

BY BILL ELLIS

HOW MANY TIMES have you heard that empty cigarette packs were being collected in order to get something, usually medical aid? According to a dispatch from the R.J. Reynolds Tobacco Company, this usually turns out to be just a hoax.

By word of mouth, the people of Statesville, N.C., recently learned that a little girl was desperately ill with leukemia and that for every 100 empty cigarette packs they collected, she would receive one free shot normally costing \$45. She needed two shots a day.

Ten thousand empty packs later, a suspicious reporter for the Statesville newspaper called Reynolds Tobacco to find out who was redeeming the packages, only to learn that no tobacco company has, or ever has had, such a program. He then attempted to trace the rumor, only to find the trail led nowhere.

This cycle, dubbed the "Santa Claus Syndrome" by one columnist, has been repeated hundreds of times a year for more than 20 years.

The rumors may vary in some detail—the patient may need an iron lung, wheelchair, blood transfusion or even a Seeing Eye dog. But they do have one thing in common... they are completely false and impossible to trace.

The Statesville reporter said he traced the story from schools, service stations and the police department to a nurse at Davis Hospital in Statesville. She collected the packages and turned them over to a neighbor who she thought was taking them to an official at Wilkes Central High School.

But when the writer checked the school, officials said their only connection with the project was to allow one student to run an announcement about it in the school bulletin.

So far the reporter has been unable to contact the student to find out where he sent the packages.

Despite publicity telling of the falsity of the rumors which has appeared in newspapers and magazines throughout the country, collection projects continue to sprout like weeds.

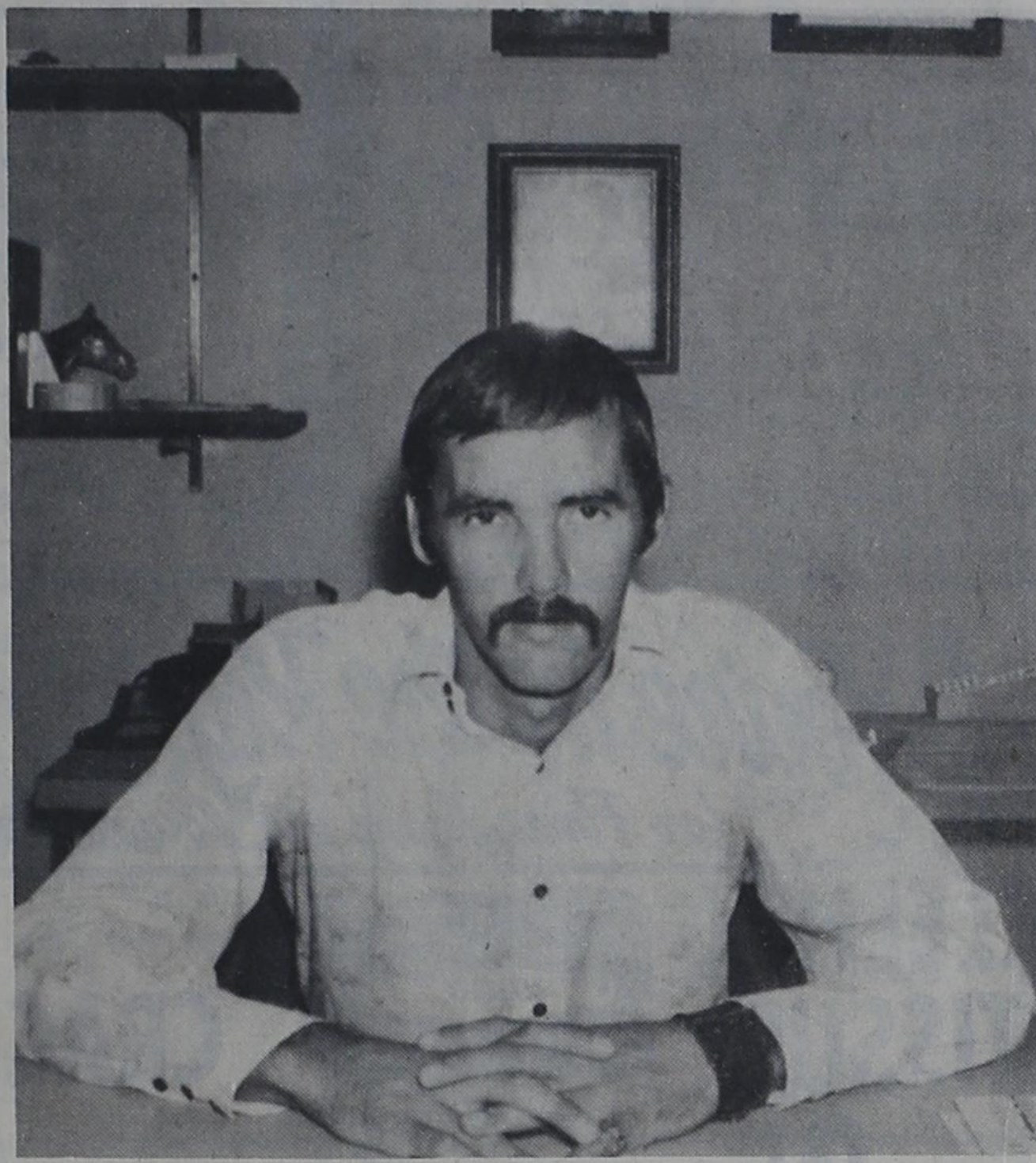
Reynolds Tobacco averages between 150 and 200 calls and letters a year from organizations or individuals asking how to redeem the thousands of empty cigarette packages piled in their offices or homes. Other tobacco manufacturers report similar numbers.

But in spite of the disappointments, publicity, statements by cigarette manufacturers and the efforts of organizations such as The Tobacco Institute, the rumors will recur. Undoubtedly, at this moment, somewhere in the country, there sits a man with 100,000 or so cigarette packs stacked in his garage who is in for quite a letdown.

THIS COLUMN might have been more interesting this week, except that a part of the time we usually spend in writing the column was spent watching the Dallas Cowboys' debacle at Washington Monday night.

How can a team dominate play for 3-3/4 quarters, then have two bad plays and lose the game? Only the Dallas Cowboys can do that, and that's what they did Monday night.

At least we didn't have that game on our Bovina football contest. It's bad enough to have to watch Dallas get beat, but even worse if you've picked them in the contest.



WINS \$5 FIRST PRIZE....Ken Horn of Bovina survived a week of upsets in college and high school games to take first place prize money in the fifth week of the Bovina Businesses Cotton Bowl Football Contest. Horn predicted the outcome of seven games correctly and was closer on his tiebreaker

prediction than six other contestants who also predicted seven winners. Sharing second and third place prize money was Andy Martinez and Steven Stone. Also getting seven right, but missing out on the prize money, were Pat Read, Lupe Salazar, Rev. Howard Marcom and Dorothy Stone.

RECORD 5 UPSETS

Ken Horn Receives Grid Contest Prize

Week number five in the Bovina Businesses Cotton Bowl Football Contest proved to be the undoing of a number of contestants, as out of 10 games on the slate five upsets and one tie were recorded.

Seven contestants emerged from the flurry of upsets by high school and college teams with seven correct predictions on their entry blanks.

Ken Horn took first place money of \$5 on the basis of his tiebreaker prediction. He was 16 points off the actual Bovina-Plains score of 49-16, Plains. Horn predicted the score at 36-12, Plains. He missed the outcome of the Friona-Lockney, Muleshoe-Portales and Texas Tech versus Oklahoma State games as did most contestants.

Snaring second and third place prize money of \$3 and \$1 were Andy Martinez and Steven Stone. The two will receive checks of \$2 for their efforts. Both contestants missed the outcomes of the Littlefield-Floydada, Friona-

Lockney and Muleshoe-Portales games and were 18 points off on the tiebreaker score. Martinez predicted that Plains would win, 34-12, with Stone guessing the score at 38-8.

Other contestants with seven correct guesses were Pat Read, 20 points off; Lupe Salazar, 27 points off; Rev. Howard Marcom, 36 points off; and Dorothy Stone, 44 points off.

The majority of the contestants missed the above mentioned games as Lockney recorded an upset victory over the Friona Chieftains, Floydada defeated the favored Littlefield Wildcatters, Texas Tech, a 20-point underdog, beat Oklahoma State and the Muleshoe and Portales game ended in a 0-0 tie. Also included in the upsets of Friday and Saturday were the Sudan versus Springlake-Earth and West Texas State versus Lamar games, which a number of contestants missed.

Of the 157 contestants turning in entries last week, 31 had six right, 55 had five right, 39 had four, 16 had three, five had two, three had one, and a possible record was set when one contestant failed to predict a winner.

Contestants getting six right last week included Jay Be Barrett, Rocky Bartlett, Richard Carson, James Castleberry of Farwell, H.J. Charles, Lynn Chitwood, Dan Cox, Dwight Cox, Corky Criswell,

Pat DiCuffa, George Douglas, Gene Ezell, Genevieve Ezell, Bob Fillpot, Leon Grissom, Jay Harris, Robert Hughes, Albert Johnson of Farwell, Al Kerby Jr., Craton Looney, Roberta Mager, Mike Nabers, Ruth Newell and Terry Newell of Muleshoe, Mike Read, H.W. Roberts, Bonnie Stanberry, Debra Stanberry, Jody Stanberry, Kent Stanberry and Carol Ware.

Harry J. Charles continues to hold the lead in total points at the end of the fifth week with 43, a percentage of .860. Last week was only the second time in five weeks he has not won a share of the weekly prize money.

In second place with 40 points is Tommy Bonds and in third place with 39 points is Mrs. Albert Johnson of Farwell.

Contestants with 38 points include Joyce Boaz, Hattie Burnett, Greg Hromas, Weldon Moody, Bill Moore and Billy Whitcotton.

Six points behind with a 37 total are Donna Criswell, Sam Ellis of Tulia, Jay Harris, Mike Jester, Albert Johnson of Farwell, Paul Jones, Brenda Newbrough, Terry Newell of Muleshoe, Pat Read, H.W. Roberts, A.M. Wilson and Mary Jane Wilson.

Contestants with 36 points are Frances Allen, Eugene Boaz, Reba Bonds, M.H. Carson, Jimmie Clements, Dan Cox, Donna Jester, Roberta Mager, Tom Ware and Kenneth Whitcotton.

Eight points behind with 35 are Lynn Chitwood, Corky Criswell, Genevieve Ezell, Manuel Hernandez Jr., Craton Looney, Rev. Howard Marcom, Jay Sherrill, Pat Sherrill and Dorothy Stone.

