

# Bovina's Bull Town Days '70 Set Thursday - Friday - Saturday



## The Bovina Blade

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Single  
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THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

"In The Agricultural Center Of Parmer County"

WEDNESDAY, AUGUST 12, 1970

Bovina, Texas

VOL XVI, NO 7

### WHITTLIN'

By DOLPH MOTEN

Yeah, this is a great area. Where else can you have a community celebration like Bull Town Days '70 and a good rain like fell Monday morning all in the same week?

History students and old timers will, we think, find the story in Section II of this week's Blade especially interesting. Written by Eulalia Sprawls Hecox, who now lives in Paradise, California, the story tells of her memories of this area back in the Teens, when she taught school here. Many of the names she mentions are still known here.

We're truly grateful to Mrs. Hecox for the story and the pictures which accompany it.

Her address, for those interested in corresponding with her: Mrs. Eulalia Sprawls Hecox 5785 Fickett Lane Paradise, Calif. 95969

\*\*\*\*\*  
Surprise. Surprise. Surprise. But not really.

The professional football players ended their threatened strike in time to get this year's season started right on schedule. They didn't miss a single TV commercial.

We're glad they're playing and appreciate the opportunity to watch them on the boob tube, but we get disgusted when they bluff a strike for more financial benefits when they already have a better deal than they know what to do with.

It's our guess that playing football is more lucrative for them than some other occupation or else they'd been engaged in that other occupation.

There's nothing wrong with the players having an organization with which to get better deals for themselves, but most anything can be overdone and they almost overdid this year's threatened strike. And they didn't get all the things they were bargaining for, though they probably got more than they were entitled to at that.

Something else that's hard to understand is why a few of the big name stars turn against the game, or at least quit it, when the game is what put them in a position to afford to quit. That's kinda like biting the hand that's fed 'em, it seems from here, and shows complete selfishness and disrespect for their fans and fellow players.

As we said, we like a professional game on television as well as the next fellow, but seems like it would be better if we didn't have to read and hear about the players' personal bellyaches.

If they don't like the game, don't play it.

\*\*\*\*\*  
The finishing touches are being put on this year's community celebration ---- Bull Town Days '70.

To say there'll be a lot of things to see and do in the next three days is an understatement. Folks who take part or attend just half the activities will be plenty tired come Saturday night, we'll guarantee.

They will also have had a heap of fun. That, too, we'll guarantee.

There's so many things happening, it's difficult to say that any one is more important than any other, but the thing that traditionally attracts the most people is the free barbecue supper. This is as it should be, we'd guess. Not only is the meal free to those attending, but the food is as good as money can buy. When you take the best beef in the world, prepare it as it should be and put it on a plate with trimmings of equal quality, you have something that just about anybody is happy with.

To prepare such a supper and "invite the world" to attend is a tremendous undertaking. And that's another understatement. We're proud to be a part of an area where the people have that much hospitality and energy.

For a great weekend, this department heartily recommends Bull Town Days '70 . . . . .



2000 Pounds Of Beef --

## Schedule Bull Town Barbecue For Friday

The free barbecue in downtown Bovina will again be the focal point of the three-day Bull Town Days celebration.

Serving will begin Friday afternoon at 6 p.m.

Last year approximately 3,000 people were served Bull Town barbecue and that figure will probably be surpassed as more and more people are attracted to Bull Town Days.

Two thousand pounds of boneless beef chuck has been purchased from Missouri Beef Packers by R. L. Hopingardner and Mutt Graham, chief cooks.

"We will pick up the beef and have it ready to go on the pits by 2 p.m. Thursday. If we get it on by 2 we hope to be finished with the barbecuing by midnight," reported Hopingardner.

The grills are located on the yard of the Bovina Gin Co. The beef will be wrapped in foil and stored in insulated boxes until supper time Friday. The boxes will be opened and the meat sliced as it is served to the several thousand hungry Bull Town visitors.

Wendel and Keith Garner are in charge of the crew that slices the beef.

Mouth-waterin' barbecue isn't the only item on the menu.

Sliced onions, pinto beans and iced, sliced, home-grown cantaloupe are also served as part of the free meal.

Wilbur Charles is in charge of the pinto bean cooks. He enlists the aid of approximately 40 women in the community to cook a pot of beans.

Charles Flynn of Gateway Produce furnishes the cantaloupes and onions for the meal.

### Good Rain Falls West Of Bovina

Rain, totaling as much as three inches west of Bovina in the Clarence Jones - John Lorenz areas, fell Sunday night and early Monday morning.

The rain amounted only to a shower here with a total of .31 being measured in town. The rain was lighter south and east of Bovina.

Rhea received half an inch, according to reports.

While the rainfall seemed to be general across the county, the amount received varied greatly from area to area.

Members of Bovina Lions Club will be in charge of serving the meal.

Assisting with the barbecue cooking will be Don Murphy, Ralph Roming, Harold Hawkins, Lewis McDaniel, Dan Koelzer, Curtis Monk, Henry Spicer, Pat Kunselman, Amos Steelman, Eddie Gayle Steelman, Billy Smith, Sam Garrison, Floyd Damron and Robert Shedd.

Bovina Roping Club will sell soft drinks at a stand near the serving lines.

Members of the Young Farmers traveled to Clarendon last week and got a load of mesquite wood from the JA Ranch for the barbecue. Ralph Roming, Larry Scott, Dickle Clayton, Jerry McClaren, Gerald McClaren, Wayne McClaren and Tom Ware made the trip.

### Weather by Willie

Bull Town Days looks pretty dry.  
Maybe just a little sprinkle.  
---Willie

## Celebration Features Galaxy Of Activities

This is Bull Town Days week in Bovina!

The seventh annual celebration officially gets underway tomorrow (Thursday) and will continue through Saturday.

Highlight of the three days of action-packed festivities will be the free barbecue scheduled for Friday afternoon at 6 p.m. Some 3,000 people are expected for the meal. The celebration will feature several new activities during that time.

\*\*\*\*\*

Open jack-pot calf roping will kick off the celebration. It is scheduled for 1 p.m. Thursday in the roping arena. Admission charge is \$1 for adults and 50 cents for children under 12.

Three contests are slated at the arena following the calf roping.

Cow calling for men and women will take place at 6 p.m. Thursday. Any and all entries are welcome in this contest to choose the man and woman with the necessary vocal range for calling the cows home. The men will have their facial fuzz judged at 6:30 p.m.

Eight contestants will vie for the honor of Bull Town Days Queen at 7 p.m. Thursday. The girls will perform a riding routine, which will count for 60 per cent of the judge's decision. The other 40 per cent will be on beauty, appearance and personality.

Immediately after the queen contest, the spotlight shifts to Bovina Schools auditorium. The Bull Town Days variety show will open the curtain at 8:30 p.m.

The show, titled "The Roaring 20's to the Roaring 60's," under the direction of Mrs. Mike Barraza, will feature a number of skits and variety acts, with many talented Bovinians performing their specialty acts.

The show traditionally plays to standing-room-only crowds and the admission is \$1 per family.

Winners in the beard growing, cow calling and queen contests will be announced at intermission of the show. Awards will be presented to the winners.

\*\*\*\*\*

A chuckwagon breakfast at Bovina Gin yard will get Bull Town off to an early start Friday. Serving starts at 7 and continues until 9 a.m. Members of Bovina Roping Club will prepare and serve scrambled eggs, sausage, bacon and hot biscuits to give every Bull Townener enough energy to carry them through a busy day of activities.

Old-timers will begin registering at City Hall at 10 a.m. Bovina Woman's Study Club is in charge of handling the registration and community basket lunch to follow. The lunch is scheduled for noon in the Masonic Lodge Hall, and everyone is invited.

Also beginning at 10 a.m. and lasting until 2 p.m. are horsemanship activities at the roping arena. Awards to top contestants

(Continued on Page 2)

### Art Auction New Attraction For BT'D '70

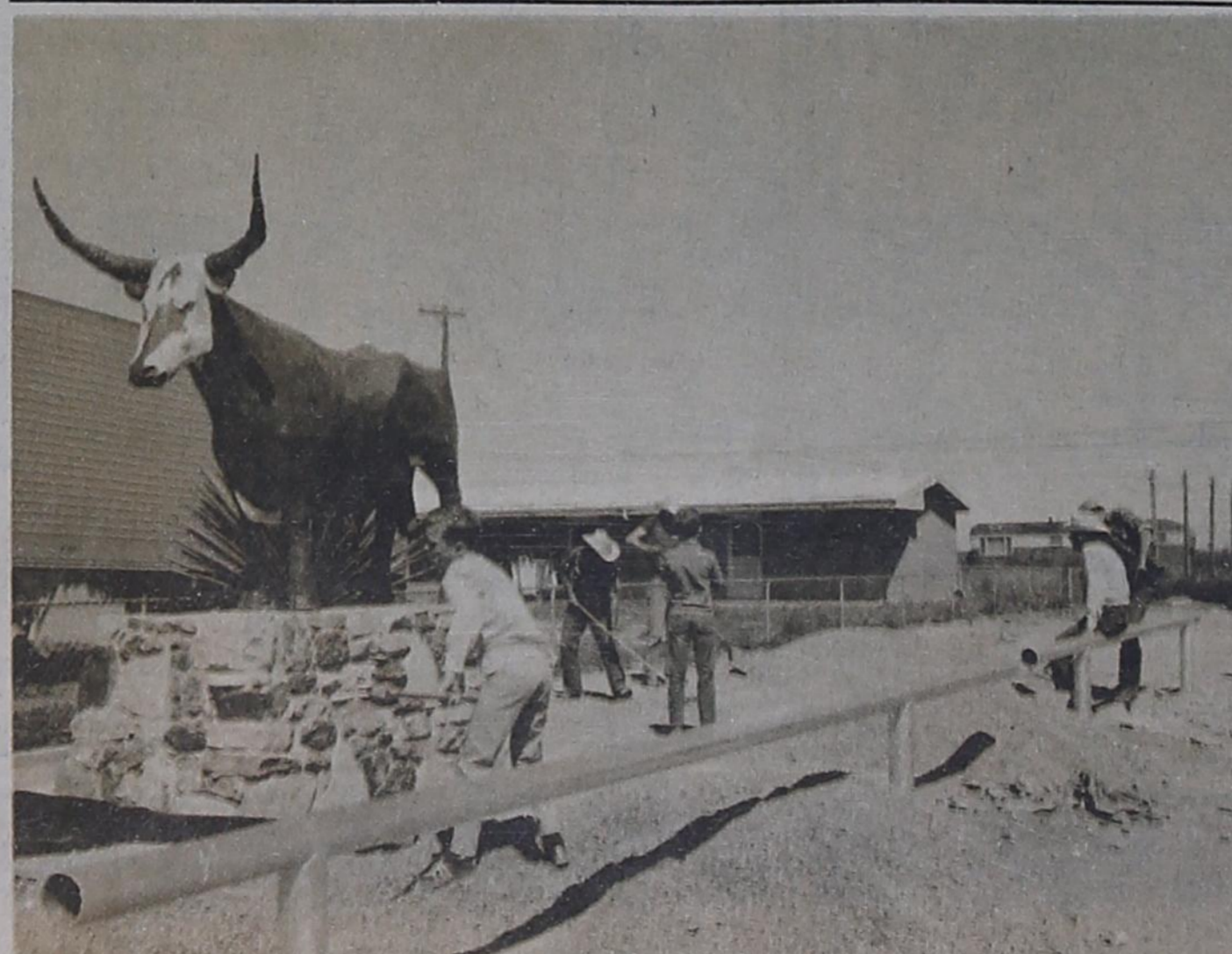
An art auction by Galley Alley will be a new attraction at Bull Town Days 1970. Scheduled for Friday afternoon following the gun fight, Houston Bartlett will auction several paintings by local artists.

Sponsored by Galley Alley, a commission from the proceeds of the auction will be placed in the general fund for Bull Town Days. Remainder of the funds will be used for projects of the new business venture.

Paintings to be auctioned are on display this week at business places in town.

Approximately 15 paintings will be placed on auction. Paintings now on display are by Billy Whitecotton, Mrs. Tom Caldwell, Mrs. J. A. Rushing, Mrs. Jerry Wright, Mrs. Neal Mager, Mrs. Jerry McClaren and Mrs. Tom Beauchamp.

Several more paintings are expected to be added to this group.



BULL DRESS-UP ---- Bovina's bull statue gets dressed up for the Bull Town Days celebration with the addition of curbs and gravel around the site. Shown making the improvements are Kelly and Duane Mitchell, Edwin Lide, Ronald Mitchell, Howard Kelso and Bobby Sparks.



The Bovina Blade

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Dolph Moten . . . . . Publisher & Editor

Reflections From The Blade

TEN YEARS AGO

August 10, 1960  
Cantaloupe harvest will begin Monday and will be in full swing before the week is over, men predicted this week. Fewer bracers will be needed than officials expected in the Bovina area due to the small amount of hand cotton picking scheduled for this fall.

SIX YEARS AGO

August 12, 1964  
Enough barbecue to serve 4000 people will be the big drawing card for Bovina's first annual Bull Town Days celebration scheduled for Thursday, Friday and Saturday.  
Farmer-pleasing and weather-cooling moisture broke a lengthy dry spell here Friday. It was the first measurable rain since early in the summer.  
Mustang Band clinic will get underway Monday, August 17, and continue through August 28.  
Parallel parking only has been recommended for Third Street in Bovina.  
"Best crop we've ever raised."  
That was the report here this week from Gateway Produce Co., officials as they kicked off their annual vegetable processing season.

A good party is always in order and particularly when you can serve such an array of tasty appetizers with so little effort.  
Convenience foods today, such as Slender-Sliced pre-packaged meats, provide time-saving ways to offer your guests attractive and delicious party platters of tempting tidbits such as these.

TANGY DIP

- 1 1/2 oz. pkg. Eckrich Chipped Smoked Ham
- 13 oz. pkg. cream cheese
- 1 tsp. horseradish
- 1 cup sour cream

Blend all ingredients. (If electric mixer is used, blend 2 minutes.) Add finely chopped smoked ham. Serve in bowl surrounded by crackers.

Bull Town Days --

(Continued from Page 1)

will be given in barrel racing, pole bending, western pleasure and flag racing. Pony express races are also tentatively scheduled. C. E. Trimble will be in charge of activities there. There will be two divisions; 13 and under and 14 and over. There will be an entry fee of \$2 for each event. Everyone is invited to bring a horse and participate.

Beginning at 4 p.m. Friday, the Bull Town Days parade will wind through Bovina, with awards being given in three categories; floats, junior and senior riding clubs.

The Clovis Shriners Drum and Bugle Corps will be a new attraction in this year's parade. Invitations have been sent to several Shriners groups and to the Amarillo Old Model "A" Club.

Downtown Bovina will be roped off Friday morning in preparation for the free barbeque to be served at 6 p.m. At 5 p.m. in the downtown block, the fiddler's contest will get underway. Fiddlers' will compete for cash prizes of \$50, \$35 and \$15.

Over 2,000 pounds of barbecued boneless chuck will be served to hungry Bull Towners, along with pinto beans, onions, and sliced cantaloupe.

A mock gun battle will be staged by the Amarillo Gun Fighters Club during the barbeque. Also, an art auction by Galley Alley will be conducted during that time period.

At 8:15, awards for the winners in the days events will be presented. Following this, the square dance contest and downtown square dancing will take over the spotlight.

For members of the younger generation who favor a different type of dancing, "The Chords" of Amarillo will provide the music for dancing at the old Hartwell Machinery building on Highway 60. Admission is \$2 per person and the dance starts at 9 and continues until midnight.

Saturday, the final day of Bull Town Days, the 10th annual Quarterhorse Show will be unreeled at the roping arena. Sponsored by the Bovina Roping Club, the show will get underway at 10 a.m., and continue through much of the day.

A banquet for ex-students of Bovina Schools is planned for 8 p.m. in the schools cafeteria. Theme of this year's affair is "XIT-TEN IN TEXAS." An exciting program with plenty of visiting time is in the works for ex-students.

Closing out the three-day celebration will be a Western dance at the American Legion Hall, starting at 9 p.m. and continuing until midnight. A Western band "The Matadors," from Lubbock will provide the dance music. The Legion sponsors the dance.

A carnival, scheduled to set up Wednesday, will operate the remainder of the week at the baseball park.

Stories concerning individual events during Bull Town Days, 1970, appear throughout this week's issue of The Blade.

SHOOTING TIPS from Gary Anderson

"PROPER SIGHT ALIGNMENT IS ESSENTIAL TO MAKING TIGHT SHOT GROUPS."



SIGHT PICTURE IS THE PROPER ALIGNMENT OF THE SIGHTS WITH THE TARGET.

Back To Original Plan --

Council Changes Paving Ruling

Bovina's current street paving program was the prime topic of discussion at a city council meeting Thursday night. A three-block section on Hall-sell Street was returned to the street improvement program after having been eliminated the previous week. The council agreed to leave out the section of paving after a petition signed by six property owners was presented indicating they didn't want the street improvement. Pointed out at the meeting was that still another group of property owners wanted to be left out of the paving program. The council, evidently with the feeling that if one section was left out the other would need to be also, then returned to the plan agreed on early in July. This is for a total of 12 blocks including some four blocks in the new Eastview Addition. Some of the property owners in the areas involved wanted the paving while others didn't, it was explained at the meeting. Under those circumstances, the council agreed to let the original ruling stand.

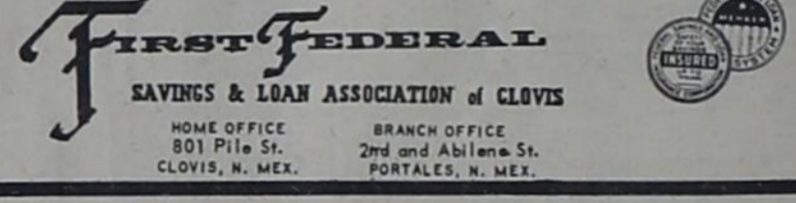
Council members voted to have the City become a part of the Panhandle Regional Planning Commission, Ed Clark, representative of the Commission, explained the area planning commission to the council. Included in the plan is the Panhandle area. Purpose is to "encourage and permit local units of government to join and cooperate with one another to improve the health, safety and general welfare of their citizens and to plan for the future development of the regional area."

owner of the autos for having them removed from the property. Council members voted to have the City need for a "more adequate fire alarm system." The fire siren may be sound-ed from the fire station by anyone at anytime, it was explained during the discussion. The area in the fire station where the siren switch is located is not kept locked. Flynn said Saturday night dances which have been held regularly during past weeks have been "temporarily cancelled" because of trouble. The ruling does not apply to special celebrations or occasions, he said, but only to the regular Saturday night dances.

Looking Ahead To COLLEGE For Your Children?

Use this chart to plan your college fund. This chart is based on our current rate of 5% a year on savings, with earnings added to the account and compounded quarterly.

Table with columns: Starting at Child's Present Age, Here's how various amounts build up by the time your child is 18, and monetary values for monthly investments of \$5, \$10, \$20, \$50, and \$100.



Set Registration

For Beginners

Here Aug. 20

Registration for first graders, who haven't been previously registered, and kindergarten students in Bovina Schools is scheduled for Thursday, August 20, announces Wilson DiCuffa, elementary principal. The registration is scheduled to begin at 8:30 a.m. and will continue until 2 p.m. it will be at Ridgelea School. Kindergarten students must be five years and five months old as of September 1 of this year and must be from culturally-deprived families or have a language barrier. Parents of the students are asked to bring their children's health record including proof of smallpox vaccination to the registration, DiCuffa says.

PUBLIC NOTICE

Proposed CONSTITUTIONAL AMENDMENT NUMBER SIX ON THE BALLOT (SJR32) General Election Nov. 3, 1970

BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF TEXAS: Section 1. That Section 51, Article XVI, Constitution of the State of Texas be amended to read as follows: "Section 51. The homestead, not in a town or city, shall consist of not more than two hundred acres of land, which may be in one or more parcels, with the improvements thereon; the homestead in a city, town or village, shall consist of lot, or lots, not to exceed in value Ten Thousand Dollars, at the time of their designation as the homestead, without reference to the value of any improvements thereon; provided, that the same shall be used for the purposes of a home, or as a place to exercise the calling or business of the head of a family; provided also, that any temporary renting of the homestead shall not change the character of the same, when no other homestead has been acquired."

Art Auction Friday at 7 p.m. (Following the Bull Town Days Gunfight) Downtown Bovina Commissions to be paid on each sale to Bull Town Days Fund Paintings to be auctioned are now on display at various Bovina businesses Houston Bartlett, Auctioneer You're invited to visit the Galley Alley during the celebration. GALLEY ALLEY ART CENTER 404 3rd Street BOX 400 Bovina, Texas 79009

First State Bank Presents -- COW POKES By Ace Reid [Illustration of a cowboy pulling a mule's tail] "The only help I need is somebody to pull this mule's tail outta my eyes so I can see what I'm doin!" New Banking Hours: 8 a.m. to 4 p.m. Monday thru Thursday 8 a.m. to 6 p.m., Fridays Closed Saturdays First State Bank OF BOVINA MEMBER FDIC

WANTED Everyone To Attend Bovina's Bull Town Days Celebration Thursday-Friday-Saturday August 13 - 14 - 15 Welcome, Old Timers - Come To See Us! - BOVINA Service Station And Grocery - on West Main Street - Owned and Operated By Joe Pesch "One of Farmer County's Oldest Businesses"

**During Barbecue --**

### Gunfighters Stage Mock Shoot-Out

A mock gun fight conducted by members of Amarillo Gun Fighters' Club will be a new feature attraction at the seventh annual Bull Town Days celebration.

The gun fight will be staged in downtown Bovina during the barbecue Friday afternoon.

Ace Howard, who heads the gun fighters group, says the show will last approximately 30 minutes and consist of some 20 people, including four "saloon girls."

Howard, a former Hollywood stuntman, says the show will consist of some members of the group coming off the tops of downtown buildings.

The gunfighters have performed at Dodge City, Kansas, Clovis, Fritch and Clarendon.

"We think the gun fighting show will be a fine addition to the Bull Town Days program by providing even more entertainment and excitement," Dolph Moten, general chairman of LTD '70, said in announcing this addition to the schedule.

**At Bovina Gin Yard --**

### Breakfast Starts Friday Activities

A chuckwagon breakfast will kick off the second day of Bull Town Days activities, Friday at 7 a.m.

Scrambled eggs, bacon, sausage, biscuits and hot coffee will be served from 7 to 9 a.m. in the Bovina Gin yard. Vernon Estes will be in charge of cooking the \$1 breakfast.

Bovina Roping Club will be supervising with Rouel Barron serving as cashier.

The chuckwagon breakfast has proven to be a popular addition to the list of activities during the three-day celebration. Over 200 persons attended the breakfast last year. Profits, if any, will be used to pay general expenses for Bull Town Days.

**Downtown --**

### BTD Square Dance Competition Friday

Invitations have been sent to square dancers from the surrounding area to compete in the square dance contest Friday night at 8:30. Downtown square dancing will begin at 9 p.m. in front of the hotel.

"The square that stays together the longest without making a mistake gets the trophy,"

said Tom Bonds, co-chairman of the event.

Music will be provided by records, and Eddie Gunnels of Clovis will be calling again this year.

"We would like to have about 10 squares," says Glenden Suderth, co-chairman, "and everybody's welcome to join."

**Friday --**

### Old Timers Set Reunion, Lunch

Registration for the Bull Town Days Old Timers Reunion will begin at 10 a.m. Friday in the city police department on Main Street.

A community basket lunch honoring old-timers and former residents will be held at noon in the Masonic Lodge Hall down town.

An invitation has been issued to all residents and visitors to attend the reunion, says Mrs.

