CALL
FRIONA
WHEAT GROWERS
247-3211 OR 247-3213 NIGHTS
TFNC

FOR SALE...Bathroom fixtures, kitchen sink, apartment-size range, refrigerator, small dining table and odd chairs. C.R. Elliott. 2-tfnc

RIDGELEA ADDITION
Three-bedroom brick home for sale. One bath, garage, fenced yard, covered patio. Phone 238-1642. 1-2tc

FOR SALE...Three-bedroom home, basement, built-ins, range and dishwasher, paneled den and living room. \$600 and take up 7 per cent loan. Phone 238-1211. 49-tfnc

BOVINA ELECTRIC
Dale Berggren
225-6505 or 225-4535
42-tfnc

NEED A HOME LOAN?
SEE FIRST FEDERAL
FIRST FEDERAL SAVINGS
AND LOAN ASSOCIATION
801 Pile St.
762-4417
Clovis, New Mexico

Consolidated Report of Condition of "FIRST FEDERAL BANK" (Legal title of bank)
of Friona, (City), Parmer (County), Texas (State) 73009 (Zip Code) and Domestic Subsidiaries
at the close of business on June 30, 1975.
State Bank No. 1388 Federal Reserve District No. 11

	DOLLARS	Cts.	
ASSETS			
1. Cash and due from banks (including \$4,397.45 unposted debits) (Schedule D, item 7)	604	011	50
2. (a) U.S. Treasury securities \$2,322,000.00 Total (items	xxx	xxx	xx
(b) Obligations of Federal Financing Bank \$.00 2(a) & (b) =	238	732	75
3. Obligations of other U.S. Government agencies and corporations	25	542	00
4. Obligations of States and political subdivisions	613	989	80
5. Other securities (including \$.00 corporate stocks)	none		
6. Trading account securities	none		
7. Federal funds sold and securities purchased under agreements to resell	300	000	00
8. Other loans (Schedule A, item 8)	3	052	03
9. Bank premises, furniture and fixtures, and other assets representing bank premises	7	215	25
10. Real estate owned other than bank premises	none		
11. Investments in subsidiaries not consolidated	none		
12. Customer's liability to this bank on acceptances outstanding	none		
13. Other assets (item 6 of "Other Assets") (including \$.00 direct lease financing)	3	465	85
14. TOTAL ASSETS	5	607	013
LIABILITIES			
15. Demand deposits of individuals, partnerships, and corporations (Schedule E, item 3)	2	142	661
16. Time and savings deposits of individuals, partnerships, and corporations (Schedule F, item 5)	2	602	332
17. Deposits of United States Government (Schedule E, item 4 and Schedule F, item 6)	5	81	03
18. Deposits of States and political subdivisions (Schedule E, item 5 and Schedule F, item 7)	333	333	15
19. Deposits of foreign governments and official institutions (Schedule E, item 6 and Schedule F, item 8)	none		
20. Deposits of commercial banks (Schedule E, items 7 and 8 and Schedule F, items 9 and 10)	none		
21. Certified and officers' checks, etc. (Schedule E, item 9)	30	545	35
22. TOTAL DEPOSITS	5	134	736
(a) Total demand deposits (Schedule E, item 10)	xxx	xxx	xxx
(b) Total time and savings deposits (Schedule F, item 11)	xxx	xxx	xxx
23. Federal funds purchased and securities sold under agreements to repurchase	none		
24. Other liabilities for borrowed money	none		
25. Mortgage indebtedness	none		
26. Acceptances executed by or for account of this bank and outstanding	none		
27. Other liabilities (item 7 of "Other Liabilities" schedule)	none		
28. TOTAL LIABILITIES	5	134	736
29. MINORITY INTEREST IN CONSOLIDATED SUBSIDIARIES	none		
RESERVES ON LOANS AND SECURITIES			
30. Reserve for bad debt losses on loans (set up pursuant to Internal Revenue Service rulings)	106	447	02
31. Other reserves on loans	none		
32. Reserves on securities	none		
33. TOTAL RESERVES ON LOANS AND SECURITIES	106	447	02
CAPITAL ACCOUNTS			
34. Capital notes and debentures	none		
35. Equity capital, total (items 36 to 40 below)	565	831	51
36. Preferred stock-total par value	none		
(No. shares outstanding none)			
37. Common stock-total par value	240	000	00
(No. shares authorized 2400) (No. shares outstanding 2400)			
38. Surplus	200	000	00
39. Undivided profits	125	831	51
40. Reserve for contingencies and other capital reserves	none		
41. TOTAL CAPITAL ACCOUNTS (items 34 and 35 above)	565	831	51
42. TOTAL LIABILITIES, RESERVES, AND CAPITAL ACCOUNTS (items 28, 29, 33, and 41 above)	5	607	013
MEMORANDA			
1. Average of total deposits for the 15 calendar days ending with call date	5	362	279
2. Average of total loans for the 15 calendar days ending with call date	4	722	329
3. Unearned discount on instalment loans included in total capital accounts	36	456	17
4. Standby letters of credit	none		

I, JERRY WRIGHT, VICE PRES. AND CASHIER, of the above-named bank do solemnly SWEAR AFFIRM that this report of condition (Name and title of officer authorized to sign report) (including the information on the reverse side hereof) is true and correct, to the best of my knowledge and belief.

Correct-Attest: *Jerry Wright* (Signature of officer authorized to sign report)
State of TEXAS, County of TARRANT, ss: Sworn to and subscribed before me this day of JUNE, 1975, and I hereby certify that I am not an officer or director of this bank. My commission expires JUNE 1, 1977, Notary Public.

The Conservation Party. Join In.

Do your bit for conservation while you do your thing. A gas grill lets you cook outside and take the heat with you. You don't put an added tax on your air conditioner with cooking heat. A gas grill is so convenient (no charcoal mess or bother) eating "out" will become an everyday affair. And, it will add a charisma to your outdoor living that will last all year long. Get the voters "out" and that wonderful charcoal taste will earn you a vote of confidence from family and friends. You'll receive a mandate for more gas grill cooking. Ask any Pioneer employee.



- MASTER CHEF (AMK)**
The better grill
Cash price: \$145.71
*Budget price: \$176.40
Budget terms: no down payment, \$4.90 per month for 36 months
- PARTY HOST (HEJ)**
The professional one
Cash price: \$174.15
*Budget price: \$210.60
Budget terms: no down payment, \$5.85 per month for 36 months
- CHEF'S CHOICE (CC-1)**
The outdoor range
Cash price: \$250.20
*Budget price: \$302.76
Budget terms: no down payment, \$8.41 per month for 36 months
- FLAVOR TWIN (GRB-40C)**
Dual burner grill
Cash price: \$187.74
*Budget price: \$227.16
Budget terms: no down payment, \$6.31 per month for 36 months

Buy now and receive FREE this aluminum shelf... Offer expires July 31, 1975
PIONEER NATURAL GAS COMPANY (A Division of PIONEER Corporation)

TOWN AND COUNTRY REVIEW

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Connie Logan
Advertising Co., Inc.
Oklahoma City, Oklahoma

Oswalt Division Butler Mfg., Co.

