

The Bovina Blade

100 8 PAGES

"In The Agricultural Center Of Parmer County"

Bovina, Texas 79009

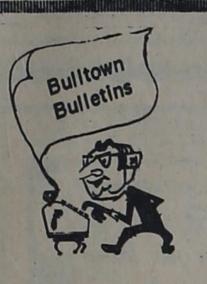
New Super Market, Family

A BIGGER, BETTER BOVINA

VOL. 20 NO. 37

THE NEWSPAPER

THAT WORKS FOR



#### **BY BILL ELLIS**

IF YOU HAVE NOT purchased your tickets to the Chamber of Commerce and Agriculture banquet Thursday night, then you need to do so, or at least plan to come on and buy your tickets at the door.

We have not heard the scheduled speaker in person, but have heard him on radio and television a number of times. He follows in the mold of recent banquet speakers including Dr. James Blakely, Dr. Charles Jarvis, Ace Reid, etc.

Dr. Rogers is an exceptionally humorous speaker, and has spoken to civic groups from coast to coast. We feel that Bovina is fortunate in being able to land someone of his stature for their annual banquet.

You will be sorry if you miss this year's banquet, because it will be the talk of the town for a long time. If you didn't come to the banquet

for any other reason, the steaks are always reason enough, even if there wasn't a good speaker (which there is), a number of fine awards (which there will be), and a batch of good fellowship (which there is bound to be).

# Whitecotton, **Smith Owners**

Billy Whitecotton and Billy Smith this week announced details on Bovina Supermarket and Family Center, a new business enterprise they plan to build on the Dimmitt Highway between Eighth and Ninth Streets in Bovina.

The new Bovina store will combine the super market with variety store items, and will be more than three times as large as the present Bovina Supermarket.

When completed, the store will be the only one of its kind in Parmer County, and will be the largest super market in the county. The business partners say they hope to offer a number of things currently not available in Bovina in their new store, in an effort to

store. Items carried in the family center will be bought from the Ben Franklin wholesale, although the store will not carry the Ben Franklin name.

Also, the store will feature a lay away plan for special occasion gifts, Christmas, etc.

Included in the toy department will be bicycles, educational toys and games, hobby and craft supplies.

A new feature of the super market portion of the store will be "Broasted Chicken," which will be a new carry-out item in the meat department, to supplement the store's homemade barbecue made by Smith, which will still be a feature in the new location.



+ + + +

THE BOVINA COWBELLES are calling attention this week to national "Agriculture Day," which will be Tuesday, March 22.

The observance is designed to help call attention to residents of our nation as to the role farmers have played in making our country the best fed and best clothed nation on the face of the earth.

+ + + +

The ability to produce adequate food supplies for our nation bids to become even more important as our country's natural resources dwindle, but we have faith that the American farmer will be able to continue succeeding in this task.

We have always known the importance of the farmer's role in our world, and perhaps "Agriculture Day" will help inform those who are less familiar with our farmers and what they are doing.

+ + + +

THE ANNOUNCEMENT this week by Billy Whitecotton and Billy Smith of their plans for a new expanded business on the Dimmitt Highway was certainly a welcome one.

Appropriately coming on the eve of the annual Chamber of Commerce banquet, the announcement is the type which should give the entire community a big boost.

Bovina Supermarket and Family Center will be the only store of its kind between Hereford and Clovis. When completed sometime this summer, the new Bovina enterprise will be one that everyone in the trade territory can be proud of.

Bovina is fortunate to have businessmen the calibre of Smith and Whitecotton, who have seen their business grow in four short years to the point that they felt they needed to expand.

"The demand is definitely here," the two partners agree.

Smith and Whitecotton feel that the location chosen for their new facility is the best available, for the space they needed. "It gives us room to provide an ample parking lot, plus giving us room to expand if it ever becomes necessary," the

encourage and keep more shopping at home. The building will measure 150 feet by 100 feet, and will face the Dimmitt Highway, or southwest. It will be set back about 130 feet, affording customers of the store a

spacious paved parking lot in front of the new business.

Smith and Whitecotton say that approximately two-thirds of the space in the new store, or around 10,000 feet, will be devoted to groceries--about double the size of their present store. The other one-third, or 5,000 square feet, will be the "family center," or variety store.

New items to be available in the family center will include toys, sporting goods, gift items, some hardware items, small appliances, housewares, sewing notions, party goods, cosmetics and hair care items, cameras and watches, house plants, plant food and some garden supplies.

"The people of Bovina have been extremely loyal to trade with us since we have been in business. We thought we owed it to them to provide this additional shopper service," stated Whitecotton this week.

In addition to the stock items, customers will be able to make catalog purchases from the new

"We will continue to handle fresh quality meats, including U.S.D.A. Choice beef, and will feature special order freezer beef, as we have had in the past. We will be better able to serve our customers with our additional storage space," Smith stated.

It was indicated that the super market would have a broader grocery line with the addition of several brand names not currently being carried.

The frozen food and dairy department space will be more than doubled in the new store.

Whitecotton and Smith purchased two-thirds of a block on the Dimmitt Highway from the J.F. Vestal estate on which they will build the new store.

The young partners opened Bovina Super Market four years ago this month. Previously, they were associated with Wilson Super Market. Both have been in the grocery business practically all of their adult lives.

Clearing of the lot was getting underway this week, with two old buildings and a windmill tower to be moved. Construction was set to begin in the near future, and should take three to four months.

The building will be of steel construction with brick trim.



TO BUILD....Billy Smith, left, and Billy Whitecotton, partners in Bovina Supermarket, are shown standing in front of the property on the Dimmitt Highway between **Eighth and Ninth Streets on which** 

they plan to build a new super market and family center which will contain 15,000 square feet--about three times the amount of space they currently have at Bovina Supermarket. In the

background are landmarks on the old J.F. Vestal property, which are to be moved to make way for the new enterprise. Smith and Whitecotton hope to be in their new store by July.

### **AT CAFETERIA**

# 16th Chamber Banquet Set Thursday Night

Bovina's 16th Annual Chamber of **Commerce and Agriculture Ban**quet, featuring charcoal-broiled rib-eye steaks on the menu, will be at 7:30 p.m. tomorrow (Thursday) in the Bovina Schools cafeteria.

Featured speaker on the program will be Dr. Henry Rodgers of Albuquerque, N.M., a noted psychologist. Dr. Rodgers has indicated his topic will be "get up and go or rust in peace." He has been touted as an exceptionally humorous speaker, keeping all types of crowds entertained on his coast-to-coast speaking engagements.

The highlight of the evening, billed as the social event of the year in Bovina, will be presentation of plaques to Bovina's Man and Woman of the Year. Awards will be presented by the 1975 Man and Woman of the Year, Rouel Barron and Mrs. Pat Read.