Leon Ware, chairman of the Old Timers Reunion committee.

Mr. and Mrs. Bill Young of Hawaii was cited as coming the furthest distance to the celebration.

They were presented a trophy.

Drinks to accompany the meal will be provided by the Study Club, according to Mrs. Arlin Hartgoz.

**STACKWICHES**

1 3 oz. pkg. Eckrich Chipped Corned Beef 1 pkg. sliced cheese  
Cut meat and cheese into tiny squares. Stack alternately about 6 pieces high and place toothpick through each.

**PINWHEELS**

1 3 oz. pkg. Eckrich Chipped Smoked Pork Loin 1 8 oz. pkg. cream cheese

Beat cream cheese at room temperature with fork to spreading consistency. Spread on pork loin slices (use three slices to make one thickness) and roll. Place rolls in refrigerator until cheese is firm. Remove and place 5 toothpicks along loose edge of roll. Cut between toothpicks with very sharp knife.

### Jack M. McCracken

Your Life Underwriter Representing



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During Bull Town Days 1970

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## Special Bull Town Days Event At WILSON'S

# DEL MONTE SAFARI SALE



Del Monte **Fruit Drink** 3 46 oz. Cans **\$1.00**

Del Monte **Spinach** 3 No. 2 1/2 Cans **\$1.00** | Del Monte **Catsup** 4 14 oz. bottles **\$1.00**

### Wilson's Wisdom:

Action is the only way of proving one's ability.

Del Monte **Cream Style or Whole Kernel Corn** 5 No. 303 Cans **\$1.00**

Del Monte **Pineapple Juice** 2 46 oz. Cans **75¢**

Del Monte **Cut Green Beans** 4 No. 303 Cans **\$1.00**

Del Monte **Chunk Style TUNA** 3 No. 1/2 Cans **\$1.00**

Del Monte **Fruit Cocktail** 4 No. 303 Cans **\$1.00**

Del Monte **Tomato Juice** 2 46 oz. Cans **89¢**

Del Monte **English Peas** 4 No. 303 Cans **\$1.00**

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

Shurfresh **USDA Medium Eggs** Doz. **39¢**

American Beauty **Cut Spaghetti Or Macaroni** 12 oz. Pkg. **23¢**

Shop These Specials At WILSON'S Thursday thru Wednesday, August 13-19

Del Monte **Sweet Pickles**

22 oz. Jar **59¢**

Del Monte **Whole Dill Pickles**

22 oz. Jar **39¢**

**FREE** TENDERCRUST COUPONS: SHEETS, LADIES HOSE, RODS & REELS, DOLLS, BASKETBALLS, FOOTBALLS WHEN YOU SAVE

**SPECIAL!**

Cabana Fancy Central American Bananas **10¢ lb.**

California Fresh Vine Ripe **Tomatoes** lb. **19¢**

Texas Firm Head **Cabbage** lb. **7¢**

California Red Haven **Peaches** lb. **19¢**

Maryland Club **ALL GRINDS** 1 Lb. Tin **97¢**

Shurfine **Canned POP** Assorted Flavors **12 Cans \$1**

**ROUND UP OF MEAT VALUES**

USDA Choice **Round Steak** lb. **\$1.09**

USDA Choice **Sirloin Steak** lb. **\$1.09**

**FREEZER BEEF**

Half or Whole - Cut & Wrapped  
USDA Good lb. **61¢** | USDA Choice lb. **62¢**

250 lb. and over per half - (No stamps on beef at this low price) Now Wrapped In Avisco Film For Protection Against Freezer Burn.

USDA Choice **T-Bone Steak** lb. **\$1.19**

**FRYERS** USDA Graded Whole - lb. **29¢**

Double Gunn Bros. Stamps Each Wednesday With Purchase Of \$2.50 Or More



# WILSON'S



SUPER MARKET

Phone 238-4781

Discount Prices PLUS Gunn Bros. Stamps

Bovina



Saturday Night --

# Ex-Student Banquet Features XIT Theme

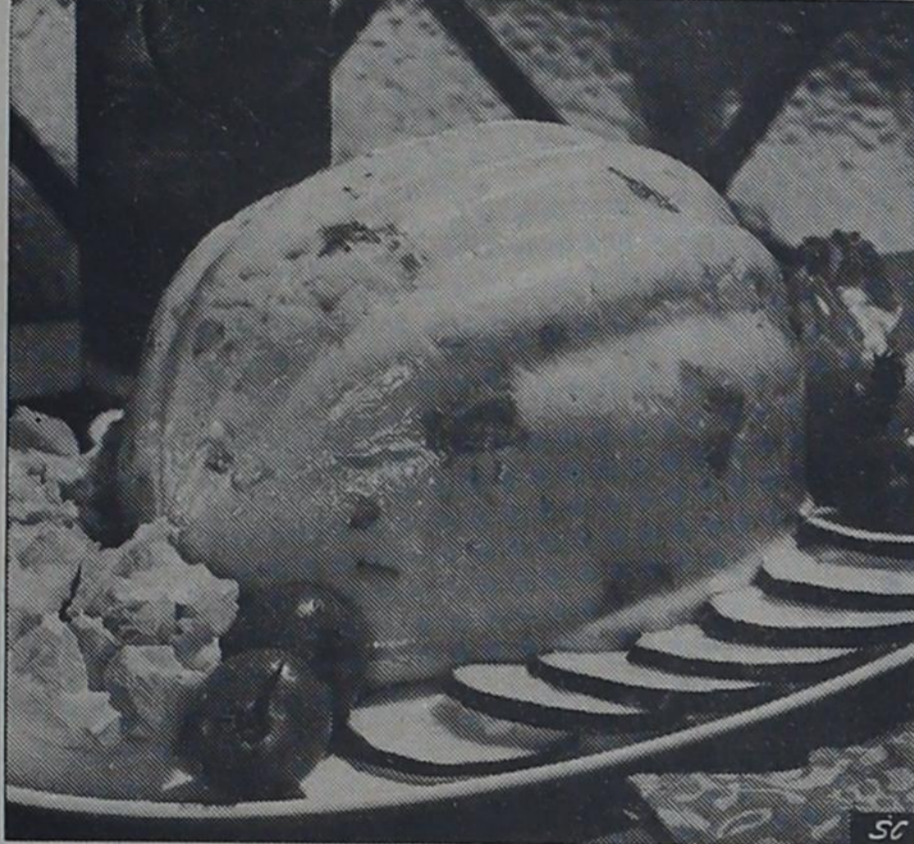
The Bull Town Days ex-students banquet is planned for Saturday night in Bovina Schools cafeteria at 8. The banquet was changed last year from during the Christmas holidays to coincide with the BTD celebration. Approximately 115 attended last year's banquet. Theme of this year's event

will be "XIT - Ten In Texas." Decorations will consist of green checked tablecloths, old-time lanterns, XIT centerpieces made of sticks, a corral and a cowboy. Underwood's of Lubbock will cater the affair. The menu will consist of barbecue, beans, potato salad and ice cream. After the meal, there will be

a short business meeting, including election of officers for the coming year. Mr. and Mrs. Billy Smith, secretary-treasurers, and Mr. and Mrs. Don Spring, vice-presidents, are out-going officers. Mr. and Mrs. Jerry Wright, presidents, and Mr. and Mrs. Mac Glasscock, decorations chairmen, will continue in office for another year. Secretary-treasurer Susie Smith urges everyone to plan to attend the banquet. "We expect approximately 125 this year," Mrs. Smith reports.

Graduates from the classes of 1970, '60, '50, '40, '30 and '20 will be honored at the banquet. Homer McDonald and Minnie McGee Wells were the earliest attendants of Bovina Schools to return for the banquet last year. McDonald was a 1907 ex-student as was Mrs. Wells. Coming the greatest distance were Mrs. Helen Lambert Rich, James R. Thompson, J. R. Ellison, and Mrs. Ella Bradshaw Rawls, all from Houston. Mr. and Mrs. W. O. Cherry, Mary Richards and Mrs. Otle Ellison were former teachers attending the banquet. Mrs. Cherry played the graduation recessional by popular request. Those attending the banquet also learned that Bovina Schools changed its mascot from a bull to a mustang in 1937.

## Corned Beef Sparks Salad



Hearty and flavor-rich, the lean corned beef that comes in cans gives a decided lift to salads, making them fully satisfying main dishes with a bonanza of flavor. Here is a handsome molded salad that combines the flaked meat with a delightfully seasoned blend of tomato soup, cream cheese, celery and mayonnaise. It's a luncheon main course par excellence when accompanied with tender hot rolls and iced tea or coffee, and followed with fruit-sauced cake squares.

### Corned Beef Salad Loaf

- 2 envelopes unflavored gelatin
- 1/2 cup cold water
- 1 can (10 3/4 oz.) condensed tomato soup
- 2 pkg. (3 oz. each) cream cheese
- 1 cup mayonnaise
- 1 tablespoon Worcestershire
- 1/2 teaspoon garlic salt
- 1 can (12 oz.) corned beef, unchilled
- 1 cup finely chopped celery

Soften gelatin in cold water. Add soup; heat over low heat until gelatin is dissolved. Beat cream cheese until light. Gradually beat in hot soup, adding about 1/4 cup at a time, until smooth. Blend in mayonnaise, Worcestershire and garlic salt. Chill until mixture is the consistency of unbeaten egg whites. Coarsely flake corned beef; fold, with celery, into gelatin mixture. Turn into 1 1/2 quart mold or loaf pan and chill until firm. Unmold and serve on lettuce; garnish as desired with chilled fresh vegetables: cucumber slices, cherry tomatoes, whole green beans, etc. Makes 6 servings.



...we're a **te** family!

We're happy and proud of our Total Electric home. It keeps us truly comfortable in winter and delightfully cool in summer. Our TE home is an all year 'round home and it gives us more comforts than we ever imagined... pure comfort, for sure.

\* TOTAL ELECTRIC



PS. You can be a TE family, too. Don't worry about power shortages. Reddy has plenty of electric power so use it fully... and enjoy it!

## Bull Town Teen Dance Friday Night

Mrs. Marie Venable is in charge of the Bull Town Days teen dance. "The Chords" from Amarillo will furnish the music for the dance this year. Admission will be \$2 per person. Approximately 300 attended the affair last year and "we expect at least that many this year," commented Mrs. Venable.

The dance will be held from 9 p.m. to midnight Friday in the old Hartwell Machinery building on Highway 60, just east of the city limits. The dance has been changed from the American Legion Hall to the Hartwell building because of crowded conditions at the former site.

Completely Enwrapped "I like to see a man completely wrapped up in his work," declares an employer. He would have thoroughly enjoyed watching us wallpaper the spare room the other day.

More Than \$1200 --

# BTD '70 Fund Has 46 Donors

More than \$1200 was contributed by area businesses and individuals to the '70 Bull Town Days Fund, according to Bob Fillpot, manager of Bovina Chamber of Commerce and Agriculture. The money will be used to pay for the beef for the free barbecue Friday evening. Most other Bull Town Days events are self-supporting, Fillpot points out. Donors to the '70 BTD Fund are Agri-Sprayers, Inc., American Dusting Co., American Oil Co., Big Nick Machinery, B&B Welders, Bovina Blade, Bovina Service Station and Grocery, Bovina Implement Co., Bovina Gin Co., Bovina Feeders, Inc., Bovina Dry Goods, Bovina Insurance, Bovina Va-

riety, Bovina Wheat Growers, Inc., Bonds Oil Co., H. D. Bradshaw, Birkelbach Machine and Pump, C&J Irrigation Supply, Charles Oil Co., Chuck's Spraying Service, City Drug, Custom Farm Services, Southside Service Station and Grocery, J. O. Combs, Cyanamid Farm Supply, Don's Medicine Chest, Dudley's Auto Parts, Herman Estes, Fantasy Beauty Salon, First State Bank of Bovina, Gaines Hardware Co., Gee Cleaners, Horn Insurance Agency, Lawlis Gin Co., Oklahoma Lane Farm Supply and Gin, Owen Patton, Parmer County Cattle Co., Lester Rhinehart Fina Station, Sherley Grain Co., Sherrill Lumber Co., SMS Auto Parts, Super Sawvay, Southwestern Public Service

Co., Western Ammonia, Wilson's Super Market and Wilson and Brock Insurance. In charge of soliciting for the special celebration fund was a three-man committee, H. J. Charles, J. E. Sherrill and Durward Bell. Others wishing to give to the fund may see one of those three or they may make a deposit at First State Bank of Bovina. ON PRICE CONTROLS San Francisco—George P. Shultz, Secretary of Labor, says he can see no chance of the Nixon administration fighting inflation by imposing wage or price controls. He told a news conference that he did not think this was a realist prospect.

# MEMO

for an exciting  
Weekend for  
EVERYONE!

## LAWLIS GIN CO.

Ovid Lawlis Bovina

Highway 86 East

Art Auction

BEARD GROWING Contest

JACK-POT CALF ROPING

QUEENS CONTEST

Free Barbeque

OLD TIMERS' REUNION

VARIETY SHOW

8-Man PONY EXPRESS RACE

CARNIVAL RIDES

SQUARE DANCE CONTEST

CHUCK WAGON BREAKFAST

FIDDLERS CONTEST

Ex-Students Banquet

COW CALLING CONTEST

DOWNTOWN PARADE

HORSEMANSHIP ACTIVITIES

Mock Gun Fight

### All This And More During Bovina's Bull Town Days - 1970

# YOU ALL COME!

# LAWLIS GIN CO.

Highway 86 East - Bovina

With 11-3 Record --

# Clements Claims Softball Crown

Clements' Clouters are the top team in Bovina's men's slowpitch softball league.

The Clouters blasted the Roarin' Lions, 20-9, Thursday night to finish in first place over the 14-game, five-weeks season. The win gave the Clements team a record of 11-3. A loss in the final game would have left Clements and Russell's Rascals tied for the top spot.

The Rascals, with a 12-8 win Wednesday night over McCormick's Mean Men, finished second with a 10-4 mark. McCormick was third at 9-5.

Finishing tied for fourth place with 7-7 records were Koel-

zer's Kops and Shepherd's Soldiers. The Shepherd team was the hottest in the league in the final two weeks, winning its last five games.

The eight-team league began July 6 and was completed Thursday night. Two games were played each night, six nights a week for a total of 56 games. Only three of the games were forfeited because of a lack of rostered players being on hand at game time.

The league, which was sponsored by Bovina Lions Club, attracted good crowds throughout the season. The Lions team, winner of last year's league, finished sixth with a 6-8 mark.

**LAST WEEK'S RESULTS:**  
Tuesday, August 4 --- Hammonds 8, Lions 4 and Koelzer 8, Alonzo 4;

Wednesday August 5 --- Russell 12, McCormick 8 and Shepherd 12, Alonzo 11;

Thursday, August 6 --- Koelzer 13, Hammonds 2 and Clements 20, Lions 9.

### FINAL SOFTBALL LEAGUE STANDINGS

Team	W	L	Pct.
Clements	11	3	.786
Russels	10	4	.714
McCormick	9	5	.643
Shepherd	7	7	.500
Koelzer	7	7	.500
Lions	6	8	.428
Hammonds	5	9	.357
Alonzo	1	13	.071

### COURTHOUSE NOTES

Instrument report ending August 8, 1970 in County Clerk Office Bonnie Warren, County Clerk

WD, Verney Towns, Marlon Inman, Lots 3,5,6,11,12,13,14 Sec. 9, T16S; R1E  
WD, E. L. McCutchan, Anita Alonzo, Lots 16 & 17, Bk. 21 S 1/2 of Lot 18, Bk. 21 Bovina WD, Oswell Jones, H. Charles Hargrove, N 17.5 ft. Lot 24 Lots 25,26,27 & S 8 ft. Lot 28, Bk. 47, Farwell

WD, Carmichael Real Estate, Inc., Gwen Greason, N/pt Lot 8 & S/pt Lot 9 Bk. 3, 1st, Instal, Welch Ac. Friona

WD, Zula Rundell, Juanita Louise Rundell Foster, S 40 ac of NW 1/4 Sec. 6 T14S; R3E  
WD, Zula Rundell, Juanita Louise Rundell Foster, N20 ac NW 1/4 Sec. 6, T14S; R3E  
WD, James B. Collier, Ernest E. DeLong, Lot 12, Bk. 1, Staley Friona

WD, Wayne Hodgson, Henry Leon Outland, Jr., Lot 9 Bk. 2 Welch Acres #1 Friona

WD, Joe T. Wilson & Norma Lee Plumer, Allison 7-11, Lot 1 to 4 Bk 13 Bovina

WD, J. C. Beck, Billy H. Jones, N 10' Lot 7 Lot 8 Bk 7 Staley Add Lot 2 Bk 12 Staley #2 Friona

# WANT ADS

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

Veterinary Medicines And Supplies SUPER SAVEDWAY Bovina

FOR SALE -- Quarterhorse, 4-years-old, sorrel mare, \$150. Can be seen at Elvin Johnston's or call 225-4452. 6-2tc

### NOTICE

We can build you a new home in Bovina on pavement, ideal for FHA construction. No down payment, low interest rates.

Ed Hicks Real Estate Friona Phone 247-3537 or 247-3189

FOR SALE 2-row International lister-planter, underswing attached. Hydraulic lift. Complete with boxes, plates and lift. Price - \$75.

\*\*\*\*\* 2-row International cultivator, hydraulic lift. Complete and ready to plow. Price - \$75. Both implements will fit a Model H or M tractor.

O. W. Rhinehart Phone 238-4452 Bovina, Texas 7-tnc

ATTENTION -- Bovina and surrounding area. Start now to earn top commission with Luzier Cosmetics. We train. Call 806/247-2534 or write 803 West 6th, Friona, Texas, 79035. Lucy Lewis Authorized Distributor 6-4tc

YARD SALE at Pentecostal-Holiness Church, 2nd at Ave. G. Good used clothing. All welcome. Thursday, Friday and Saturday, 10 a.m. to 5 p.m. 7-1tp

FOR SALE--Power riding lawn mower, new. Reasonable. Call 238-2881, I. W. Quickek 7-2tc

KEEP carpets beautiful despite footsteps of a busy family. Buy Blue Lustre. Rent electric shampooer \$1. Super Saveway 7-1tp

### DRIVERS NEEDED

Train now to drive semi-truck, local and over the road. Diesel or gas; experience helpful but not necessary. You can earn over \$5.00 an hour after short training. For application and personal interview, call 214-742-2924, or write Safety Dept., United Systems, Inc., 4747 Gretna, Dallas, Texas, 75207. 6-2tc

FOR SALE -- 10 ft. x 50 ft. American mobile home. As clean a '64 model as can be found. Equipped with bedroom furniture and kitchen stove. Has central heat and evaporative air conditioner. On natural gas. Equipped to use natural gas. plumbed for washing machine. Call Weldon Moody at 238-4441. 3-4tc

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

GOOD SITE for mobile home for rent in Bovina. All utilities available. Darrel Read, 225-4365 or 238-2111. 7-2tc

### A Hint for Better Hunting



Three out of four hunters who cause accidents have faulty vision—and most of them don't know it, according to the Better Vision Institute. In most states, no vision test is required for a hunting license. The Institute recommends that every hunter have professional eye examination once a year so that he can ascertain his visual handicaps and capabilities.



BTD GUNFIGHTERS --- A gun fighting group from Amarillo will stage a mock gun fight in downtown Bovina during the Bull Town Days celebration. The event is scheduled for 8:30 Friday, August 14. The group is led by Ace Howard, a former Hollywood stuntman.

At Farwell --

## Junior Golf Tourney Set

Competition for Junior Club Golf Championship at Farwell Country Club will get underway Tuesday of next week, according to Gene Deeds, golf pro at the club.

On August 18, elementary age group will play nine holes. An 18-hole event for junior high age group will be held on August 20, and a 36-hole competition for high school golfers will be August 22-23.

Entry fee is \$1 per person. For more information, or to register, contact Gene Deeds at the Farwell Country Club.

A partnership tournament has been planned for August 29-30 and the club championship tournament will be held later. Details of both tournaments will be announced in the near future.

"All persons interested in entering the tournament will be most welcome," said Deeds.

# R&F Steak House

Especially Welcomes Parmer Countians

—Featuring the Southwest's Best Steaks—

Open 5 A.M. till 9:30 P.M.

Located At

## CLOVIS STOCKYARDS

SOUTH HULL STREET

## Fiddlers' Contest Friday

Old time fiddling, fast becoming a lost art, will be in the spotlight of Bull Town Days activities Friday at 5 p.m.

Invitations have been sent to about a dozen fiddlers according to Al Kerby and Pearl Singleterry, co-chairmen of the event.

Seven entries were recorded in last year's contest.

Cash prizes of \$50, \$35 and \$15 will go to the first, second and third place winners in the

Friday afternoon contest. The contest is open to all interested fiddlers. There is no entry fee.

A band composed of Larry Webb, Dudley Hughes, Bob Wilson, Randy Monk and Al Kerby will provide music prior to the competition.

Last year's winner was W. F. Whatley, Lake Arthur, N.M., defending his 1968 championship. Don Lancaster of Artesia, N.M., was second and Dink Esery of Floyd, N.M., was third.

Judges for the contest will be from out of town.

# SAVE \$ \$ \$ NOW

## 1970 Model Close-Out On Chevrolets Buicks Opels

'Doc' Stewart Says "Congratulations, Bovina, On Your Annual Bull Town Days Celebration"



73 New Units Now In Stock All Models, Body Styles, Colors, Options, Etc.

**DOC STEWART** Inc. Chevrolet - Buick - Opel —Travois Campers— Clovis' Largest Volume Dealer By Far For Over 29 Consecutive Years Highway 60-70-84 East Pho. 763-4465

# HOLY COW...

## WHAT A Bull Town Days Celebration!

Thursday - Friday - Saturday, Aug. 13-14-15

For The LOWEST PRICES in BULL TOWN —

# DUDLEY'S AUTO PARTS

Highway 86 and Third St. — Dudley Hughes

## BARTLETT & POTTS AUCTION SERVICE

Specializing in Farm Sales

HOUSTON BARTLETT Route 1 Bovina, Texas Phone 389-2191 - Clovis

LARRY POTTS Route 2 Friona, Texas Phone 295-3387

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## TELEX HEARING AIDS CLOVIS HEARING AID CENTER

\*Batteries \*Molds \*Free Hearing Tests SERVICE ALL MAKES

416 Mitchell Pho. 763-6900 9-tnc

Buick - GMC - Pontiac

## John Osborn

Buick - GMC - Pontiac (formerly Kinsey-Osborn)

### 25 Years In Hereford

See Us And SAVE

142 Miles St.-Hereford-Pho. 364-0990

# Bovina Area Churches Welcome You!

## Church Chuckles by CARTWRIGHT



"Mama told me so herself. She said that after putting up with Daddy for fifteen years..."

### Our Bible—Its Durability

The Word of the Lord endureth forever. 1 Peter 1:25

Does not the fact that we still have the Bible say something to us about its durability? Except for a few names and dates on the monuments of Egypt, few writings have come down to us from the days of antiquity. There are but fragments of writings that date back to the Grecian age. Very little has remained of the writings that take us back to the days of the old Roman emperors. All the while the Scriptures were preserved through past centuries, and that in the face of terrific opposition. Why?

There is but one answer. The Bible is God's Word and cannot perish. Voltaire, the French infidel, predicted its extinction, but God's Word still stands. The Englishman Edward Gibbon predicted its downfall, but the Bible is still with us. The Scotchman David Hume predicted that "the superstition of Christianity," based on the Bible, would in time fade away, but Christianity and the Bible continue their triumphant course. Robert Ingersoll prophesied that in due time no one would any longer accept the Bible. How he and his ilk have been put to shame! Our Bible, the God-inspired Book, shall endure forever. By the Gospel, the good news of salvation in Christ, is the Word preached to us.

