## TEXAS PRESSEASSOCIATIOM  <br> The Bavina Blade : <br> THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA

 | CELEBRATES MEXICAN INDEPENDENCE -- A three day Mexican Fiesta | other riders, while the 1968 Queen, Irma Quilantan, was the center of attrac- |
| :--- | :--- |
| Saturday, Sunday and Monday was climaxed with a parade here Monday after- | tion on the float carrying the Fiesta royalty. Dances were held each of the | noon. One float carried "Ricky and the Rickitiers", and a group of young peo- three nights on Eighth Street, along with horsemen contests and Mexican binple dressed in native costume. The parade was led by Bovina Roping Club and go.

It's a fact, though, that arent
house vacant is nexx toimpossDhe to find on any given day
and the houses for sale in the under-- 155,000 categry with
ceasonntie have a lot of vacenth didntr, Silli, we feel the community is losing some population which it
it
on
sturaraly entitled to because of a lack of housing.
Oportunity's Opportunity's ${ }^{\text {atkrocking. }}$
Bovina needs to answer it.

There's no extra charge for litt yours of business advicee
tits youst for the normal $\$ 2.50$ per year subscription
price or the 10 cent individual copy price. . . . . Since we help promote the Bo
vina Businesses football con test, we
mit this But, the interest in the con-
rest continues to be amazing A total of 180 entered last week,
the first contest of the ' 68 foo ball season. That was some 40 The interest continues to is yet to be reached, frenkly.
We remember early '60's the contest, in the
avid players of the most who enter foorball contest are encouraged people to enter.
"I'll have a win if you won't get chance to people in," ho complained.
His thinking gas correct, but his
wrong to suit us Incidentally, the season is
still young, of course, so the plcks oung, of oasy coursine, so this week,
Everyone is therefor Everyone is therefore given a
good chance to continue to a good start toward the
trip grand prize. trip grand priz
about picking the winners. Just there will be a few upsets for the January 1 trip and who Besides the trip, you can win
$\$ 5$ a week between now and the to use as extra expense money, ball contest, like most others
requires a combination ple who have won will adm
that if you pin them down all that's required to win the picking only an average of 7.5
winners from the 10 games ove

SWPS Award To McDaniel Lewis McDaniel, Bovina
manager for Southwestern Puban award for 10 years of servhursday) night at a banquet in honor of 55 Plains divisionemployees of the company.
McDaniel will receive his of the electric company. A total of 311 employees with dinners this year throughour the ers 45,000 square miles.
McDaniel began his career with the company in December
of 57 in Littlefield. He moved
o Bovina in February of this to Bovina in February
year from Dimmitt

Ola Lee Jones Wins lst Week's Contest


Vote Application Deadline Nears

## 16 Accidents

During August


## Now In Bovina

Each Friday Morning At The Blade Building from
'68 MODELS ARE OBSOLETE
Order Your '69 Chevrolet or Buick Now. Be First In Your Neighborhoo
To Own One Of These Great Cars! See-Sonny Gentry. representing
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 Juice 2 ${ }^{5} \mathrm{com} 394$ Shurfine beans ${ }^{2}$ Chopped Broccoli道 199 Cut Green BEANS ${ }_{\text {Pkg. }}^{\text {or. }} 19$ c SPECIAL Cucumbers Come Shaneto SPECIAL Blanket $\$ 349$

With Each $\$ 10$ Purchas

Pineapple Juice

| Save <br> TenderCrust <br> Coupons <br> FOR VALUABLE <br> FREE PRIZES <br> Ask Your <br> Grocer For Prize List |
| :---: |




75 Ft
Roll 79 Gaines Burgers 72 oz. $\$ 169$
Box $\left.\begin{array}{l}\text { Powdered }\end{array}\right]$ Detergent ENERGY $\underset{\text { Box }}{\text { Giant }} 59 \$$ Ranch Style Spaghetti $2 \begin{gathered}\text { No. } 300 \\ \text { Cans } \\ \text { Tende }\end{gathered}$ Tender Crust VANILLA W AFERS
cello Bag $29 \subset$
Shusfine
APPLE
BUTTER
28 oz. $35 \$$
Jar Shusfine
ineaple
Juice