Two new awards will be inaugurated by the chamber this year--the Outstanding Boy and Girl in Bovina High School. Plaques will be presented the two selected for the honor by Kenneth Cary, incoming chamber president.

The steaks, for which the Bovina

the decorations committee, working with members of the board of directors and wives of chamber members.

An additional new feature at this year's banquet will be a goat raffle with Keith Garner in charge of that event. Tickets have been sold for the past month with some "lucky" person winning the goat at the banquet.

New directors and officers will be introduced, along with outgoing and hold-over directors of the chamber.

Recently named to head the organization for the coming year was Cary, who succeeded Mrs.

Karen Kirkpatrick at that position. Other officers elected were Steve Sherrill, vice president; and Mrs. Sue Naegle, secretary. Mrs. Jane Kassahn continues to serve as chamber manager. New directors include Sherrill, Dickle Clayton, Gaylon Rhodes and Oakley Stevenson.

Outgoing directors are Mrs. Kirkpatrick, Whitecotton, R.R. Lusk and Jon Lin Riddle. Holdover directors include Mrs. Whitten, Larry Webb, Mrs. Pearl Cervantez, Garner, Mrs. Mina Horn, Jamison, Cary, George (Continued on Page 8)



owners say. It is planned to pave the entire

frontage, between Eighth and Ninth Streets.

The new store will have a number of features usually found only in places much larger than Bovina. One of these features will be Broasted chicken, which will be a new innovation at the super market's meat department. The owners indicate that this has proven to be a very popular item in larger places, and they think their customers will like it here, too.

This week's announcement represents the most sizeable business expansion in Bovina in a number of years. It is a clear indication of the regard with which business is held in the Bovina area--plus a testimonial as to the future of this great area.

SECRETARY RESIGNS....Mrs. Mary Ruth Martin, city secretary since June 1962, submitted her resignation at a recent meeting of the Bovina City Council. With her resignation slated to be effective April 1, Mrs. Martin indicated she had been thinking of resigning for a

period of time and that she planned to "thoroughly enjoy" her retirement. She has served under four mayors in the past 14 years, including Boyd Gilreath, Bedford Caldwell, Charlie Flynn and Tom Bonds.

event has become well-known on the banquet circuit, will be prepared on the community grill by a crew of local men, headed by L.J. Jamison.

Neal Mager of Amarillo, former resident of Bovina, will serve as master of ceremonies.

The invocation will be given by Rev. Dermot O'Brien of St. Ann's Catholic Church. The benediction will be given by J.T. Hammonds. Billy Whitecotton will introduce the out-of-town guests.

Mrs. Mac Glasscock will provide dinner music for the event. Members of the Future Homemakers of America Chapter at Bovina High School will assist in serving the meal, which will be catered by Jim Cary, owner and operator of Bovina Restaurant. Mrs. Norma Whitten is chairman of

CHAMBER OFFICIALS....New directors and officers of the Bovina Chamber of Commerce and Agriculture were installed at a recent meeting at Bovina Restaurant. New officers include, from left, Steve Sherrill, vice president;

Mrs. Sue Naegle, secretary; and Kenneth Cary, president. Standing, from left, are new directors Gaylon Rhodes and Oakley Stevenson. Sherrill is also a new director. One new director, Dickie Clayton, could not attend the meeting.

#### PAGE 2, THE BOVINA BLADE, WEDNESDAY, MARCH 17, 1976

# 1300 Attend REC Meet Saturday

#### **BY LAVON NIEMAN**

A large crowd attended the 38th annual meeting of Deaf Smith Rural Electric Cooperative last Saturday at Hereford's Bull Barn. The crowd was estimated at 1,300 and total capital credit refunds totalling \$217,588.25 were returned to members who purchased electricity during 1963.

Earnest Langley, attorney for Deaf Smith REC, directed the business meeting for president Sloan Osborn. Following a report by secretary Tom Draper, an election of three directors was held.

**Osborn was re-elected as Parmer County director over Floyd Reeve** and Noel Gollehon was re-elected for Castro County over Donald Wright.

Clark Andrews, who farms in the Frio Community south of Hereford, won the position of Deaf Smith County director over veteran Tom Draper, who held the post for the

# **Need Listings** For 3rd Annual JC Farm Sale

The third annual communitywide farm sale, sponsored by the Bovina Jaycees, will be held at the Bovina Gin yard Saturday, March 27. In the event of inclement weather, the sale will be held the following Saturday.

Sale chairman, Joe Jones, said this week that this year's event is shaping up to be another "good sale," however, more listings are needed and farmers are urged to turn in their consignments this week

past 25 years and served as secretary-treasurer over 20 of those years.

The crowd paid tribute to retiring Draper and gave him a standing ovation for his many years of service to the cooperative.

There were various drawings for door prizes throughout the meeting which started at 5 p.m. with a free barbecue dinner served to over 1230 people by the Catholic Daughters of Nazareth.

Highlight of the drawings was an all-expense-paid trip for two which includes accommodations for six days and five nights in Acapulco. Winner of this trip was Laurence Brorman of Rt. 1, Hereford.

James Hull, manager of the cooperative, addressed the crowd in an effort to answer some questions that are asked often. He reminded the members that back in 1934 rural America was still dark, with only one farm out of every 10 with electricity. He said that President Roosevelt signed an executive order in 1935 creating the Rural Electrification Administration. Then in 1937, leaders of this area founded Deaf Smith Electric Cooperative.

"Today your cooperative owns some 3,000 miles of electric line, with about 45 per cent being 3 phase line; 15 substations, has service to about 7800 electric meters, and employs full time, about 52 people, all specialists in their field," Hull told the large crowd. "Our electric plant is an investment of over \$14 million, and it is predicted by our engineer that by 1986 we will have an electric plant worth \$60 million. The first question Hull answered was on the future availability of electric power. He reminded the members that the REC's power is purchased from Southwestern Public Service Co. "At the present time, it is generated 100 per cent with gas. Public Service has requested us to limit our growth to 61/2 per cent per year from now through 1981. As long as the electric growth of this area is orderly and steady, we will continue to serve your electric needs," Hull went on to report.



**ELECTED....Sloan** Osborn Friona, left, was re-elected to a position on the board of directors of

January of 1973, as "nothing," and has grown now to about 9 mills or 9-10ths of one cent for every KWH sold.

of

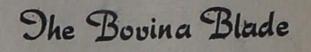
"This is simply a 'pass through'

Deaf Smith REC at the annual meeting last Saturday. Osborn is shown with Noel Gollehon of Castro

> regulate, through the state agency, our electric rates, conditions of service, line extension policies, territory we serve, quality of service, net margins, and just about every phase of our business, he said.