Eight weeks remain in the 14th annual contest with the grand prize being two tickets to the Cotton Bowl classic in Dallas on New Years Day and \$50 expense money.

JULIAN RODRIQUEZ

Bovina Man Killed In Clovis Shooting

A Bovina man was killed and four other men injured in a shooting at a West Clovis bar Saturday night. One of the injured men is a former resident of Bovina.

Killed in the 10 p.m. shooting at Carrasco's Bar was Julian Martinez Rodriguez, 57, of

Bovina. He was pronounced dead on arrival at Clovis Memorial Hospital after he had been shot three times in the chest, shoulder and neck. Police said an autopsy showed the fatal bullet penetrated the heart.

Clovis Detective Captain

Caleb Chandler and Lt. Roger Bartosewicz, with assistance from Parmer County and

Bovina law enforcement officers, arrested Eugene, "Koko,"

Garcia of Bovina shortly after 2 a.m. Sunday at his home here. He was charged with murder

and three counts of aggravated battery.

Police said Garcia put up no resistance. A small caliber handgun was found in the home.

Garcia waived extradition to New Mexico and is now in the Clovis city jail under \$50,000 bond.

A second man, identified as Jose Hernandez Alanis, also of Bovina, was arrested as a material witness to the shooting.

The four other men, Bobby Gallegos, Romando Suniga, Roberto Solano and Elroy Mondragon, all of Clovis, were wounded by the gunman who opened fire at random.

Suniga, a former resident of Bovina, was shot in the lower abdomen and is listed in fair condition at the Clovis hospital. Mondragon was shot through both thighs and Solano in the lower thigh. Gallegos was treated for a superficial wound in the neck and released from the hospital's emergency room.

Clovis police said patrons in the bar reported a man jumped into a side entrance of the bar and began shooting a small caliber gun into the crowd.

Witnesses said the suspect gave no warnings or shouts but started firing away. Bar patrons said there had been no argument earlier in the evening that might have provoked the incident.

Garcia had been seen in the bar earlier in the evening.

The death of Rodriguez is the fifth homicide case in the Ninth Judicial District subject to the new capital punishment law in New Mexico, according to Clovis sources. The law has provisions for automatic capital punishment upon conviction of first degree murder.

Garcia was arrested about a year ago in connection with a shooting incident at a rural home in Parmer County.

He holds a lengthy list of criminal offenses dating back to 1947, including two convictions for assault with intent to commit murder, according to police records.

(Continued on Page 2)

Weather

By Willie

Showers probable this week. Frost not far away. ---Willie

AT FIRE STATION

Animal Clinic Set Oct. 18

Dr. B.L. Russell, Clovis veterinarian, will be at Bovina's Fire Station on Thursday, October 18, to vaccinate pets for rabies, announces Mrs. Robert Read, Bovina Chamber of Commerce and Agriculture president. The CoC sponsors the annual event and members of the organization will be on hand to assist Dr. Russell.

Dr. Russell will be at the station on North Street beginning at 2 p.m. to give the shots.

A fee of \$2 per vaccination will be charged pet owners for the service.

City license tags for pets may be purchased at city hall for \$1 each after the shots have been administered.

Dogs not tagged may be picked up by city authorities if complaints are registered, officials say.

SUNDAY

Band Parents Slate Dinner

A ham dinner, sponsored by Bovina Band Parents, will be held Sunday in Bovina Schools cafeteria, according to a spokesman for that organization.

The meal will feature barbecued ham, salads, desserts and other dishes, says Mrs. Tom Ware, chairman of the food committee.

Donations of \$2 per person will be accepted at the door. Serving will begin at 11:30 and continue until 1:30 p.m.

Proceeds from the dinner will go toward financing the Mustang Band's trip to Six Flags Over Texas in May, according to Mrs. Tom Caldwell, president of the group.

At a similar event in October of last year, some 300 attended.

LONG TIME RESIDENT

Ramirez Rites Set Thursday

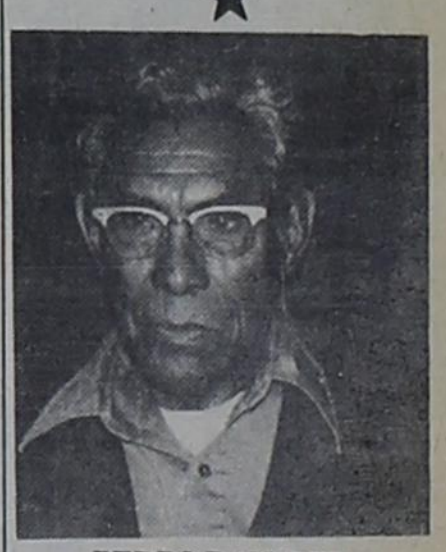
Pedro Ortiz Ramirez, 74, a long-time resident of Bovina died at 12:30 a.m. Tuesday at Clovis Memorial Hospital following a lengthy illness.

Mr. Ramirez, born Jan. 31, 1899, had been a resident of Bovina since 1953. He moved to Clovis last year. A retired farm worker, his last employer here was Charlie Ross.

Funeral services will be held

at 2 p.m. Thursday (tomorrow) at the Baptist Mission Church here.

Preceded in death by his wife in 1967, Mr. Ramirez is survived by six daughters, Mrs. Myra Sherrill, Mrs. Minerva Baldivia, Mrs. Maria Flores and Mrs. Magdalena Munoz, all of Clovis, and Mirosalva Ramirez and Matilda Ramirez of the home; five sons, Rene Ramirez of Felton, Delaware, Charlie Ramirez of Dalhart, Roman Ramirez of Dallas, Roy Ramirez of Colorado Springs, Colo., and Ruben of the home; and 23 grandchildren.



PEDRO RAMIREZ

Contest Deadline Monday

Monday is the deadline for entering the ninth annual First Freeze Contest in Bovina. The contest will close at 5 p.m. that day.

A total of 40 entries have been received as of Monday. The contest is sponsored annually by Weatherman Willie Williams and The Bovina Blade.

The person coming the nearest to predicting the date of the first killing freeze in Bovina will be declared the 1973 Champion First Freeze Predictor of Bovina. The winner will also receive \$5 in cash.

In the event that more than one person predicts the correct date, the entry received first will be declared the winner. If two or more persons enter on the same day and predict the correct date, the prize money will be divided and the winners declared co-champions.



MUSTANGS OF THE WEEK....Cited for outstanding performances in Friday night's game against the Plains Cowboys by the Mustang coaching staff were Tony Serna, left, and Ray Martinez. Serna played his usual strong game on the line and Martinez was the workhorse for the Ponies, picking up

87 yards in 18 carries. Head Coach Roger Ezell also commended the play of Center Ricky Stanberry, who suffered a knee injury in the tilt, saying Stanberry turned in a fine performance before being injured.



Court House Notes

Instrument Report Ending September 26, 1973 in County Clerk Office, Bonnie Warren, County Clerk

Lloyd C. Mingus, Tr., und. 1/2 int. of E 50' lot 5 & W 50' lot 6 Blk. 6, Staley Add. #3, Friona WD, W.S. Crow, Glenn E. Goggans, Middle 80 ft. lot 4, Blk. 3, Welch Acres, #1, Friona

See George Long



for Farm Bureau INSURANCE Home-Auto-Life

WD, Steven Stubbs, Dale Hart, lots 5, 6, Blk. 31, Friona WD, Earl W. Chester, Dale R. Westbrook, N 1/2 lot 8, all lot 9, S 1/2 lot 10, Blk. 7, Drake Rev. Sub. Friona

WD, Travis Dyer, R.G. Barron, Part of Blk. 76, Bovina WD, Billy Watts, Mina Watts, lots 7, 8, 9, Blk. 59, Farwell

WD, Mina Watts, Billy Watts, lots 4 thru 14, Blk. 95, Farwell

WD, H. Ray White, Ralph Broyles, N 467' of 2.67 ac. of NE 1/4 Sec. 31, T1N:R4E

WD, J.O. Combs, Elton Venable, part of lot 5, Blk. 116, OT Bovina.

NEWSPAPER ASSOCIATION AWARD WINNER
The Bovina Blade
Second Class Postage Paid at Bovina, Texas 79009
Published at Bovina, Texas, Every Wednesday
Bill Ellis Publisher
Lou Nuttall Editor

First State Bank Presents - -
COW POKES By Ace Reid

"Now Sheriff, — er you gonna believe us or them lyn' eyes of yores!"

Find The New Car You Like
Then See First State For The Financing!

Let First State Help You With Your Next Automobile Purchase

First State Bank OF BOVINA
MEMBER FDIC

Reflections From The Blade

TEN YEARS AGO—OCTOBER 9, 1963

"We'll start construction as soon as Uncle Sam says we can." That was the report this week on cable television for Bovina from Pudge Kendrick, who is one of a group of Friona men who are planning to install cable TV here.

Bovina Chamber of Commerce made plans to sponsor a course in conversational Spanish at a directors meeting Thursday of last week.

Mary Jane Wilson was first place winner in Bovina Business Cotton Bowl Football Contest last week and the third woman to take the \$5 in prize money in the five weeks of the contest.

Bovina High's annual homecoming parade has 10 floats entered with the deadline still several days away.
A highlight of the Bovina Mustangs non-district football schedule is slated for Friday night at 8. It's the clash with the Class AA Friona Chieftains.

A delegation of chamber of commerce and agriculture directors and city councilmen will attend an Economic Development Conference Thursday at Crosbyton.

Mrs. Ken White, New Mexico state Democratic committeewoman from Clovis, was guest speaker at a regular meeting of Parmer County Young Democrats Tuesday night at Hub Community Center.

Members of Bovina Woman's Study Club will tour the Canadian River Project Thursday afternoon. The group will have lunch in Amarillo.

In a performance lacking in luster, Bovina Mustangs picked up their third victory in five football starts this season as they blanked the Meadow Broncos, 14-0, there Friday night.

Construction is underway on a new Parmer County building on county-owned property on North Street in Bovina. Work began on the structure last week and it is slated to be completed in two weeks. The building will be a warehouse.

SIX YEARS AGO—OCTOBER 11, 1967

Following a report from the financial committee of the Bovina Clinic Fund, temporary directors voted to ask the building committee to proceed with plans and specifications for erecting a medical clinic here.

Such plans and specifications will be sent here from Sears Roebuck Foundation in Chicago. Bids will be received on the clinic and such returned to the Foundation for their approval and advice.

Sugar beet harvest got underway here Monday morning with Robert E. Wilson delivering the first load to the Holly Sugar loading station at Bovina.