Dean Mayhew, Berkara Allen Nuptial Nowo Exchanged Here

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 baskers of golden pom-poms and Mr. and Mrs. Roy Allen of BoTraditional wedding, music
as provided by Mrs. Doris
Was

 rom a headpiece covered wwith
velvet and
ancented with tiny

We're convinced that Texas does everything in a bigger way
han any other state. That includes production of flies. During a particularly bad spell of mosquitoes in Colorado
this summer, one native remarked, "Now, show me a mosquito "Why, dang,", the Texase. fisherman replied, "I thought that
was a gnat."' Then he pulled a beat-up looking trout fly called "mosquito" from his fishing hat, streetched it to its full three-
quarters of an inch and said, "Ive been using Texas mosquitoes
oor bait." -
 news.
It finally has become so obvious -- after Washington, D. C. and Chicago -- that news slanting is no longer being ignored,
It's about time the American people demand a little integrity
from their news reporters. It would be nice, for a change, if Walter Cronkite, Huntley and Brinkley, etc. would report all of

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$\begin{array}{r}\text { First St, - Bovina - Pho. 238-4281 } \\ \hline\end{array}$
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$\qquad$
Wedleyan Se

| - Desteyar | sice Gula | s held Fri- | Dixon gave the benediction. |
| :---: | :---: | :---: | :---: |
| Begins Me | Year Ilene | First State Bank. <br> Pink lemonade, coffee, cake, | The Happiest People Send Their Cleaning |
| The Wesleyan Service Guild began its new year with a salad supper last week in the Methodist Church. | presented during the program by Mrs. Wilson DiCuffa, Mrs. Dean Hastings and Mrs. W. E. williams. | nuts and mints were served from silver and crystal appointments. A pink floral centerplece completed the decor. | Dilal |
| Hostesses for the event were Mrs. Bob Fillpot and Mrs. Tom Ware. | The devotional was given by Mrs. Fillpot. Plans are being made for the | Hostesses were Mmes. Virginia Morris, Tish Morris, La |  |
| Reports on Guild Weekend at Ceta Caynon, along with last year's district meetings, were | fall WSG district meeting, which will be held in Bovina during October with the local organization serving as hostess. | Shirley Peacock, LaVerne Thatcher, Rete Sikes and Pauline Beavers. | es Us Happy, Too |

## Will your

 water heater's next birthlay


FHA Plans Action For Rural Housing


## WANADS




## -

## Congratulations -

## Charles Hawkins



Producing The Area's FIRST 1968 BALE OF COTTON. We're Proud To Have Ginned It! The tirst bale weighed 500 pounds and was ginned trom 1950 pounds of seed cotton.

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a mutual United Periund investment program through a of United Science Fund. For free Booklet-Prospectus giving detailed information, write or call. DEAN MCCALLUM $\begin{gathered}\text { Registered } \\ \text { Representative }\end{gathered}$ and 225-4641 Waddell \& Reed

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"We Serve To Serve Again" Jim Russell, Mgr. - Phone 238-2411 Not Everyone Belongs To A Co-op But Everybody Benefits Houston U. at Texas U.

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\text { The Year 'Round'" } \\
\text { Phone } 238-2211
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Turn This Blank Into Blade Office By 5 P. M. Friday
Bovina Businesses Cotton Bowl Football Contest ENTR Y BLANK

## Contestant's Name

 Address Tie Breaker (Pick Score) Bovina $\qquad$ at Happy Gaines Wraker Pick Score) Bovina Bovina Hardware Co. $\qquad$ Gin Co. Oklahoma Lane$\qquad$ Dean
Farm Supply $\qquad$ McCallum

## Charles

$\qquad$ Bonds

Sherley $\qquad$ Bovina Wheat
Grain Co. Growers, Inc. Birkelbach
Bank of BovinaBank of Bovina


Ponies Kick Amherst In Season Opener



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School Next Mustang Opponent, Happy
Schoor
Merus Cowboys Riding High


Murphy Heads
Booster Club

|  | bership salesmen turn in the names of members of the Boosare turned in so that a complete roll will be available. <br> "Bovina Mustang" decals will be ordered for automobile for \$1 each. <br> Bosters also voted to remodel the photographer's booth on top |
| :---: | :---: |
| National |  |
| Highway | committee for improving booth. |
| Week Set | MeOracker'c |
| National Highway Week is day Sept, 22, through Fri- | Gashions |
| don Moody, maintainence foreman of the Texas Highway Department headquarters for Par- | $\begin{aligned} & \text { For Men } \\ & \equiv \text { Clovis, N.M. }\end{aligned}$ |
| mer County in Bovina, |  |
| Officers and faclilities at headuuarters here will be |  |
| and | Haggar |
|  | 104 studio citr |
| Bob Fillpot underwent surgery Tuesday morning in High Plains Baptist Hospital in Amarillo. |  |
|  |  |
|  | OWNER MAMAGER |

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