**County and Clark Andrews of Deaf** Smith county, also elected to the board.

> comparing power failure with other cooperatives in the United States, the average is five hours of power failure per year. Our average outage time at Deaf Smith REC during 1975 was 2 hours and 15 minutes." Another question was, What does the future hold for capital credit payments? Hull's answer to this was a reminder that Saturday's capital credit checks totalled nearly \$218,000. The cooperative has missed only one year paying capital credits since it was started and he assured the crowd that they plan to continue them if at all possible.



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Publisher **Bill Ellis** Lou Nuttall Editor Bookkeeper Scooter Russel



If you're not able to get to us . . . we'll get to you. Prescriptions can be delivered to your door at no extra charge. One of our services!



Houston Bartlett and Larry Potts of Bartlett and Potts Auction Service will call the sale.

Listings will continue to be accepted up until sale time, said Jones, and may be given to him, any member of the Jaycees or taken to Greg Hromas at Sherley Grain Company.

"It would be a big help, though, if we could get most of the listings this week so we may include the items on the sale bill," said Jones. who indicated the Jaycees had a

you have a sharp wit!

Another question--What will be future electricity costs, through the fuel cost adjustment or otherwise? Hull answered, "On electric rates, we anticipate around an 8 per cent increase in our electric base rate between now and Sept. 1. Beginning and controlled by the new Public Utility Commission. The fuel cost

of increased gas costs, from the gas companies to SWPS to us, and on to you, the consumer. It is something we do not make any money from nor have any control over. We think

the fuel adjustment charge will continue to rise. We have projected it from 9 mills today to 22 mills or 2.2 cents by 1985. South Texas has already reached this level."

The third question posed was, How are we affected by the Texas Public Utility Commission? Hull told the audience that the Texas Legislature in 1975 enacted a law creating the Public Utility Commission. "The Commission recognizes all power suppliers serving areas exclusively, and proposes to

How does this cooperative compare with other power suppliers in the area? This was another question asked. For an example, Hull reported, "On our residential or house electric rates, there are 18 cooperatives in Texas with lower rates, but there are 55 with higher residential rates. I believe we are about the lowest in the state on our irrigation rate. In







THE BOVINA BLADE. WEDNESDAY, MARCH 17, 1976 PAGE 3



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PAGE 4, THE BOVINA BLADE, WEDNESDAY, MARCH 17, 1976

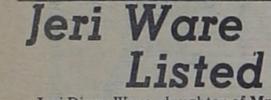


TEX-ANNS AT NEW DEAL .... Sharon Floyd of Welch and Mary Marcom of Bovina (at right), sophomore members of the Tex-Ann drill team at South Plains College in Levelland, assisted at a drill team clinic Friday at New Deal High School. Mrs. Mary Shea,

Tex-Ann director, conducted the clinic for the New Deal Lionettes in preparation for Tex-Ann tryouts Sunday. Miss Marcom, manager of the Tex-Anns, is the daughter of Rev. and Mrs. Howard Marcom of Bovina.

### **UMW Meets, Begins New Bible Study**

United Methodist Women met Tuesday of last week to begin a study of "A Nation Under God."



Mrs. Bedford Caldwell led the group in a discussion of the scripture, Leviticus 25, which states "Proclaim liberty throughout the land," which is inscribed on the Liberty Bell of the United States.'

Participating in the program were Mrs. Vernon Estes, Mrs.

# Rhonda Nuttall, Dennis Willard Named FHA Sweetheart, Beau

The most popular hit record of the past year, "Love Will Keep Us Together," was theme of the annual Future Homemakers of America Sweetheart Banquet held recently in the cafeteria of Bovina Schools.

The focal point of the decorations was a "summer house," trimmed with floral sprays of red and constructed by Lawrence Widner, vocational agriculture instructor, in the center of the cafeteria. Guests entered the cafeteria through a wrought iron heart decorated with greenery and red roses. Tables were covered with red cloths trimmed with white Cupids and hearts. The head table was centered with a red and white floral centerpiece. Additional red and white decorations carried out the banquet theme.

The program began with the invocation, given by Dian Roming, and the welcome, given by Betty Whitecotton. Following the dinner, Alan Rhodes, the 1974-'75 FHA Beau, responded to the welcome. "The Hard Travelers," a musical combo from Lubbock Christian College provided entertainment for the evening.

Highlight of the banquet was the coronation of the 1975-'76 FHA Sweetheart and Beau-Rhonda Nuttall and Dennis Willard, both seniors at Bovina High School. Miss Nuttall is the daughter of Mr. and Mrs. A.L. Nuttall. Willard is the son of Mr. and Mrs. Vernon Willard. Both were presented engraved gifts with Miss Nuttall also receiving a bouquet of red roses.

Nominees for Sweetheart were Senior FHA members Rita Nuttall, Cathie Trimble, Connie Ware, Kay Beardain, Miss Roming, Georgia Terry, Delmira Santiez and Yolanda Gomez. Nominees for FHA Beau included Steve Guest, Duane Mitchell, Terry Schilling and George Isaac.

Tambra Rogers and Susan Heflin were in charge of the coronation. Mock filets, baked potatoes, tossed salad, hot rolls and cherry cobbler were prepared by mothers and fathers of the Junior FHA members. Also assisting were Mrs. Vickie Dutton and Don Murphy. Mrs. Judy Seals and Mrs. Gwen Corn, FHA sponsors, also assisted in preparations for the event.

Junior girls in charge of the banquet were Miss Rogers, Miss Heflin, Miss Whitecotton, Pam McCormick, Debra Gilbreath, Gloria Cruz, Tammy Christian, Dianna Naegle, Kim Ware and Miroslava Ramon.

Eighth grade girls who served the meal included Annette Stevenson, Kim Naegle, Laura Widner, Tamra Read, Deniese Read, Ginger Glasscock, Belinda Shelby, Debbie Whitecotton and Annette Ramon.



St. Ann's Society met Monday night at Parish Hall of St. Ann's Catholic Church with nine members present.

plans to assist at the Health Fair to be held in Friona in April. Duties for the month of April are as follows: Mrs. Lee Dennis Jesko,

"Almost Everything Begins on a Farm" is the theme the Bovina CowBelles will proclaim as they join other agriculture groups across the nation in celebrating American Agriculture Day Mon-

day. The Bovina CowBelles are affiliated with the Industry Information Council of the Ameri-

possible for us to spend less of our total income on food. For example, Americans will spend only about 18 per cent of their disposable income on food in 1976, compared with 38 per cent in 1950."

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Mrs. Hawkins noted that agriculture is America's largest industry, with assets totaling nearly \$600 billion, equal to approximately three-fifths of the capital assets of all U.S. corporations. The beef cattle industry is the largest segment of agriculture, with cash sales totaling one-fourth of all farm marketing receipts.