Adult education will be offered for the second year in Bovina Schools, according to Elementary Principal Tom Templeton.

Lonnie McFarland, high school student at Farwell and son of Mr. and Mrs. John McFarland, took first place in the Bovina Business Cotton Bowl Football Contest last week with a perfect entry. He was the only contestant from a slate of 143 to name all 10 winners and win the \$5 first prize.

The first bale of 1967 cotton was delivered at the First State Bank at 2 p.m. Thursday.

John Sikes was the producer of the first 1967 cotton and Lawlis Gin Co. ginned the bale, which contained 505 pounds of lint and 850 pounds of seed.

This week marks the 10th anniversary of the page one feature, "Weather by Willie," which has appeared in the Bovina Blade over 500 times.

Members of the Bovina Future Farmers of America chose Miss Eva Jo Clawson as its FFA Sweetheart for 1967-'68 and Miss Pam Grissom as Plowgirl when the group met Monday night.

Pam Grissom was named co-winner in the "Brown-Eyed Girl" contest held at KICA, Clovis, last week.

Carl Harris, accompanied by Roy Lee Stowers, returns home today from New York City where he taped a show for the "Ted Mack Amateur Hour" Tuesday night.

The show will be telecast over CBS stations on Christmas Eve.

A disastrous first quarter sent Bovina's Mustangs reeling to their third loss in the five games of the 1967 season Friday night at Claude.

The Claude team, also nicknamed the Mustangs, racked up 28 points in the fatal opening period and went on to win by a 42-14 count.

Bovina Colts won a 19-12 victory over Lazbuddie there Thursday afternoon as halfback Jimmy Harris ran wild to account for all of Bovina's scores.

The Bovina Mustangs start District 3-A play for the 1967 season Friday night. They meet the Sudan Hornets at Sudan in the district lidlifter.

Bovina Man Killed. . .

(Continued from Page 1)

Funeral Mass for Rodriguez was said at 10 a.m. Tuesday in St. Ann's Catholic Church in Bovina.

He had been a 12-year resident and was a farm laborer.

Mr. Rodriguez is survived by two daughters, Mrs. Emma

Suniga of Clovis and Julia Rodriguez; three sons, Rudolfo Rodriguez of Clovis, James Lewis Rodriguez of Bovina and Daniel Rodriguez of Dallas; a sister, Mrs. Paula Hinojosa of Mathis; three brothers, Daniel Rodriguez, Willie Rodriguez and Moses Rodriguez, all of Bovina; and 19 grandchildren.

DEAD ANIMALS
FREE REMOVAL OF DEAD STOCK

WHEN YOU HAVE DEAD STOCK, WHY FUSS & CUSS? FOR FREE REMOVAL CALL US!
TRI-STATE INDUSTRIES, Inc.
Amarillo CLOVIS Plainview
505-763-5513 293-4437

4-H Clubs Cited For Safety Work

The Friona Junior and Senior 4-H Clubs, consisting of 25 Parmer County 4-H'ers, have been named a state winner in the Club Safety Program.

According to state 4-H officials, the clubs will receive a certificate recognizing their outstanding local safety efforts. Donor of the certificate is General Motors which sponsors the entire 4-H Safety Program.

The major activity of the club was a rifle safety program which was taught by a certified instructor of the National Rifle Association. The 21 members participating in the program were taught to sight a gun and practiced marksmanship and safety.

In the field, the members practiced such things as crossing barbed wire fences with their guns and the correct method of carrying guns when in a group.

Several of the 4-H'ers are also members of the Friona 4-H Rifle Club and have been competing in the National Rifle

Association Junior Awards program. Sixteen members have completed the National Rifle Association's Small Arms Safety Course and Hunter's Safety Course.

"If we prevented one gun accident with this program, it will be the most worthwhile project our club has ever sponsored," said Dale Hart, one of the club leaders. Other leaders are Mrs. Dale Hart and Earl Jameson.

Funds Allocated For Road Repair

For District No. Five in the 1974 State Highway Safety and Betterment Program, State Highway 86 will receive a seal coat from U.S. 60 in Bovina to the Castro County line, according to the Texas Highway Department.

The 21.9 miles will be ressealed at an estimated cost of \$97,400 said George C. Wall Jr., District Engineer for District Five.

PRESCRIPTIONS

SHOULD BE KEPT OUT OF CHILDREN'S REACH

Be sure that all medicines are placed where youngsters can't get at them. Each year, hundreds of children die from accidental poisoning due to carelessness on the part of parents. Be alert!

Don's MEDICINE CHEST
Phone 238-1659
Bovina

You're in the Right Place for Finer Foods at Lower Prices!

KLEENEX TISSUE 200 Ct. 25¢		Shurfine CRACKERS Lb. 25¢
Imperial SUGAR 5 Lbs. 19¢		Kleenex TOWELS 100 Sq. Ft. 25¢
COCA COLA King Size or Regular 2/89¢ Plus Deposit		Folger's COFFEE Lb. 99¢
CATFISH Lb. \$1.39		Del Monte CORN Cream Style And Whole Kernel 6/\$1
TIDE Giant Size 79¢		Del Monte CORN Golden Sweet WHOLE KERNEL CORN

Allsup's 711

HOT BAR-B-Q DAILY
DONUTS
ICEES
POPCORN
MONEY ORDERS
CUBED ICE



Bovina Businesses 1973

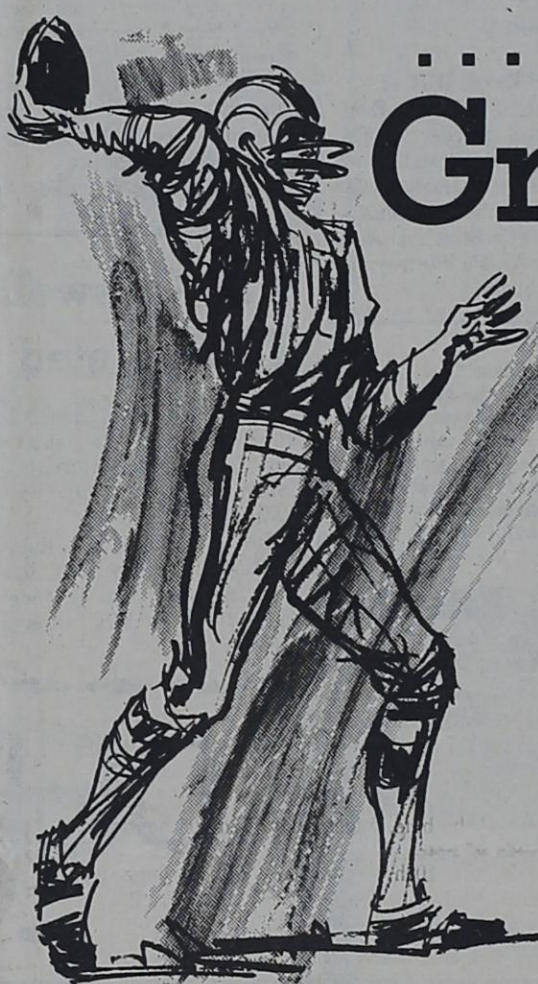


FOOTBALL CONTEST

Prizes

Of \$5 - \$3 - \$1

... Plus The Grand Prize-



An Expense-Paid Trip For Two To The Cotton Bowl Game Jan. 1

It's Fun - It's Easy - You May Win!
Enter This Week and Every Week

There's Nothing To Buy!

Contest Rules

1. There are 10 football games listed in ads on this page.
2. Pick the team you think will win in each game and place the WINNER'S NAME beside same advertiser's name in the contest entry blank at bottom right of this ad.
3. Pick the score of the tie breaker game and place your guess in the appropriate blanks on the entry. The tie breaker game will not count on your won-lost record. It will be used only in case of a tie.
4. Winners will be named by the Monday following the contest deadline each Friday and they will be named by Sunday, if possible. Cash prizes of \$5 for first, \$3 for second, and third prize of \$1 will be awarded.
5. Tabulations of individual entrants will be kept all season and at the end of the season a grand prize winner will be named. Grand prize winner will receive two free tickets to the Cotton Bowl Game in Dallas on January 1, and \$50 in expense money.
6. There is nothing to buy. No requirements other than to bring the entry blank, filled out, to The Blade office by 5 p.m. or postmarked by 5 p.m. Friday.
7. Only one entry blank may be submitted per individual. If more than one blank is submitted by an individual, all will be disqualified.
8. Tabulations will be available for public inspection. Members of Blade staff will serve as judges for contest.
9. Contestants must be 10 years old or older.
10. Everyone, except employees of this newspaper and their families, is eligible to enter.

Bovina Businesses Football Contest HONOR ROLL

- 1960 - Neil Smith
- 1961 - Erith Hawkins
- 1962 - Emmet Tabor
- 1963 - Paul Jones
- 1964 - Jeanne Kerby
- 1965 - Allen Cumpton
- 1966 - Truck Lusk
- 1967 - Leroy Lance
- 1968 - Bill Roberts
- 1969 - Larry Wardlaw
- 1970 - Donna Criswell
- 1971 - Ted Graham
- 1972 - Gary McCormick

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

Bovina Businesses Football Contest ENTRY BLANK

Contestant's Name _____

Address _____

Tiebreaker (Pick Score) Bovina _____ Vega _____

Parmer County Spraying Service _____ Sherley Grain Co. _____

Birkelbach Machine & Pump _____ Bovina Gin Co. _____

Big Nick _____ Chuck's _____

Okl. Lane Farm Supply _____ Agri-Sprayers _____

First State Bank _____ Charles Oil Co. _____

Parmer County Spraying Service

Headquarters on FM Road 2290 West of Bovina
Phone 225-4990

*T.C. Wiseman
*Junior Lambert

HART at SUDAN

BIRKELBACH Machine & Pump
Highway 86 - Bovina - Pho. 238-1596

Distributor For Deep Well Turbine Pumps
Portable WELDING Service

SPRINGLAKE-EARTH at FARWELL

BIG NICK

FARM MACHINERY

We *Buy *Sell *Trade
"If I Haven't Got It, I'll Get It"

BIG NICK FARM MACHINERY

Highway 60 - Bovina, Texas

DOUG McLAUGHLIN SALESMAN 238-1588
PHONE 238-1614 AREA CODE 806 ALL TYPES OF IMPLEMENTS

MORTON at MULESHOE

Oklahoma Lane, Texas

... the home of good ginning

OKLAHOMA LANE FARM SUPPLY & GIN

Phone Tharp 225-4116

FRIONA at DALHART

First State Bank OF BOVINA

Complete Banking Services

Remember our convenient Banking Hours:

8 a.m. to 4 p.m.
Monday thru Thursday
8 a.m. to 5 p.m. Fridays
Closed Saturdays



SHAMROCK at CANADIAN

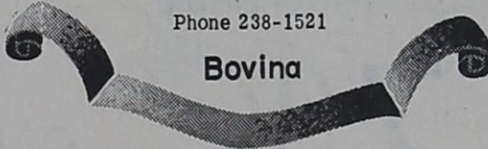


SHERLEY GRAIN CO.