The Oswalt Division Butler Mfg. Co., located on Highway 60 East of Hereford, specializes in cattle feeding equipment and are a factory branch serving Texas, New Mexico, Louisiana and Oklahoma, for "Oswalt Ensilmixers," truck-mounted and trailer-mounted. Also, handle Oswalt Ensilloader, truck or tractor mounted, commercial manure spreaders and mobile electronic scales, sales and service, phone 364-0250 for any information.

They are adequately equipped for the manufacture of high grade products and are well located with regards to shipping facilities. This enables them to furnish their products on short notice and thus give the customer excellent service. This firm employing people in our area has contributed greatly to the economic situation and raised the standard of living for many. We salute the management of this fine establishment.

Manasco Construction Co.

When one stops to think of what an intricate project the construction of a small building is, it is small wonder that the ability and experience of the contractor is of prime importance. With this thought in mind, we would like to call your attention to the service

rendered by Manasco Construction Company in Clovis, offering free estimates, located at 132 Plineyway Blvd., phone 762-7948. The knowledge gained through many years of building experience is yours when you call upon them. They specialize in the

construction of residential buildings and remodeling, including repairs, room additions, roofing and home improvements and are glad to give estimates. We commend them on the quality of their work. Call them for all your building and remodeling needs.

R.E. Smith Roofing Company

Providing all types of roofs, both residential, commercial or industrial, and a wide selection of roofing is the R.E. Smith Roofing Company in Clovis, located at 106 South Prince. This firm features roofs that will endure the years and weather the elements. Phone 763-4554 day or night. Roofs are very important in the preservation of the beauty and durability of your home. Don't delay having that old roof repaired. This firm in Clovis can repair or re-roof your home

or building at prices to suit your pocketbook. They are licensed, bonded and insured so when you are in need of services of this kind telephone 763-4554 or the mobile phone 763-5575. Ask for Unit 5450 and they will gladly give you free estimates. You'll find their prices reasonable. "Serving you 24 hours a day—7 days a week" We wish to recommend this prominent firm for all your roofing needs.

City Body Shop Of Friona

The City Body Shop is located at 501-5th. Street in Friona, phone 247-3372 for service. This enterprising shop specializes in auto painting and repair of auto bodies and fenders and auto glass installation on all makes and models of cars and

trucks. This firm has the finest in equipment and experience and is capable of giving your car a paint job equal to the one it had when it came from the factory. The owner of this firm supervises work done on every car so you may be

sure that your car will receive personal attention. Estimates are cheerfully given and all insurance claims are invited. You will find all the charges very reasonable at the City Body Shop.

Crow's Meat Company

Crow's Meat Company and frozen food locker plant located South on Highway 214 in Friona, phone 247-3333 is the place you can buy your meat by the quarter, half or whole and save. This fine locker plant will butcher your beef and pork, according to your specifications, and wrap it ready for your home freezer, or if you prefer, you can rent a frozen food locker here. Treat your family to fruit and

vegetables the year round by renting a locker at this plant, easily available to you the year round. This firm is well known for quick, efficient service and they are always courteous and accommodating. Visit this excellent meat company and you'll become a regular customer. We compliment this firm for their excellent service to the citizens of our area.

Clovis Glass & Mirror Co.

"You can see through our business" is the motto used by the Clovis Glass & Mirror Co., located at 400 Commerce Way in Clovis, phone 762-4789. The company has long been recognized as this section's leading glass company. They feature quality glass and glazing service for every purpose, plate glass,

store front construction, auto glass, installation, also mirrors and desk tops can be installed while you wait. They also have a complete line of sliding and shower doors and glass supplies. They guarantee their glass in all lines. The owner and manager of this glass company, C.P. Jefferson, is thoroughly familiar with all phases of the glass business. And all

insurance claims are invited. After hours and emergencies, call 763-7943. They have recently purchased the Clovis Insulation Co. in Clovis, phone 762-1706 and features insulation for all types of residential and commercial buildings with free estimates and are local representative for the Rockwool Insulation Co. See Jeff for all your glass and insulation requirements.

Morton By-Products

The Morton By-Products Co. in Morton, phone 266-8621 or call 266-5052 is providing an excellent service to farmers, stockmen and ranchers. They have the plant, trucks, equipment and the experience to render the best possible service. Their trucks are thoroughly disinfected and steam cleaned after each load and kept in the

most sanitary conditions. Feel free to call them whenever a loss occurs. They specialize in prompt service regardless of your location and make removal of dead stock without disturbance or inconvenience to you. Call this firm for prompt pickup service with no charge to you.

Wall & Sons Drilling Inc.

One of the well-known drilling firms serving this community since 1954 is the Wall & Sons Drilling Inc., in Hereford, located on the Veterans road, phone 364-0635.

It is a pleasure to direct our readers to their services, for they insist that courtesy and accommodation be a part of every business transaction.

This firm specializes in drilling water wells for domestic, farm and irrigation use. They are fully insured for your protection and are equipped with high speed balling rigs, the rotary rigs and baller equipped pump rigs and are dealers for HPC submersible and turbine pumps for irrigation and

For all water systems and water well drilling make the Wall & Sons Drilling Co., Inc. in Hereford your headquarters. No job is too large or too small. After hours, weekends call Johnny Wall, phone 364-5584, or Billy Wall, phone 364-4374 or Billy Joe Wall at 364-4209.

South Hills Manor

South Hills Manor is located at 1601 W. Highway 86 By-Pass in Dimmitt, phone 647-3117.

people: the surroundings are ideal, the staff is well trained, the rooms are well furnished for each patient, the bedridden receive special attention and care, nurses are on duty around the clock, and a healthy diet is assured for all patients including special diets. Indeed, this is a HOME for the aged and convalescent, where your loved ones can reside in comfortable, safe and pleasant surroundings.

We are fortunate to have in our area this nursing home where the best of care is given to the elderly, aged and convalescent. This home is under the direction of people who have made this service their life's work.

There are several reasons why this home has been the choice of so many

Reeve Chevrolet-Olds

Chevrolet trucks and pick-ups and Oldsmobile are famous names in the automobile industry and another name very familiar to many residents of this area is Reeve Chevrolet-Oldsmobile Motor Company in Friona, located at 510 Main Street (Serving This Area Since 1938), phone 247-2774.

value possible for your money. Their well appointed service department is at your disposal at all times with factory trained mechanics that know how to service your car.

This motor company has grown on the principle of a high standard of quality, customer satisfaction, and the most

You will be proud of your new car or Chevrolet truck that you purchase at Reeve Chevrolet-Olds and they are also the home of quality OK Used cars and trucks.

Brockman Sales

The Brockman Sales is located on Highway 60 West in Friona, phone 247-2219.