**RHONDA NUTTALL and DENNIS WILLARD FHA SWEETHEART and BEAU** 

## **CowBelles** Participate In Agriculture

Jeri Diane Ware, daughter of Mr. and Mrs. Jim Ware and a junior at Maud High School, has been selected for inclusion in the Society of Distinguished American High School Students, the nation's leading honorary.

Selection of the students, based on superior scholastic achievement and leadership, is made by high school principals and counselors across the country.

Miss Ware is the granddaughter of Mrs. Jerry Ware of Bovina and a former resident of Bovina.

Billie Sudderth, Mrs. Joe Fowler and Mrs. John Dixon. Continuation of the study is planned for this coming Tuesday.

Hostesses for the luncheon were Mrs. Earl Stevenson and Mrs. George Turner. Mrs. Henry Ivy conducted a brief business meeting.

Others attending were Mrs. Rouel Barron, Mrs. I.W. Quickel, Mrs. Jerry Ware, Mrs. George Trimble, and a guest, Mrs. Mike Nabors.

Mrs. Stan Klimek gave a Parish Council report. Mrs. Gene Schacker was appointed to be in charge of an Easter basket to be prepared for a local needy family.

Mrs. Larry Jesko was appointed to be in charge of purchasing Easter flowers for the church with general Easter cleaning set Wednesday, April 14. It was announced that the DCCW spring board meeting would be in Floydada Wednesday, April 28. Members of the society discussed

Mrs. Leon Schilling and Mrs. Mark Schwertener, gifts; Mrs. Joe Schilling, laundry; Mrs. Klimek and Mrs. Dan Koelzer, hostesses; Mrs. Joe Schilling, Mrs. Schwer-tener and Mrs. Ben Mesman, church cleaning; and Mrs. Joe Schilling and Mrs. Ben Rejino, coffee and doughnuts.

#### **Baby Girl Born To Hernandezes**

Mr. and Mrs. Manuel Hernandez Jr. of Bovina announce the birth of a daughter at 11:55 p.m. (MST) Thursday, March 11, at Memorial Hospital in Clovis.

Named Katherine Jo, the new arrival weighs six pounds, eight and three-fourths ounces.

The couple has one other daughter, Terri, six.

Hernandez is employed by Agri-Sprayers, Inc., of Bovina. Grandparents are Mr. and Mrs. M.G. Hernandez Sr. of Bovina and Mr. and Mrs. Paul C. Lopez of Eola. Great-grandparents are Mr. and Mrs. Alonzo Quiroga of Santa

can National Cattlemen's Association and with the American National CowBelles, women's auxiliary of ANCA.

According to Mrs. Erith Hawkins, president of the Bovina CowBelles, the purpose of American Agriculture Day is "to increase Americans' awareness of agriculture and agriculture-related products necessary to their way of life.

"With increased concern about the cost of food products and food surplus and shortages, I think it's time we set aside a day to take a closer look at American agriculture's productivity record and how it affects food prices," Mrs. Hawkins said.

"Most certainly, food prices have risen in the last few years, but so have prices of almost everything else. American agriculture has more than doubled its productivity in the last 20 years, making it

Mrs. Hawkins emphasized that agriculture is vitally important to the American job market.

### **Bake Sale Set** Saturday By St. Ann's Society

St. Ann's Society will sponsor a bake sale Saturday, according to Mrs. Dan Koelzer, a member of the group.

The sale, to be held at Bovina Supermarket on Main Street, will begin at 9 a.m. and continue until all baked goods are sold.



How can the world ever forget that breathless moment 200 years ago when history abruptly changed course?

We owe a big chunk of our nation's birthright to those stubborn farmers at the bridge. Their spirit and determination helped keep our country going ... and growing ... through some pretty grim times.

Spirit and determination. You want to know a group of people who still have it ... after 200 years?

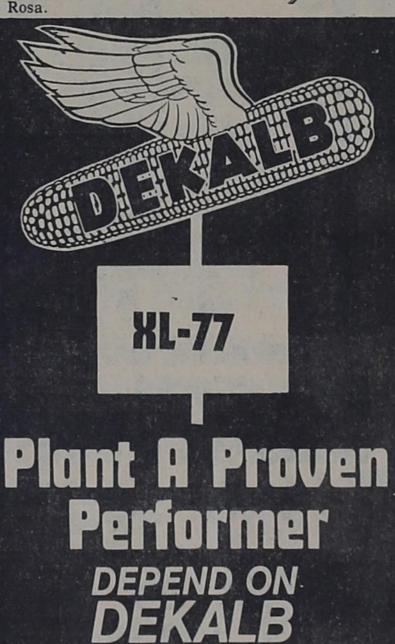
America's farmers. In some places, they're called growers. In some places, ranchers. And in some quarters, they're called less polite names. We prefer to call them amazing.

Because for 200 years, they've led the way in making us the best-fed, best-clothed nation on Earth. And now, their incredible output is making it possible for the American granary to feed large segments of a desperately hungry

world. When few other nations can — or will — help. Spirit and determination.

Americans on the land had it in 1776, and they've still got it. And we're mighty grateful. Because by this time tomor-

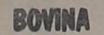
row, Mother Earth will have narch 22 217,000 new little mouths to feed.





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### GAYLON RHODES, MGR.

#### **PHONE 238-1475**

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> **COMPLIMENTS OF DEKALB AND AGRI-SPRAYERS**

# **Taxes Improve Our Community**

Loca

Merchants

Of course you look for and find bargains in quality merchandise when you shop locally, but did you know you are also really investing in our community too? Your neighbor-merchants' taxes support civic improvements and help finance schools and recreational facilities right where you live. It pays, in many ways, to shop at home!

# Jr. High Honor **Roll Released**

A list of Bovina Junior High students named to the "A" and "B" honor rolls for the fourth sixth weeks was released this week by Jim Noyes, junior high principal. Eighth grade students named to

the "A" honor roll were Annette Stevenson and Laura Widner. Seventh grade students included Tana Nix, Gayle Powell, Karen Schilling, Arlene Smith, Darlene Smith and Kathy Williams. Sixth grade students were Wendy Sherrill, Charlie Trimble and Mark Teague.

Eighth grade students named to the "B" honor roll were Kirtus Garrison, Keith Guest, Ricky Mayfield, Jo Beth Monk, Kara Mills, Ryn Rains, Denise Read, Tamra Read, Jimmy Rhodes, Steven Stone and Blake Sudderth. Seventh grade students named to

the "B" honor roll were Darla Morris, Lynn Read and Dale Turner.

Students in the sixth grade named to the "B" honor roll

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included Rebecca Espinoza, Steven Pruitt, LaToya Hutto, Jacque Howell, Donna Beth Lide, Mary Meza and Gwen Powell.