"Serving Parmer County Farmers The Year 'Round"

Phone 238-1521

Bovina



LITTLEFIELD at ROOSEVELT

BOVINA GIN CO.

- *Top Quality Ginning
 - *Fairness In Every Dealing
 - *Sincere Appreciation For Your Business
- FM Road 1731 North
Phone 238-1639
Johnie Horn Manager

TEXAS vs OKLAHOMA

CHUCK'S SPRAYING SERV. INC.



AERIAL SPRAYING - DEFOLIATING - FERTILIZING
SEEDING - HERBICIDES
RADIO DISPATCHED FOR PROMPT SERVICE
BOVINA

DIAL 238-1331

ARKANSAS at BAYLOR

"We Aim To Please"

Agri-Sprayers

- *Phillips 66 Fertilizers
- *Aerial Spraying Service

In Bovina - Phone 238-1475
Hangar Two Miles West
Of Bovina On FM Road 2290

TEXAS A&M at TEXAS TECH



CHARLES OIL CO.

Phone 238-1284

Phillips 66

- *Tires
- *Accessories
- *Batteries
- *Good Supply
- Anti-Freeze
- Get It Early!

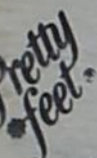
DALLAS at LOS ANGELES



BRENDA STANBERRY...Mr. and Mrs. Thogal Stanberry of Bovina announce the engagement and approaching marriage of their daughter, Brenda, to Reginal McNeely, son of Mr. and Mrs. James McNeely of Friona. The couple will exchange wedding vows at 3 p.m. Sunday, November 11, in the Pentecostal Holiness Church of Bovina. Friends and relatives of the couple are invited to attend the ceremony and reception to follow. Miss Stanberry is a 1973 graduate of Bovina High School. McNeely, a 1970 graduate of Friona High School, attended Cooke County Junior College at Gainesville. He is now assistant manager of White's Auto in Friona.

Griffins Have Son

Airman and Mrs. Billy Griffin of Clovis announce the birth of their first child, a son, at 4:30 a.m. (Texas time) Friday at the Cannon Air Force Base Hospital at Clovis.



PRETTY FEET

a unique beauty cream... that changes those dry & rough areas of skin into baby softness. Try it - you'll find PRETTY FEET is like no other. Go On... pamper yourself.

The new arrival weighed six pounds, four ounces, and is 19 inches long. He has been named Anthony Jason.

Grandparents are Mr. and Mrs. Jim Russell and Mr. and Mrs. Junior Lambert, all of Bovina, and Mr. and Mrs. Bill Griffin of Austin. Great-grandparents are Mr. and Mrs. J.W. Gann of Austin, Mr. and Mrs. Bill Lambert of Muleshoe, Mrs. B.A. West and Mrs. Roy Russell of Hereford.

Hospital Report

ADMISSIONS-

Katie Stowers, Friona; John Rodriguez, Hereford; Sandra Taylor, Friona; Lucy Sabedra, Dimmitt; Donna Woodson, Friona; Mrs. Victor Fernandez, and baby boy, Friona; Mrs. Melvin Morris and baby girl, Friona; Margie Stowers, Friona; Ruben Serna, Bovina; Danny Clark, Friona; Juanita Minshew, Friona; Mrs. Rickey Stewart and baby girl, Farwell; Terri Sue Carthel, Friona; Sheila Odom, Dimmitt; Ruby Dixon, Farwell; J.R. Knight, Friona; and Carol Hardesty, Friona.

DISMISSALS-

Mrs. Rickey Robinson and baby boy, Mrs. Freddie Gallegos and baby boy, Juana Atalido, Jerrie Meeks, Jere Smith, Lucy Sabedra, T.C. Gardner, Sam Aldridge, David Mesza, T.E. Wood, Donna Woodson, Bradley Clifton, Ruben Serna, Mrs. Victor Fernandez and baby boy, Juan Rodriguez, Juanita Minshew, Mrs. Lorenzo Vigil and baby girl, Danny Clark, Sandra Taylor and Mrs. Melvin Morris and baby girl.

PATIENTS IN HOSPITAL-

Terri Sue Carthel, Ruby Dixon, Carol Hardesty, J.R. Knight, George McKinney, Sheila Odom, Mrs. Rickey Stewart and baby girl, Margie Stowers, Katie Stowers, Alice Snodgrass, Wanda Winfrey and Fred White.

Good news for Social Security recipients: next June a 5.9% cost-of-living increase will go into effect, to be reflected in your July, 1974, checks. Vital force behind increased benefits has been Russell Long (D., La.).

Gay Singleterry, Ken Horn Wed In Brownfield Church

Miss Gay Singleterry of Lubbock and Ken Horn of Bovina exchanged double ring wedding vows in a ceremony at 3 p.m. Saturday, October 6, in the chapel of the First Baptist Church of Brownfield.

Rev. Pat Cummings, pastor, read the vows.

Parents of the couple are Mr. and Mrs. Johnie Horn of Bovina and Mr. and Mrs. Hubert Singleterry of Brownfield.

Serving as best man and matron of honor for the couple were Mr. and Mrs. Phil Sooter of Lubbock.

Given in marriage by her father, the bride wore a street length off-white dress fashioned in a princess line with a lace yoke. For something old and blue, she wore a blue locket belonging to the groom's great-grandmother. She carried a white Bible for something old.

The bride's parents hosted a reception at their home following the ceremony.

The table was covered with a white linen cloth and centered with an arrangement of blue carnations. Wedding cake and pineapple sherbert punch was served from silver and crystal appointments.

The bride chose a beige pants suit with brown blouse and accessories for a wedding trip to Red River, N.M.

The couple will reside in Bovina.



MRS. KEN HORN

The bride attended Texas Tech University in Lubbock and was employed as a legal secretary.

Horn, a graduate of Bovina

High School, has attended Wayland Baptist College in Plainview and Texas Tech. He is associated with his parents in the Horn Insurance Agency.

Corn, Read To Speak At Club Meeting

Heidi Corn and Cindy Read will be guest speakers at the Thursday afternoon (tomorrow) meeting of Bovina Woman's Study Club.

Miss Corn will speak on her experiences as Bovina High School's representative at the 1973 Girls State meeting. Miss Read will report as Bovina's representative at the Texas Farm Bureau Citizenship Seminar.

The girls will be introduced by Mrs. W.E. Williams.

Hostesses for the meeting, which will be at the club house, will be Mrs. Joe Fowler and Mrs. H.J. Charles.

Going through the mildew needn't be as grueling an experience as going through the mill. Soak in naturally soured milk overnight. Rinse and expose to sun until dry. Another method is to rub salt on stain with lemon juice and place in sun.

CowBelles To Meet At Friona Thursday

The Riata CowBelles of Parmer County will meet at 7 p.m. tomorrow (Thursday) at the home of Mrs. Lee Britting in Friona. Mrs. Britting is president of the county-wide organization.

Following a pot luck supper, the group will elect officers for the coming year and finalize plans for the state convention to be held in Abilene Wednesday and Thursday of next week.

Those in Bovina wishing to attend the meeting, or to join the organization, are asked to contact Mrs. Sonny Jones or Mrs. C.C. Naegle.

Engagement Announced By Parents

Mr. and Mrs. Antonio Gonzalez of Clovis, N.M., announce the engagement and approaching marriage of their daughter, Carolyn, to Danny Brito, son of Mr. and Mrs. George Cervantez of Bovina.

Wedding vows will be exchanged at 3 p.m. (MDT) Friday, October 26, at the Georgian Chapel at 13th and Mitchell in Clovis.

Friends and relatives of the couple are invited to attend. No invitations will be sent.

Thrifty Club Meets With Mrs. Turner

Visiting and handwork was on the agenda Monday night of last week when Thrifty Club members met with Mrs. George Turner at her home.

Refreshments of strawberry cake, tea and coffee were served to Mrs. Wilbur Charles, Mrs. Frank Smith, Mrs. H.D. Bradshaw, Mrs. P.O. Dixon, Mrs. L.M. Grissom, Miss Lola Grissom, Mrs. Myrtle Perry, Mrs. J.D. Stevens, Mrs. Jerry Ware, Mrs. H.H. Kelso and the hostess.

Birds never get out of breath. The faster they fly the faster the wing muscles pump air and the easier the bird breathes.

How to get your refrigerator to cook things.

Stir the right things into Jell-O Brand Gelatin and your refrigerator will fix crunchy salads, interesting fruits and new side dishes. For over 250 exciting ideas, send 25¢ (in coin) with your name, address and zip code to: Joys of Jell-O, Box 8074, Kankakee, Illinois, 60901.

Jell-O is a registered trademark of the General Foods Corporation.

TAX DISCOUNT

TAXPAYERS

OF

PARMER COUNTY

TAKE

ADVANTAGE

OF YOUR

DISCOUNT

3% IF PAID DURING OCTOBER

2% IF PAID DURING NOVEMBER

1% IF PAID DURING DECEMBER

This Discount Is On All State And County Taxes Collected By The County Tax Collector

HUGH MOSELEY

TAX ASSESSOR AND COLLECTOR

Parmer County, Texas

DEPOSITS by the 10th. EARN from the 1st.

NOW EARN **5 1/4%** ON PASSBOOK SAVINGS
PER ANNUM

UP TO **7%** ON CERTIFICATES
per annum

Which Plan is Right for You?				
TYPE OF ACCOUNT	ANNUAL RATE	ANNUAL YIELD	MINIMUM TIME	MINIMUM AMOUNT
Passbook	5.25%	5.35%		\$5.00
Certificate	5.75%	5.87%	90 Days	\$1000.00
Certificate	6.50%	6.66%	1 Year	\$1000.00
Certificate	6.50%	6.66%	2 Years	\$5000.00
Certificate	6.75%	6.92%	2 1/2 Years	\$5000.00
Certificate	7%	7.18%	4 Years	\$1000.00

Compounded Quarterly

In accordance with Federal regulations, withdrawals from certificate accounts before maturity will involve loss of 90 days interest and re-calculation of interest of the

withdrawn funds from the original term of the certificate at the current passbook interest rate.