Their stock is made up of the very best line of nationally known brands of parts. It is one of the principles upon which the business has been built that auto parts sold by them must be the kind with which the customer will be thoroughly pleased.

You will find their shelves filled with auto and supplies for all models cars, trucks,

tractors and irrigation supplies so that you can order with the assurance. You will get the best to be had in the parts line.

Brockman Sales is "Farm Filter Headquarters" featuring a complete stock of "Baldwin Filters" which enables them to give you the quickest and most efficient service.

The Brockman Sales is in the hands of men who not only know the parts business from A to Z.

Paul Mobile Home Sales

Paul Mobile Sales at 3401 W. 7th in Clovis, have modern mobile homes, ready to move in. Be sure and take a look at the trim compact kitchen and bath, the long comfortable living room, etc.

This modern company is an exclusive dealer for famous makes of mobile homes, featuring the Town and Country Mobile Homes, and others along with local mobile home transporting service and other service

including anchoring service. You can expect to get the best when you deal with the friendly folks at Paul Mobile Home Sales. They will be glad to help with your selection and arrange for you to buy your new home on easy budget terms with bank financing available, with free delivery and set-up service.

We recommend this fine company and suggest you see them today. Phone 762-5558.

One of the leading businesses in our section of the trade territory. They are fabricators of irrigation systems. The need for these systems is becoming more acute and we are fortunate to have a company available to supply us with the necessary items for this purpose such as aluminum sprinkler pipe, couplers, sprinkler heads, risers, also PVC plastic, asbestos and cement pipe.

In addition, they are distributors for portable aluminum systems by Al-

Montgomery Ward

Over the years more and more people have come to realize the great savings by doing their shopping at Montgomery Ward Appliance and Automotive Store in Hereford at 114 Park Avenue East. Dial 364-5801 for catalog orders.

The giant world of Montgomery Ward can supply the family with everything, either from their "in stock" supply, or their "easy to use" catalog. Along with their daily fine values and their quality

merchandise, Montgomery Ward makes it easier for you to shop when you wish by using their convenient "Charge-All" plan.

The management is well liked by people in this area because of efforts made to assure the customers of prompt handling of orders and accurate shipping information concerning orders.

This Review salutes the management of this store for fine service to this community.

Hicks Plumbing, Heating & Air-Conditioning

Hicks Plumbing, Heating & Air-Conditioning in Friona, located at 508 Cleveland, phone 247-3052 are sales, installation and maintenance of the "Payne" heating and air-conditioning systems, water heaters, "Artic Circle" and the "Central Vac", International vacuum cleaners, (the fifth utility) installed in the wall.

This reliable firm, licensed, bonded and insured, is well qualified to serve you,

Brandon & Clark Electric

Brandon & Clark Electric with two locations to serve you at 104 Roosevelt in Hereford, phone 364-5470 and a new location in Lubbock at 3623 Ave. H, phone 747-3861, is equipped to render you a complete electrical motor and armature rewinding service.

When you have electrical motor repair work, you can rest assured that it will receive the attention of qualified personnel and the best service. They are experienced in

Portales Locker Plant

Portales Locker Plant under very capable management is located in Portales on the Lovington Highway, phone 356-5431.

They cut and process all meats for home freezers. They also do custom butchering and processing. They have the latest in modern equipment and that, along with their many years of experience enable them to give you the best possible service. They will butcher your

operating from their years of experience. They offer you their well trained service at a reasonable cost. They have the trained personnel and the modern equipment necessary to do a thoroughly dependable job.

Service is one of the guiding influences of this firm and we suggest that you call 247-3052 for service, also estimates and information.

This line of work, trained to do the job efficiently, and use only the best in quality materials. Nothing in the way of an electrical motor is too small for them, and you can rest assured and there are none too large.

It is with great pleasure that we call your special attention to Brandon & Clark Electric and that you make this your headquarters for electrical motor work.

meat so that you will get the most out of your hog or beef. They work on the principal that every customer must have the most expert service that can be given. This service is available the year round.

The owner wishes to invite our readers to stop in any time or call and to also express his appreciation for your best patronage and ask that they be allowed to serve you in the future. Jane Tucker-owner.

Amarillo Livestock Auction Co.

The Amarillo Livestock Auction Co., "World's Largest Cattle Auction," at 100 S. Manhattan at Western Stockyards in Amarillo conducts livestock sales every Monday and Tuesday, phone 373-7464 for information.

Complete stockyard facilities include 60 foot truck public scales, dipping and branding facilities, cafe and service station. When you consign your livestock here, you can always depend upon getting the highest market value. This company has always assisted

materially in the growth and expansion of Amarillo as a trade center.

Here you are assured of honest weights for livestock and this company conducts a business that is of high commercial value to the public.

Remember this fact—if the farmers of this community were compelled to ship their livestock elsewhere, they would fall far short of getting the prices obtained at the Amarillo Livestock Auction Co.

Sugarland Feed Yard, Inc.

Sugarland Feed Yard, Inc. is located West of Hereford, phone 364-0536 or 364-3381 and they specialize in commercial cattle feeding the year round. Their reputation has been built through reliable service. They feature all modern feed lots and

experienced hands who are more than qualified to handle your stock. They feed only the best feed that can be had, to insure you of MORE WEIGHT on your beef in the shortest period of time. We are happy to recommend this feed yard to the

farmer and stockmen who want to get the most from their cattle investment. Farmers have been using the service rendered at this lot with the greatest satisfaction, knowing they can rely on this feed lot to fatten their beef for market year after year.

Colonial Turf Irrigation Co.

Everything in sprinkler systems can be found at Colonial Turf Irrigation Company in Clovis, located at 3525 Byrnhurst Road, phone 763-3511 or call Bud Barlow at L&W Company, phone 762-2646.

Residential and commercial sprinkler systems designed by the Colonial Turf Irrigation Company for Southern living, featuring the "Weather-Matic Lawn Sprinkler System" for golf courses, parks, churches and many other uses, with sales, installation and service by

factory trained designers. They are experts in handling installations, repair and renovation of all types of sprinkler systems including automatic, semi-automatic, or manual electric and automatic hydraulic systems with estimates gladly given.

We salute this praiseworthy sprinkler system supplier for their contribution to the growth and development of our area and suggest that when your needs call for sprinkler systems, you call or visit this reliable company.

Steere Tank Lines, Inc.

When you see you are going to need the services of a tank truck, contact the Steere Tank Lines, Inc., located in Plainview on the Dimmitt Highway, telephone 293-5281.

Steere Tank Lines, Inc. is equipped with modern equipment and competent operators will handle your

products just the way you want the job done. They specialize in bulk transportation, including petroleum and petroleum products, fertilizer, fertilizer ingredients and fertilizer solutions.

Their crews are on call day and night, with interstate and intrastate permits, serving 48 states.

No matter where you or your lease is located or how far the product is to be hauled, this conscientious firm will expedite the job to your complete satisfaction.