### T.R. Innesses Celebrate 50th Anniversary

Mr. and Mrs. T.R. Inness of Seattle, Wash., celebrated their 50th wedding anniversary Saturday, March 13, at the home of their daughter and son-in-law, Jean and Joe Hromas of Levelland. Mr. and Mrs. Hromas are former residents of Bovina.

Relatives attending the dinner in honor of the couple included Kevin and Lynetta Hromas of Levelland, Sherrilyn Hromas of Lubbock, Marcie Hromas Presslar of Fort Worth and Mr. and Mrs. Dallas Inness of Seattle, grandchildren of the couple. Also attending were Mr. and Mrs. Clifford Leake of Bovina, Mr. and Mrs. M.H. (Shorty) Thompson and Scott of O'Donnell and Mr. and Mrs. James Newkirk, Jim and Anjanette of Levelland. Mr. and Mrs. Inness will be visiting in Levelland for about two weeks.

# **Hospital Report**

#### 

#### **ADMISSIONS-**

Jennifer Lamb, Texico; Able Conteraz, Bovina; Mrs. William Wallis and baby boy, Friona; Virgil Sandona, Chicago; Steve Galindo, Hereford; Curtis Crawford, Roswell; Debra Luther, Clovis; George Grant, Friona; T.E. Lovett, Friona; Calvin Cook, Bovina; Floyd Cline, Texico; Marilyn Aldava, Friona; Dolly Alldridge, Farwell; Linda Spencer, Earth; Rebecca Delgado, Farwell; Tena Kirkpatrick, Hereford; T.C. Gardner, Friona; Billie Long Homer, Friona; Floyd Rector, Friona; A.B. Wilkinson, Bovina; Dora Verner, Farwell; J.L. Pruitt, Bovina; Everett Christian, Farwell; Paul Juarez, Hereford; and Jenny McFarland, Farwell.

#### **DISMISSALS-**

Pearl Brannon, Jim Roberts, Mary Bavousett, Pete Hernandez, Mrs. Willie Villegas and baby boy, Jess Walling, Delfina Medrano, Magdaleno Dimas, Able Conteraz, Jennifer Lamb, Kathee Nesbitt, Virgil Sandona, Eula (Tom) Lewis, Eva Jones, Mrs. Craig Hodges and baby girl, Curtis Crawford, Manuel Saiz, George Grant, Debra Luther, A.B. Wilkinson, Floyd Cline, Calvin

Cook, Rebecca Delgado, Steve Galindo, Mrs. William Wallis and baby boy and Tena Kirkpatrick.

#### **PATIENTS IN HOSPITAL-**

Jennifer Lamb, Everett Christian, Dora Verner, Jenny McFarland, Sam and Dolly Aldridge, Linda Spencer, Elmer Wilson, J.L. Pruitt, A.B. Wilkinson, Floyd Rector, T.E. Lovett, Billie Long Homer, Marilyn Aldava and T.C. Gardner.

### **Gwen Clements Nominated** For Music Directory

Mrs. Gwen Clements of Bovina has been recommended for biographical inclusion in the eighth edition of the International Who's Who in Music and Musicians Directory, which is published in Cambridge, England. The directory was established in 1935.

During the past four decades, librarians, impressarios, agents and managements in most countries have come to regard the publication as vitally essential in their business. The eighth edition will include the biographies of

The Iota Eta Chapter of Delta Kappa Gamma met Thursday, March 4 at 7:30 in the Community Room of Security State Bank in Farwell.

Faye Reeve, president, presided over the business meeting. Officers were elected for the forthcoming biennial. Those elected were: Mary Bavousett of Friona, president; Leota Hardgrove of Friona, vice

more than 10,000 men and women in the classicial and semi-classical fields, including composers, conductors, instrumentalists, vocalists, music colleges, music critics, teachers, managers, publishers and impressarios.

Mrs. Clements, who has been teaching piano, organ and theory, has taught for the past 15 years and currently has about 40 pupils. She and her pupils are now preparing for the annual International Piano Guild Auditions held each year in Clovis.

president; Thelma Coffey of Friona, second vice president; Lynn Roberts of Farwell, executive secretary; Dorothy Donaldson of Bovina, recording secretary; and Pat Owen of Farwell, corresponding secretary.

These new officers will be initiated in a special installation ceremony on Thursday, April 8.

The program entitled "See the Birdie Or Say Cheese" was presented by Vernelle Craig of Farwell. Mrs. Craig, an avid photographer, displayed and dis-cussed some of her photography. She explained the three types of photography--recording, reporting and artistic. Some photos taken by the Farwell High School photography class, were displayed.

Mrs. Craig is a teacher of the special education class in Farwell Schools. She discussed her techniques of teaching and showed slides taken of her students in their class participations.

Hostesses for the meeting were Vernelle Craig, Lynn Roberts, Donna Clapp and Gladys Armstrong, all of Farwell.



THE BOVINA BLADE, WEDNESDAY, MARCH 17, 1976. PAGE 5

Iota Eta Chapter

**Elects Officers** 

WEST HIGHWAY 60 - FRIONA, TEXAS PHONE: 247-2721 79035 Don's Medicine Chest	Printing-Office Equipment JOHNNY MILLER Phone 481-9235	METHODIST CHURCH	CHURCH Sunday School-9:45 a.m. Moruing Worship-11 a.m.
Prescription & Health Needs Phone 238-1659	Parsons - Ellis Funeral Home Friona	Sunday School-9:45 a.m. Morning Worship-11 a.m. M.Y.F6 p.m. Evening Worship-7 p.m.	Radio Program on KZOL at 2 each SUNDAY AFTERNOON Evening Worship-7 p.m. Wednesday Worship-7:30 p.m.
Bovina Gin Company Your Satisfaction Is Our First Concern"	REEVE CHEVROLET-OLDS "Your Transportation Counselors Since 1938"	Choir Practice- Wednesday-8 p.m. Rev. Howard Marcom ST. ANN'S CATHOLIC	
HORN INSURANCE ALL TYPES OF INSURANCE	Sherley Grain Company "Serving Parmer County Farmers the Year Around "	Mass-Sunday, 8: 30 a.m.; First Fridays, 7 p.m. Confession: Sunday, 8-8: 25 a.m.; C.C.D. After Mass Sunday; High School C.C.D. 6 p.m. Wednesday. Rev. Dermot O'Brien, Administrator	Escuela Dominical-9:45 a.m Mensaje-11:30 a.mUnion De Pre Preparacion-5 p.m. Mier- oles Estudio De La Biblia-7:30 p.m.