## Church Page Sponsors

### Friena Motors

"Your Parmer County Ford Dealer"  
Bovina Phone 238-6231

### 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

### Bi-Wize Drug

Phone 247-3010  
- Friena -

### 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

### Bovina Dry Goods

"The Store Where Your Money's Worth More"

### Agri-Sprayers, Inc.

-Quality Aerial Spraying -  
Phone 238-4311

### Kerby Welding Service

A Deal The Year o

### Gateway Produce Company

- Bovina -

### Clearview Company

All Three TV Networks  
Phone 238-3592

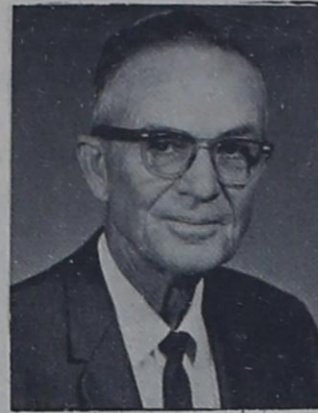
## FIRST BAPTIST CHURCH of BOVINA



First Baptist Church - Bovina

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

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



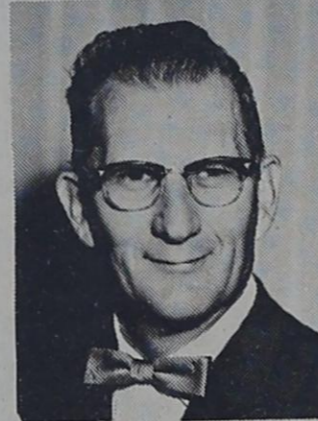
Rev. A. C. Harden

## OKLAHOMA LANE METHODIST CHURCH



Oklahoma Lane Methodist Church

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



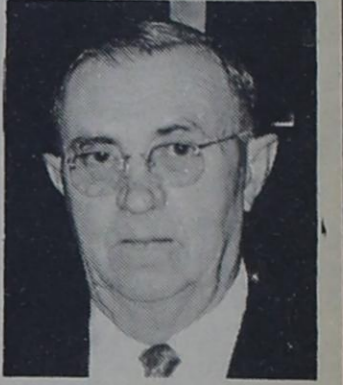
Rev. Woodrow Williams

## ST. JOHN LUTHERAN CHURCH



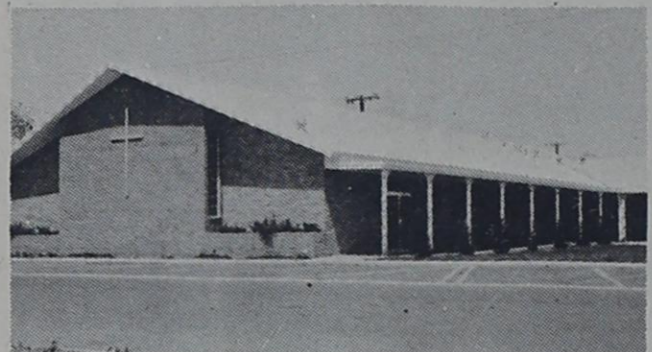
St. John Lutheran Church, Lariat, Texas

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



H. F. Peiman

## BOVINA CHURCH of CHRIST



Bovina Church of Christ

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

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



Cecil Bunch

## ST. ANN'S CATHOLIC CHURCH



St. Ann's Catholic Church - Bovina

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

## OKLAHOMA LANE BAPTIST CHURCH

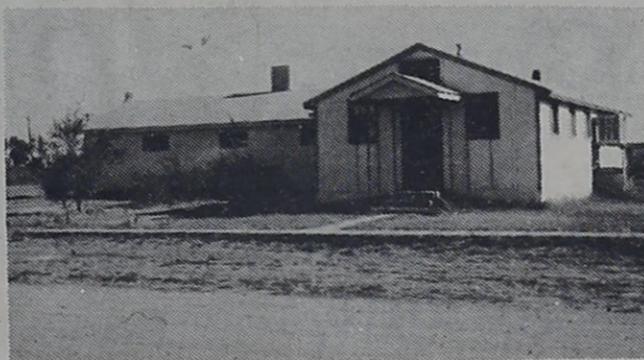


Oklahoma Lane Baptist Church

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

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

## MISION BELEN BAUTISTA



Mision Belen Bautista

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



Rev. Ramon Delgado

## 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. Charles Gates

Choir Practice -  
Wednesday - 8 p.m.

## BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church

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

Evening Worship - 7 p.m.



Charles McCause

### Birklebach Machine & Pump

Hwy 86 - West

### American Dusting

Aerial Crop Dusting & Spraying  
Phone 238-6041

### Sherrill Lumber Company

Highway 60 - Bovina

### Claborn Funeral Home

Phone 247-2801  
Friena, Texas

### Bovina Restaurant

Mr. & Mrs. Mutt Graham

### Lariat Lutheran Church

### Sherley Grain Company

"Serving Parmer Co. Farmers  
The Year 'Round"

### Jake Diel

Dirt & Paving Contractors, Inc.  
Muleshoe, Texas & Hereford, Tex.  
Phone 272-4848 Phone 364-0763

### Gaines Hardware Company

"Nothing Knocks On Bovina  
But Opportunity"

### Don's Medicine Chest

Prescription & Health Needs  
Phone 238-4901

### Custom Farm Services

Complete Fertilizer  
Phone 238-6051

### SMS Parts, Inc.

- Bovina -  
Highway 60 - Phone 238-4601

### Bovina Gin Company

"Your Satisfaction  
Is Our First Concern"

### Horsemanship Set Friday

Bull Town Friday will find horsemanship activities at the roping arena. Competition starts at 10 a.m. and continues until 2 p.m. C. E. Trimble is in charge of the events.

Awards will be presented to top contestants in barrel racing, pole bending, western pleasure and flag racing.

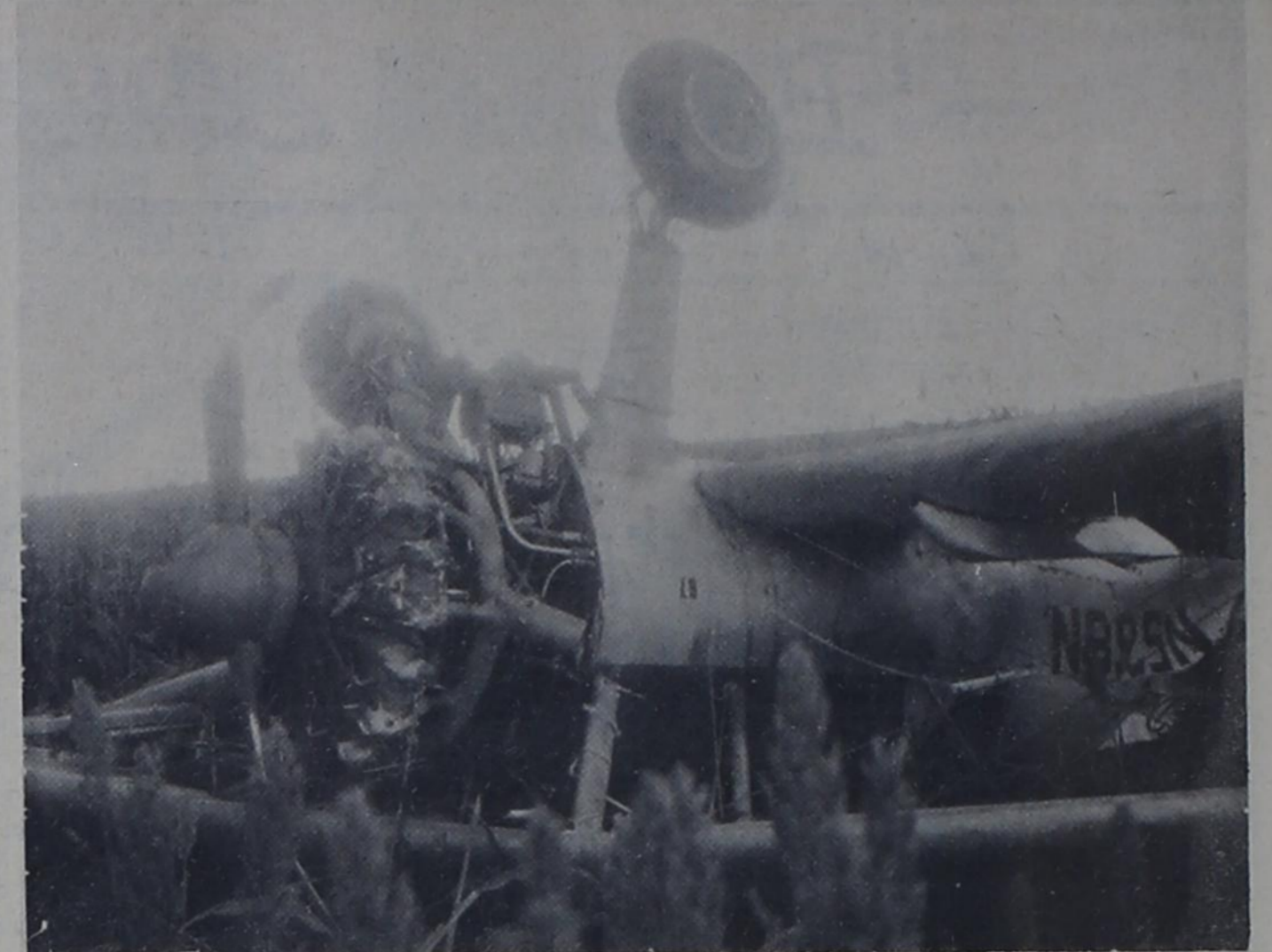
Competition in each event will be held in two divisions; 13 and under and 14 and over. Contestants may enter up to time of the event. There will be an entry fee of \$2 in each event.

Plans at the present are to include 8-man pony express races in the activities.

#### KEEPS GROWING AFTER 10,000,000 YEARS



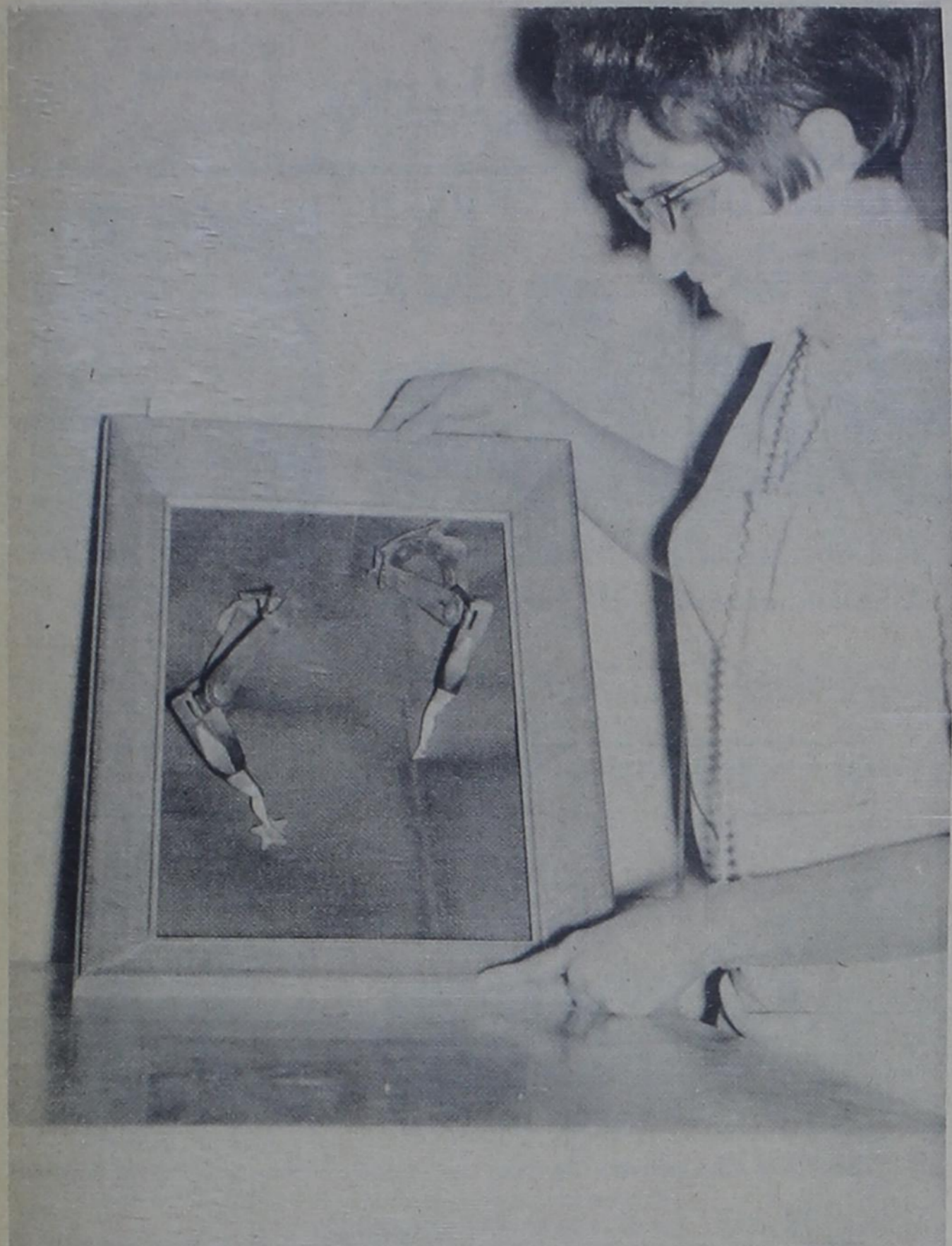
It takes about 120 years of drippings to form one cubic inch of cave onyx at the famed Caverns of Luray in Virginia, but because the natural wonder is already ten to 12 million years old, it stalactites (growing down from the ceiling) and stalagmites (growing up from the ground) are big enough to attract more than 400,000 visitors a year.



OOPS! --- Pilot Duane McDaniel was uninjured late Saturday afternoon when this Stearman 450 spray plane crashed and flipped while spraying grain sorghum on the Buck Ellison farm west of Bovina. McDaniel, who has been employed by American Dusting Co. here for about a week, walked away from the accident. The plane was considered a total loss.

TEA, ACCORDING TO A CHINESE LEGEND, WAS DISCOVERED IN 2700 B.C. BY EMPEROR SHEN-NUNG.

THE LETTER "I" STARTED OUT IN EARLY EGYPTIAN WRITING AS A PICTURE SIGN OF A HAND!



EARLY-DAY SPURS --- Mrs. Robert (Pat) Read is the owner of a pair of "Lady Legs" spurs, dating before 1890. She found the spurs on a "junk hunting" expedition in New Mexico. Silver forms the legs and the diamond inlays above. Monetary worth of the spurs is upward from \$100, but Mrs. Read says, "They're not for sale."

Entries Welcome --

## BTD Parade Slated Friday

The 1970 edition of Bull Town Days parade promises to be one of the best, according to parade marshal Edwin Lide.

Invitations have been sent to area riding clubs and approximately 10 clubs are expected to participate in the parade. Clovis Shriners Drum and Bugle Corps will be a new feature in the parade this year. Old Model "A" Club from Amarillo has tentative plans to participate with several antique cars.

The parade will begin at 4 p.m. Friday afternoon, from the baseball park on North Street. It will proceed east to Third Street, turn south on Third and travel to the Dimmitt Highway, turn west one block, then pro-

ceed down Second Street to North Street again.

"We are going to keep the parade off the downtown block, because it interferes with the barbecue which is being set up," commented Lide.

Awards will be presented in three categories; Best Float, Senior Riding Club and Junior Riding Club.

Last year's winners were Comite Mexicano in the Best Float division. Second place went to Bobbie's of Farwell, and third to Bovina Woman's Study Club. Senior Riding Club trophy went to Farwell. Second place was won by Bovina Roping Club and Morton took third place.

Parade entrants are asked to assemble at the starting point at 3 Friday afternoon. "We would like to start promptly at 4," said Lide. Anyone may enter, and all entries are welcome, according to Lide.

Welcome To Bull Town Days

Thur.-Fri.-Sat.  
August 13-14-15

BULL TOWN DAYS ...



Join The Fun!

**Bartlett & Potts**  
Auction Service

Houston Bartlett	Larry Potts
Route 1	Route 2
Bovina, Texas	Friona, Texas
Pho. 389-2191,	Pho.
Clovis	295-3387

Let Us Handle  
YOUR Farm Sale

\* Dependable \* Experienced

## Now! A Circus of Savings

On New 1970 Model  
Chevrolets, Oldsmobiles  
And Chevrolet Pickups at  
Reeve Chevrolet-Oldsmobile **FRIONA**

Congratulations  
Bovinians  
On Your  
1970 Bull  
Town Days  
Celebration  
Aug. 13-14-15

Year-End Model Close-Out  
Prices Now Mean Savings  
To You On The New Car  
Of Your Choice



**WE WILL HELP YOU**

FINANCE THE CAR OF YOUR CHOICE!

Service After The Sale!



**REEVE**  
**Chevrolet-**  
**Oldsmobile**

6th And Main  
Friona, Texas Phone 247-2774

Chevrolets - Oldsmobiles



## Bovina Spudnuts Bull Town Days Horses Like 'Em, Too!



Odie White and Tim Kelley feed their Bull Town Days mounts delicious Bovina Spudnuts

Come to see us during the celebration!

### Spudnut Shop

Main Street - Odie & Lula White



## On The Farm In Panhandle County

By R. MACK HEALE  
County Agent

**NEW PROGRAM TO BOOST PANHANDLE'S FARM INCOME**  
Cash receipts from agricultural products in the Texas Panhandle are expected to total \$682,250,840 by the end of 1976 with the present pace of the agricultural industry plus some innovations along the way.

This would mean a boost in the area's agricultural income of some \$229,716,740 over the next six years.

**NEW PROGRAM LAUNCHED**  
These projections were made recently in conjunction with a statewide program designed to increase Texas' present agricultural income of \$2.75 billion by \$1 billion by 1976. Launched by the Texas Agricultural Extension Service, the massive program is appropriately titled, "3,76 in '76."

from each commodity produced in each of the 25 counties in the PEP (Panhandle Economic Program) area were prepared jointly by county agricultural agents and county program building committees.

**PEP TO BOOST PROGRAM**  
PEP will play a key role in helping the Panhandle area carry its share of the load in this statewide effort. Since it is designed to boost the overall economy of the area through maximum as well as efficient utilization of human and natural resources, PEP will be a driving force to meet the goal of "3,76 in '76." This new program should provide the incentive for everyone in the area engaged in the agricultural industry to "put his best foot forward" to accomplish the state's objective.

**CROP INCOME PROJECTED**  
Looking at the area picture as far as crops are concerned, grain sorghum leads the list with a projected increase of \$24,978,000 during the next six years. With this 11 per cent addition to present cash receipts, grain sorghum income will total \$125,113,100 and will account for more than 62 per cent of the total increase in income from crops in the area.

Corn is another major cash crop for the area and is also expected to show a substantial increase in cash receipts -- \$5,278,000. Projected 1976 cash receipts total \$13,926,100 and account for more than 13 per cent of the total increase in crop income.

Hay production is expected to show a cash increase of \$3,272,600. Wheat is expected to add only \$292,400 above its present total cash receipts of \$49,167,900, while sugar beets should increase by \$2,396,440 and fruits and vegetables by \$2,234,900.

Total cash receipts from all crops in the Panhandle now total about \$212,679,980. These are expected to increase by \$40,036,160 by the target date. The increase from crops will account for more than 17 per cent of the total projected increase in cash receipts by 1976.

**RETURNS FROM LIVESTOCK AIRED**  
The overall livestock industry in the Panhandle is really expected to boom. The present picture shows total income to be \$239,836,120. This is expected to increase by \$189,433,580 in the next six years. The increase will account for more than 82 per cent of the total projected increase from agriculture.

Income from fed beef is projected to lead the way with an increase of \$155,219,300 from the present total of \$148,609,000. This means that income from fed beef will more than double and will account for more than 82 per cent of the total projected increase from agriculture by the end of 1976.

Income from other beef is expected to increase \$27,185,800 while cash receipts from hogs are expected to more than double by the target date, up \$6,548,400.



**BULL TOWN DAYS SADDLE** --- Kathy Estes, a member of the staff of First State Bank of Bovina, accepts a donation from Dean Hastings, Santa Fe agent, on the Bull Town Days saddle which is on display in the bank lobby and which will be given away at the conclusion of BT'D '70 by Bovina Roping Club. Proceeds from the saddle give-away will go toward financing the annual celebration. Donations are being accepted at the bank and by members of the roping club.

# ANNOUNCING!

## Arleigh Nation

is back at

### Bender

Olds-Cadillac-Datsun

Clovis, N.M.

Arleigh invites all his friends and former customers to come by to see him for a great deal on a new or used car



Arleigh Nation

# BENDER

OLDSMOBILE-CADILLAC-DATSUN Inc.

800 N. Main

762-4511

Clovis, N.M.

## Accident Damages Vehicles

A pickup-car collision at the intersection of Highway 60 and Third Street resulted in approximately \$900 damage Monday morning, according to City Marshal Ronald Mitchell.

A 1970 Ford, driven by Ed Ross, collided with a 1969 Chevrolet pickup, driven by Thomas F. Marshall of Canyon, Ross was driving onto Highway 60 at the time of the collision. He failed to see the approaching pickup and struck the side of the vehicle. Both vehicles came to rest on the edge of Third Street.

Approximately \$700 damage resulted to the Ross vehicle with about \$200 damage to the pickup. No injuries were sustained by either man.

### Men, Women --

## Invite Cow Callers To Attend Contests

Anyone who has an irresistible urge to call cows may, and is encouraged to, enter the Bull Town Days cow calling contest. Held in the roping arena, the contest gets underway at 6 p.m. Thursday. There will be divisions for men and women.

Winners in each division will be announced at intermission of Bull Town Days variety show, which will be staged the same evening at 8:30 p.m. in Bovina Schools auditorium. Last year's winners were Mrs. Buck Ellison and Redge Priest. Second place winners were Mrs. Ed Hutto and C. E. Trimble. Third place winners were Mrs. Reagan Looney and Pat Quintana.

Frank Ford and Mrs. Ed Hutto were winners in 1968. Mrs. Ellison and Wilbur Charles were the champs in 1967.

## Bovina Band To March In BT'D Parade

All band members, high school and junior high, are asked to meet at the band room of Bovina Schools for a practice session Friday morning at 10. Bryant Harris, new band instructor in Bovina Schools, invites all ex-band members who would like to march with the band to come to the meeting also.

## Calf Roping Kicks Off Celebration

The band will march in the Bull Town Days parade at 4 p.m. Friday.

Open jack-pot calf roping will kick-off the seventh edition of Bull Town Days Thursday at 1 p.m. at the Bovina Arena. Admission of \$1 for adults and 50 cents for children will be charged. A total of 17 ropers participated in last year's event. In the jack-pot calf roping, Gary Hand of Friona won in 33.3 seconds, David Lewis of Clovis was second with a time of 33.5. Jimmy Leonard of Portales took third in 34.8 seconds.

**Wholesale Prices**

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Bovina

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SEE US--- For Further Information On This Money Making, Cattle Saving Program--- BEFORE FERTILIZING WHEAT GROUND.