This Review highly recommends Steere Tank Lines, Inc. to all our readers in the trade area.

Magic Steam Laundry

The Magic Steam Laundry & Dry Cleaners with a plant located in Clovis at 301 West 7th., phone 763-3463 offers a complete rental service on all industrial uniforms, work clothes, fender covers and shop towels, treated dust mops and door mats.

Why make an investment in uniforms when there is such a firm as this to serve you. There is no maintenance cost and you

can be supplied with individually fitted uniforms in a choice of colors with your authorized emblem.

This firm has been serving Clovis and the surrounding area for years and their many satisfied customers will attest to the fine service they have received.

We in this Town and Country Review highly recommend this firm to all our readers who are in need of this service.

Clara's Spur Restaurant

You will find an extensive variety of foods deliciously prepared for your dining enjoyment at Clara's Spur Restaurant in Texico on Highway 60. The menu offers steaks, chicken, country hams, chops and seafoods served to please you. They also feature fresh home made

pies and cakes baked fresh daily with orders to go. Breakfast, lunch or dinner will be enjoyed when you dine here. High recognition has been given this excellent restaurant for its fine food and good service featuring a special buffet daily, 11 a.m. to 2 p.m. Banquet rooms are avail-

able for private parties or business meetings. You will appreciate the splendid atmosphere and pleasing decor presented by this restaurant. We take pride in recommending Clara's Spur Restaurant to our readers. Phone 505-482-3861 for information and reservations.

Morton Delinting, Inc.

Morton Delinting, Inc., located on the Muleshoe Highway in Morton, phone 266-5922 and offers the best in custom seed delinting.

They have served the cotton producers and farmers for many years and will continue to operate under a policy of fairness and excellent performance.

The policy at this firm is QUALITY, SERVICE and INTEGRITY. They are

experts in the treating of cotton seed and have done much in serving the cotton industry in our state.

For all of your cotton seed requirements, be sure to contact this firm or your local gin or seed dealer. They also sell all popular varieties cotton seed and offer a custom cotton seed treating of all cotton seed for the benefit of the cotton producers and farmers.

BJM Service & Equipment

Here is a firm that has added in no small way to the general welfare of our area.

The BJM Service & Equipment Co. is located North Hi-Way 385 in Hereford. Here they have a full line of the BJM-mixers, feeders and manure spreaders, also a complete service and parts department.

Phone 364-6871. Take your problems to them and they will readily assist you. A

fine spirit of cooperation has always prevailed in every transaction and we wish to recommend them to all our readers.

This is a concern that has continued to excel in their field, maintaining high standards, fair policies and reasonable prices. We in this Town & Country Review suggest that you patronize them when in need of anything in this line.

WAC Seed, Inc.

You will find this popular seed company located West of Hereford, phone 364-1424.

No one is better acquainted with the seed business than this firm. Their many years of experience in the seed business have enabled them to offer you seed that will produce and that will give you the highest yield for the variety. If you are "shooting for higher yields," see Wac Seed Company featuring "Sorghum-Certified and Se-

lect-Field Tested," grasses, legumes and small grain-certified and select.

This firm continually studies the results of planting of various brands in various soils, therefore planters in this section may seek their advice. The progressive planter realizes that to do business with the local merchant means economy and better planting results. We recommend this firm to all our progressive minded readers for their needs in the seed line.

Hereford Iron & Metal Co.

Your very best market for scrap iron and scrap metal of all kind is the Hereford Iron and Metal Co., located 1 mile North of the Big Daddy Truck Stop on East Hi-Way 60 (on North Progressive Road in Hereford.)

They will pay the highest prices for your junk. Their phone number is 364-3777.

We all have scrap iron around our home or farm that is useless to us. With very little effort, you can gather this up

and on your next trip to Hereford bring it in to the Hereford Iron and Metal Co., and they will sort, weigh and pay you for it while you wait.

Copper, brass, lead, bronze and aluminum will bring the highest prices.

Batteries, radiators and old motors, bring a lot of cash to folks in this section who take them to Hereford Iron and Metal Co. This review recommends them to our many readers.

Bridal Shower Sat. To Fete Mrs. Denney

Mrs. H.R. Denney, the former Miss Judith Guard of Mt. Carmel, Ill., will be feted with a bridal shower from 3 to 5 p.m. Saturday in Community Room of Friona State Bank.

Hostesses will be Mrs. Raymond Euler, Mrs. R.L. Duke, Mrs. Thelma Jones, Mrs. Gene Brito, Mrs. George Cervantez, Mrs. Curtis Butler, Mrs. Howard Love, Mrs. Sam Richards, Mrs. Lester Roth, Mrs. Porter Roberts, Mrs. Joe Boeckman, Mrs. Leroy Berend, Mrs. Ralph Shirley, Mrs. Jim Ball and Mrs. Leon Schilling.

Chapter Slates Two BTB Raffles

Members of Bovina Young Homemakers discussed plans for the upcoming Bull Town Days celebration at a recent meeting, according to Mrs. Kregg Wilson, spokeswoman for the group.

The organization will raffle a cooker-canner and macrame hanger and plant during the '75 event.

Tickets may be purchased for \$1 each from any member of the club on the 21-quart, polished cast aluminum Presto cooker-canner. Mrs. Larry Webb is in charge of the project.

Little Miss 9-13 Miss Baby Doll 4-8
Name..... Address
Age..... Height..... Color of eyes.....
Color of hair..... Grade.....
Hobbies.....
Type of talent (Little Miss).....
Date of birth.....
Parents.....
Maternal grandparents.....
Paternal grandparents.....
Number of years lived in Bovina.....

OFFICIAL ENTRY BLANK

Sponsored by.....
By signing this release the Bovina Jaycee-Ettes is released from all responsibility for accidents.
Parents signature.....
Entry blank and \$10 entry fee must be turned in to Mrs. Garry Beauchamp, Mrs. Daryl Kirkpatrick or Mrs. Randy Barrett by noon July 31, or mailed to Contest, Box 144, Bovina.

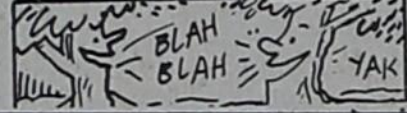
Services Held For Uncle Of Mrs. Guest

Funeral services for Richard N. Greene of Magnolia, Ark., an uncle of Mrs. Jim Guest of Bovina, were held Saturday, July 5, at Lewis Chapel with burial in nearby Shiloh Cemetery.

Mr. Greene, 51, was killed

Tuesday, July 1, in a grinding three-car collision in Claiborne Parish, three miles north of Haynesville, La. An automobile, pursued by Louisiana state patrolmen who were clocking the speed on radar in excess of 110 miles-per-hour, rammed the right rear of the Greene vehicle. Force of the impact caused the Greene auto to spin 180 degrees, side-swiping a third car, ripping off both right doors with the front bumper. The Greene vehicle then rolled about eight times before coming to a stop at the bottom of an embankment some 100 yards from the initial point of impact.