#### PAGE 6, THE BOVINA BLADE, WEDNESDAY, MARCH 17, 1976



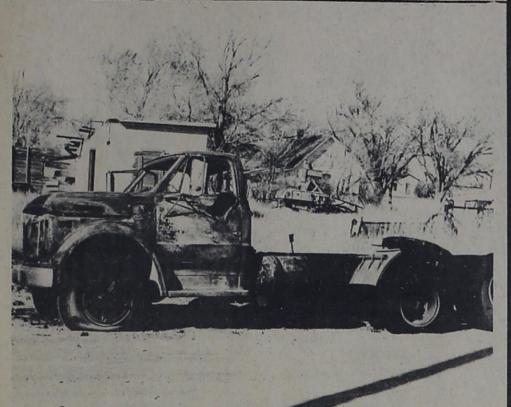
& So1 Mrs. Dilla Terry Aucti Spear

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TRUCK BURNS....A large semi truck belonging to Dickie Clayton of Bovina was burned last Saturday night after vandals took the truck from City Body Shop and were apparently in the process of taking gas from the truck's saddle tanks. Friona Chief of Police Bill Denney said his department was still

checking leads late this week. Denney said he tended to believe benney said he tended to believe the burning was accidental, rather than suspecting arson. A large amount of gas had been spilled adjacent to the body shop, before the truck was moved to level ground on Third Street.

#### LIST BACKERS

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# 4-H, FFA Acknowledge **Stock Show Supporters**

**Members of the Bovina 4-H Clubs** and the Future Farmers of America Chapter at Bovina High School expressed their apprecia-tion this week to a number of business firms and individuals in the community who helped support the recent local and county stock shows.

Contributions by those listed below were split among those exhibitors whose animals failed to make the sale at the Parmer County Junior Livestock Show.

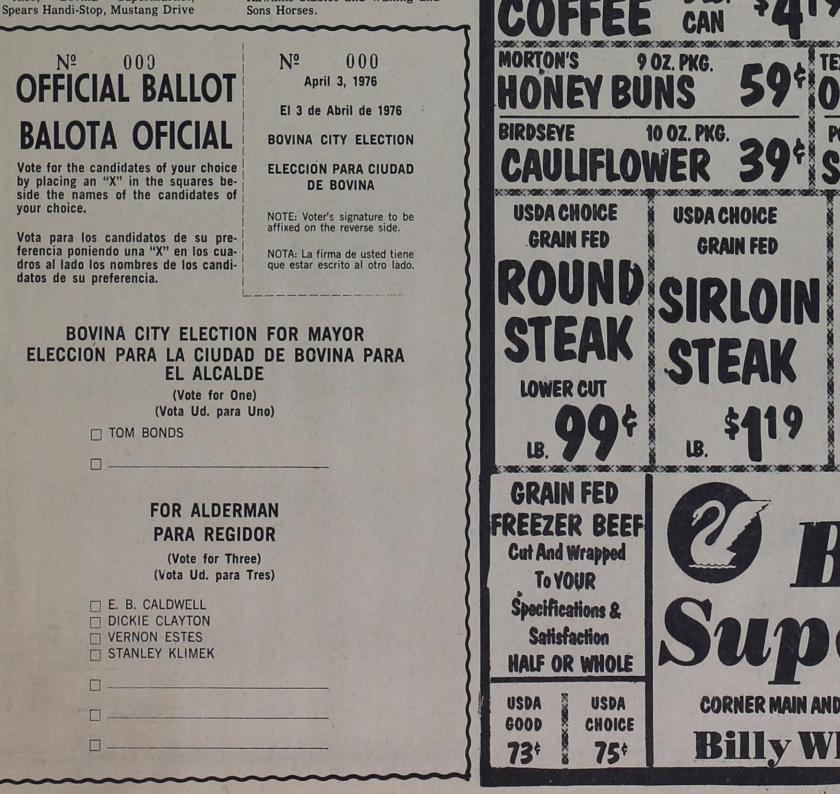
A list of those who provided financial assistance is as follows: Riverside Chemical Company, Southside Motor Supply, Lawlis Gin, Don's Medicine Chest, Kelso Trailer Park, Bovina Roping Club, Parmer County Cattle Company, The Browsabout, Isaac's Department Store, Bovina Recreation, Venable "66" Service, Glenn Hromas Painting, Gee Cleaners,

In, Mr. and Mrs. Earl Stevenson, Mr. and Mrs. Reagan Looney, Ralph Roming Farms & Funks Seed, Mr. and Mrs. T.C. Wiseman, Mr. and Mrs. Grady Sorley, Mr. and Mrs. Jerry McClaran, Big Nick Machinery, Mr. and Mrs. Euall Hart, Mr. and Mrs. Jon Lin Riddle, Corbin Trailer Co., Joe Cox Custom Listing, Thomas Rhodes Sprink-Listing, Thomas Rhodes Sprink-lers, Mr. and Mrs. Tom Ware, Mr. and Mrs. Keith Garner, Mr. and Mrs. Jimmie Cockerham, Mr. and Mrs. James Clayton, Tommy and Kay Williams, C.E. and Ester Trimble, Edwin and Esta Lee Lide, Sherrill Lumber Co., Murphy Cattle Company; Also, Mrs. Jim Heard Show

Horses, Junior Lambert Trading Horses, Tommy Williams Quarter Horses, C.E. Trimble Race Horses, Owen Patton Bucking Horses, C.C. Naegle Pleasure Horses, Pete Davies, Amos Steelman, Chuck Stalling Cow Horses, wendell Christian, M.H. Carson, Edwin Lide, Keith Garner, Erith Hawkins, Vernon Willard, Eugene Scott, Vernon Estes, A.L. Hartzog, Lawrence Kriegel, Durward Bell, Cash Brothers, Ronald Minyen, Herb Howell Quality Check Horses, Kerby Rental Corrals, A.L. Nuttall, Rhodes Livestock Pens, Read and Hawkins Stables and Walling and



Walling Brothers Auction, venable & Son Ditch Digging, Marie's Used Furniture, Roy's Repair, Mr. and Mrs. Tom Beauchamp, Mr. and Mrs. C.D. Woltman, Mr. and Mrs. Dillard Morris, Mr. and Mrs. Joe Fowler, Roy and Holly Anderson, Woltman & Wilson Real Estate, Terry Trucking, Bartlett & Potts Auction, Bovina Gin Co.; Also, Bovina Supermarket,



#### PAGE 8, THE BOVINA BLADE, WEDNESDAY, MARCH 17, 1976

# Little League **Applications** Due April 1

Deadline for turning in player applications for this year's summer baseball program is Thursday, April 1, announces George Powell, new league commissioner. Powell replaces Oakley Stevenson in that position.

The Little League program is sponsored annually here by the Lions Club.

Application blanks for boys and girls ages six through 15 are available at Bovina Schools. Those interested may contact Coach Ric Smith or Wilson DiCuffa, elementary principal.