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**BIG NEWS**

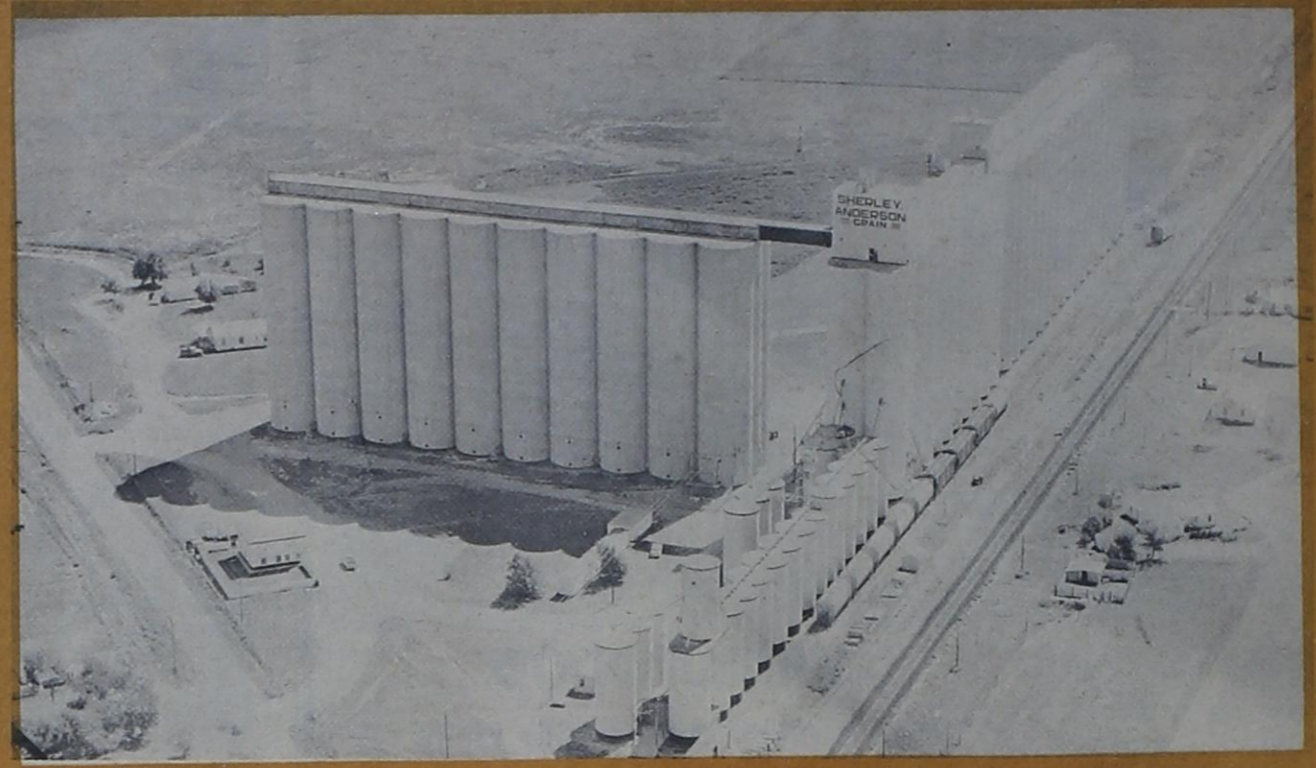
# SALUTING BOVINA

On Its Seventh Annual Bull Town Days Celebration  
Thursday, Friday, Saturday, August 13 - 14 - 15



**Sherley-Anderson-Pitman, Inc. - Farwell**

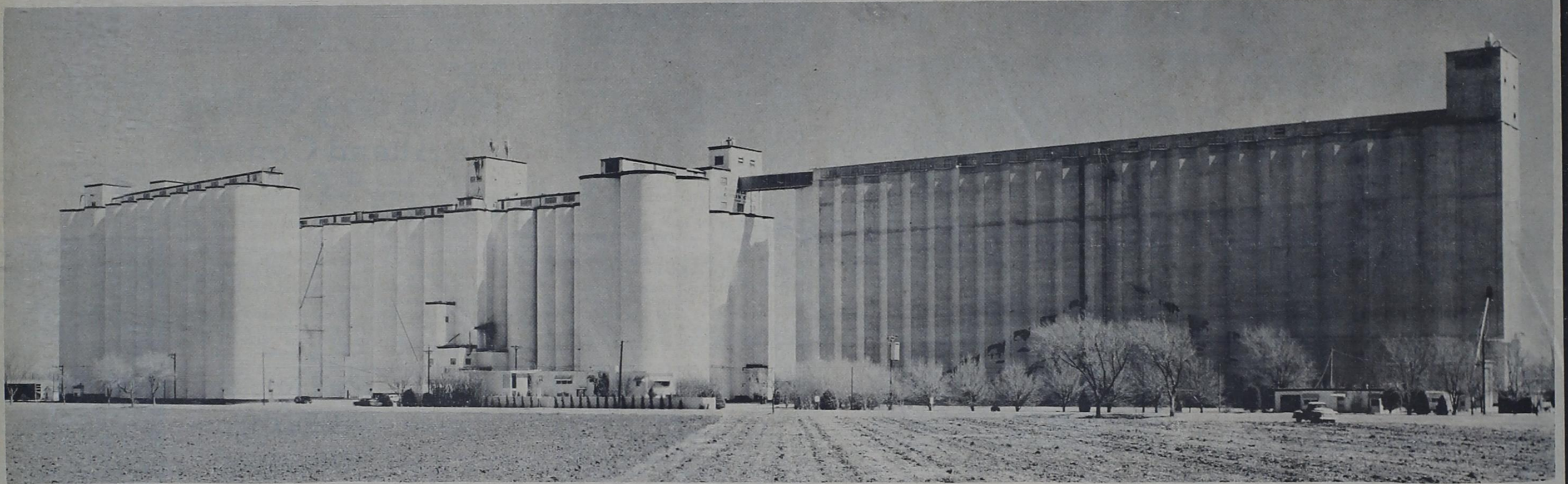
JOHNIE WILLIAMS--FRED CHANDLER



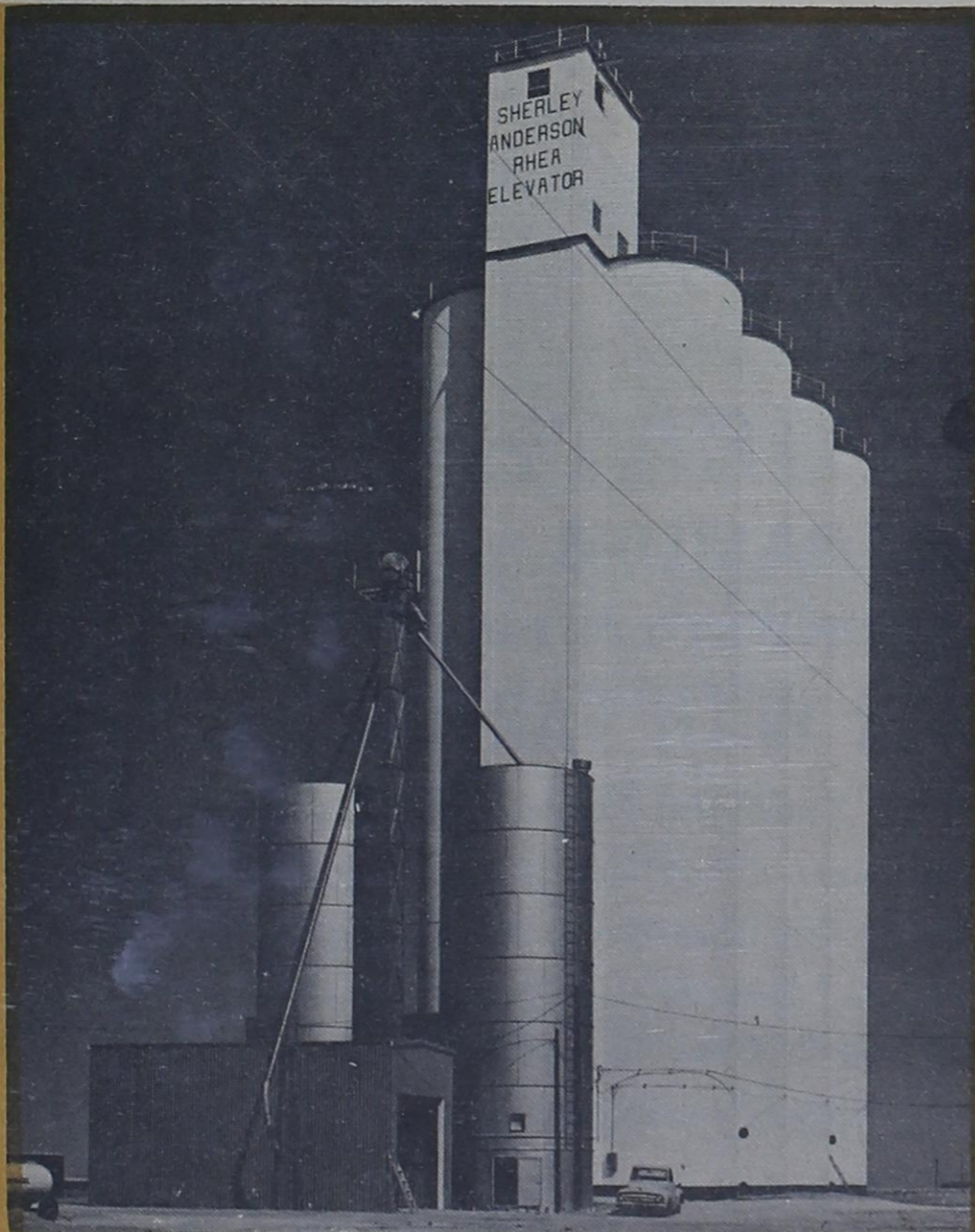
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ASA SMITH

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**SHERLEY-ANDERSON RHEA ELEVATOR**

JOE ALLEN - RICHARD MORRIS



**Sherley - Anderson LAZBUDDIE ELEVATOR**

JOE MOORE

Section II  
*The Bovina Blade*

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THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

WEDNESDAY, AUGUST 12, 1970

Bovina, Texas

VOL. XVI, NO. 7

Former School Teacher's Story --

# Bovina - Half A Century Ago

-- Story Begins On Page Two

## BOVINA Wheat Growers, Inc.

WELCOMES  
**YOU**

to Bovina's

During

**Milo  
Harvest**

**Bull Town  
Days  
1970**

**1970**

Bovina Wheat Growers, Inc.  
Sincerely Solicits Your Grain  
Business. You'll Find Elevator  
Service Second To None And A  
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You're Assured Of The  
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Not Everyone Belongs To  
A Co-Op,  
But Everybody Benefits

Federally Licensed  
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For Your Protection



Back In Teens --

# Ex-Resident Tells Of People, Places. Events

By Eulalia Sprawls Hecox  
When in 1910 the Bovina School board hired Mr. Joe E. Burnam to teach their school, as his next door neighbor at Scranton, I said, "Joe, if you need another teacher, let me know." Coming to Bovina was that simple for me. Besides my brand new teacher's certificate was burning a hole in my pocket!  
At 17, I came from home on the first trains, I had ever been on by myself. From Putnam there was no direct way, so I came via the T.&P., The Orient, the Ft. Worth and Denver, and from Amarillo, the Santa Fe. I had a long sharp hatpin for protection and felt equal to any emergency. In Amarillo about 5:00 A.M., I nearly froze to death--the hatpin did not help a bit!  
On October 17, I became the second teacher in the school. My schoolhouse was an old residence near the waterworks,

where two small rooms had a double door between them. The pot-bellied coal stove did its best in the back room. Over this stove and the broom presided Francisco Donluca Gonzalez Velasco. (Frankie for short), whom I paid a dollar a month.  
That morning all of us went to Mr. Burnam's school, where I was introduced. With about 20 children of the first three grades running ahead, I set off. No one had thought to give me a key, so we calmly burglarized a front porch window, climbed through and were in business.  
My teaching was interesting from the first day. Within a short time, out in the country, I found a piano for rent. The Burnams boarded it and me for \$14 a month. Several of the parents were eager for piano lessons for their children, which I taught after school or on Saturdays. Within a few weeks we went to our first teachers' in-

stitute at Farwell, where I was properly awed by meeting our County Superintendent, who was also our County Judge Hamlin.  
**SOME SCHOOL BRIEFS**  
During my six years of teaching in Bovina, I had some wonderfully kind, understanding trustees. The list reads: Hogland, Oliver, Jersig, Berggren, Spring, Stallings, Aldridge and possibly others. Most of these men had children in my very first register. This school year gave us our first brick school house. We were so proud!  
Mr. Burnam taught the next year or two with only one other teacher. I stayed at home, finished my piano course next year, and was principal the next year at Plains, Yokum County.  
In the fall of 1913, Len Fertch was principal, Pearl Dean had the primary, and I became the third, the intermediate teacher. She and I boarded with Mark and Mabel Killam at the XIT

headquarters and walked to school unless we got a lucky buggy ride.  
Someone else took over the ranch early in the fall and we moved, along with the Killams to the east part of town. We agreed it was closer, if not so romantic! My check stud dated October 6, 1913 to Mrs. Killam was for \$7.00 and paid my board for a month. Is it any wonder they moved back North before too long?  
Benton Graham was principal in 1914-1916. First year Leora Tidenberg and I taught with him. Pearl was in Anson for a time but came and taught till she became ill in the spring of 1916, when Madge Lively took her place . . . Mrs. Ruth Anderson boarded Pearl, Ina Davis and me in Mother Mc's former place, and took Madge in when Pearl left. Ruth moved away and Uncle Bill and Aunt Millie Townsend kept us there.  
On May 18th about 2:00 P.M.

Roy Hecox, who worked for the Santa Fe came from the depot, met me at the Methodist parsonage, where Rev. Pierce married us. Mrs. Pierce and Ina Davis were our attendants. We rented the D. O. Stallings house for \$6 a month.  
After we married we went back to school, had a program and "dinner on the ground." (Some ask, "What's that?") I don't remember who taught there next year except I believe Madge stayed.  
During the years Farwell, Friona and Bovina had contests in baseball, basketball, foot racing and such. Some of these were inter-schools as were the spelling, arithmetic and speaking, while the athletics were more community events. One year Mrs. Aldridge coached Minnie Magee on her speech; she won in the county and went to the finals at Canyon City. We were so proud!  
My husband was one of the first two men drafted in our county. When he went into the army in the spring of 1917, I worked second trick at the depot. (I had worked a short time before this, along with him to learn.) My brother, Aubrey Sprawls worked third trick and lived with me at our house righty by Berggrens, which we had just bought. He and Roy kept me from having to climb the semaphore pole in the absence of electricity. It is still a wonder that the big old Mallet engines did not sweep me up along with the hoops that I had to hand to the trainmen.

There were 500 Mexicans laying new track through town, so my friends did not want me to work that trick. (It is the only time I ever carried a pistol for protection.) At these same friends' insistence, I went to Canyon College for a short refresher course and then became the fourth teacher in Bovina School. Mr. and Mrs. Waller from Hereford were teaching and if I am correct, a Miss Bertha Dameron was the third teacher.  
My own family helped me so much while Roy was away, else I could hardly have taught. Aubrey was with me all the time. In early 1918, my sister, Emma Ray and baby Owen came while her husband was in camp, but joined him later. She was such a help with my 'homework' and the baby was a joy. In the spring my sister Mabel stayed with us, took piano lessons and did much of my accompanying our school singing. An old birthday invitation, I found says, "Helen (Lambert), Leroy (Berggren) and Mabel (Sprawls) invite you to their birthday party, May 10th, at the Berggrens."  
Since the war years had made our men scarce, I was made the first woman principal Bovina ever had. This was the year of the flu epidemic and heavy, heavy snows. Madge Lively, Annabel Gregory and Helen Ross ably helped me, but the going was tough. We started out with high hopes and big dreams. We did plant some locust trees in our almost bare school yard, using our own

"grow" ceremony; someone later may have benefitted.  
The flu made us turn out a few days early at Christmas. Madge went home with Annabel to Mountain Air, New Mexico. They got snowbound, so we had about a month's vacation. We agreed that starting school up again was like dragging a loaded wagon up hill with our bare hands. When it got warmer we tried teaching on Saturdays, but found no place in our register to record these days; besides some children could not come then. So we gave it up and taught longer in the spring to get our legal number of days.  
I may miss some folks, but may I give you some of the names of my older boys and girls who were so helpful under trying circumstances that spring. Mulkey Ezell, John and Emmett McClain, who lived out toward Parmerton; Wilma Crowell, Mabel Sprawls, Madeline Lambert, Mary McDonald, Leroy Berggren, Charles and Ella Tidenberg, and Minnie Magee-- I wish I could remember all of them. John and Sam Aldridge had moved to Farwell and we missed them.  
When the Armistice was signed, I was worn out with the anxiety of not knowing where Roy was for weeks. So my sister, Ida May Ligon, a teacher, came over from Plainview and took my room a few days, while I found kindness and courage with Mrs. Eastland on their ranch. My husband came home in June from Germany, where he had been with a radio squad,

with the Army of Occupation for six months. He went back to work for the Santa Fe, so I left the Bovina school to other hands and hearts. I bequeathed my bell to Mrs. Pres Abbot, who taught Mexican children a while. I truly thank those generous people for giving me my start in teaching, which stopped only after I had helped raise four children and finished out 20 years of teaching in California.

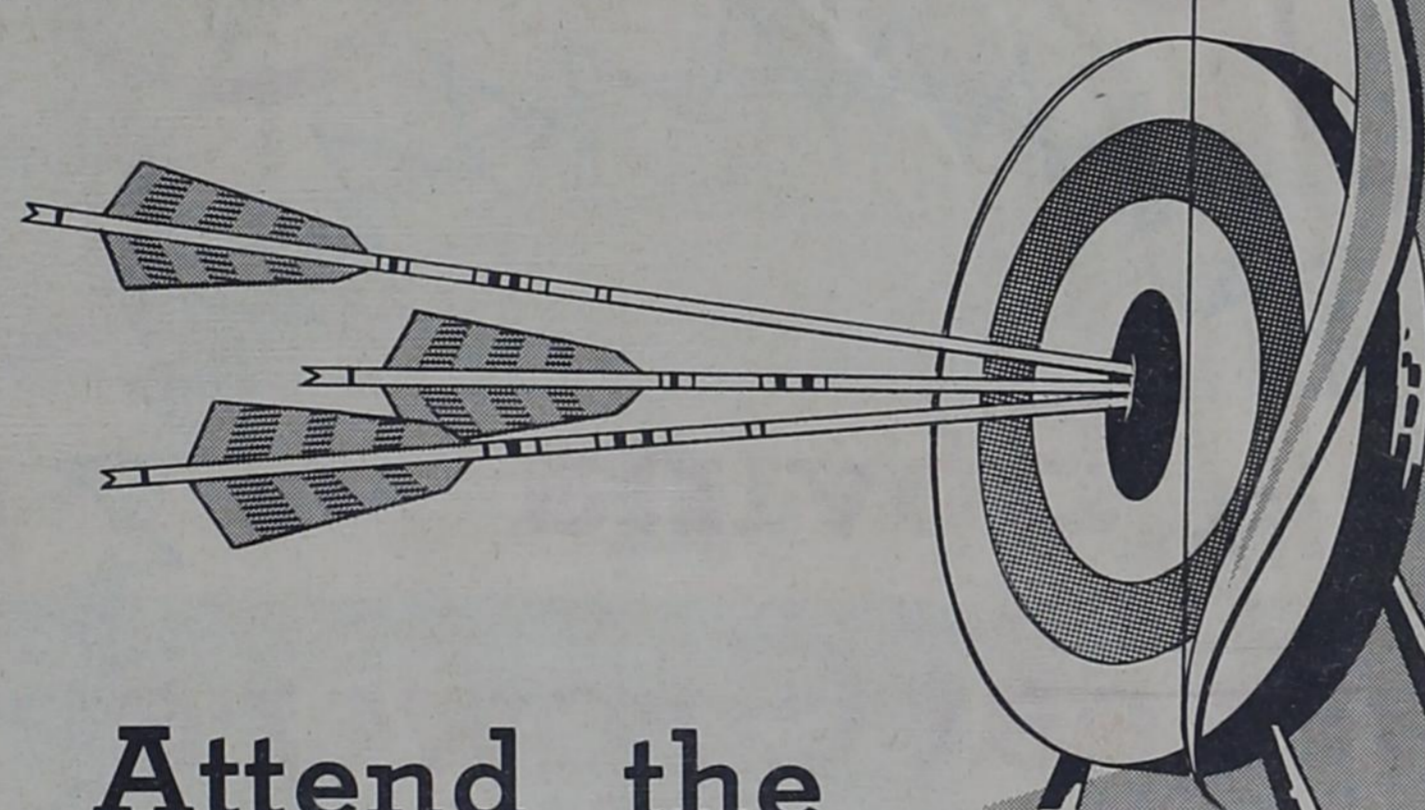
**AS BOVINA LOOKED TO ME IN 1910**  
Bovina in this year would be incomplete unless you knew Mother McDonald, who was known in town and in all the cow camps for her wonderful meals as well as for her understanding and kindness. She kept a rooming house and at such times as Thanksgiving and Christmas, she fed almost the whole town of Bovina. Her daughter, Miss Eula, who later married Porter Johnson, and her sons, Joe and Homer, helped feed us. One of the first rituals I learned there, was to pick up my dishes after meals as the cowboys did and carry them into the kitchen. With no street names, I can't tell you where her place was; perhaps you all know anyway.  
It seems to have been about Thanksgiving before I had a real talk with Mother Mc. Some organization was having a bazaar at Delano's business place. I was so pleased when she asked me where my folks were from and I found she had known my  
(Continued on Page 3)

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**ON TARGET...**

. . . When You . . .

- ★ Eat Beef
- ★ Wear Cotton
- ★ Ride Quarterhorses
- ★ Do Business At Oklahoma Lane



and

Attend the  
**Seventh Annual  
Bull Town  
Days Celebration**

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**WELCOME**  
To Bovina's  
**Bull Town  
Days**  
Thur. - Fri. - Sat.  
August 13-14-15

**Repair  
Remodel**  
NO  
MONEY DOWN  
36 MONTHS  
TO TO PAY

**Sherrill LUMBER  
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George Cervantez  
Phone 238-2671 - Bovina

### History Of Bovina --

(Continued from Page 2)

father in East Texas when they were young people together. That made me feel good -- being 500 miles from home did not seem so far! The second joy of that day was when I discovered that new candy soaptly named Divinity.

#### TRANSPORTATION

We weren't really aware of our transportation shortage. Some children drove in buggies to school; most walked. And we could actually use the trains then for short or long trips. We had bicycles, horses to ride, buggies, carriages and used wagons when a crowd wanted to go somewhere. There may have been other cars but all I remember at first was Mr. Berggren had a Maytag and a Velle and Mr. Tiede had a car -- which my diary says was stolen one February night. I do not record when or where it was found.

We had a livery stable run

by Mr. Williams; Mr. Norman Wilson had a lumber yard, where we could get hayride-wagon beds. And we had our blacksmith, Porter Johnson -- maybe the most important, as he could shoe our horses and set the tires on our wheels.

So what more did we need? I believe Mrs. Poole had the post office and Mr. Barney Green had the drug store. These two buildings, along with others show up in my picture of Bovina Main Street, October 1910.

In my memory, the mainstay of the town and countryside was the busy Mercantile; four good businessmen kept it on the move -- Tom Houghland, Luther Barnes, Frank Hastings and bookkeeper, A. J. Oliver. What a store it was! They had not only groceries, hardware and buggy whips, boots, shoes on and on, but we ladies could get yard goods, buttons, blouses, ribbons, laces and all kinds of thread. I don't doubt they had bustles somewhere in a back room -- I didn't ask. If there was

ever a more adequate store, I never heard of it.

They evidently believe in what they had to sell. I had never seen a coal base-burner stove before. I asked, "Are these really good stoves?"

"Why, Miss Sprawls, they are so good you can sit out on your yard fence and still warm by them," Mr. Houghland answered.

With few cars, few phones; no electricity -- we had much "quietness."