FIRST FEDERAL
SAVINGS & LOAN ASSOCIATION of CLOVIS

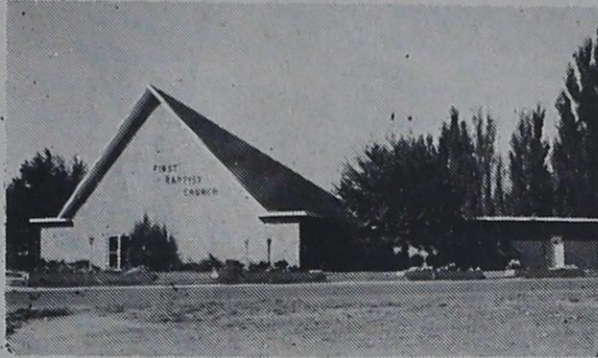
- Bovina Area Churches Welcome You! -

Church Chuckles by CARTWRIGHT



"It's been twelve minutes since he said 'and in conclusion!'"

FIRST BAPTIST CHURCH of BOVINA



First Baptist Church - Bovina



Larry Heard

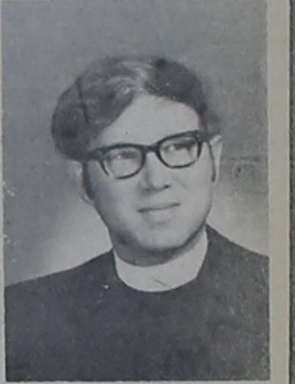
SUNDAY - Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.
Training Union, R.A.'s - G.A.'s - 6 p.m.
Evening Worship - 7 p.m.

WEDNESDAY - Prayer Meeting - 8 p.m.
Children's Choir - 8 p.m.

ST. JOHN LUTHERAN CHURCH



St. John Lutheran Church, Lariat, Texas



Rev. Martin Platzer

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

OKLAHOMA LANE METHODIST CHURCH



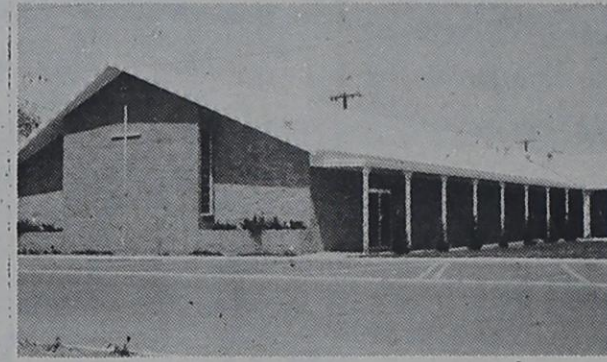
Oklahoma Lane Methodist Church



Rev. Oran D. Smith

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

BOVINA CHURCH of CHRIST



Bovina Church of Christ



Cecil Bunch

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

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

Jesus Knocks

The late Dr. William Arnot of Edinburgh went to visit a desperately poor saint. He had a month's rent to give to her. He knocked, and knocked, but there was no answer. He returned the next day, knocking on doors and windows. After awhile the poor woman timidly opened the door. She was crying. Arnot found that her tears were for fear of the landlord. He explained that he had come the day before, but she had refused to answer his knock. She said, "I have no money to pay the rent so I did not answer."

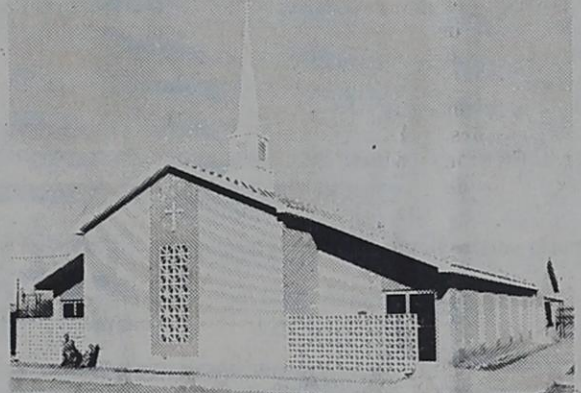
She also responded, "I heard you knocking...and I said, 'That is the landlord-I wish he would go away.' It was my Lord who had sent you as His messenger, and I would not let you in."

The knocking of Jesus often goes unheeded. It is not an irresistible grace. He will not force entrance. We can refuse to open the door to Him. Although He may send His messenger to us we can either open the door or refuse to let Him in.

But His conditions are simple. "If any one...opens the door, I will come in." (Rev. 3:20). He brings happiness for the occupant of the house. He will fill our emptiness with fullness; erase our sinfulness with His righteousness; eliminate our death with triumphant and immortal life.

Cecil F. Bunch

ST. ANN'S CATHOLIC CHURCH



St. Ann's Catholic Church - Bovina

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

OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church

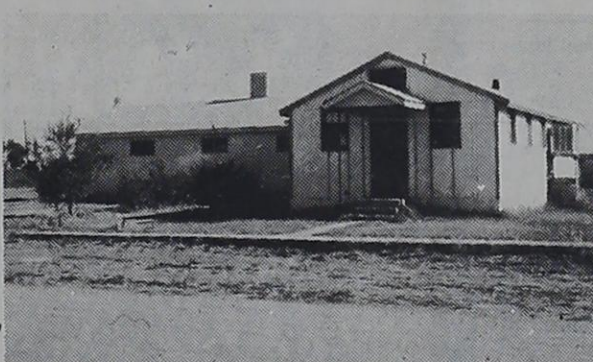
Sunday School - 10 a.m.
Morning Worship - 11 a.m.

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



Rev. Bob Roberts

MISION BELEN BAUTISTA



Mision Belen Bautista

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

BOVINA METHODIST CHURCH



Bovina United Methodist Church

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

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



Rev. Howard Marcom

Choir Practice - Wednesday - 8 p.m.

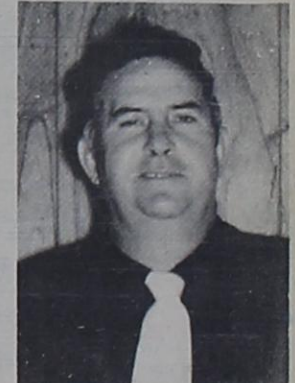
BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church

Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.
Radio Program on KZOL at 2 each

Sunday afternoon
Evening Worship - 7 p.m.
Wednesday Worship - 7:30 p.m.



R.D. Owens
Pastor

Church Page Sponsors

Bovina Chamber Of Commerce & Agriculture

Big Nick Farm Machinery
Buy - Sell - Trade
If I don't have it, I'll get it!

Hartzog Seed Farms
A. L. Hartzog

Dudley's Auto Parts
Third & Dimmitt Hwy - 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 Sharp 225-4990
T.C. Wiseman-Ovid Lawlis-Junior Lambert

Agri-Sprayers
- Quality Aerial Spraying -
Phone 238-1475

Kerby Welding Service
A Deal The Year

Clearview Company
All Three TV Networks
Phone 238-1409

Spears Handi-Stop
Groceries - Gasoline
Wayne Spears

Paul Jones Texaco
Firestone Tires

Support Your Church

Friona Motors
"YOUR FARMER COUNTY FORD DEALER"
Bovina Phone 238-1395

Attend Church Sunday

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

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

Don't Be A Church Drop-Out

Bovina Gin Company
"Your Satisfaction Is Our First Concern"

Production Credit Ass'n
- Friona -
Dale Cary, Mgr.,
Phone 247-3065

Tires Batteries * Accessories
66 Charles Oil Company

Allsup's 7-11 Store
201-3rd St.
Open 7 a.m. to 11 p.m.
365 Days A Year

The Bovina Blade

Don't Be A Church Drop-Out

Oklahoma Lane Farm Supply And Gin
Phone 225-4386

Gateway Farms
- Bovina -

Support Your Church

Southside Motor Supply
Dimmitt Rd.
Phone 238-1427

Birkelbach Machine & Pump
Hwy 86 - West

Sherrill Lumber Company
Highway 60 - Bovina

Bovina Restaurant
Mr. & Mrs. Mutt Graham

Attend Church Sunday

STATE LINE OFFICE SUPPLY
Printing - Office Supplies
JOHNNY MILLER
Ph. 481-9235 or 505-762-0463

Parsons - Ellis Funeral Home
- Friona -

REEVE CHEVROLET - OLDS

"Your Transportation Counselors Since 1938"

Sherley Grain Company
"Serving Parmer Co. Farmers The Year Round"

Attend Church Sunday

ITCHING LIKE MAD?

Get this doctor's formula! Zemo speedily stops torment of externally caused itching... of eczema, minor skin irritations, non-poisonous insect bites. Desensitizes nerve endings. Kills millions of surface germs. "De-itch" skin with Zemo—Liquid or Ointment.



WANT ADS

FOR SALE...1963 Ford pickup; 1961 Chevrolet; 1946 Chevrolet truck; 1959 Dodge truck. Your choice for \$495. 1970 Ford Torino, \$1395. 18-foot King truck bed, good condition. Several truck wheels and tires. Also, a hay-stacking machine, \$395. R.D. Owens, phone 238-1585. 14-4tc

CARD OF THANKS
Remembering someone else makes you harder to forget. Thank you for remembering me in so many kind ways during my stay in the hospital and after I came home.
Elaine Glasscock 16-1tc

TEXAS OIL COMPANY needs good man over 40 for short trips surrounding Bovina. Contact customers. We train. Write C.U. Holley, Southwestern Petroleum Corporation, P.O. Box 789, Fort Worth, Texas 76101. 16-1tc

HELP WANTED...Year around man for 1,000 acre farm for 1974. See Charles King, 12 miles West Dimmitt and Miller Farms. Phone 647-4242. 16-4tc

WE HAVE openings for positions in our warehouse and feed mill. Apply in person or phone 247-2791. Hi-Pro Feeds, Friona. 15-3tc

FOR SALE...1969 Cadillac Coupe DeVille, good condition. Phone Sharp 225-6787 before 10 a.m. 16-2tc

FOR SALE...Two six-drawer walnut chests with mirrors. Excellent condition. \$60 each. Phone 238-1248 after 6 p.m. 15-4dh

BRACE yourself for a thrill the first time you use Blue Lustre to clean rugs. Rent electric shampooer \$1. Bovina Supermarket. 16-1tc

Gas and heartburn?
Di-Gel contains a unique anti-gas ingredient, Simethicone. This unique discovery breaks up and dissolves trapped gas bubbles. Your relief is more complete because Di-Gel takes the acid and the gas out of acid indigestion. Get Di-Gel tablets or liquid today. Product of Plough, Inc.