Men interested in coaching a team this summer are asked to contact Powell as soon as possible.

"It looks now as if we may have a major re-alignment in our teams this summer," Powell said. "We may have to drop one of the minor league teams and it looks as if we will pick up one team in the senior division, which is played at Friona," the new commissioner pointed out. Powell said this was the reason player applications should be returned to him as soon as possible so that he and his assistants could begin working on a schedule and the player draft for the upcoming season.

#### Chamber Banquet.....

#### (Continued from Page 1)

Powell, Mrs. Naegle, Lowell Boozer and Hammonds. At the inauguration of the community awards in 1961, Roy M. Crawford was named Man of the Year, followed by Wendol Christian and the late Mrs. Lady Armstrong, 1962; Warren Morton and the late



TWIN CITY TROPHIES ..... Bovina's Fillies took two relay trophies along with the team trophy in last Friday's Twin City Relays at Farwell. Team members are, back row left to right, Dianna Naegle, Debra Gilbreath, Pat Shepherd, Sandi Sides, Claudia Chisom, Yolanda Gomez and Coach Joel

Little Dribbler **Toutrey Set** 

A post season Little Dribbler tournament will get underway at Williford Gymnasium Monday night and continue through Friday with playoffs, if necessary, set Saturday night, according to Greg Hromas of the Bovina Jaycees. The opening game of the tournament will be at 5 p.m.

Monday with the second game set

at 6:15, the third at 7:30 p.m. and

Nelson; front row from left, Pam McCormick, Lezli Williams, Denise McCormick, Diane Gilbreath, Debbie Whitecotton, Janie Clements and Joan Carson. At left is the 440-relay trophy, in the center is the team trophy and at the right is the mile relay trophy.



# SET ONE RECORD Fillies Take Trophy At Twin City Relays

Bovina's Fillies broke one meet record and tied another on their way to winning the team trophy with 112 points in the annual Twin City Relays Friday at Farwell.

The mile relay team of Sandi Sides, Diane Gilbreath, Dianna Naegle and Debra Gilbreath was clocked at 4:20 in the event, breaking the old record of 4:25.3 set by Friona in 1974. In winning the event, the Fillies came in ahead of Littlefield with a time of 4:22 and Olton with a time of 4:22.3. It was the first time Olton, defending state AA champs in that event, had been out-run in 11 consecutive meets.

Naegle tied the meet record of 4'10" in the high jump. Other points compiled by Filly

tracksters were as follows: 440-Relay--Pam McCormick,

Sides, Gilbreath and Gilbreath, first with a time of 52.8; 440-yard dash--Lezli Williams,

fifth, 68.5; 60-yard dash--Sandi Sides, first,

7.3; 880-yard relay--Naegle, McCormick, Diane Gilbreath, Williams, fourth, 1:56.2;

100-yard dash--Debra Gilbreath, first, 11.7;

Shot--Pat Shepherd, fifth, 31'; Discus--Shepherd, second, 89'; Triple jump--Naegle, second,

31'3"; Sides, third, 31'34"; Long jump--Naegle, second, 15'9".

Olton placed second in total points with 1051/2, followed by

Hart, 8; Lazbuddie, 4; Smyer, 0; and Logan, N.M., 0.

The Fillies will be competing in a track meet at Olton Friday, according to Coach Joel Nelson.

+ + + +In the Littlefield track meet the previous week, The Blade, along with other area papers, reported

#### **AT FARWELL**

**Villarreal Third** In 880-Yard Run

Bovina's Mustangs racked up nine points in the Twin City Relays Friday at Farwell.

Leading the Mustangs was George Villarreal, who placed third in the 880-yard run with a time of 2:11.7. Villarreal placed behind two Portales, N.M., thinclads-Segovia with a time of 2:08.7 and Woods with a time of 2:11.6.

Clint Cox placed fifth in the 120-yard high hurdles and Gerald Shelby placed sixth in the long jump.

Morton took the team trophy in the boy's division with 94 points, followed by Littlefield, 76; Portales, 76; Springlake-Earth, 64; and Logan, N.M., 0. + + + +

In the previous meet at Littlefield, Villarreal also placed third in the 880-yard run there, Cox placed fourth in the 120-yard high hurdles and Tommy DeLeon placed fifth in the 440-yard dash.

+ + + + The Bovina thinclads will travel

to Plains Friday with the preliminaries set to begin at 1 p.m. and the finals at 6:30 p.m., according to Joe Christian, coach. The team will travel to Borger Saturday, March 27.

The junior high boys will compete in a meet tomorrow (Thursday) at Hereford with the

that Debra Gilbreath placed first in the high jump. However, Naegle placed first in the high jump with a 5-0 effort and Gilbreath placed fifth with a 4-6 leap. Also placing in the Littlefield meet and not reported last week were Shepherd with a fourth place in the shot and Sides with a fifth place in the long jump.

Mrs. Margaret Caldwell, 1963; Bedford Caldwell and Mrs. Leola Williams, 1964; Don Stone and Mrs. Mable Ellison, 1965; Wilbur Charles and Mrs. Flossie Rhinehart, 1966;

Also, J.E. Sherrill Jr. and the late Mrs. Bessie Caldwell, 1967; Billie Sudderth and Mrs. Betty Hawkins, 1968; Wayne Spears and Mrs. Lucille Walling, 1969; Dolph Moten and Mrs. Doris Wilson, 1970; Vernon and Ellen Estes, 1971; Bob Fillpot and Mrs. Shirley Ware, 1972; Tom Bonds and Mrs. Pearl Cervantez, 1973; Lewis McDaniel and Mrs. Norma Whitten, 1974; and last year's honorees, Barron and Mrs. Read.

Girl Born To Kings

Mr. and Mrs. Robert King of Grand Prairie announce the birth of a daughter at 6 a.m. Thursday, March 4, in a Grand Prairie hospital.

Named Courtney Renee, the new arrival weighed seven pounds, four ounces.

The couple has one other child, Kevin, seven.

Grandparents are Mr. and Mrs. Ronald Minyen of Bovina and Mr. and Mrs. Richard King of Dallas. Mrs. King is the former Miss

Ronnie Minyen. King is employed at Methodist Hospital in Dallas.

the final game that evening at 8:45. Teams in the tournament include Sherley Grain-Bonds Oil, Charles Oil and Chuck's Spraying Service in the 9-10 division; Sudderth Contracting, Agri-Sprayers-Bovina Supermarket, Bovina Pump-Riverside Chemical and Don's Medicine Chest-Chemical Enterprises in the 11-12 division; and Sudderth Land Co.-B&R Farms, Horn Insurance-Big Nick Machinery and Isaac's Dept. Store-Bovina Wheat Growers in the 13-14 division.

Each of the three brackets is a double elimination event.