Witnesses said that Mr. Greene was thrown from the car which then rolled over him before coming to a halt on its top about 50 feet away. Mrs. Greene was driving the vehicle.



Patti Mills To Be Feted With Shower

Miss Patti Mills, bride-elect of Michael Gencarelli of Lufkin, will be feted with a bridal shower Saturday at the home of Mrs. William Gromowsky. Calling hours will be from 4 to 6 p.m.

The bride-elect's selections are on display at The Browsabout, Paul Jones Texaco Station and Isaac's Department Store.

Hostesses will be Mrs. B.L. Marshall, Mrs. Buck Ellison, Mrs. Jerry McClaran, Mrs. Robert Calaway, Mrs. Jim Noyes, Mrs. Rex Beardain, Mrs. Curtis Monk, Mrs. Don Stone, Mrs. Lee Capps, Mrs. Kenneth Whitecotton, Mrs. Thomas Rhodes, Mrs. Robert Read, Mrs. Jack Kassahn, Mrs. Leon Ware, Mrs. John Dixon and Mrs. Gromowsky.

Junior Pageant

(Continued from Page 1)

grandparents, may also sponsor their child or grandchild in the contest, according to Mrs. Daryl Kirkpatrick, chairman of the event. Also on the pageant committee is Mrs. Randy Barrett.

Rules of the contest are as follows: Girls must be four to 13 on or before Sept. 1, 1975, to be eligible in either division;

The official entry blank and a \$10 entry fee must be turned in to Mrs. Beauchamp, Mrs. Kirkpatrick or Mrs. Barrett no later than noon July 31, or mailed to Contest, Box 144;

During the pageant and rehearsals, no mothers will be allowed backstage. Members of the Jaycee-Ettes will assist contestants in clothing changes and talent;

Four through eight-year-old contestants will model play clothes and dressy outfits;

Nine through 13-year-old contestants will have a talent presentation not to be under two minutes or over four minutes in length and will model dress clothes;

Each contestant must submit a photograph with the entry blank.

A panel of out-of-town judges will determine the winners in the pageant.

In the first such event ever held in Bovina last year, Pam Rhodes, daughter of Mr. and Mrs. Gaylon Rhodes, was crowned "Little Miss" with Misti Boozer, daughter of Mr. and Mrs. Lowell Boozer, crowned "Miss La Petite."

First runner-up in the older

division was Elyse Moody, daughter of Mr. and Mrs. Weldon Moody. Second runner-up was Cheryl Whitecotton, daughter of Mr. and Mrs. Kenneth Whitecotton.

In the younger division, first runner-up was Kim McClaran, daughter of Mr. and Mrs. Wayne McClaran. Second runner-up was Melissa Glasscock, daughter of Mr. and Mrs. Kent Glasscock.

A total of 26 local beauties entered the '74 pageant.

Services Held Saturday For Dora Calhoun

Funeral services for Mrs. Dora A. Calhoun, 83, a former resident of Bovina, were held Saturday afternoon in Bovina Church of Christ with Cecil Bunch, minister, officiating. Burial was in Bovina Cemetery under direction of a Clovis funeral home.

Mrs. Calhoun moved to Bovina in the late 1920s from Wood County. She lived here 30 years before moving to Winslow, Ariz., about 17 years ago. She was preceded in death by her husband, S.A. Calhoun, in 1954 and a son, Les Calhoun, in the late 1950s.

Survivors include two sons, Jack Calhoun of Winslow and Austin Calhoun of Oroville, Calif.; five grandchildren and eight great-grandchildren.

Pallbearers were deacons of the Bovina Church of Christ.

TOWN AND COUNTRY REVIEW

Worley Mills, Inc.

With eight locations and grain elevators to serve the trade territory, at 408 S. Prince in Clovis, phone 763-3473, also North of Clovis, phone 762-9213, at 117 E. Commercial in Portales, phone 356-4485, in Elida, phone 274-6333, in Pleasant Hill, phone 389-2445, in Tucumcari, phone 461-0340 and in Goodland, Texas, phone 927-5562.

At these elevators you can depend upon the best market price for your grain, just weights, and excellent

Western Pump & Equipment

In this Review we are happy to list Western Pump & Equipment Co., located on Holly Sugar Road in Hereford, phone 364-3264 as one of the most outstanding businesses in this entire area.

The management of this firm can easily qualify for the Who's Who of outstanding business and professional personages of this area and we compliment them upon their excellent

treatment. Their elevators are of such size that they can properly care for unlimited deliveries and they are noted for paying the highest market price for hay. This is strictly a local concern.

Dollars spent at home are "Double Duty Dollars."

You can reap a double benefit where they have a complete line of "OKAY" feeds with custom grinding and mixing, also animal health products. We highly recommend them.

business methods and policies. This company is a valuable asset to our community. They are your local distributors of the Western Land Roller Turbine Pumps, also the Higo-Matic center pivot sprinklers and electrogenerator.

They do repairs on all makes and models. The Western Pump & Equipment Co. has been serving Hereford and this area for "33 Years."

Bob's TV Service & Appliances

Enjoy today's most advanced color T.V. Select from the many models assuring you of black and white and color T.V. excellence at Bob's TV Service & Appliances in Farwell with shop and showroom located at 105 Ave. A, phone 481-9138, offering service on all makes of TVs.

Exciting, brilliant, natu-

ral color pictures can be obtained with the RCA televisions both color and black and white and "Quasar" TVs.

Also, elegant, authentic furniture styling with a wide selection of models, features and finishes.

This quality line of T.V. sets is famous the world over and they service what

they sell. You will find here also Kitchen Aid products, Philco Ford refrigerators and freezers, Speed Queen washers and dryers and Tappan ranges, sales and service.

We compliment the management of this firm for presenting these excellent products to the citizens of our area.

Monsanto Agricultural Center

Monsanto Agricultural Center located in Farwell, phone 481-3366 with the Clovis Monsanto Agricultural Center Satellite located six miles south of Clovis, James Kirby, Satellite manager, phone 505-763-6632 has taken its place as a leader in the agricultural progress of this area.

They offer a complete and satisfactory service in ferti-

lizers for all agricultural purposes. Customers of this firm have learned that they can depend upon the fertilizers and farm chemicals distributed by this company.

They have geared their production according to soil conditions in this area, and are constantly striving to serve the farmers better

with new developments and machinery for the production of these products. They offer fertilizers of guaranteed analysis and are continually working in the interest of crop production. They offer a soil testing, custom spreading and counseling service to further serve the farmers. Bill Kent, manager.

First Federal Savings & Loan Association

One of the cornerstones of the financial structure of the trade territory, First Federal Savings & Loan Association of Clovis is located at 801 Pile Street, phone 762-4417 with a branch office in Portales at Second and Abilene St., phone 356-4475.

You should investigate the advantages offered by this savings and loan association if you have money to save or invest. Many have found their desired method of saving through this well known and dependable financial

institution. Each depositor is insured up to \$40,000 by the F.S.L.I.C.