Free dead stock pickup. Our truck from Clovis and Plainview in this area daily. Call collect.

TRI-STATE INDUSTRIES
Clovis, 763-5513
Plainview, 293-4432
14-tfnc

MCKILLIP Drag Line Service. Pit cleaning. Phone Farwell 481-3302. 22-tfnc

FOR SALE...John Deere 105 Combine with 4-row corn head. Ready to go. Miller Seed Co. Box 886, Hereford, 806-364-5250. 15-2tc

TRAILERS...FOR SALE...osenecks, horse trailers, stock trailers, marathon trailers, implement trailers. See Ralph Roming or phone 238-1575. 13-tfnc

HORSE SHOING...Phone Butch Livingston or Rich Sorenson at 238-1181. 9-tfnc

MONUMENTS
Winsboro Blue Granite
White Georgia Marble
or Bronze
See **PERCY PARSONS**
or Call Collect
Friona 247-2729

XMAS IS COMING! Make a memory for someone you love! Neal's Needleworks (only house on West Street). Phone 238-1575. 15-2tc

CARD OF THANKS
I would like to thank everyone for the prayers, cards, visits and food during the loss of my brother, C.A. Norton. God bless you.
Mrs. Roy Hawkins 16-1tc

I WILL not be responsible for any debts other than my own. Tommy McCormick 15-2tp

FOR SALE...Choice lots in Ridgelea Addition. FHA-approved, highly restricted. Sell on terms, small down payment, balance arranged to suit buyer. Buy all 20 lots at a good discount. Contact A.L. Glasscock at 238-1240. 16-2tc

For Parts Or Service
CALL
238-1395
Direct Bovina Line
FRIONA MOTORS

TELEX
HEARING AIDS
CLOVIS HEARING AID CENTER
*Batteries *Molds *Free Hearing Tests
SERVICE ALL MAKES
416 Mitchell Pho. 763-6900 9-tfnc

HELP WANTED

Missouri Beef Packers is now accepting applications for beef luggers, production workers, maintenance men and kill floor personnel.

We offer year-around employment, paid vacations, paid holidays, and company-paid group hospital insurance. Good wages, no experience necessary.

Apply at Personnel Office,
Missouri Beef Packers, Inc.
Friona, Texas
4 Miles West On Highway 60
-Equal Opportunity Employer-

12-tfnc

New Color Ch. 28
On Channel 6
Weather On
Channel 3
See More
On Cable TV
Clearview Company
Of Bovina
Phone Bovina 238-1409
Or Friona 247-3271

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 20 years, from 1953 to 1973. 118 Main in Clovis, N.M. Phone 505/763-5041. 43-tfnc

AUCTION

15th & Marshall Streets (near Cone Elevator)
LUBBOCK, TEXAS
OCTOBER 23 & 24
10 a.m.
NEW INVENTORY incl:
245 U.S. Syncrogear 1/2 hp. Motors,
3 phase, 60 cycle, 4 rpm.
Reliance 1 hp. Gear Motors
60 cycle, 1725 rpm., 230/460
Onan Generators, 12.5 kva,
15 amps, 60 cycle, 3 phase,
1800 rpm., Model
10UT-4XN
Approximately 325,000
Tee-Couplings-Ell's
Eye-Bolts-Pressure Hose-Sockets
Over 500,000' of Pipe!
Plastic & Aluminum, 2" to 10"
Conduit, Sewer & Irrigation
Hundreds & Hundreds of feet of Roller Link Chain
Hundreds of Sprockets,
18" & 20"
INSPECTION: Anytime 1 week prior to sale.
For Brochure Contact:

Ernest St. Clair
AUCTIONEERS
4101 WEST 34TH
AMARILLO, TEXAS 806/352-1503

See Clovis Mobile Living for New and Used **MOBILE HOMES**

New Homes \$4795 2-bedroom 12x56'

Hagelgantz
CLOVIS MOBILE LIVING
Clovis, N.M. - Phone 762-6390
Next Door to the Bug House on Hwy. 60-70-84

Buick - GMC - Pontiac
John Orsborn
Buick - GMC - Pontiac
25 Years In Hereford
See Us And SAVE
142 Miles St. -Hereford-Phone 364-0990

LIVE 'n LAFF



"CALL UP MY WIFE. IF IT SOUNDS LIKE A MAN, DON'T HANG UP--IT'S HER."

Want to kiss lipstick stains good-bye? Outside of commercial removers, glycerin (available at drugstores) may be applied and left to set. Wash as usual. Or: rub with lard or petroleum jelly. Wash in Ajax Laundry Detergent. If any stain remains and it is safe for the fabric, rubbing alcohol or hydrogen peroxide may be used. Wash as usual.

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

PROMPT DEAD ANIMAL REMOVAL
WE BUY BONES, FAT, GREASE

Plains By-Products
FRIONA, TEXAS 79035

Office
Plant Phone 247-3713 **CROW'S MEAT CO.**
Call Collect **806-247-3333**

EVERYONE WELCOME

26th
ANNUAL CLOVIS CATTLE FESTIVAL
OCT. 16 - 17

★ No Entry Fees ★ Trophies ★ Ribbons

CLASSES AS FOLLOWS

Hereford Steer Calves	Angus Steer Calves
Hereford Heifer Calves	Angus Heifer Calves
Hereford Steer Yearlings	Angus Steer Yearlings
Hereford Heifer Yearlings	Angus Heifer Yearlings

Okie Steer Yearlings - Okie Heifer Yearlings
Crossbred Steer Calves Crossbred Heifer Calves
Cattle Must Be In Place By 1:00 P. M. Oct. 16

THIS IS SHOW DAY

CATTLE FESTIVAL SALE OCTOBER 17

- You Can Count On An Excellent Market -

Ladies Cowee - Morning Oct. 17
R and F Lounge

Banquet - Holiday Inn
Tues. Oct. 16 7:30 p.m.
Speaker **Wray Finney**

RANCHERS & FARMERS LIVESTOCK AUCTION CO.

Stockyards

Clovis, N.M.

HELP --
We Need Listings Now

Need A Farm Loan--Call Us!
We have sold most of our listings--We need more!

J.B. SUDDERTH REALTY
904 Third Street Box 627
FARWELL, TEX.
"Sales and Loans Are Our Service"

In a shell

by Lou Nuttall

WE'VE HAD several visitors in the Blade office in the past week or so.

One was Jack Patterson who was a little concerned over some misinformation in the fishing story we borrowed from the Friona Star a couple of weeks ago.

If you remember, it was a pretty good tale anyway. Jack's better half, Ona, caught a trout that weighed in at eight pounds. The story quoted Jack as saying the eight-pounder was two ounces larger than his best catch.

To set the story straight, Ona caught three whoppers. The day after she caught the big one, she netted a four pound, 10 ounce and a five pound, two ounce trout. Jack informs us that the smaller fish is two ounces heavier than his largest trout.

As if that isn't enough to make any male chauvinist flinch, it was also the first time Ona had ever been trout fishing. "She usually takes along a book and reads while I fish," groaned Jack. However, he is being a good sport about it, bragging that he is the one that taught her how to catch big ones.

Ona started calling for help when she hooked the big one, but Jack wouldn't help her. "I told her if I helped her land it, she would always hate herself because she didn't do it alone, and if I helped her and we lost it, she would always blame me for losing it."

Guess that is the fisherman's code. At least, that is what all dedicated fishermen tell us.

ALSO HAD A VISIT from a V.A. Cunning, who said he was one of the oldest oldtimers. He is now living in Corona, Calif., where he has retired.

Seems his father lived here when there was a barbed wire fence around Bovina to keep XIT cattle out of town, such as it was. Cunning said his father worked for the XIT and they later moved to Hereford where he did most of his growing up.

He and his daughter were on their way to Plainview to attend a college reunion. We gave him some copies of old BTD papers and urged him to return next year for the old timer's reunion.

THE COFFEE SIPPERS brought up an interesting subject recently.

Does anyone have any information about the telephone office which was located in the small building on Second Street, across from the Bovina Neighborhood Center. The building has a for sale sign on it now.

We would appreciate any information about the first telephone operator here and anything else anyone could recall.

One woman remarked that if that old building's walls could talk, a lot of people might leave town suddenly. Gosh, didn't think people said anything over a party line they didn't mind having repeated.

26th Annual Cattle Festival Planned

Plans for the 26th annual Clovis Cattle Festival were made at a meeting of the Bi-State Livestock Association Monday night, according to Wayne Snyder, president of the Association.

Activities are already being planned for the festival slated to begin Tuesday, Oct. 16, at which time cattle from the top herds in the surrounding areas are expected to be entered. Cattle for the show must be in place by 1 p.m. Tuesday, as the judging will begin promptly at that time.

A minimum of 20 head of calves or yearlings will constitute an entry. Again this year no entry fee will be charged. The regular rate will be charged by Ranchers and Farmers for feed, yardage and selling.

Cattle to be judged will be divided into classes including Hereford steer calves, Hereford heifer calves, Hereford steer yearlings, Hereford heifer yearlings, Angus steer calves, Angus heifer calves, Angus steer yearlings, Okie steer yearlings and Okie heifer yearlings.

Winners will be announced and trophies will be awarded at the Festival Sale Wednesday, Oct. 17. One trophy will be awarded in each class, and a Reserve Champion and Grand Champion trophy will also be awarded. First, second and third place ribbons will be given in each class.

Donating trophies for the show will be El Rancho Milling

Co., Tucker Equipment Co., Production Credit Assn., Worley Mills, Clovis National Bank, Taylor-Evans Seed and Supply Co., Injecto Meter Manufacturing Co., Citizens Bank of Clovis, Double Deck Cattle Co., First National Bank, Curry County Grain Co., and Ranchers and Farmers Livestock Auction Co.

All odd cattle will be sold Wednesday, starting at 9 a.m. Show cattle will start selling at 1 p.m. according to show placement.

Cattle Capitol CowBelles are in charge of activities for the ladies. Tentative plans are for a coffee and other plans will be announced later.

This year a banquet is planned for the first night of the Festival instead of the usual western barbecue. The banquet is slated for Tuesday night, at the Holiday Inn.

Cub Scouts Tour Museum

A list of prospective jurors who have been instructed to appear for grand jury tomorrow (Thursday) at 9:30 a.m. has been released by the Parmer County Sheriff's Office.