#### MORE CUSTOMS

Much of our time was taken up with trips for the mail, going to drugstore, Mercantile, bank, or just to watch the trains. My diary tells of school, our walks, the weather, the churches and our recreation.

The parents who had either a piano or reed organ wanted music lessons for their children. These I gave after school or on Saturdays. The Burnams' home became a good place for "sings" or to hear piano music. You music lovers will remember some of the popular

tunes, such as, Perfect Day, Sympathy, Redwing, Memories, Angel Voices and Dream of Old Mexico. We nearly wore out Floreine Waltz as it was one of the new syncopated tunes.

We ladies did mostly our own cooking and swapped recipes, borrowed cups of flour, sugar or starch. Sharing our Everlasting Yeast was very important to keep it fresh. Bread and friendship were mixed well! Since we usually made our own clothes, we bought patterns, cloth, buttons and thread with care. And how happy we were to get hold of a new Delineator to study late styles.

We were told that Bovina was the largest local cattle-shipping point in the world, since water and grass could be had right up to the stock-loading pens. Possibly because of this we had a bank. My important \$45 school check came by mail and I had to hunt up two trustees to sign it before I could either cash or bank it. It was fortunate for me, that my trustee, D. O. Stallings worked there.

It's a wonder that the whole town's people were not fat! Many nights we met at one home or another and always, always popped corn, roasted goobers (peanuts) and made candy, candy, candy. I see my weight kept close to 115 pounds and our men were lean and hungry looking, not fat at all.

There were so few young people that it took whole families to play games at parties. Hannah Johnson from Nebraska, spent the winter with her sister, Mrs. Berggren, and how I loved her -- a young lady for me a friend. Later we were so excited when the Olivers got an unmarried lady for a cook. (Strangely, I have no name.)

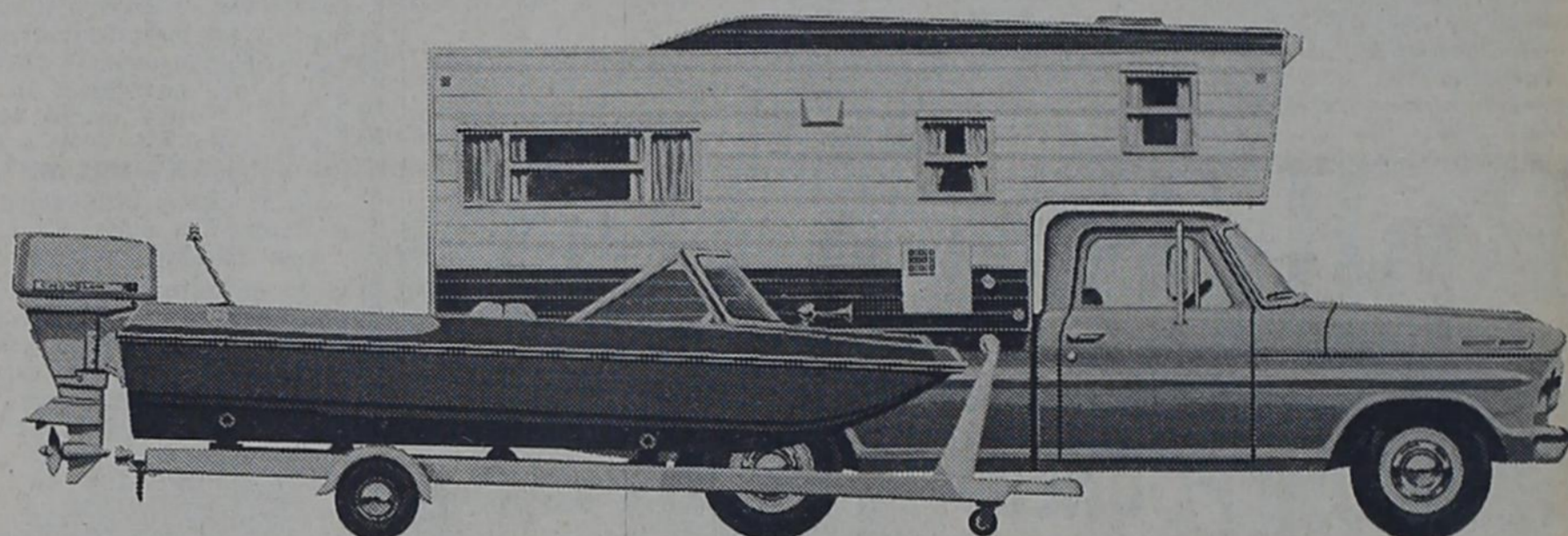
While I usually graced the "Amen" corner of the Baptist church, every Sunday morning, I don't know what Bovina would have done without the Epworth League of the Methodist church, Sunday afternoons. The Catholics met in the old school house; there were people of other denominations, but all helped with and enjoyed the League. I have one picture of about 50 people made after League. We were always climbing onto a water tower, fence, box car or whatever for pictures. In winter our

(Continued on Page 4)

Gulfgas... the fuel that "Goes Farther" for you announces:

# THE GULFGAS "GO FARTHER" SWEEPSTAKES

SATURDAY, AUGUST 15



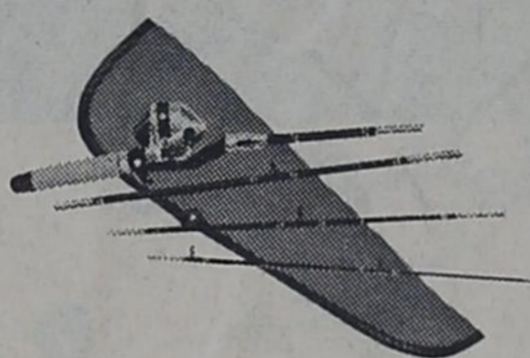
**1ST PRIZE** A complete Outdoor Camping Outfit. Includes Ford's Fabulous F-250 Camper Special, The El Dorado Camper Body fully equipped, PLUS a Chrysler Valiant Runabout, powerful 35 horsepower outboard motor and trailer, PLUS \$500 traveling money.

**8 REGIONAL PRIZES** The incomparable RCA Urbanite Color Television -- full 14-inch screen, brilliant color picture.

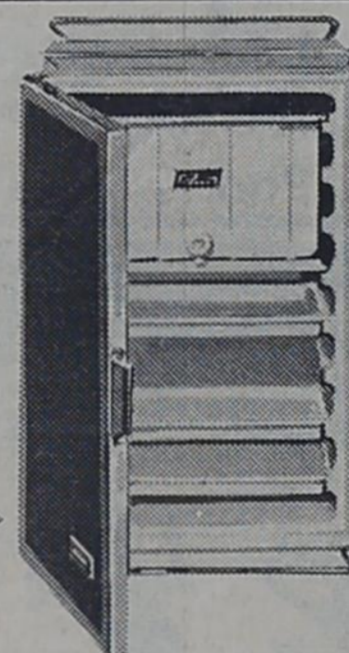


## OR \$5000 IN CASH

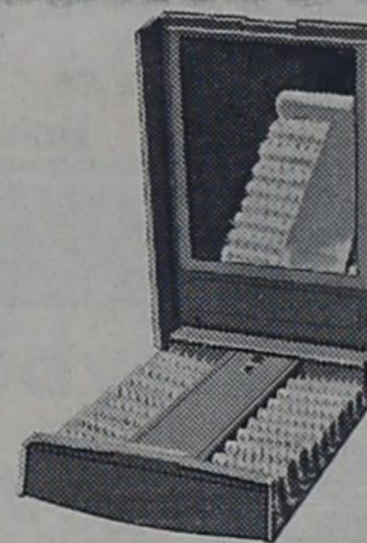
#### LOCAL PRIZES



ZEBCO TRAVEL PAK ROD AND REEL



HANDSOME COLEMAN COOLER



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COME IN TODAY FOR YOUR FREE COOKING GLOVE.

All National Prizes will be awarded in a drawing to be held November 16, 1970. Local Prizes will be awarded in a drawing to be held on ( Saturday, Aug. 15 ) at

**Bonds Oil Co.**

Hwy. 60 \_\_\_\_\_ Bovina \_\_\_\_\_ Phone 238-2271



SEVERAL "WHO'S?" IN THIS ONE -- Beulah Schlenker, myself and Charles Tidenberg in top row; Madeline Lambert, Ida Houghland, Pauline Oliver, Annie Houghland, John Aldridge, Ronald Berggren, Ditch Oliver, 2nd row; Mary McDonald at left and maybe Henry Houghland the third from her, on bottom row, Nov. 6, 1914.

**STRIKE UP THE BAND**

**It's Time For**

**Bovina's Bull Town Days Celebration Again!**

**You're Invited - There's FUN For Every One**

Thursday - Friday - Saturday

**AUGUST 13 - 14 - 15**

**BIRKELBACH** Machine & Pump Co.

Located West On Hiway 86 In Bovina

See **BIRKELBACH** in **BOVINA** -- for --

- ★ Gearhead & Pump Repair
- ★ Well Bailing
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**Kenneth Cary**  
Home Pho. 238-4251

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# WANTED!

A Friendly WELCOME Awaits You Here During The Celebration And Everyday!

Everyone To Come To The Grandest And Most Fun-Filled Celebration Of Them All -- **BULL TOWN DAYS**

**1970**

**BONDS OIL CO.** -- BOVINA --

Highway 60  
Pho. 238-2271

History Of Bovina --

(Continued from Page 3)

snow fights were peaceful, cold fun.

DIARY TALES

On January 2, 1911, we had temperature down to 10 below zero. Frankie was surely worth his pay at school that day!

but I did beat when we played crazy 42. Hooray!

Plenty of cold weather and some sunshine brought us to the twentieth, when the girls spelled down the men twice at a match, but I was disgraced because I missed a word . . . There was a good bit of sickness during January and February as I see Opha and I visited the Aldridges, Olivars and others as we were needed. Opha got sick and I did the cooking for several days. I didn't miss school evidently, but for a sore throat or something I write, "I went by tonight and paid my doctor bill of \$1.00." (Imagine!)

In early February, Frankie brought me a prescription to interpret for him. I did the best I could and hoped no one suf-

fered, if I did not make the directions clear. (Now, who can be sure, I ask you, whether or not he reads correctly a druggist writing, English or Spanish??)

One noteworthy event was, "We went by tonight to see the new Jersig baby, "Shelby, of course . . . At school we studied about Washington and Lincoln, and on the 22nd went over to Mr. Burnam's school for a little program of songs, speeches and skits.

In our shottest month, I find: "Have drawn three month's salary and have \$75 in the bank." (No lament.) . . . Luther Barnes came over tonight to say goodbye as he leaves tomorrow. We really do hate to see him go.

The next day the children

were restless at noon; I had three crying at once. (Hope I wasn't one of them.) . . . When I went to town after school I was shown by first adding machine. It was quite big and cost \$275, they said. So, "I think I'll keep teaching my kids how to add with a pencil, as before."

It snowed several times in February. Mr. Oliver was gone about a week so I milked the cow and stayed with his wife and children. (That was definitely a part of my business in Bovina -- staying with the temporary widows. Wonder if they would have hired me, if I couldn't have milked!)

How much a teacher learns! I saw my first coffee percolator today and found how it perks . . . Pronounced for a spelling bee on the 24th and Hannah out to Killam's Ranch. We had the "delightfullest" time . . . Four lively girls went on a talking spree. Four girls made a happy crowd.

The Colons came up with a party next and Hannah and I were the only two 'singles' in a wagon load of families . . . I stayed all night with Mrs. Dixon and the next morning she showed me how to make the soft-centered chocolates like you buy. Back at home I tried five times before I could keep the centers from sugaring. When I went to the Mercantile to replace Opha's sugar, they asked me if I wanted powdered sugar -- and I didn't know the difference!

Saint Patrick's Day conveniently came on Friday, so someone had a party. "We laughed ourselves sick". Do you know any of these games? Smell The

but I was more interested in seven new pieces of music in the mall and did not mind the wind.

GALVANTING

The Burnams and I had an exciting trip to Canyon on February 4th. It was probably the dedication of the College. We heard speeches by Hon. R. B. Cousins, ex-governor Campbell and the President of our University at Austin. (My opinion was that they praised the Panhandle a little too high.)

Eating places were jammed, so Joe scrambled around and got us some fruit and cookies to eat on the 3:45 train. As if that was not day enough, when I got home I milked the cow and stayed all night with Mrs. Oliver.

Next weekend I went with Hannah out to Killam's Ranch. We had the "delightfullest" time . . . Four lively girls went on a talking spree. Four girls made a happy crowd.

The Colons came up with a party next and Hannah and I were the only two 'singles' in a wagon load of families . . . I stayed all night with Mrs. Dixon and the next morning she showed me how to make the soft-centered chocolates like you buy. Back at home I tried five times before I could keep the centers from sugaring. When I went to the Mercantile to replace Opha's sugar, they asked me if I wanted powdered sugar -- and I didn't know the difference!

Saint Patrick's Day conveniently came on Friday, so someone had a party. "We laughed ourselves sick". Do you know any of these games? Smell The

Broom, Tell The Time, It, Who Sir? Me, Sir?, Telephone and Muggins?

A sample Saturday: I fixed my shoe strings, polished my shoes, washed my hair (we didn't say shampoo), made a fluffy bow, ordered about five dozen Kodak pictures, practiced at church, and wound up after supper playing for a bunch of ladies --- and oh, yes, almost forgot, studied my Sunday School lesson.

Sunday I see I played the variations of Sweet By and By on the League program . . . Maybe that gave me strength to eat goobers and apples and jump the rope with the insistant kids afterwards --- and who knows? Maybe it gave me the calm I needed next day when a scary trustee visited our school.

On the 24th of March we had a spring-cleaning day. The kids brought rakes and little wagons, so we had a bang-up bonfire of trash and tumbleweeds at recess. In the afternoon, we, along with most of the ladies of

the town, went to Mr. Burnam's school for an 'everybody-sing' program. Quote: "Of all the speeching you ever heard, we had it." Wish I had recorded what the speeching was about. Everybody that could run played blackman, darebase and red-line, till we were barely able to slowly walk home.

"That night we had a delicious dinner at Stallings. After we ate I started home on the run to change my dress for something we were going to. As I ran by a small tree the terrible wind wrapped my blue skirt around it tight. Honestly, I just tore that skirt all to pieces and straightened out all the hooks. Why, that skirt could no more be patched than a hole without an edge."

March the 25th was almost too exciting. The Stallings had invited me to go by train with them to the city of Hereford, (about 4000?). After shopping for clothes in the morning, the children and I took in the Dog and Pony show in the afternoon.

While the parents went to the Eastern Star that night, we children went to a moving picture show. "I had to be grown-up, when I was turned loose with two small children in a strange town after dark." However, we got along fine.

Before we caught the train Sunday morning, Mr. Britain, Mrs. Stallings' father, took us to his barn to see his animals and some deer skins and one wild hog skin. I seemed to have regretted that I was not in Sunday School as I had not missed since coming to Bovina. With all the beautiful green country and flowers, how foolish to feel that God could be worshipped in a building only.

We got home on the 1:47 and since there was a lot of day time yet, we four young people, Frank, Barney, Hannah and I went to "The Trees," which are about six miles out. This group of eight or ten small hackberry trees, growing in a ravine seemed to have been the

(Continued on Page 5)

# You'all Come to Bull Town Days

HEY! OLD PODNER...

Let's Wait About This Until After

BULL TOWN DAYS

August 13 - 14 - 15

Bring The Family -

Have A

Good Time!

★ ★ ★

**SOUTHSIDE MOTOR SUPPLY.**

- Glenn Ritchie - Highway 86

Bovina-Pho. 238-3771



AFTER LEAGUE - Virgil Cunning, Walton Eastland, Roy Hogland, Homer McDonald, Sara Eastland Miss Who?, Pearl Dean, Helen Ross.

Everybody's Excited About



**Bovina's Bull Town Days Celebration** Thursday - Friday - Saturday August 13 - 14 - 15

**Parmer Co. Implement's**

We're now offering waiver financing on all new and used tractors and combines until March 1, 1971 No Interest!

We Extend Best Wishes To Our Bovina Friends And Customers As They Observe Bull Town Days 1970

Let Us Figure You A Deal Now On A New Combine . . . Beet Digger . . . Or A . . . Tractor!

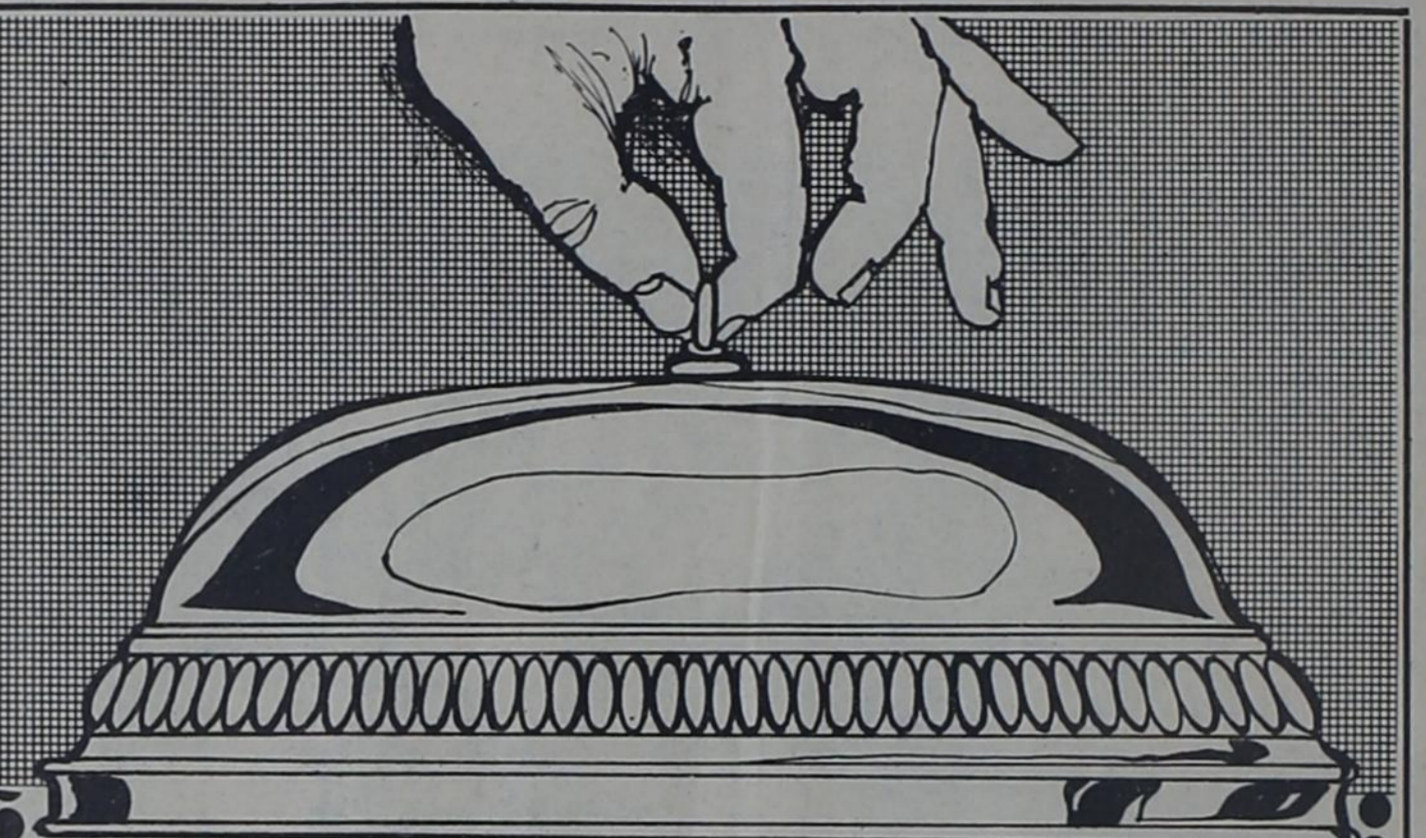
**PARMER IMPLEMENT**  
International Harvester

**COUNTY COMPANY**  
Farm Equipment

Andy Hurst  
Highway 60 West

Phone 247-2721

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READY TO SERVE YOU...

**Bull Town Days**

.... And Every Day!

**BOVINA RESTAURANT**

"Where Bovina Meets"

7th Annual BOVINA BULL TOWN DAYS And Old Timers Reunion

**WELCOME**

- COW CALLING (DOWNTOWN BOVINA)
- FREE BAR-B-QUE
- FIDDLERS CONTEST
- QUEEN CONTEST
- TALENT SHOW
- PARADE
- ROPING

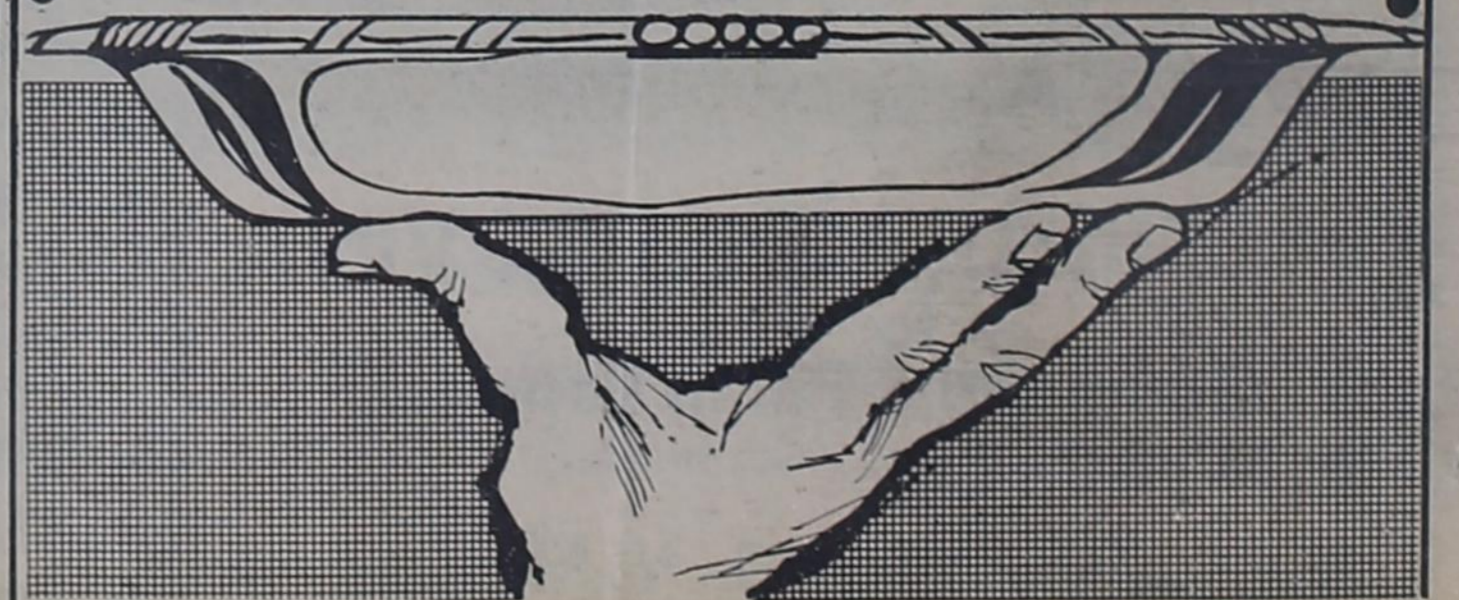
ENJOY IT ALL IN **BOVINA, TEXAS** August 13-14-15 WE'LL SEE YOU THERE!