If you plan to buy, build, or repair in the near future, you owe it to yourself to contact the First Federal Savings & Loan Association and let them take care of your needs for you.

Your payments will be fitted to your own individual income, and they are designed so that you can meet each one as it comes due.

Roberson Drilling Company

Roberson Drilling Company located on the Dimmitt Highway in Plainview, phone 296-2103 are well qualified to drill trash holes and have been drilling since 1958.

They also feature installation of septic tanks and lines, with complete turn key construction service, cesspool tops available. They also do sanitary septic tank pumping and cleaning.

Many in this area have had occasion to call on Roberson Drilling Company,

many times in the past. He has always given reliable and efficient service at a fair price.

When you need a trash hole drilled, a new septic tank or cleaning service, remember to call on Roberson Drilling Co., in Plainview.

In this Town and Country Review, we are happy to recommend this company to you for this reliable service offered by them. We suggest that you call them for your needs in this line, anytime.

Panhandle Concrete Company, Inc.

Panhandle Concrete Company, Inc., with two locations, one South of Hereford, phone 364-1311, and the other on East Fifth Street in Friona, phone 247-2833, offers you prompt and dependable service in ready-mixed concrete.

This concern furnishes a complete service of high quality ready-mixed concrete for building construction.

They are prepared to supply out-of-town orders, real estate men, subdividers and home builders. They have modern trucks for

transporting and mixing concrete in any quantity desired.

This is a real convenience in building as it eliminates delay and assures a high quality, hard setting, concrete.

The best of service is provided by this firm, whether the order is large or small.

We congratulate the management of this ready-mixed concrete firm for efficiently filling a necessary and essential place in this community.

Sain's Fence Co.

If you are in the market for fencing, and fencing supplies, contact Sain's Fence Company, located at 510 Hull St. in Clovis, phone 763-7718.

Their efficiency, workmanship and materials are of unquestionable quality and will find yourself well satisfied after doing business with them.

The Sain's Fencing Company has been serving Clovis and this area for many years, so when you need fencing, either home or commercial and want an

economical, speedy, excellent job see this firm for your every need. Their estimates are free with no obligation and have an easy payment plan available.

They will fence anything from a farm to a factory for you by the most modern and swift means. We are fortunate in having this progressive firm in this area.

The Progressive Review sincerely suggests that you see the Sain's Fence Company in Clovis for your fencing.

Weldon Henry Construction

The Weldon Henry Construction Products is located in Plainview at 2205 E. 5th Street, phone 293-5242 or 293-6934, and are equipped with a portable concrete plant and will go anywhere to do commercial concrete work, as well as commercial building, feedlot construction and feedlot fence erection.

They feature all types of steel fabrication for feedlots and farms. Anyone needing work done of this nature can do no better than call this

firm.

They have had years of experience, which is very important in this line of work. Call them and they will gladly give you any information and estimates on your requirements.

For reasonable prices and for getting work done when promised, we direct your attention to Weldon Henry Construction Products Co., and recommend their services to our readers in the trade area.

Cal Jordon Implement

When in the market for farm machinery, be sure and go to Cal Jordon Implement Company, located at 201 South Walnut in Clovis, phone 763-5517.

They feature the famous John Deere tractors and farm machinery which has stood the test of years of rugged usage and has proven satisfactory in every phase to the farmers in this area.

To be efficient, a piece of farm machinery must be

built to stand the rough use necessarily involved in the working of farm lands. The John Deere equipment is just that type of machinery.

The Cal Jordon Implement Co. also features a complete parts and repair department so that when your equipment needs overhauling, they can give you the best service in the shortest time at the least possible expense to you.

We highly recommend this company.

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Oklahoma City, Oklahoma

A&M Construction, Inc.

A&M Construction Co., Inc. in Clovis is well established in this section as one of the leading businesses of its kind.

Phone 505-763-6256 and they will gladly quote prices for you. They feature every type of the A&S Steel Building Systems and Quonset Building Systems, low profile, rigid frame, colored or galvanized panels, or plain, standard sizes or custom, steel roof on masonry walls and farm buildings, for all agricultural purposes.

Since this company has been in business, a spirit of satisfaction has

prevailed in every transaction. Their reputation of fair dealings and quality construction has placed them among the leaders throughout this area.

You are invited to stop by at 2600 E. Mabry Drive in Clovis and they will personally welcome you and quote you their prices or call for information.

We in this Review issue highly commend the A&M Construction Co., Inc. upon the work they are doing in this section and we suggest to our readers that you contact this firm whenever you are in need of any type of farm building.

Dean Hacker Upholstery

For fine upholstering and furniture repairing see or call Dean Hacker Upholstery Shop in Hereford, located at 529 East 1st Street.

For estimates, phone 364-0700. This firm has restored many valuable pieces of furniture to their original beauty and usefulness. In fact, they can re-upholster and repair any piece of furniture that has not been damaged beyond recognition.

In the line of general upholstering and furniture repairing, they render a

distinctly superior service. Many people do not realize that the furniture they now have may be of better construction than most new furniture.

Upholstering those pieces is the best investment to be made. They have a complete line of quality upholstering fabrics to suit your choice.

In this Town and Country Review, we wish to commend Dean Hacker Upholstery Shop upon the quality of their work.

Glaze Monument Company

A fitting memorial for a loved one may be selected at the Glaze Monument Company, located at 712½ Edwards in Clovis, phone 763-7284-call collect.

You can find a large selection of various stones for a tasteful tribute.

The Glaze Monument Company has maintained a reputation of honest and competent service to this community, which is your guarantee of dependable, efficient service. They are your

authorized dealers for Barry and Columbia white marble and granites.

This insures you of quality materials. You will find a variety of colors from which to choose. The prices are modest and the meaning fittingly expressed forever at this company.

When you select a monument from Glaze Monument Company you know that your loved ones will be well cared for and your thoughts well expressed.

Jord-Inns 24 Hour Restaurant

Visiting Hereford? Then dine at the Jord-Inns 24 Hour Restaurant located East Hi-Way 60 (at Big Daddy's Truck Stop) in Hereford, phone 364-0152.

This 24 hour restaurant has maintained a reputation throughout this area for fine eating pleasure, offering you a wide selection of steaks, fried chicken, sea

foods, Mexican foods and home made bread and pastries with breakfast served anytime. The service is quick and efficient.

Breakfast, lunch and dinner the year round will be enjoyed when you dine here. Jord-Inns 24 Hour Restaurant is for you, for the family, friends and business acquaintances, of-

fering you hospitality with a Capitol H. Only the most quality foods are served prepared by chefs with years of experience.

Jord-Inns offers you food you will always remember, with a private banquet room available for your parties and business meetings. Phone 364-0152 for reservations.

Clark's Spring Crest Custom Draperies

Clark's Spring Crest Custom Draperies is located at 130 East 5th in Hereford, phone 364-0493.