On the list are Ralph Franse, Don Christian, Bruce Parr, Bob Fillpot, Buck Ellison, Travis Stone, Harry Sheets, Steve Bavousett, Alvin Glasscock, Eugene Boggess, Lenton Pool, Jack Patterson, Melvin Sachs, J.W. Gammon, J.B. Sudderth, Raymond Fleming, Joe W. Magness and Ovid Lawlis.

AT CENTER

Volunteers Lauded For Summer Work

At a recent board meeting of the Bovina Neighborhood Center, Mrs. Pearl Cervantez, coordinator of the center, gave a report on the summer youth program sponsored by the center.

The program involved caring for children, ages five through 13, whose mothers work in the summer. Average attendance during the eight-week program was 32. Some 2,486 meals were served, said Mrs. Cervantez.

Hugh Rogers In RJC Fair Presentation

Ranger Junior College Music Department has been invited to present a musical show at the Texas State Fair Thursday from noon to 1 p.m., according to an announcement by Dr. Bill Auvenshine, band director at the college.

The invitation was issued by James Skinner, director of guest relations for the fair.

"We are honored and happy to receive this invitation and hope that we may present a program that will be a credit to Ranger and will please fair officials and the public," said Dr. Auvenshine.

The department will present a one hour musical variety show that will include members of the main band, the stage band, a select choir and the Spurs dance team.

Included among the bandmen making the trip will be Hugh Rogers, who plays the tuba. Rogers, a second year student at Ranger, is the son of Mr. and Mrs. Chester Rogers of Bovina.

Bookmobile In Rural Area Next Week

The High Plains Bookmobile will be in the rural Parmer County area Thursday, October 18.

First stop on Thursday of next week will be at Oklahoma Lane from 9 to 10 a.m. The bookmobile will then travel to the Rhea Community where it will be parked from 10:45 to 11:45 a.m.

On Friday, the traveling library will be at the Hub Community from 9 to 9:55 a.m., at White's Elevator from 10 to 11 a.m., at Lazbuddie from noon until 1 p.m. and at Clay's Corner from 1:15 to 2:15 p.m.

Release List For Jury

Six members of the Bovina Cub Scouts toured the Panhandle Plains Historical Museum in Canyon Saturday. The group ate lunch there and returned home.

Making the trip were Bret Whitten, Jeffrey Steelman, Dale Gilbreath, Carl Willard, Don Paul Spring and Joe Pat Wright. Accompanying the scouts were Mrs. Earl Whitten and Mrs. Vernon Willard.

Serving as volunteer workers in the recreational portion of the program were a number of members of the First Baptist Church and the First United Methodist Church. Mrs. Larry Heard and Mrs. Darrell Selke were directors for the respective churches.

Volunteers from the First Baptist Church included Mrs. Joyce Boaz, Jana Barrett, Betty Whitecotton, Pam Lambert, Mrs. Barbara Corbin, Samie Garrison, Debbie Jarvis, Michelle Bonds, Tamara Lambert, Pam Rhodes, Susan

Hellin, Rhonda Nuttall, Joan Carson, Mrs. Shirley Garrison and Mrs. Heard.

Volunteers from the United Methodist Church included Linda Marcom, Mary Marcom, Dian Roming, Christie Trimble, Cathie Trimble, April Wilson, Kim Ware, Pam Wilson and Mrs. Selke.

Mrs. Cervantez expressed appreciation on behalf of the center for the volunteer's participation in the program. A total of 1341 hours of volunteer time was logged in the program by those listed above.

33 Get Awards From Bookmobile

Doris Byford, Dixie Byford and Jon Riddle, all of Bovina, received certificates, ribbons and gifts for being the top readers in Parmer County in the High Plains Bookmobile's Summer Reading Program.

Some 33 or 155 participants in the four-county program were from Bovina. The bookmobile serves Parmer, Cochran, Lamb and Bailey counties.

Other than Bovina, six youngsters from the Oklahoma Lane-Friona area participated in the program, six from the Lazbuddie-White's Elevator area, and five from Farwell. Youngsters from Bovina

participating in the program were Karen Schilling, Doris Byford, Diane Heard, Dixie Byford, Jo Beth Monk, Luz Duran, Bret Whitten, Jon Riddle, Greg McClaran, Denise Read, Lisa Schilling, Wendy Hall, Selia Tienda, Donna Beth Lide, Dale Gilbreath, Noel Ortiz, Eddie Ortiz, Terry Don Monk and Kathy Williams.

Also, Mary Meza, Arlene Smith, Darlene Smith, Kay McClaran, Shawn Atkins, Ollie Atkins, Ruben Gomez, Cynthia Gomez, Mary Jane Gomez, Jose Gomez, Daryl Hawkins, Cass McDaniel, Juanita Serna and Linda Byford.

SCHOOL Lunch Menu

Oct. 15-19
MONDAY-Italian spaghetti with cheese, tossed salad, corn, butter bread, pear halves and milk.

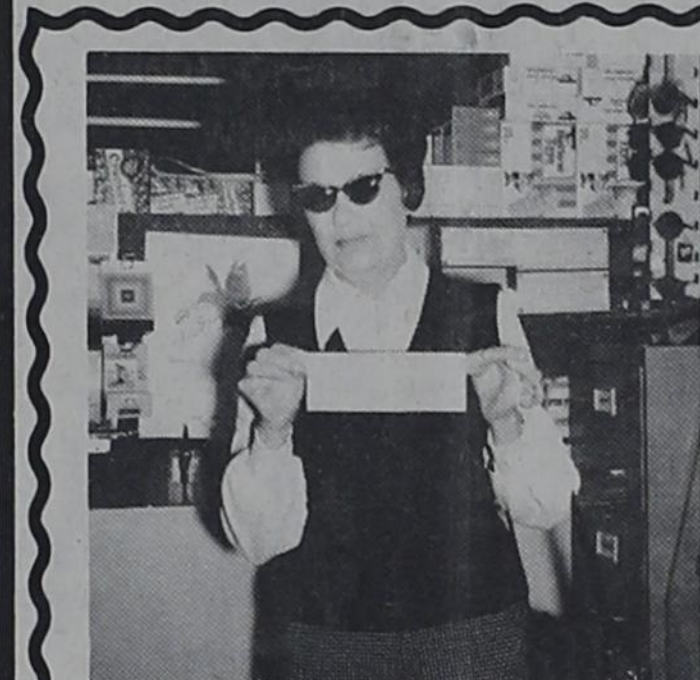
TUESDAY-Pinto beans, hot tamales, buttered spinach, cornbread, butter, cherry cake and milk.

WEDNESDAY-Fried chicken, gravy, creamed potatoes, green beans, hot rolls, butter, applebutter and milk.

THURSDAY-Meat and cheese sandwiches, lettuce and tomatoes, potato chips, chocolate cake, peach halves and milk.

FRIDAY-Fish, tartar sauce, scalloped potatoes, buttered peas, hot rolls, butter, pineapple slices and milk.

JOIN JACKPOT DAY WIN CASH!
REGISTER NOW \$50.00 THIS WEEK
We Reserve The Right To Limit Quantities



Last Week's Jackpot Winner Of \$150.00 Dottie Ward

SAVE VALUABLE COUPON SAVE
5 LB. 4 OZ. KING SIZE **TIDE** ONLY \$1.39
GOOD ONLY AT Bovina Super Market
OFFER EXPIRES Oct. 18 market
WITH THIS COUPON PRICE WITHOUT COUPON \$1.59
SAVE LIMIT 1 COUPON PER PURCHASE SAVE

These Specials Good From Oct. 11th Thru Oct. 18th

★★ Super Special ★★
White Swan **SOFT MARGARINE**
Lb. Tub. **19¢**
With \$5.00 Purchase or More Excluding Cigarettes

FROZEN FOODS
BOVINA SUPERMARKET
SAVE 26¢ WHEN YOU BUY A 1 LB. CAN of FOLGER'S COFFEE
SPECIAL PRICE WITH THIS COUPON **79¢**
WITHOUT COUPON \$1.05
Coupon cash value 1/20 of 1¢
GOOD THRU (10-17)

COCA-COLA King Size 6 Btl. Ctn. **2/89¢** Plus Deposit
POTATOES U.S. No. 1 Russet 10 Lb. Bag **79¢**
CORN White Swan W.K. or C.S. Golden **5/\$1.00**

Borden's **ICE CREAM** 1/2 Gal. **79¢**
Round Ctn.
Zee **TOILET TISSUE** 4-Roll Pkg. **49¢**
Asst. Colors

Quality MEATS
Bill Smith Invites YOU To Shop These Meat Bargains
FRESH EVERY DAY!
* Hot Barbeque
* Pinto Beans

PORK CHOPS Center Cut \$1.29 Lb. End Cut **99¢** Lb.
HAMS Glover's Fully Cooked SHANK END or BUTT END **89¢** Lb. Glover's Whole **HAM** **87¢** Lb.

USDA Graded Whole FRYERS Lb. **49¢**
Bovina Supermarket
You'll Save Money, Not Stamps When You Shop At...
Corner Main and First Streets Phone 238-1324
Billy Whitecotton **Bill Smith**

Your local used cow dealer is **friona bi-products**

farmers ranchers
Gentlemen.
For seven days a week dead stock removal, please call us as soon as possible. We pay cash for dead stock delivered to our plant. 1 cent per pound delivered fresh. 2 cents pound if delivered alive. Must be over 300 pounds.
Thank you, 247-3032 (Call collect)

IN DISTRICT CLASH

Ponies Tackle Vega There Friday Night

Bovina's Mustangs will open their bid for the District 3-A crown Friday night when they travel to Vega to take on the unbeaten Longhorns of Coach Jimmy Duncan. The game will begin at 8 p.m.

Six teams in the loop began district action last week with Vega gaining the favorite's role by defeating Hart, 33-18; Sudan, in an upset, shutting out Springlake-Earth, 12-0; and Kress edging Farwell in a low scoring battle, 6-3.

Although the Longhorns will be heavily favored in the tilt Friday night, the game is expected to be a hard-hitting contest as most matches between the two clubs have been in the past several years.

Last year, the Mustangs came back from a loss to the Plains Cowboys to defeat the Longhorns, 28-16, for their first in a string of five consecutive district wins before losing to Hart in the final game of the year.

In 1970, the Ponies upset Vega, 12-6, to keep the Longhorns out of the throne room and in '71, the Longhorns captured the loop crown with a 27-21 victory over Bovina.

"Vega will be the best team we've met this year, with the exception of Friona," said Head Coach Roger Ezell this week. "They are big, quick and do lots of things well," he commented.