**BOVINA RESTAURANT**

NORTH SIDE HIWAY 60

OWNED & OPERATED BY MUTT & NITA GRAHAM

BOVINA, TEXAS



History Of Bovina --

(Continued from Page 4)

only native trees in Parmer County--so we were told. (I wonder if they are still there.) Two families were already there and insisted we eat some with them. We girls had on bonnets and no coats, so when a blue norther hit us going home, the men (more sensible) loaned us their coats. They invited us girls to eat with them at Mother Mc's, so that made four square meals that day, I was good and ready for sleep after going to church and then home. A l-o-n-g day.

APRIL DAYS

Since April first came on Saturday, we teachers were spared the usual children's "fools" . . . Back at school at odd minutes we were practicing pantomimes, drills and such for our coming program in our new house. Someone may remember the up-side-down drill, which the children loved doing. They squatted down behind a long screen made of half-sheets and stuck their shoe-clad hands up into the air at the proper times.

On the 4th it was cold, rainy and blowy early in the day, but in the afternoon I wrote: "I've just come in from a spin of about a dozen miles. Oh, it was fun: I'll bet we made 20 miles an hour! I aim to have a car of

my own, when I make enough money to buy one." (That took years, but I made it.) It seems on that day I had been to the store four times, so maybe my mind dwell on the need for a car. One of these trips was to have the Mercantile deliver a broom and wastebasket for our new school room.

As the newsmen say, this conversation came from an impeccable source: Ronald Berggren: "Mamma, some boys called Leroy a girl today."

R. B. "Well that's alright, girls are nice."

R. "I don't like them. (He was six)."

Mrs. B. "Why don't you like them?"

R. "Girls are cranky."

Mrs. B. "Miss Sprawls is a girl, is she cranky?"

R. With an emphatic head shake, "No-o." (Is he still a flatterer?)

On April the 8th, a police record might show a real live robbery took place here. As one little girl came running to say, "O, Mrs. Cuning, some one stole twenty dollars worth of diamond rings last night." The town was quite stirred up over it but no one was arrested . . . (Still wonder who took the stones.)

The next night late, maybe this hurried me to run and get Joe to come to my door when someone stomped up our board walk. When Mr. Burnam got there the man had gone . . . The

next day we found it was someone looking for the "Boys", Frank or Luther who lived there before we came . . . Another note says after supper the next night, Mr. Burnam's oldest pupil, Floyd Schlenker, and I beat Joe and Opha two games of 42.

About the 12th there was almost as much excitement as the robbery had caused. We walked over to hear Mother Mc's new phonograph! A few days later I relate that Mrs. Stallings and I hurried up the milking so we could go over and hear it again. The song Glow Worm brings those memories tumbling back!

Early mornings I'd like to teach always; by noon I'd doubt it. Little Donald Herald calls me MY teacher and hardly talks to anyone but me. One day he said, "Mama, you must goover and pay MY teacher for teaching me." Opha was to teach for me Friday afternoon and he said he would not come.

"My teacher, I will not go to the new school unless you do," I assured him I'd be there. (So you see we had problems, way back when.)

HIGH ADVENTURE

Sight-seeing out of my own state was really high adventure!

Friday, I taught till noon. I first lectured the children, then praised them till most of the little dears wanted to kiss me goodby. Mrs. Ruth Anderson and I left on the train for Roswell, New Mexico, where she was visiting her sister, Mrs. Ballard--

while I was enjoying a whole new world!

It was good to see my picture postcards of Lovers' Lane, artesian wells, alfalfa fields, huge apple orchards and the Hagerman Mansion, and even the smudge pots turn into realities, to live with me the rest of my life.

At the Easter Service at the Baptist church, I'm afraid my eyes took in more than my ears during the sermon. I had never seen a baptistry used before. (I had been baptized in a cotton-gin tank.) How I loved the beautiful music and colored windows --- but I seem to have been entranced by the many electric lights. I wrote: "I counted the electric lights; can't remember quite how many, but think there were about 200."

Mr. Ballard had a produce market, but I'll spare you my bout Monday morning with my first grapefruit. (Anyway, did you ever try to describe that taste to one who hadn't eaten one?)

After getting some fruit to eat on the way home, I took the morning train and was disgusted because I couldn't find a magazine to read at Clovis, where I had to wait. Lost and found my straw suitcase at Texico where I met the Burnams. We went to a friend's home for supper and then to the dedication of the Farwell School house, April 7th, 1911. They had a long program and long honorable speeches till my eyes grew heavy. Hannah saved my life by inviting me to ride home with the Berggrens about eleven o'clock.

A SUNDAY DURING LEAGUE

"Miss Sprawls, Miss Sprawls?"

"Shush, Sh-u, Ronald."

A whisper: "Did you get your gold heart-shaped locket out of popcorn?"

I nearly laughed out loud as I held my finger to my lips and shook my head in a no direction.

On April 23rd after League, Hannah and I got our bonnets, Frank and Barney went by the Mercantile for fruit and candy to eat as we walked over to the XIT headquarters. I heard again that XIT stands for "Ten In Texas," which meant the ten counties we paid an English firm to make our capitol building at Austin. This explained why we were always hearing the words, "The Syndicate."

Besides seeing cattle and the barns, we saw brands of the Muleshoe, the Drag Y's, the YL and many others. It got cloudy and Barney teased me about being afraid of the weather . . . Well, shortly after we got home, it blew, it hailed and rained hard to my complete vindication!

"Today I made pictures of Houghlands, the Pooles, and Rosses. Also of my small brown janitor and his father. It was good that my faithful Kodak had no Spanish language difficulty."

LAST DAY AT OUR LITTLE SCHOOLHOUSE May 1, 1911 my bank statement reads: \$86.56.

(Continued on Page 6)



OFF TO THE RACES -- Mrs. Delano on Brownie, Mrs. Berggren, Eva Killam, Mrs. Stallings, Eulalia Sprawls on Flaxie.



Cantaloupe  
Connie Lou

and  
Gateway Produce Co.

— Bovina —  
Proudly Join In Saying

Welcome

to another great —  
Bull Town Days  
— Celebration

We're proud to provide the  
Canteloupes for the BTD  
barbeque meal Friday  
at 6 p.m.!

Gateway Produce Co.  
— Bovina —

Chas. W Flynn, Owner-Manager

WELCOME



to another  
great  
Bull  
Towns  
Days  
Event!

Thur.-Fri.-Sat.  
Aug. 13-14-15  
JOIN IN  
THE FUN!

Since 1924, Gaines  
Hardware has been  
a part of Bovina  
and Parmer County.  
All our customers,  
during all of those  
46 years, have been  
greatly appreciated.



Gaines Hardware Co.

"Nothing Knocks On Bovina  
But Opportunity"

— Established 1924 —  
Bovina

For The  
Convenience  
of our  
Customers,  
we will be open  
throughout  
the celebration!

**History Of Bovina --**

(Continued from Page 5)

How exciting it was on May 5th, when we knew it was to be our last day at the little school house. The children made paper hats; used sticks for guns and had an old tin can for a drum and marched straight as soldiers all day. We cleaned up the place as well as we could, then made a flag out of an old window curtain. We wired this flag to the post near where we had first come in through the window. Who says we did not leave our school with flying colors!

Teaching in these rooms had been a monumental experience for me. I had paddled a few (mostly my own ignorance) settled disputes, doctored skins and bruises, and carried a fainting boy to the hydrant. I have eaten strange foods, and even taught them some of the three "R's" and loved them all. Maybe that is better done in a small house.

When we got to the new schoolhouse on Monday, it seemed so big; there were so many others around; we felt sort of loose and hardly knew how to have our usual lessons. Sunday, May 7th was one of those still, perfect days. Toward evening three couples of us went a few miles north to a lake and took our supper. My picture shows Frank, Barney and Ed Ross and Eva Killam, Hannah and I were the girls. The horse and buggy shows how we got there. The men (bless their hearts) insisted that we not worry about a thing and let them bring the eats. We loved that idea.

Can you modern young men top this menu? "Pork and beans, olives, hot tamales, pickles, peanut butter, dried beef, crackers, sausage, tongue, fignewtons, vanilla wafers, nabiscos, pineapple, peaches, oranges, candy and there was grape juice, pineapple juice and ice water to drink, -- plus tooth picks." Now count 'em!

So next Sunday we contented ourselves with going to the schoolhouse and watching a cattle round-up from the upstairs windows. (I wonder if you can do that now.)

One night I made a big order for Kodak pictures and wrote in

my diary, "I'm plumb sick of pictures." But some are priceless now.

Dressed in our ultra best, on May 20th, we gave our much practiced school program. If I read my notes correctly, some men moved my piano to school just for the program. The County Judge and other Farwell people honored us by coming, and seemingly enjoyed everything. Bovina people did not hesitate to express their delight in the new stage and appreciation of our first program.

The next morning when I woke I said out loud, "Well, I'm grown today. I'm eighteen." We did our usual Sunday things and for a celebration went to Mother Mc's for dinner at noon. Burnams gave me a book--no name... Next afternoon I went to see little John Aldridge who was sick... Mrs. Fent Stallings and Otto had supper with us... Hannah and I had a good horseback ride.

This is SO unusual that I quote it. "Joe McDonald and I beat Miss Eula (McDonald) and Frank two games of 42." This was in the nature of a miracle! They were tops and so recognized!

We went to the depot tonight to see when the Lubbock Cut-Off would be ready. We were amazed at the twelve drive-wheel engines which were said to be the largest in the world. The agent did not know when this train would haul passengers, but if I waited, he thought he would get me a through ticket to Putnam --- I waited.

**PURE FUN**

Every teacher remembers a precious Friday or some other day, granted to them in certain school years. My Memory Day came on Saturday, the 27th of May, 1911.

Six of us ladies decided to go for a good long ride that afternoon. I was thrilled because we had to go out into the country, round up and bring some horses to get one for Mrs. Tallings. The other ladies were, Mrs. Berggren, Mrs. Delano, Eva Killam, Hannah and I.

I had a dandy sorrel cowpony named Flaxie. He was so frisky at first I thought I couldn't even get on him. Mrs. Delano had Brownie horse which was as lively as mine. More, they had raced before and kept eyeing

each other. The other ladies wisely kept out of our immediate vicinity, when these would-be racers did that. We didn't mean it that way, but the others could hardly keep up with us of the time.

Of course, the first thing we did was ride out to the stock pens and have our pictures made. Closer to town we had many cowboy kibitzers, who kept agging Delano and me to race. The diary says we finally gave in and ran four or five races, of which Flaxie won all but one. Am sure the men wagged on the ponies, not on the jockeys!

So intoxicated we became with the fun, that we got more ambitious and rode north-east up the tracks to race in the incoming Merry Widow. Truth makes me admit that the train won, but how Flaxie did run to beat Brownie! I wrote that I never had more fun in my whole life than these races. Talk about hot-rod dangers --- how we ever missed All those prairie dog holes, I'll never know. Only our guardian angels know!

**TERM'S END**

The only day I had missed all year from being sick was the last Monday of school. We decided Mr. Burnam could handle all children as he had done before I came-- and he did. When Donald came to school and saw that I was not there, he began crying and ran home. (Deprived register of one day.)

On the last Tuesday the Hoghlands invited the Burnams and me over for homemade ice cream. We played 42 and I played the piano. A wind and rain came up, so we had to run home... The next day Opha and I talked so hard she let her jelly cook to candy.

On June 2nd, we had our last day of school. The children showered me with small gifts, many smiles and hugs. Looking for a bit of shade, we loaded our whole school into a big wagon and drove to the culvert towards Parmerton and had a picnic lunch. We walked the tracks,

ran up the banks, gathered flowers, drank lemonade and had no casualties, except one small fat boy fell down and yelled occasionally. My conclusion that night: "I love teaching, but don't think it's a very paying business, especially out west." (Wonder how it pays now?)

Sunday was so mixed up -- glad to go home -- sorry to leave such wonderful friends. I made pictures of Lora and Delbert Poole, Charles and Helen Ross, along with the Burnams.

After one last drive, we four good friends had supper at Mother Mc's -- a fitting end to my year, but not to our friendships. I came home on the first passenger train to come over the Texico Lubbock Cut-Off. Seems to have been June 5th, 1911.

**SOME 1913 TO 1920 HAPPENINGS**

In the fall of 1913 Pearl Dean and I had Mr. Ferich as principal and liked his pretty wife. Since I have no exact diary of these years, I rely on pictures partly -- they don't forget.

Roy Hoghland and I usually beat Mr. Ferich and Virgil Cunnning at tennis during recesses. We did in spite of my 1-0-n-g dress-- not because of it! One tennis picture in 1915 shows Roy Hecox, Roy Hoghland, Hillary Tidenberg and myself, along with a good picture of our schoolhouse.

Since Pearl and I boarded at the XIT my children got the idea for branding their pencils. They drew their choice of a brand and recorded it in our little registered-brand book... No pencils stayed lost very long!

**MORE YOUNG PEOPLE**

Long before this my good friend, Hannah Johnson, had gone back to Nebraska, so it was good to have the younger people coming along. Some of these who turned into young people while our backs were turned were: Virgil Cunnning, Roy and Hallie Hoghland, Lora Poole, and Helen Ross. Sometimes we'd have Floyd, Esther and Mabel Schlenker; also Merle and Earl Sanders. There were Joe, Homer, Raymond and Mary McDonald; the latter two were the children of our good friends, Ola and Pearce McDonald. Pearce was Mother Mc's son, who with Hez Martin was cattle inspectors. Our teacher, Madge Lively and Mr. Martin were later married.

Three lovely girls were Helen, Madeline and Gertrude Lambert, Gertrude and Irene Tidenberg went to Canyon College and became teachers. Gertrude taught three years in Bovina and vicinity before she and my brother, Aubrey, were married.

During this time Sara and Walton Eastland came to live with their parents on a ranch north of town, and how Walton's Model T did pep us all up. We didn't know enough to mind the hand-cranking, or having to light the carbide lights with a match, come rain, wind or snow. Who minded squeezing the bulb for the horn!... pure joy!

I persuaded the Berggrens to board me the fall of 1914. My haven was the small up-stairs front room. There were never finer people. I still gave music lessons, which they patiently endured. Sara and I were close friends, which will last as long as we do. She married Roger Swain shortly after Roy and I married and they moved to Los Angeles.

We still had League, parties and hayrides. Am not sure just when Roy, Virgil and Hallie went to Plainview to college, but Bovina missed them... A big family named Bullock moved into the Hoghland house, after they moved. Their unique names for their children were three letters for the boys, Roy, Ray, Rex and Reo. The girls' four-letter names were, Ruth, Rena, Reva and Rita.



SCHOOLHOUSE AND TENNIS --- (1915) Roy Hecox, Eulalia Sprawls, Roy Hoghland, Hillary Tidenberg.

Some of them were in my school room.

**ADVENTURE**

Thanksgiving of 1915 gave Sara, Pearl and me a vacation we'll never forget. The town's Star Boarder, Ina Davis, invited us three to go home with her to the "V" Ranch. Their strawboss, Mr. Lawrence, came for us in his car. Mrs. Davis was another of those good, good western cooks! Ina and Pearl helped with the kitchen while Sara and I cautiously rode horses

that had never met up with flappy divided skirts. One morning while we were out, it came up a snow flurry, so we had to race for the barns.

One day the strawboss took us antelope hunting. We honestly did get some shots -- but these animals were perfectly safe!

In the evenings we chatted, played dominoes, 42 or checkers. Someone started telling fortunes with the dominoes. If we wanted, we could keep the

name of our 'heart-interest' secret as the questions were asked and answered by the dominoes... Speculation was interesting fun. One of us might be 'it.'

This was a real vacation for us, but somehow I didn't get excited about these handsome young men, as only shortly before I had discovered someone at Bovina, named Roy Hecox who was to become my star.

(Continued on Page 7)

**FRIONA MOTORS**

Parmer County Ford Dealership

Salutes Bovina  
on its 1970

Bull Town Days Celebration!

Let's Face It...



OUR PRICES ARE THE LOWEST OF THE YEAR NOW ON ALL NEW 1970 FORD

- ★ CARS
- ★ PICKUPS
- ★ TRUCKS

This is a great SAVINGS OPPORTUNITY On The New 1970 FORD Of Your Choice.

Go To Bull Town Days . . . .  
. . . In A New Ford !

YOUR FRIENDLY FORD DEALER .....

FRIONA  MOTORS

Friona Phone 247-2701

Welcomes You To Ford Country!

Bovina Phone 238-6231

**2 Suggested Activities For You And Your Family This Week :**

1. ATTEND Bovina's Bull Town Days Celebration Thursday, Friday and Saturday.
2. SHOP Bovina Dry Goods For All Your BACK-TO-SCHOOL Needs ---

and For Complete Western Wear Outfits For The Celebration

The Store Where Your Money's Worth More!

**BOVINA DRY GOODS**

On Main Street In Bovina Edward and Helen Isaac



History Of Bovina --

(Continued from Page 6)

My husband remembers that he and Homer McDonald took the spring wagon and drove to Farwell to pick up several 300 pound ice blocks for the Mercantile one day. Lucky were the families who had ice boxes, even

with big drain pans under them. As Homer was working for the Store, he may have delivered that very ice to our boxes. If Homer reads this, he may remember some more interesting things about that trip, that I'm not allowed to tell!

Jake McClain was a well-liked delivery man for the Mercantile, too.

Roy and Virgil went out one time to help rancher, Ford Elfers harvest his TOO big rabbit crop; there were bounties on the ears.

My men say at first the grain cars after the grain doors were secured across the opening. We think Homer Martin ran the first small elevator put up. And now we would like to congratulate Bovina for going from this way

to your superb elevators pictured in your paper.

After we moved, Aubrey boarded at the Stagner's, who were then living in the former Berggren place. Harry Green, who married Helen Ross, was his agent till he bid in a job at Hereford. He was with the Santa Fe for 52 years.

A SINCERE TRIBUTE

First I want to thank Aubrey, Roy, Ina Davis Billingslea, Frank, Leora and Pearl Hastings, for help graciously given me.

I can't stop without paying sincere tribute to the many fine people who helped us so much through the years, especially during the flu epidemic of 1918. Aubrey and I were able to care for each other inside the house. But we needed the soups, puddings or freshly-cooked eggs our neighbor women brought in.

Mr. Berggren, Jim Martin, and Mr. Potts, a section foreman, and others came to our place to fill our coal scuttle; to throw fodder to our cow and

turn in the calf with her. Then they'd have to break the ice on the watering trough for the snow was deep-deep. We appreciated the help of these friends and ever will.

In 1919-20 several babies were coming along. Some little misses were Imogene and Aletha Hastings and Catherine Wilson. Our Max, Alleen Moning's son, Melvin Stagner, Minnie and Marx Wells' boy, and someone you call Dean Hastings . . . Am I right?

TO WIND UP

In the fall of 1920, we moved to Arnett, Oklahoma, where our second son, Raymond, was born. Roy worked in a lawyer's office, but went back to the railroad. In the fall of 1923, we moved to Turlock, Calif., where he was a clerk for the Southern Pacific. He was moved to nearby Merced, where our two girls were born.

As long as our memory serves us, we will love Bovina and its wonderfully kind people ----

THERE ARE NO BETTER!



SNACK TIME -- Plenty of food, Frank Hastings, Barney Green, Ed Ross Eulalia Sprawls, Eva Killam, Hannah Johnson. (1911).

BOVINA ★ ★ 1970 BULL TOWN DAYS

and OLD TIMERS REUNION BOVINA, TEXAS August 13-14-15

Thursday, Aug. 13

- BOVINA ROPING ARENA
1:00 pm - OPEN JACK-POT CALF ROPING AND BOYS CALF RIDING
6:00 pm - COW CALLING CONTEST
6:30 pm - BEARD GROWING CONTEST
7:00 pm - QUEENS CONTEST
8:30 pm - VARIETY SHOW

Friday, Aug. 14

- CHUCK WAGON BREAKFAST
OLD TIMERS' REUNION
HORSEMANSHIP ACTIVITIES
8-MAN PONY EXPRESS RACE
BULL TOWN DAYS PARADE

CARNIVAL RIDES

Friday, Aug. 14--Free Barbeque--6:00 p.m.

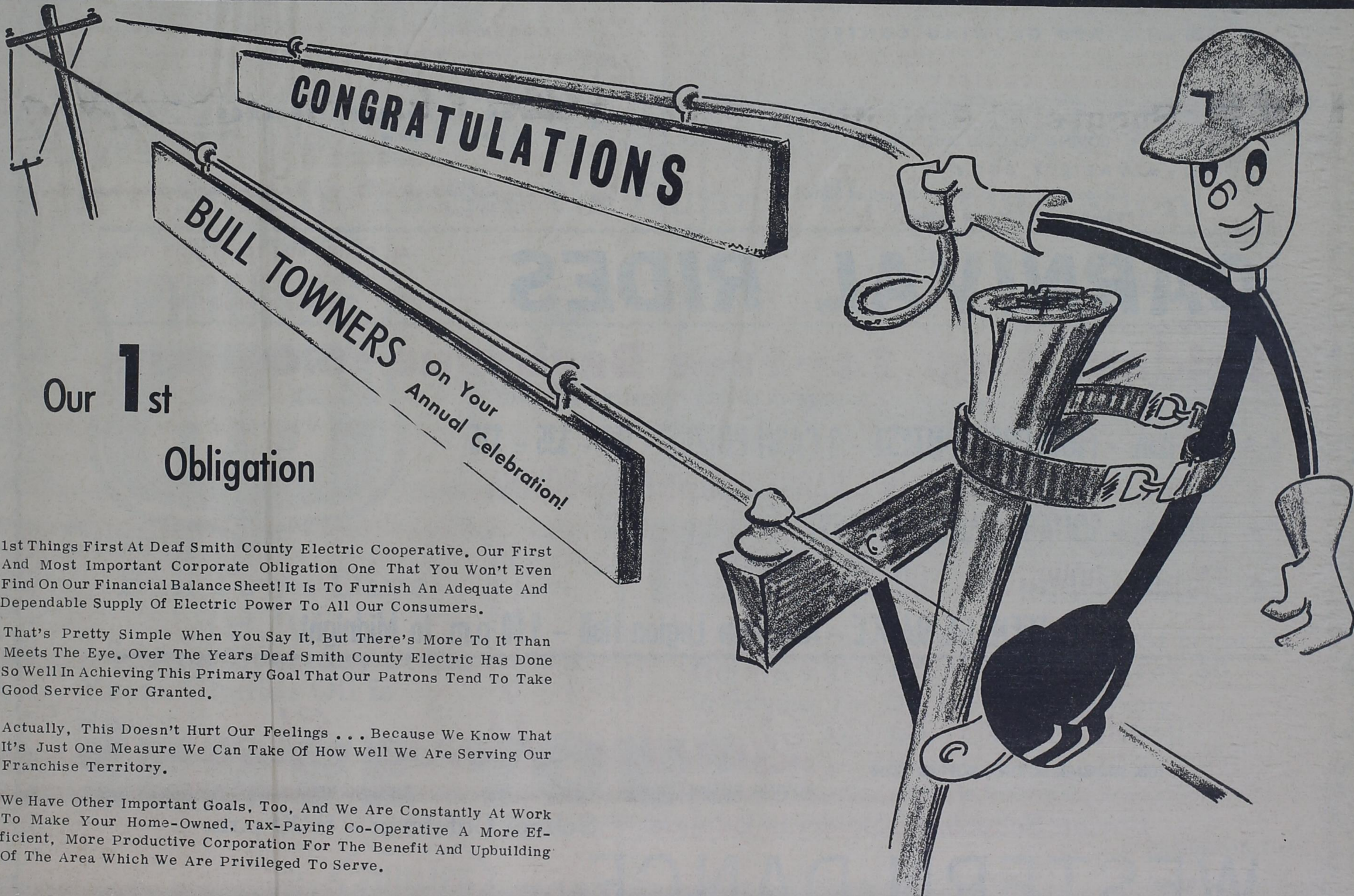
- 5:00 p.m. - FIDDLERS CONTEST - 3 CASH PRIZES - \$50 - \$35 - \$15
8:15 p.m. - PRESENTATION OF AWARDS - DOWNTOWN BOVINA
8:30 p.m. - SQUARE DANCE CONTEST
9:00 p.m. - DOWNTOWN SQUARE DANCE

Saturday, August 15

Quarter Horse Show
WESTERN DANCE

FRIONA CONSUMERS CO.