### School Lunch Menu

#### March 22-26

MONDAY-Italian spaghetti, buttered corn, carrot sticks, batter bread, butter, peanut butter cookies, milk.

TUESDAY--Creamed chicken on toast, lettuce and tomato salad, cranberry sauce, applesauce cake, milk.

WEDNESDAY-Enchiladas, pinto beans, cabbage slaw, crackers, pear halves, milk.

THURSDAY-Barbecued hamburgers, cheese slices, French fries, apricot cobbler, milk.

FRIDAY-Tuna and noodles, green beans with cheese sauce, applesauce, hot rolls, butter, fruit gelatin, milk.

LION SWEETHEART....Michelle Bonds, daughter of Mr. and Mrs. Tom Bonds, will represent Bovina in the District 2T-1 sweetheart contest in the near future. Miss Bonds, a senior at Bovina High School, is a past runner-up in the Bull Town Days Queen Contest, active in sports at Bovina High School, including basketball, tennis and golf, and lists water skiing and snow skiing among her favorite hobbies.

All-American Redheads Coming To Friona Gym

Friona's Fellowship of Christian Athletes will present the All-American Red Heads Saturday evening, March 27 at the Friona High School gym.

Friona's coaches will battle the Red Heads at 8 p.m. that night, with tickets on sale at the gate.

Tickets at the gate will be \$2.50 for adults, \$2.00 for high school students and \$1.50 for children under 12.

Proceeds from the game will go to provide funds to send FCA representatives to the National Conference this summer.

The Red Heads appeared at Friona last year, and drew a capacity crowd. They have appeared from coast to coast, in hundreds of cities for various benefits for a number of years.

Farwell, 73; Littlefield, 53; Portales, N.M., 431/2; Amherst, 36; Morton, 27; Dimmitt, 26; Muleshoe, 25; Springlake-Earth, 14;

James Matthew Higdon is a

professional agronomist with

6 years of intensive experi ence in growing hybrid corn

and sorghum in the South-

west. His full time responsi-

pility is to consult with farm-

ers about their grains and silage growing problems.

Olton, 57; Lubbock Christian, 56; Muleshoe, 40; Bovina, 9; Lazbuddie, 6; Hart, 6; Sudan, 5; Farwell, 5; Amherst, 1; Nazareth, Texico

girls' track team competing at Hereford Friday. Junior high coaches are Ric Smith and Joel Nelson.

# "These are the sorghums I'd plant if I farmed in this area."

AGRONOMY SERVICE DIRECTOR

fim Higdon

"Drouth, disease, insects, wind storms . . . taking everything into account that can plague a crop in this area, these are the sorghums I'd go with."

It's my job to know which are the best varieties for each locale in the states of Oklahoma, Texas and New Mexico. For the last five years I've had Crop Information Centers, Standard Comparison Tests and Uniform Strip Tests in this immediate area. In these carefully controlled tests, I've evaluated most of the sorghum varieties a farmer might consider planting. I've had the same headaches and frustrations you've had. My plantings have suffered the same weather conditions, epidemics and infestations yours have.

> Based on these tests, there is no doubt in my mind what I'd plant in 1976 if I farmed hereabouts.

8311 is a champion producer of high test weight, yellow endosperm grain. Pioneer introduced this golden bronze hybrid three years ago and it's been setting yield records in this area ever since. One reason is its ability to yield in the face of too wet or too dry weather, insects or disease. Another reason for the high yields is that 8311 tends to adjust its maturity to the growing season in a particular area. Whatever else you plant . . . put in some 8311.



8311



An outstanding new yellow endosperm hybrid with about the same maturity as 846. This hybrid has a superior yield record. The plant has excellent roots and stalks. Heads exsert well above the flag leaf and are uniform in height. Pioneer brand 8501 has good tolerance to smut, MDMV, downy mildew and greenbugs. It performs well under stress and has semi-open heads that add to its good appearance.

The ultimate weapon.

Over the centuries, the great conflicts that shaped history had names like The Battle of Hastings ... Waterloo ... and Trafalgar.

Today, there's another great worldwide struggle that's getting a lot of attention: The battle to produce enough food.

The U.N. estimates that one-eighth of the world's 4 billion people are already severely undernourished. And every day, Mother Earth gets nearly 217,000 new little mouths to feed.

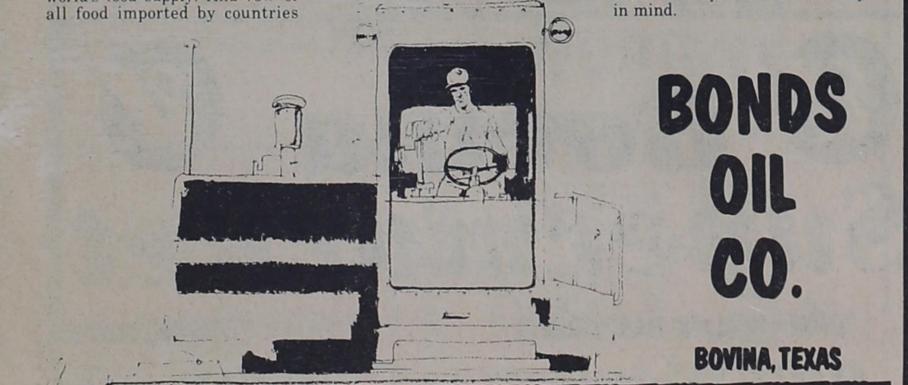
#### Who'll feed them?

The best bet is America's farmers, ranchers, and growers. Last year, they produced half the world's food supply. And 75% of who couldn't grow enough of their own. (That amounted to a \$22 billion shot in the arm for our balance of trade, by the way.)

All of which isn't too surprising, when you figure that since 1950, the average output of America's food producers has increased at nearly 21/2 times the rate of all other U.S. industries. And it's getting better.

Some countries have more rockets and tanks than we do. Some have more oil. Others can make cheaper radios and TV sets. But no country on earth has the awesome food production power of the United States.

Now and then, in midst of everything else that's going on, that's an important fact to keep



narch 22

#### A WORD ABOUT GREENBUGS

Tolerance to both greenbugs and maize dwarf mosaic plus high yield potential give these two sorghum varieties an economically significant advantage that you'll want to consider for your grain sorghum crop in 1976.

Performance of seeds or the crop produced therefrom may be adversely affected by factors beyond our control including environmental conditions, insects and diseases. The limitation of warranty and remedy attached to each bag of Pioneer brand seed is a part of the terms and conditions of the sale thereof.



Pioneer Hi-Bred International, Inc., Southwestern Division, P. O. Box 788, Plainview, Texas 79072, (806) 293-5231 Pioneer is a brand name. Numbers identify varieties. @ Reg. trademark of Pioneer Hi-Bred International, Inc.