Their custom design draperies for all types of windows no matter what your style Spring Crest brings drapery magic to your windows, with unique spring pleated draperies.

These unusual draperies are formed by threading a

steel spring pleater through a narrow hem at the top of the material. The pleasing results is the world's neatest hanging drapery with rounded simple folds rather than the sharp stiff edges of conventional pinched pleated draperies.

Spring Crest custom draperies never bunch or gather, and the drapery hardware is guaranteed for

ten full years, because Spring Crest Draperies look as good from the outside as from the inside. They are the perfect answer for both homes and commercial buildings.

Here they feature custom draperies and bedspreads, drapery hardware, decorator shades, and woven wood shutters. You will find their prices most reasonable.

Turnbough Feed Pens

The Turnbough Feed Pens are located North of Portales, phone 356-6555 or 356-6306.

Here they feature pre-conditioning cattle through all periods of economic fluctuation. Turnbough Feed Pens has always been ready to serve the best interest of the farmers and general public of this area.

A business of this type is essential to the entire section of the country. By fair and honest methods, this concern has

gained the confidence and patronage of the people in our area.

A fine spirit of cooperation has always prevailed in every transaction and we in this Town and Country Review wish to recommend this firm to our readers.

We take pleasure in commending the management for their part in forwarding the development and progress of our community. Arthur Turnbough-owner.

MEDICAL CENTER

Three Directors Named To Board

Three directors were elected to the board of Bovina Medical Center, Inc., at the annual meeting of the corporation Monday night in Community Room of First State Bank of Bovina.

Mrs. Leslie McCain and Mrs. Leon Ware were re-elected to three-year terms on the board. Mrs. Lee Bowers was elected to a three-year term, also, replacing O.H. Jones, whose term expired this year.

In addition to the above, others nominated for a position on the seven-member board were H.J. Charles, Mrs. Jimmie Cockerham, Mrs. Earl Whitten, Mrs. Grady Sorley, Ronald

Minyen, Ben Rejino, Adam Gomez and Nick Trienen.

Following the election of new directors, the board re-organized, with J.E. Sherrill re-elected chairman, Mrs. Ware re-elected secretary-treasurer and Rouel Barron re-elected vice president.

Only routine business was conducted at the meeting. A brief discussion on raising the rental fee on the clinic was held with the vote four to three against raising the rent from the present \$100 per month paid by Dr. Prentice Hickman.

The financial report was read by Mrs. Ware with bills approved and ordered paid in the brief business session.

Mrs. Sikes Winner Of Gas Raffle

Mrs. Barberette Sikes' ticket was drawn for 50 gallons of gasoline in the final raffle conducted by the Bovina Jaycees recently. The drawing was held at Bonds Oil Co. with Dan Kennedy of New Deal, uncle of Thad Rains, donating the gasoline.

Proceeds from the raffle were used to send the Rains youth to Camp Sweeney, a summer camp for diabetic youngsters near Gainesville, for three weeks. Any remaining funds will be placed in a special fund at First State Bank to be used for special medical needs of community residents.

Other winners in the seven-week raffle included Larry Sides, Lorenzo Reyes, Burry Thatcher, Mrs. Gaylon Rhodes, Carl Rea and Johnny Miller.

WEEKLY RESULTS GIVEN

18 Participate At Play Night

Play night activities will begin at 8 p.m. tomorrow (Thursday) at the Roping Club arena here, according to a spokesman for that organization. The event will be held on Thursday for this week only. Members of the club will be working on the arena Friday for a horse show set Saturday.

Eighteen riders participated in five events at the weekly activities Friday night. The winners and participants are as follows:

Barrel race—junior girls 1. Kathy Williams, 27.7; 2. Rande Cupit; pee wee girls 1. Scarlet Livingston, 51.8; 2. Penny Mason; 3. Tobi Bandy; 4. Melissa Glasscock; senior boys 1. Jody Bandy, 19.6; 2. Roy Gibson; 3. Korbby Hawkins; junior boys 1. Shawn Cupit, 24 sec.; 2. Bruce Harris; 3. Jerry Harris; 4. Kenneth Keys; 5. Daryl Hawkins; pee wee boys 1. Chet Hawkins, 25.9; 3. Kindell Coates.

Flag race—junior girls 1. Kathy

Williams, 14.2; 2. Rande Cupit; pee wee girls 1. Penny Mason, 58 sec.; senior boys 1. Jody Bandy, 10.8; 2. Korbby Hawkins; 3. Denver Davis; junior boys 1. Bruce Harris, 14.7; 2. Shawn Cupit; 3. Daryl Hawkins; 4. Kenneth Keys; 5. Jerry Harris; pee wee boys 1. Kindell Coates, 44 sec.; 2. Chet Hawkins.

Rescue race—1. Kenneth Keys and Kindell Coates, 14.5; 2. Korbby Hawkins and Jody Bandy; 3. Kathy Williams and Denver Davis; 4. Rande and Shawn Cupit; 5. Holly Anderson and Melissa Glasscock; 6. Scarlet Livingston and Penny Mason; 7. Jerry and Bruce Harris.

Pony express race—1. Jody Bandy and Korbby Hawkins, 15 sec.; 2. Denver Davis and Kathy Williams; 3. Daryl and Chet Hawkins; 4. Daryl Hawkins and Jerry Harris; 5. Kenneth Keys and Kindell Coates.

Calf ride—Jerry Harris, Daryl Hawkins, Shawn Cupit, Rande Cupit, Korbby Hawkins and Jody Bandy.

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USDA CHOICE ROUND STEAK LOWER CUT \$1.59 LB.

USDA CHOICE ROUND STEAK CENTER CUT \$1.69 LB.

USDA CHOICE SIRLOIN STEAK \$1.59 LB.

USDA CHOICE RUMP ROAST \$1.19 LB.

USDA CHOICE PIKES PEAK ROAST \$1.29 LB.

— Notice —

The Board of Equalization of Bovina Independent School District Will Meet **FRIDAY, JULY 25** at the Tax Office in Ridgelea Elementary School.

Taxpayers having business with the board are hereby notified to be present.

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PLAY WEDNESDAY

Sherley Lands Five On All-Star Team

Sherley Grain, which finished with five straight wins and runnerup in Friona's Senior League this summer landed five players on the league's all-star team, which will be in action Wednesday, Thursday and possibly Friday of this week.

Kenneth Cary, coach of Sherley Grain, said this week he thought his team was the most improved in the league. Sherley won the league title last year, but lost a number of players and had to rebuild. "We weren't the same green team at the finish that we were at the start," Cary said.

Sherley Grain finished with an 8-4 record compared to Cattle Town Feed Yard's 9-3. Sherley defeated the Feed Yard team the last two times they played, and prevented a runaway.

The Friona Senior Leaguers went to the New Mexico state tournament two years ago, and coach Ron Cain says "I feel that this year's team is better balanced than the team was in 1973."