BUDDY LLOYD - MANAGER FRIONA, TEXAS



Our 1st Obligation

1st Things First At Deaf Smith County Electric Cooperative. Our First And Most Important Corporate Obligation One That You Won't Even Find On Our Financial Balance Sheet! It Is To Furnish An Adequate And Dependable Supply Of Electric Power To All Our Consumers.

That's Pretty Simple When You Say It, But There's More To It Than Meets The Eye. Over The Years Deaf Smith County Electric Has Done So Well In Achieving This Primary Goal That Our Patrons Tend To Take Good Service For Granted.

Actually, This Doesn't Hurt Our Feelings . . . Because We Know That It's Just One Measure We Can Take Of How Well We Are Serving Our Franchise Territory.

We Have Other Important Goals, Too, And We Are Constantly At Work To Make Your Home-Owned, Tax-Paying Co-Operative A More Efficient, More Productive Corporation For The Benefit And Upbuilding Of The Area Which We Are Privileged To Serve.

let Willie Wiredhand help you.... Deaf Smith County Electric Cooperative, Inc.

OWNED BY THE PEOPLE WE SERVE - Serving Parmer, Castro, Deaf Smith and Oldham Counties

# BOVINA ☆ ☆ 1970

## BULL TOWN DAYS

and OLD TIMERS REUNION

**BOVINA, TEXAS** == **August 13-14-15**

### Thursday, Aug. 13

BOVINA ROPING ARENA

- ★ 1:00 p.m.—OPEN JACK-POT CALF ROPING AND BOYS CALF RIDING  
Admission: \$1.00 and 50c
- ★ 6:00 p.m.—COW CALLING CONTEST
- ★ 6:30 p.m.—BEARD GROWING CONTEST
- ★ 7:00 p.m.—QUEENS CONTEST

BOVINA SCHOOLS AUDITORIUM

- ★ 8:30 p.m.—VARIETY SHOW  
(Contest Winners to Be Announced at Show)  
Admission: \$1.00 per Family

### Friday, Aug. 14

- ★ CHUCK WAGON BREAKFAST  
7:00 a.m. to 9:00 a.m.—Bovina Gin
- ★ OLD TIMERS' REUNION  
10:00 a.m. to 12:00 Noon—Downtown Bovina
- ★ HORSEMANSHIP ACTIVITIES  
10:00 a.m. to 2:00 p.m.—At Roping Arena
- ★ 8-MAN PONY EXPRESS RACE  
Entries Welcome
- ★ BULL TOWN DAYS PARADE—Downtown Bovina  
4:00 p.m.

## CARNIVAL RIDES

ALL DURING BULL TOWN DAYS WEEK—  
AUGUST 10-15  
At The Baseball Field

### Friday, Aug. 14--Free Barbeque--6:00 p.m.

DOWNTOWN BOVINA — EVERYONE WELCOME!

- ★ 5:00 p.m. — FIDDLERS CONTEST — 3 CASH PRIZES — \$50 — \$35 — \$15
- ★ 8:15 p.m. — PRESENTATION OF AWARDS — DOWNTOWN BOVINA
- ★ 8:30 p.m. — SQUARE DANCE CONTEST
- ★ 9:00 p.m. — DOWNTOWN SQUARE DANCE

TEENAGE DANCE — American Legion Hall — 9:00 p.m. to Midnight

Saturday, August 15

10th ANNUAL BOVINA ROPING CLUB

*Quarter Horse Show*

BOVINA ROPING ARENA

JUDGING BEGINS 10:00 A.M.

Bovina Schools Ex-Students Banquet -- School Cafeteria -- 8:00 p.m.

## WESTERN DANCE

AMERICAN LEGION HALL — 9:00 p.m. to Midnight

THIS SCHEDULE of Events Sponsored By:

**BOVINA CHAMBER OF COMMERCE & AGRICULTURE**

Thursday Night At 8:30

# Roaring '20's Theme Of BTDD Variety Show

## Large Cast To Perform



BTDD QUEEN CANDIDATE --- Sponsored by Don's Medicine Chest, Debra Kirkpatrick is a candidate for Bull Town Days Queen. The Bovina High School senior is the daughter of Mr. and Mrs. J. D. Kirkpatrick.

The 1970 version of the Bull Town Days Variety Show will be unveiled tomorrow (Thursday) night at 8:30 in Bovina Schools auditorium.

Title and theme of this year's show will be "The Roaring 20's to the Roaring 60's." Mrs. Mike Barraza will direct the show for the second year.

Admission to the show will be \$1 per family.

Highlighting this year's production will be a "speakeasy" scene from the prohibition days of the 1920's, complete with Charleston dancers, unbelievable flapper waitresses and the "unmentionables," a dangerous mob headed by Ma Jane Parker, played by Jane Hughes.

Charleston dancers will include Laura Bartlett, Kay Williams, Jean McDaniel, Vickie Kunselman and Krieta Morris. Waitresses will be portrayed by Ozzie (Otis) White, Billie Baby (Billy) Smith, Kozy (Pat) Kunselman and Alice (A. L.) Nuttall.

Members of "The Unmentionables" are Buggy (Lowell) Boozer, Big Jim (Jim) Russell, Footsie (Monte) Corbin and Off-the-Cuff (Wilson) DiCuffa.

Lending an authentic atmosphere to the setting will be an ensemble composed of Bruce Caldwell, Phil Sorley and Suzanne Wilson performing appropriate selections of music.

Doris Wilson will accompany Linda Langford, Vickie Kunselman, Butch McCain and Jo Pierson in selections typical of that era. Tammy Damron and Cathy Trimble will sing a duet.

For Western music enthusiasts, there will be a band composed of Larry Webb, Al Kerby, Bob Wilson, Royce Sisk and Dudley Hughes.

Edna Estes and Carl Rea will be on hand to provide support and encouragement to the group.

Carl Harris, former Bovinian and now of Amarillo, is expected to sing "Long, Tall Texan," and perhaps another Western selection. Louis McDaniel and Radford Venable will perform solos.

The chorus, which will provide several musical selections will be composed of Larry Mitchell, Nancy Mitchell, Mike Grissom, Vict Stallings, Bob Sparks, Holly Davis, Phil Sorley and Vickie Kunselman.

Jay Sherrill and Randy Monk will present a Laurel and Hardy skit.

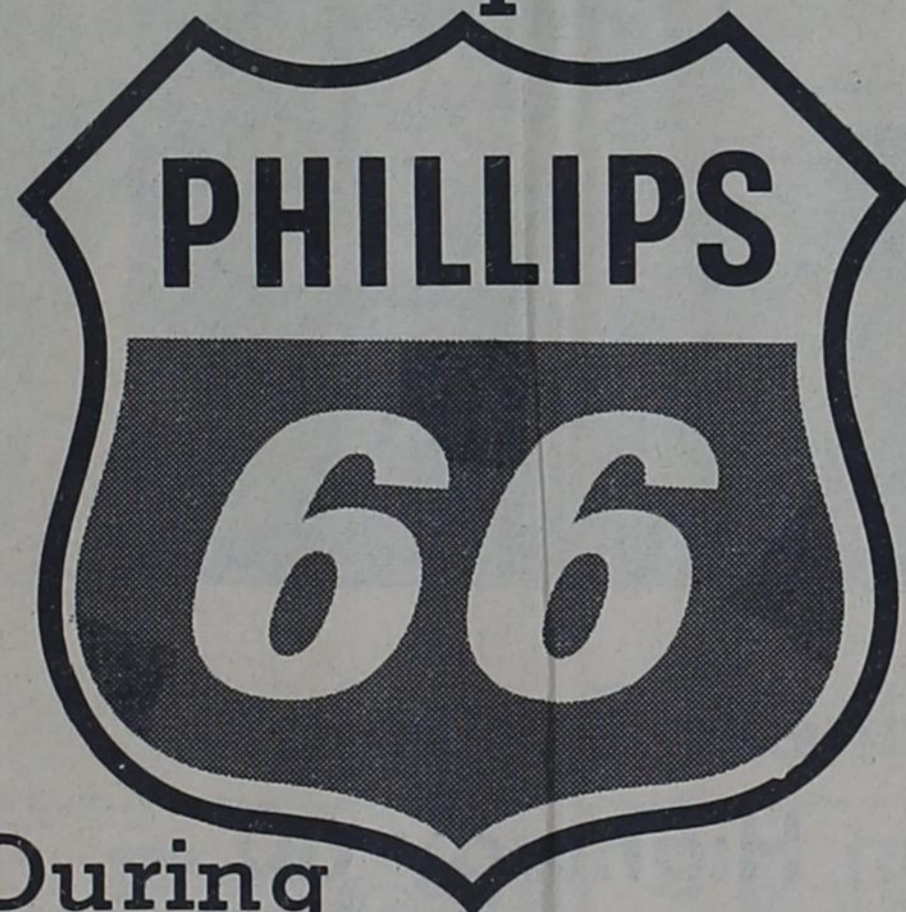
Intermission follows with awards being presented in contests held earlier Thursday. The 1970 Bull Town Days Queen will be presented after having been judged at 7 p.m. in the Roping Arena. Loy Christian, 1969 queen, will make the presentation.

(Continued on Page 6)



BTDD QUEEN CANDIDATE --- Sponsored by Parmer County Cattle Company, Pam Wilson is a candidate for Bull Town Days Queen. The Bovina High School freshman is the daughter of Mr. and Mrs. A. M. Wilson.

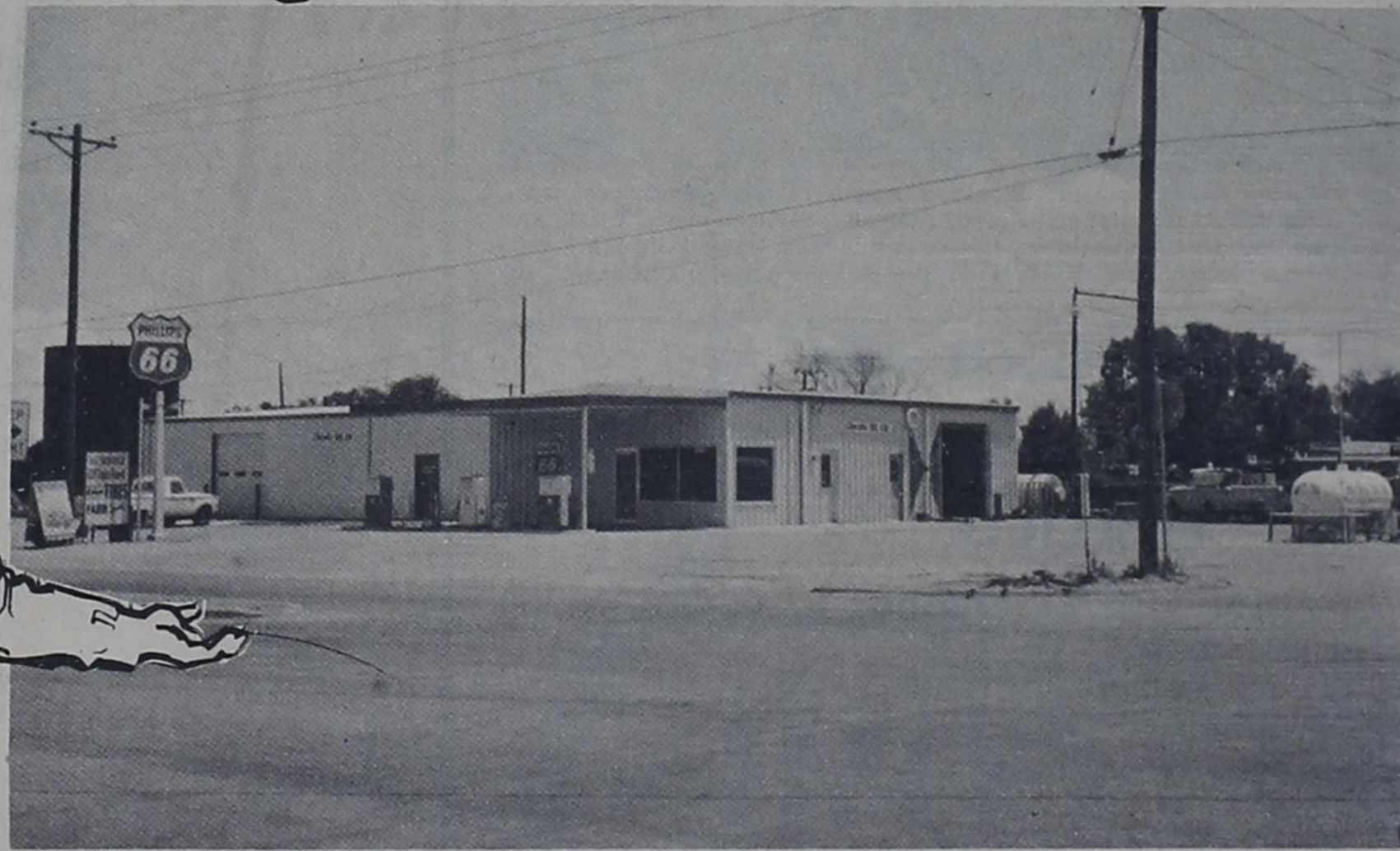
Stop In To See Us During The Celebration!



During  
Bull Town Days  
1970

.... And Everyday of the  
Year - Charles Oil is  
Ready to

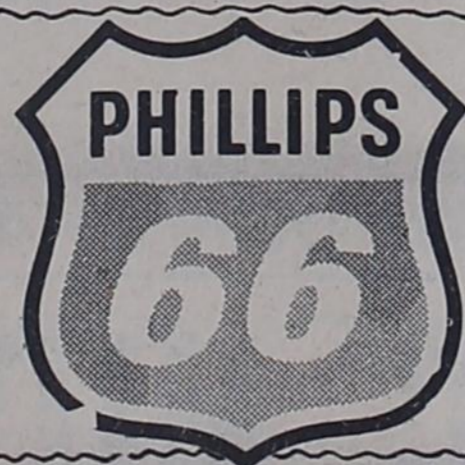
**SERVE YOU!**



Stop In For Phillips 66 Products At Either Of  
Our Two Retail Outlets On Highway 60  
In Bovina. For On The Farm Delivery  
And Service, Call 238-4321!

(Easiest Phone Number In The  
World To Remember!)

Harry J. Charles,  
— Owner —



**Charles Oil Co.**

— Bovina —

Phillips 66 Tires,  
Batteries, And  
Accessories

Phone

238-4321

Bowling League

# It's Nothing New; Jones Wins Championship

Paul Jones Texaco bowling team has done it again. For the sixth time in seven years, the Bovina-sponsored bowlers have won Clovis' Continental League championship. And for the fifth time in seven years, its sponsor-playing member, Paul Jones, has won the sportsmanship trophy in the same Clovis league. Jones displayed the four trophies he brought home this spring as a result of both honors, the big sponsor's trophy, the team trophy, the high series award and the one he took himself for sportsmanship. While obtaining the championship this year, the Texaco team bowled the highest series ever recorded in the Continental

League -- 3,269. That score was tallied during the second half of league play. The team won the second half and was forced into a play-off with Worley Mills of Clovis, winner of the first half. The Bovina team defeated Worley Mills for the top honor. It's nothing new for the team to be a winner. In fact, last year, 1969, was the only one in the league's seven-year history that Paul Jones Texaco has not taken away the big one. Members of the team, other than Jones, are Lee Kimbrough of Lazbuddie, Pete Rundell of Farwell, Bob Hardy and Bob Vincent, both of Clovis. In addition to the array of hardware brought home from

the play-off, each member was awarded a "230" patch. The team actually came into existence 11 years ago and has been a champion nine of those years. The first year it participated in a Clovis league. That was the only time the team failed to win other than last year. Members of the first team were Grady Sorley, Dean McCallum, Dolph Moten and Jones, all of Bovina, and Kimbrough of Lazbuddie. The next year it entered a Friona league and won every year it participated for a total of three. Various area men were members of the Paul Jones Texaco

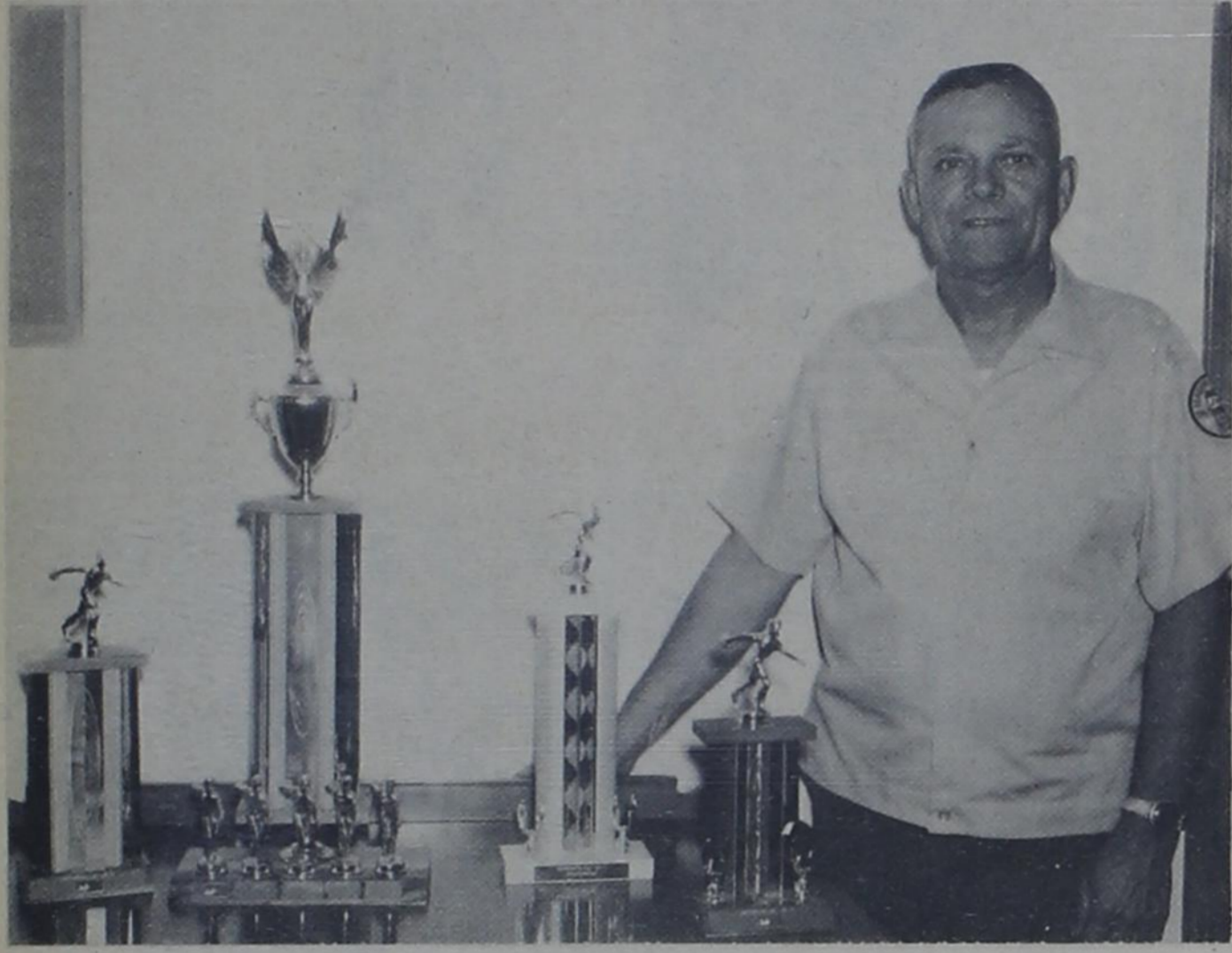
team that bowled in Friona, including all the original members above. Others were Sam Sudderth, Shorty Hamlet, Howard Looney, Glenden Sudderth and Jimmie Clements. Back in those days, the team had an alternate, Low man would sit out the following week. "That made us really try," Jones said. When the team returned to Clovis, this time to the Conti-

ental League, in 1964, others on the team were Mark Charles, Neal Smith, Weldon Bell and Clements, in addition to the present members. In those 11 years, the team has participated in the New Mexico State Tournament at Albuquerque three times, in Santa Fe once, Alamogordo once, and Las Cruces once. In 1964, Clements and Charles set a New Mexico state record in

doubles that was not broken until the state tournament this year. Invitational tournaments in the area have also been on the team's agenda. They have traveled to tournaments at Muleshoe, Morton, Dalhart, Amarillo, Hereford, Canyon, Friona and Roswell. Jones laughingly remembers one tournament when the entire prize money was \$800. "We

brought home \$500 of it," he recalls. Being a winner, however, presents its problem. Jones is running out of space for the many trophies --- about 35 or 40 of them. They line the tops of shelves at the Texaco Station in Bovina, and have overflowed into his home---where they are also becoming a problem. He's wondering "if" and

"where" he might put a trophy case in his home to take care of the prizes. Wife, Ola Lee, who has attended many of the tournaments with other wives of the bowlers, is almost as proud of the trophies as Jones ---- but like most wives, not enough to okay a trophy case in the living room. Naturally, that's the room he prefers.



**SAME SONG, SIXTH VERSE** --- The sponsor and member of the Paul Jones Texaco bowling team from Bovina, shows four trophies won this year in the Continental League at Clovis. The team has won the championship six out of seven years. Left to right are the team trophy, sponsor's trophy, sportsmanship, which Jones has won five out of seven years, and the high series trophy. The score obtained in receiving the latter set a new Clovis record.

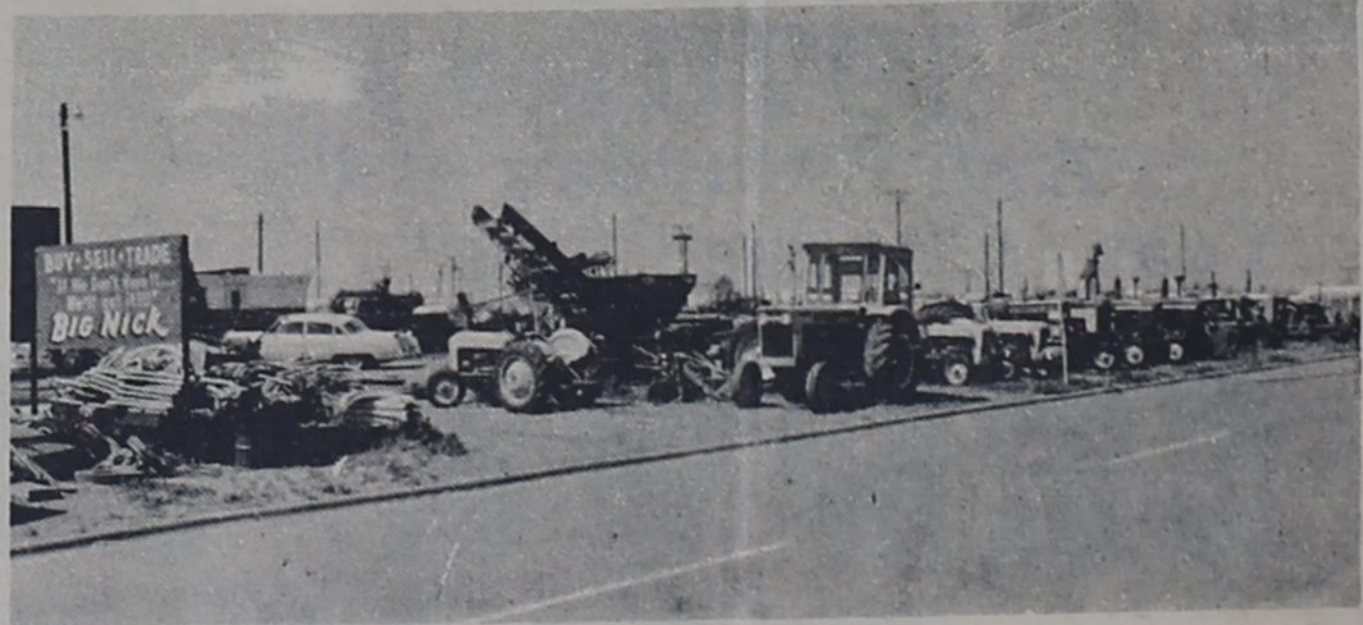


**SMALL PAINT LAWNMOWER** -- Earl "Possum" Richards proudly displays his no-push lawnmower to which he gives credit for a neatly-trimmed yard. The paint, Shetland mare, Peach, also doubles as a source of enjoyment for grandchildren. "Some people think I just don't like to mow grass, but this pony does such a much better job than a machine that I'm going to keep it this way as long as my wife will let me."