The Longhorns, with nine seniors in the starting lineup,

run from an I formation and also the wishbone, said Ezell. "The experience of the seniors in the lineup shows," said Ezell, "in that they can do so many things and do them well." He noted that they have an excellent defensive secondary which is hard to throw against. "The only thing that hurts them is speed, as Jimmy Brown proved last Friday night."

The Longhorns come into the game with a 5-0 record, defeating Groom, 12-0; Claude, 42-0; Sunray, 14-0; Boys Ranch, 14-7; and Hart, 33-18.

The 'Horns are led by all-state candidate Ralph Paschel, 6-1, 225 pounds, at tackle; Arnold Galbraith at quarterback; Roy Watley, 6-3, 180

pounds, at end; John Fangman, 165, and Tim Hubbard, 165, at running backs.

"We're playing good in spots and terrible in spots," said a puzzled Ezell about the Plains game.

"It seems as if when we get several bad breaks, it affects us mentally and we just can't seem to come back," commented the coach.

Ezell singled out the offensive work of Ray Martinez, saying he turned in the best performance of the backs this year. His fakes and moves attracted a host of defensive tackles taking some of the pressure off our other backs, Ezell said.

Also singled out on offense and defense was center Ricky Stanberry. "Ricky was playing an outstanding game until he was injured," said Ezell. He also singled out Tony Serna as the outstanding lineman in the game.

Two of the Mustangs on the injured list returned to action last Friday. Billy Shelby started his first game since the Boys Ranch game and Alton McCormick was also back in the starting lineup. McCormick was injured in the Friona game.

Elbert Shelby, also injured in the Friona game, is still on the doubtful list. Ezell said it would depend on Shelby's workouts this week whether he would start at Vega. If he is able to play, he will be moved to tackle with Terry Sherrill moving

over from tackle to center to replace Stanberry.

Stanberry suffered a knee injury in the fourth quarter of the game at Plains. He was taken by ambulance to the hospital in Denver City where it was determined his knee had locked down. Ezell said it would be at least several weeks before Stanberry would be able to play.

Friday night's probable starting lineup for the Mustangs is as follows--

OFFENSE--
Center--Terry Sherrill, 212, senior;
Guards--Tony Serna, 181, senior; Joe Steelman, 170, junior;
Tackles--Dannie McKay, 222, senior; Elbert Shelby, 176, sophomore; or Robert Tienda, 170, junior;
Ends--Roy Hartzog, 143, senior; Chuck Gilbreath, 149, senior;
Quarterback--Dennis Willard, 148, sophomore;
Fullback--Alton McCormick,

139, junior;
Halfbacks--Billy Shelby, 170, senior; Ray Martinez, 174, sophomore;
DEFENSE--
Ends--Martinez and Shelby;
Guards--Sherrill and Steelman;
Tackles--McKay and Serna; Middle linebacker--Billy Shelby;
Halfbacks--Joe Delgado, 122, senior; Tommy DeLeon, 145, sophomore;
Cornerbacks--McCormick and Gilbreath.

Cowboys Ride Ponies For 48-16 Victory

The injury-riddled Bovina Mustangs, plagued by fumbles and penalties at inopportune times, dropped their fourth game of the 1973 season to the Plains Cowboys, 48-16, Friday night before a homecoming crowd at Plains.

The game was played in milder temperatures than expected, although the field was muddy and slick in spots from a one-inch rain Thursday in the South Plains town.

However, on the plus side for the Ponies, the game wasn't as lopsided as the score would indicate with the Maroons piling up 285 yards on offense and racking up 19 first downs in the contest.

The Ponies were hampered somewhat when a Mustang lineman was ejected from the game in the first quarter and center Ricky Stanberry suffered a knee injury in the opening minutes of the final stanza, necessitating a quick shuffle in the Maroon line.

Bringing Mustang fans to their feet with roars of disapproval was the allowing by field officials for play to resume before Stanberry was removed on a stretcher to a waiting ambulance.

The Mustangs opened the game with Alton McCormick running the opening kickoff back to the Bovina 43-yard line. Ray Martinez picked up four yards and from there Billy Shelby, playing his first offensive series since the opening game of the season, picked up another four yards.

On a third and two situation, the Ponies were charged with offides. On the next play, a fumble gave the Cowboys possession of the ball at their own 35-yard line.

The Cowboys failed to pick up a first down with Cornerback Chuck Gilbreath breaking up an aerial attempt on a third and eight situation.

Joe Delgado picked up three yards on the Cowboy punt return, however, on the first play from the line of scrimmage at the Bovina 33, a fumble turned the ball over to the hosts on the Bovina 34-yard line. The Mustang defense held the Cowboys to one yard and on a third and nine situation, Cornerback Roy Hartzog snagged a Weldon Nelms pass to give the Ponies possession on their own 21 yard line. A five yard penalty against the Mustangs moved the ball back to the 16-yard line and on the next play, All-State Linebacker Jeff Gentry snatched a fumble in the air and waltzed into the end zone for the Cowboys' first TD. Mike Blount converted on the extra-point attempt and Plains led 7-0, with 8:04 on the clock.

The Mustangs put the ball into play on their own 36-yard line with Martinez picking up four yards in two carries and Quarterback Dennis Willard notching the initial first down for the Ponies with a 12-yard ramble. Shelby carried the ball for one yard and on the next play, Shelby galloped 47 yards for the Pony counter. McCormick ran the extra points attempt over and the Ponies were in the lead with 5:56 on the clock, 8-7.

It was a short-lived lead, however, as the Cowboys ran the ensuing kickoff back to the mid-field stripe and a 15-yard penalty against the Ponies put the hosts in business on the Bovina 34-yard line. Five plays later, Blount pushed the ball

across from the one yard line for a six-pointer. Blount's kick for the extra point sailed off to the side and the Cowboys led, 13-8, with 4:18 on the clock in the opening stanza.

Following a Mustang punt, the Cowboys took only nine plays to score again, opening the second quarter with a 19-yard scoring jaunt through the middle by Blount. Faking a kick, Nelms passed to End Ceth Lewis for the extras and the Cowboys led, 21-8, with 11:26 on the clock.

With Shelby quarterbacking in the second quarter, the Ponies picked up six quick first downs, moving the ball from the Bovina 31 to Plains 11 yard line, only to have a Shelby pass intercepted in the end zone to kill the scoring drive.

That was all the scoring in the first half as the teams traded possession of the ball until time ran off the clock.

Blount picked up his third TD of the evening on the Cowboys second play from scrimmage in the second half, totting the ball 56 yards to paydirt. Blount's kick was good and the Cowboys led, 28-8, with 11:02 remaining on the clock in the third quarter.

The Ponies picked up one first down and on a punt attempt from his own 38-yard line, Hartzog fumbled the snap and got the ball back to the 35-yard line before being downed. On the Cowboy's first play from there, Ricky Stanberry recovered a fumble to put the Ponies back in business on the Bovina 38-yard line.

Cowboy Joe Ruiz intercepted a Shelby pass at the mid-field stripe and ran it back to the Bovina 38-yard line. Two

penalties on the Ponies gave Plains the ball on the two yard line with Mickey Kennedy running the ball over from there. Blount's kick was good to make the score 35-8 with 4:23 remaining on the clock.

The Mustangs again drove into scoring territory, racking up four first downs before losing the ball on downs on the Plains 11-yard line.

The Cowboys got off their longest scoring run of the night four plays later with Kennedy going through the left side of the line for 75 yards. The extra point attempt failed and Plains led, 41-8, with 10:24 remaining on the clock in the final period.

The Mustangs, not to be denied, mounted a scoring drive from their own 34 yard line, covering the distance to the goal line in 12 plays with Shelby going over from the one on a quarterback keeper. Shelby also picked up the extra points to end scoring for the Mustangs with 5:04 on the clock.

Fullback Ricky Bearden picked up the final counter for the Cowboys, going over from the one-foot line with 23 seconds remaining on the clock. Blount's kick was good and Plains led, 48-16.

For the Mustangs, Dennis Willard picked up 21 yards in two carries for an average of 10.5 per carry. Billy Shelby carried the ball 10 times for 69 yards for an average of 6.9 per carry. Ray Martinez was the workhorse for the Maroons, playing with an injured knee, picking up 87 yards in 18 carries for a 4.8 average. Alton McCormick carried six times for 49 yards, an average of 8.2 yards, and Joe Delgado carried the ball seven times for seven yards, an average of one yard per carry.

3 Games Set Here Thursday

Three games will be played at Mustang Field beginning at 5 p.m. Thursday (tomorrow).

The Bovina teams will be hosting the Vega Longhorn's B team and the seventh and eighth grade squads.

In two games here Thursday of last week, the Plains JV downed Bovina, 14-0, and Lazbuddie's eighth grade defeated Bovina, 22-0.

is your car a WAGON?



WHETHER IT'S RED OR NOT our experts will keep that baby running true to form. Our servicemen are trained to handle auto needs promptly, expertly and economically.

Trust your car to the man who wears the star

Paul Jones Texaco
SERVICE STATION



Highway 60 - BOVINA - Pho. 238-1499

FREE!

41-Piece Hospitality Set Of Glasses.

Styled By **Libbey**

With Each Set Of Tires Sold -- Gulf, Michelin or Toyo.

OFFER EXTENDED --
Take Advantage While Supply Lasts!

BONDS OIL CO.

Bovina Ph. 238-1146

Statistics

Bovina	Plains
19 First downs	15
233 Yards gained rushing	317
14 Passes attempted	12
5 Passes completed	6
52 Yards gained passing	31
285 Total offense	348
2 Passes intercepted by	2
3 Number of punts	3
30 Punt average	36
5 Number of fumbles	2
1 Opponent's fumbles rec.	3
12 Number of penalties	8
105 Yards penalized	70

FREE CARRY CASE when you buy

HOMELITE XL2 CHAIN SAW



TWO TRIGGERS for big cutting jobs, and little pruning jobs.

LIGHTWEIGHT-POWERFUL-RUGGED

\$119.95
ONLY with 12" bar & chain & CARRY CASE

Look for your local Homelite dealer in the yellow pages.

CARRY CASE OFFER EXPIRES DEC. 31, 1973

all roads lead to...

BOVINA WHEAT GROWERS

during

Harvest - 1973

Conveniently Located at Bovina and Rhea

Make Your Co-Op

S-T-R-O-N-G-E-R

With Your Business

You Are Assured Of Best Available Prices When You Bring Your Grain Here!

BOVINA WHEAT GROWERS



Larry Webb, Mgr.

"For The Best Deal In The Country"