The local all-stars will host the Tucumcari all-stars in the first of a best two games out of three series at Friona Wednesday, July 16 in a game commencing at 8 p.m.

The second game of the series will be played in Tucumcari on

Thursday, and the final game, if needed, will be back in Friona on Friday.

Gary Stone, fast-balling right-hander from Sherley Grain's team has been given the nod by Cain to start the opening game. Stone has a 3-1 record for the season.

Selected to the 14-man all-star team were Terry Wilcox, Jesus Mata, Leslie White, Joe Bermea and Kyle Barnett of league champion Cattle Town.

From runnerup Sherley Grain, five players were chosen. They are Ronnie Cary, Steven Stevenson, Gary Stone, Don Cox and Doug Roming.

Benger Air Park, which made a late-season surge, furnished three players on the team. They are Cipi Aragon, Paul Ortiz and Ruben Dominguez. Pioneer Cattle Buyers landed one player, Jeff Whiteside, on the team.

Named as first alternate to the team was Jeff Peak, also of Pioneer. Eddie Brailiff of Cattle Town was named as second alternate. Giving you an idea of the battle for all-star spots is the fact that Mike Hutson, the league's only undefeated pitcher with a 4-0 mark, didn't make the team.



CONTEST JUDGES...Faced with the difficult task of selecting a "Miss Bovina" from nine contestants Friday night were, from left, Keith

Engram of Clovis, Mrs. Lynette Davis of Lubbock, and Dewayne Bailey of Clovis.

Queen Contest Deadline Set

Friday, August 1, will be the deadline for entering the 1975 Bull Town Days Queen Contest, according to Mrs. Ray Anderson, chairman of the contest and former BTD Queen.

Entrants this year must be between the ages of 14 and 18, never married, and a resident of Parmer County for at least the past six months, says Mrs. Anderson. A \$10 entry fee, customarily paid by the queen contestant's sponsor, will be required.

Past BTD Queens are ineligible to enter again.

Judging will be based 60 per cent on horsemanship and 40 per cent on personality, poise and appearance.

Each contestant must wear western pants, a white shirt and straw hat during the riding competition at Bovina Roping Arena, but may wear more colorful western attire during the queen presentation ceremonies.

Judges for the contest, who will be from out of town, will be announced later, said Mrs. Anderson.

Any business firm wishing to sponsor a girl in the contest is urged to contact Mrs. Anderson at 238-1604. Prospective candidates may also contact Mrs. Anderson for additional information.

Miss Lezli Williams, daughter of Mr. and Mrs. Tommy Williams, was chosen to reign over the 1974 celebration.

Stars Play Next Week

Bovina's Little League All Stars, managed by Joe Jones and coached by Ken Horn, will be competing next week in the 1975 New Mexico District 3 All Star Tournament. Action will be at the Clovis American League Park at 14th and Sycamore, according to J.R. Dickenson, tournament director.

The Bovina team will meet Clovis Evening Lions at 6 p.m. (MDT) Wednesday of next week. If Bovina wins that tilt, they will meet the winner of the Southern All Stars of Clovis and the Texico-Farwell All Stars at 3 p.m. (MDT) Thursday.

Other teams entered in the tournament include Tucumcari All Stars, Cannon Air Force Base All Stars, Clovis National All Stars, Clovis American All Stars and the Friona All Stars.

Champion of the tournament will advance to the state tournament, also in Clovis, during the week of July 28-August 2.

Members of the Bovina All Stars are Lynn Read, Blake Sudderth, Guadalupe Salazar, Erasmo Espinoza, Victor Robledo, Richard Carpenter, Edward Chisom, Fernando Cruz, Dale Turner, Victor Ortiz, George Richardson, Noel Ortiz, Adam Mejia, Tad Mayfield and Ricky Shepherd.

9 TEAMS

1975 Slow-Pitch Action Begins

Action began Thursday night in the 1975 men's slow-pitch softball league with a thriller in which Charles Oil broke a 3-3 tie in the bottom of the seventh to take a 4-3 win over Sherley Grain.

Each team tallied 10 hits in the contest with Billy Shepherd the winning pitcher and Eldon McCormick the losing pitcher. Sherley Grain scored all three of its runs in the top half of the fourth with Charles Oil scoring two in the fifth, one in the sixth and the winning run in the seventh inning.

In the second game of the evening, Big Nick's Machinery overpowered Bovina Pump Co., 18-5, Mike Grissom and Jim Russell teamed up on the mound for Big Nick to hold Bovina Pump to four hits in the contest with Grissom getting the win. Kenneth Cary was the losing pitcher. Big Nick tallied five runs in the first inning, two in the second and fourth, eight in the fifth and one in the sixth. Bovina Pump Co. scored one in the first, two in the third, one in the fifth and one in the sixth.

On Friday night, the Bovina Jaycees, behind the pitching of Radford Venable, trounced Bovina Pump Co., 23-8, in a five inning game. The Jaycees tallied five runs in the first, a big 16 trips to home plate in the second and one each in the third and fourth innings. Bovina Pump scored three in the first, four in the fourth and one in the fifth inning.

In the final game Friday night, Farwell Jaycees, with Donald Jones on the mound, defeated Joe's Braves, 14-8. The Farwell team scored two in the second, seven in the fourth, one in the sixth and four in the seventh innings. The Braves tallied two in the first, one each in the fourth and sixth and four in the seventh inning.

Games scheduled for the next four game nights are as follows: Thursday (tomorrow)-Bovina Pump versus Farwell Jaycees and Big Nick Machinery versus Bovina Jaycees.

Friday-Charles Oil versus Roy's Repair (Stowers Ditching) and

Farwell Jaycees versus Sherley Grain.

Monday-Bovina Jaycees versus Farwell Jaycees and Charles Oil Co. versus Big Nick Machinery.

Tuesday-Roy's Repair versus Joe's Braves and Sherley Grain versus Agri-Sprayers.

Standings at the end of the first two nights of play show four teams with one win and no losses-Charles Oil, Big Nick, Bovina Jaycees and Farwell Jaycees. Sherley Grain and Joe's Braves have 0-1 slates with Bovina Pump Co. down 0-2. Roy's Repair and Agri-Sprayers did not play the first two nights of the season.

The first game is scheduled to get underway at 8 p.m. with the second game set at 9:30. Managers of teams are reminded they are required to furnish umpires for one game on the nights they are playing.

ROPING ARENA

Six County Horse Show Slated Here

A six-county 4-H horse show will be held Saturday at the Bovina Roping Club's arena in Bovina, according to Tommy Williams, a leader of the 4-H Club here.

Counties participating in the show include Castro, Oldham, Deaf Smith, Bailey, Lamb and Parmer.

Williams said that 25 halter and performance classes will compose the show with Billy Smith of Portales, N.M., judging the event.

Any member of the 4-H Club is eligible to enter.

Other six-county horse shows have been held this spring at Dimmitt, Vega, Hereford and Muleshoe with about 250 entries expected here this week.

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