## BIG NICK'S SISTER Invites Everyone To Bovina's 1970 Bull Town Days Celebration August 13 - 14 - 15



Acres Of Machinery Bargains On Our Lot On Highway 60



"IF WE DON'T HAVE IT - WE'LL GET IT"

**BIG NICK FARM MACHINERY**  
Highway 60 - Bovina - Phone 238-4861

**Paul Jones Texaco**  
Joins In Extending A Big Texas

**WELCOME**

To **Bull Town Days**  
Thursday-Friday-Saturday

While You're In Bovina, Stop In Our Place For  
... The Finest Products  
... The Friendliest Service

**PAUL JONES TEXACO**  
- FIRESTONE TIRES -  
Highway 60-Bovina

Phone 238-4331



BTD QUEEN CANDIDATE --- Sponsored by Gaines Hardware, Vickie Kunselman is a candidate for Bull Town Days Queen. The 1970 graduate of Bovina High School is the daughter of Mr. and Mrs. Pat Kunselman.

At Bank --

# Buff Tickets Available Here

West Texas State University season football tickets went on sale this week at the First State Bank and will remain on sale through Sept. 5.

The price of season tickets are \$30 for chair seats and \$24 for bench seats. Those prices are a savings of \$1 per game over single game tickets.

Single game tickets, which go on sale Sept. 5, will be \$6 for chair seats and \$5 for bench seats. When purchased as season tickets the prices are \$5 per game for chair seats and \$4 per bench seats.

Bob Estes at the First State Bank is handling the ticket sales.

West Texas State will play six home games this fall in Buffalo Bowl. The Buffs open their home schedule Sept. 26 at 8 p.m. against Wichita State.

Other home games are East Carolina, Oct. 3; North Texas State University, Oct. 17; New Mexico State University, Oct. 24; Western Michigan University, Nov. 7; and the University of Southern Mississippi,

Nov. 21. The Western Michigan and Southern Mississippi games start at 2 p.m. and all other games begin at 8 p.m.

The Buffaloes were voted into the Missouri Valley Conference this summer, but won't compete for the title this fall. Both Wichita and North Texas State are Missouri Valley Conference members.

## 1960 Class Sets Reunion Friday Night

The class of 1960 of Bovina High School will hold a class reunion at 8 p.m. Friday night, August 14, in the home of Mr. and Mrs. Kent Glasscock.

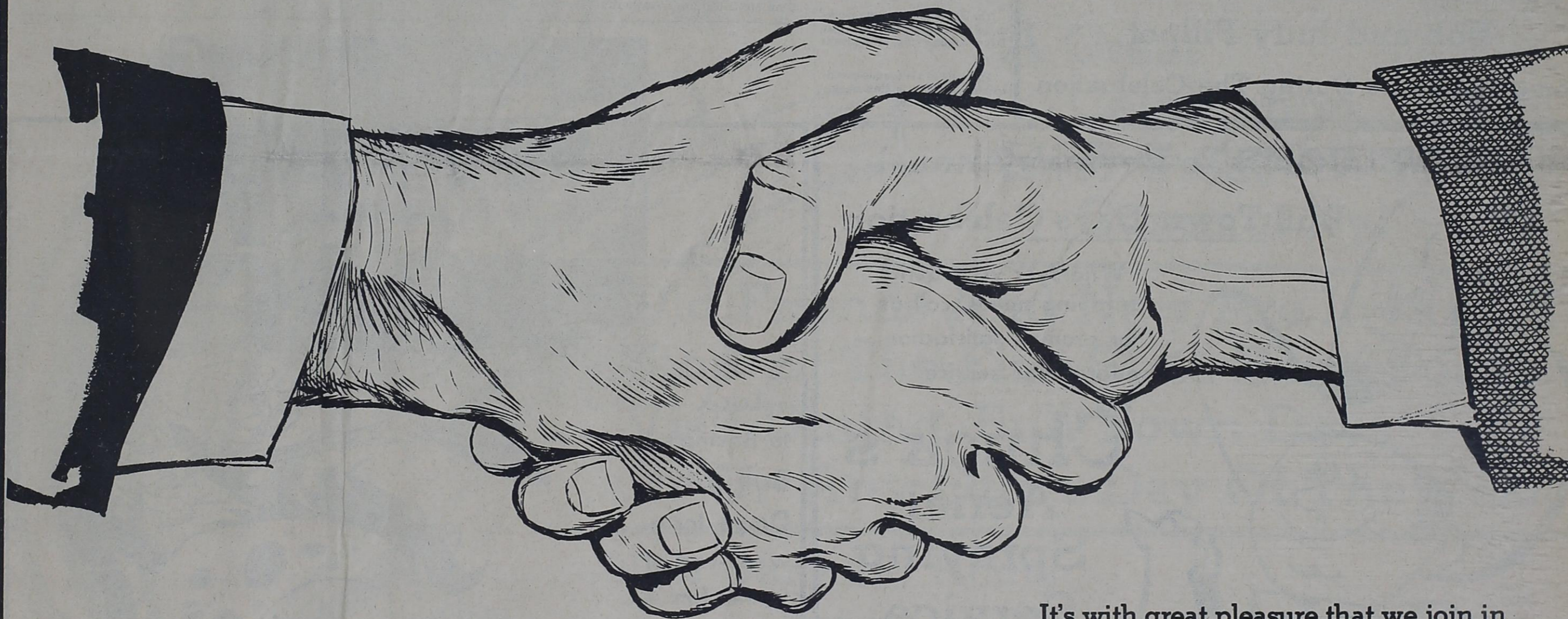
Hostesses will be Mrs. Sonny Gentry, Clovis; Mrs. Billy Strawn, Spearman; Mrs. Billy Smith and Mrs. Glasscock.

All members of the 1960 graduating class are urged to attend the reunion.



BTD QUEEN CANDIDATE --- Sponsored by Mustang Drive In, Holly Davis is a candidate for Bull Town Days Queen. The Bovina High School senior is the daughter of Mr. and Mrs. Brooks Davis.

# WELCOME, FRIENDS TO BULL TOWN DAYS-1970



## Friday, Aug. 14

- ★ CHUCK WAGON BREAKFAST  
7:00 a.m. to 9:00 a.m.—Bovina Gin
- ★ OLD TIMERS' REUNION  
10:00 a.m. to 12:00 Noon—Downtown Bovina
- ★ HORSEMANSHIP ACTIVITIES  
10:00 a.m. to 2:00 p.m.—At Roping Arena
- ★ 8-MAN PONY EXPRESS RACE  
Entries Welcome
- ★ BULL TOWN DAYS PARADE—Downtown Bovina  
4:00 p.m.

We're especially glad to have the Chuck Wagon Breakfast at our Gin Yard!

It's with great pleasure that we join in extending an invitation to Bovina's community celebration again this year.

Our business is serving Parmer County farmers with the finest ginning and cotton-farming service throughout the year.

We'll Welcome The Opportunity To Serve You!

"Your Satisfaction Is Our First Concern"



# BOVINA GIN CO.

Johnie Horn, Manager

Phone 238-4801 - FM Road 1731 North

Contestants Perform On Horseback

# Eight In Competition For 1970 BTDD Queen

Eight girls have entered the 1970 Bull Town Days Queen competition, with one to be

chosen to reign over this year's activities. Competition in the event will

be Thursday night at 7 in the roping arena. The new queen will be crowned by last year's

winner, Loy Beth Christian. Mrs. Frank Crenshaw of Melrose, N.M., will be in charge of judging the contest.

Girls will be judged on horsemanship, 60 per cent; and personality, appearance and beauty, 40 per cent.

Judging of horsemanship is based on a riding routine performed by each contestant. She is also interviewed by the judges.

Contestants must wear blue jeans, white shirt and a straw hat during the competition at the roping arena. They may wear more colorful western outfits at the Queen presentation, however.

The new queen and two runners-up will be formally announced at intermission of the variety show, Thursday night at 8:30 p.m. in Schools auditorium.

Mrs. Robert Read is chairman of the contest.

Rules specify that candidates must be between the ages of 14 and 21, at least a freshman in high school, and never married.

Queen candidates and their sponsors are Debra Kirkpatrick, Don's Medicine Chest; Vickie Kunselman, Gaines Hardware Co.; Christi Trimble, Bovina Roping Club; Pam Wilson, Parmer County Cattle Company; Brenda Dyer, Bovina Woman's Study Club; Holly Davis, Mustang Drive-In; Ruth Anne Hough, Bonds Oil Co.; and Terri Willard, Bovina Dry Goods.

Past Bull Town Days queens are LaNelle Christian, Pam Grissom, Gwen Christian Corn, Lynn Looney Cabe, Nancy Mitchell and Loy Beth Christian.

Last year's runners-up were Karen Bell and Holly Davis.

The new queen and the candidates will ride in the Bull Town Days parade Friday afternoon at 4.

Pictures of all the queen contestants appear in this week's issue of the Blade.

## Here's Your

### Invitation

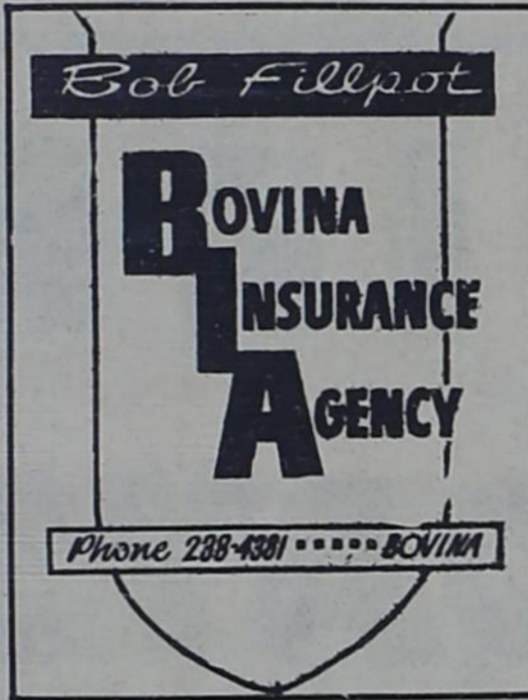
to another

## Great Bull Town Days And To Call Us The Next Time You Need Insurance Service!

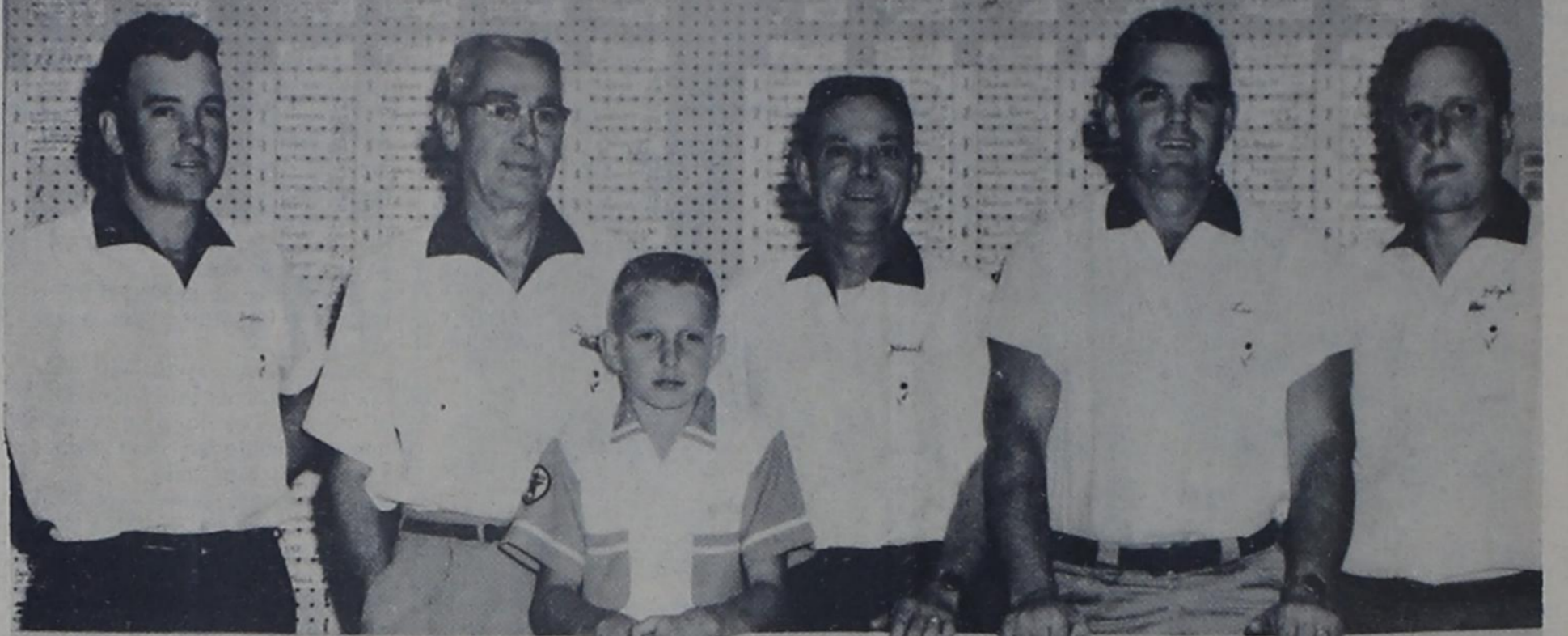
Downtown Bovina

Bob and Judy Fillpot

Come To See Us During The Celebration



## WELCOME TO ALAMOGORDO TOURNAMENT STANDINGS



### NEW MEXICO STATE Bowling Tournament - 1960



## BOWLING

FIRST TEAM --- Things have changed some since the first Paul Jones Texaco team began its bowling career. Members then were Dean McCallum, Bill Crawford of Clovis substituting for Grady

Sorley, Jones, Lee Kimbrough of Lazbuddie and Dolph Moten. Randy Jones, son of the team sponsor, often traveled with the group.

## WELCOME To Bovina's Annual Bull Town Days Celebration



Whatever your aerial spraying needs, call us for prompt, satisfaction — guaranteed service.

## Chuck's Aerial Spraying Service

— Bovina —  
On Highway 60 West  
Phone 238-3721



Standing, left to right, Lee Rollins, Chuck Stallings, Ovid Lawlis, Junior Lambert. Kneeling, Joe Cox and Charles Kirk.

- ★ Insecticides
- ★ Defoliating
- ★ Fungicides

Hqtrs. For Dependable Aerial Spraying

★ Planes Radio-Dispatched For Faster Service



Look to Bovina's Bull Town Days for a week-end of family fun —

And this Fall, Look to Worley Grain for the best prices on your grain. We use local grain in milling our famous brand of **OKAY FEEDS** and can always make you the best grain deal —



# WORLEY GRAIN

— Farwell —  
Herb Potts, Manager



# JUMP BULL TOWN DAYS

into the  
swing  
of

Thursday - Friday - Saturday,  
August 13 - 14 - 15

A Great  
Celebration  
In A Great  
Community!

Old Friends And New Are Invited To  
Stop In The First State Bank For A  
Visit During Bull Town Days . . .  
. . . Or Any Other Day Of The Year.

New Banking Hours:

Monday thru Thursday 8 a.m. - 4 p.m.

Friday 8 a.m. - 6 p.m.



## FIRST STATE BANK of BOVINA



Officers

L.M. GRISSOM, Chairman of the Board

ROBERT ESTES, President

BOB McLEAN, Vice President

JERRY WRIGHT, Cashier

Directors

ROBERT ESTES

L.M. GRISSOM

BOB McLEAN

G.F. TRIMBLE

ROBERT E. WILSON

At Roping Arena

# 10th Annual Quarterhorse Show Set Saturday

## WHOA, NOW!



It's Time To Go To Bull Town Days 1970!

Fiddlin' Fans —

Please note this years FIDDLERS' CONTEST is scheduled for Friday, Aug. 15th at 5 p.m. in downtown Bovina.

### NOTICE CUSTOMERS

We will close Friday at Noon and Saturday for the Celebration.

Your Cooperation will be appreciated.

## Kerby Welding Service

- Radiator Repair -

A  Deal The Year

Bovina

Phone 238-2332

The 10th annual Quarterhorse Show will be held Saturday, August 15, at the roping arena west of Bovina.

Bovina Roping Club sponsors the annual event which has become a regular Saturday feature in the roster of LTD activities.

“Entries close and judging begins at 10 a.m.,” says Mrs. Robert Read, show secretary. “We hope to have at least 100 entries this year.”

R. C. Barham, Carrizozo, N.M., will judge this year's show. Last year's show attracted 82 entries and the 1967 show had 93 entries. The 1964 show had the largest number of entries to date, 134.

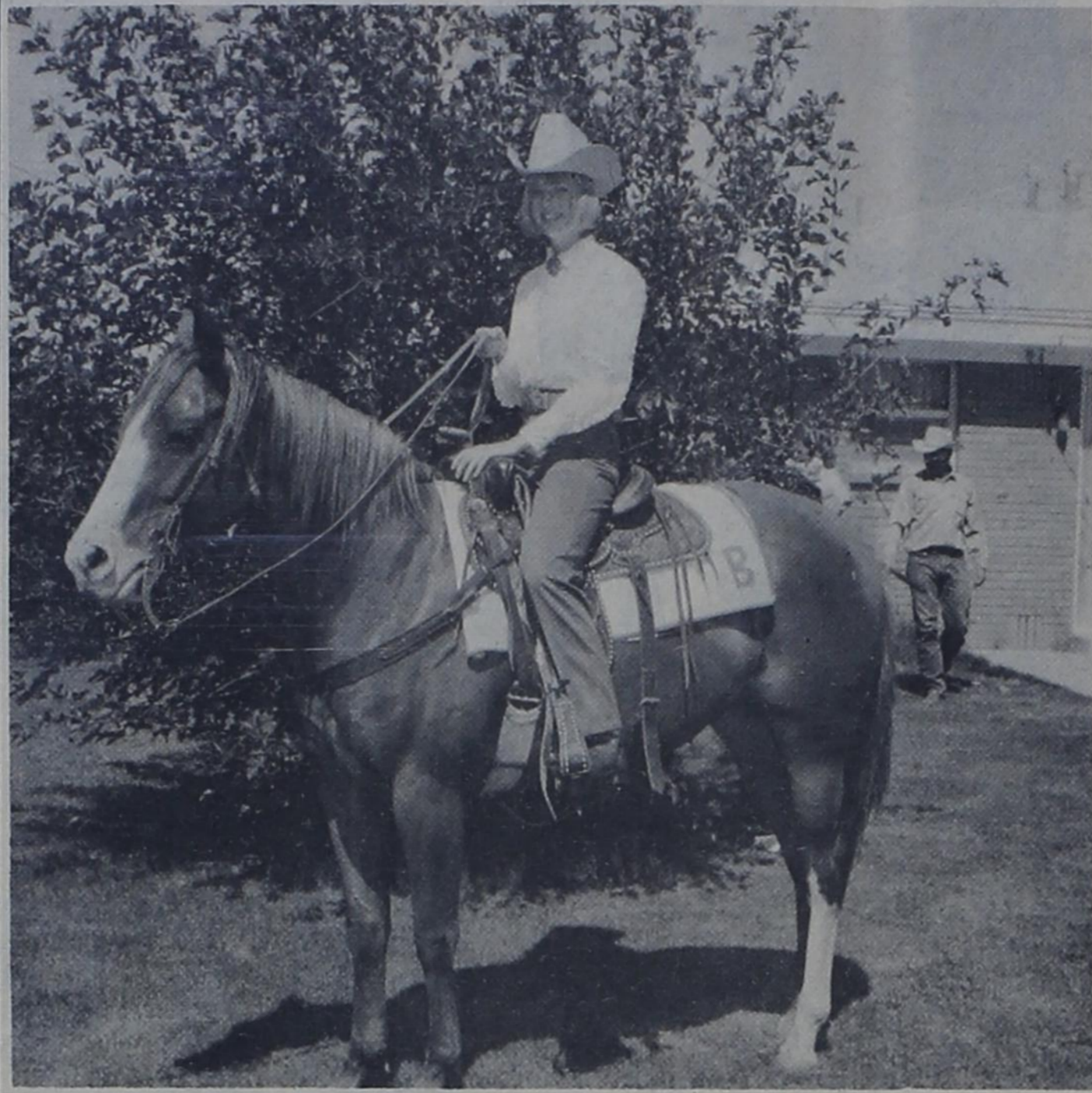
Entry fee for halter and performance classes is \$7. Junior cutting fee is \$12.50 plus \$7.50 office charge. Senior cutting fee is \$17.50 plus \$7.50 office charge.

Trophies will be awarded to grand and reserve champions and to first place class winners with rosettes to second through sixth place. A high point trophy will also be awarded.

Bovina Quarterhorse Show is American Quarterhorse Association approved.

Competition will include 23 halter classes and 10 performance classes. Featured in the performance classes are junior and senior western pleasure, junior and senior reining, barrel racing - all ages, junior and senior roping, junior and senior cutting and high point trophy.

The public is invited and there will be no admission charge. The Roping Club will again sponsor a concession stand at the arena during the show.



BTD QUEEN CANDIDATE --- Sponsored by Bovina Roping Club, Christi Trimble is a candidate for Bull Town Days Queen. The Bovina High School freshman is the daughter of Mr. and Mrs. C. E. Trimble.

### Variety Show --

(Continued from Page 1) Winners will also be announced in the men's and women's cow calling contests and the beard growing competition.

Awards will also be given to the winners of open jack-pot calf roping and boy's calf roping.

The second half of the variety show opens with emphasis on the music of the 40's, 50's, and 60's. Country and Western and rock and soul music will be featured.

Vickie Kunselman and Wayne Davies will give a jitterbug

demonstration. Harris will perform an Elvis Presley song and Marle and Elton Venable will dance the New Shoes and Schottische. Pat DiCuffa will give her rendition of a Shirley Temple song.

Bruce Caldwell and Phil Sorley will perform a duet in the second half of the show. Billy J. Charles, Vickie Kunselman, Linda Langford and Jo Pierson will sing solos. Vickie Kunselman and Wayne Davies will also dance to rock musical selections. The chorus plans to sing "Raindrops Keep Falling on My Head" from Butch Cassidy and the Sundance Kid.

Rita Mast and Billie Sudderth will portray a moon maiden and astronaut in a skit.

Mike Barraza and McDaniel are stage managers. Billy Whitecotton is in charge of the scenery. Ellen Koprian is assisting with costumes.

Serving on the variety show committee are Judy Fillpot, Jean McDaniel, Louis McDaniel, Jane Hughes, and Mike Barraza. Don Spring will serve as emcee of this year's show.

## Saddle Drawing Saturday

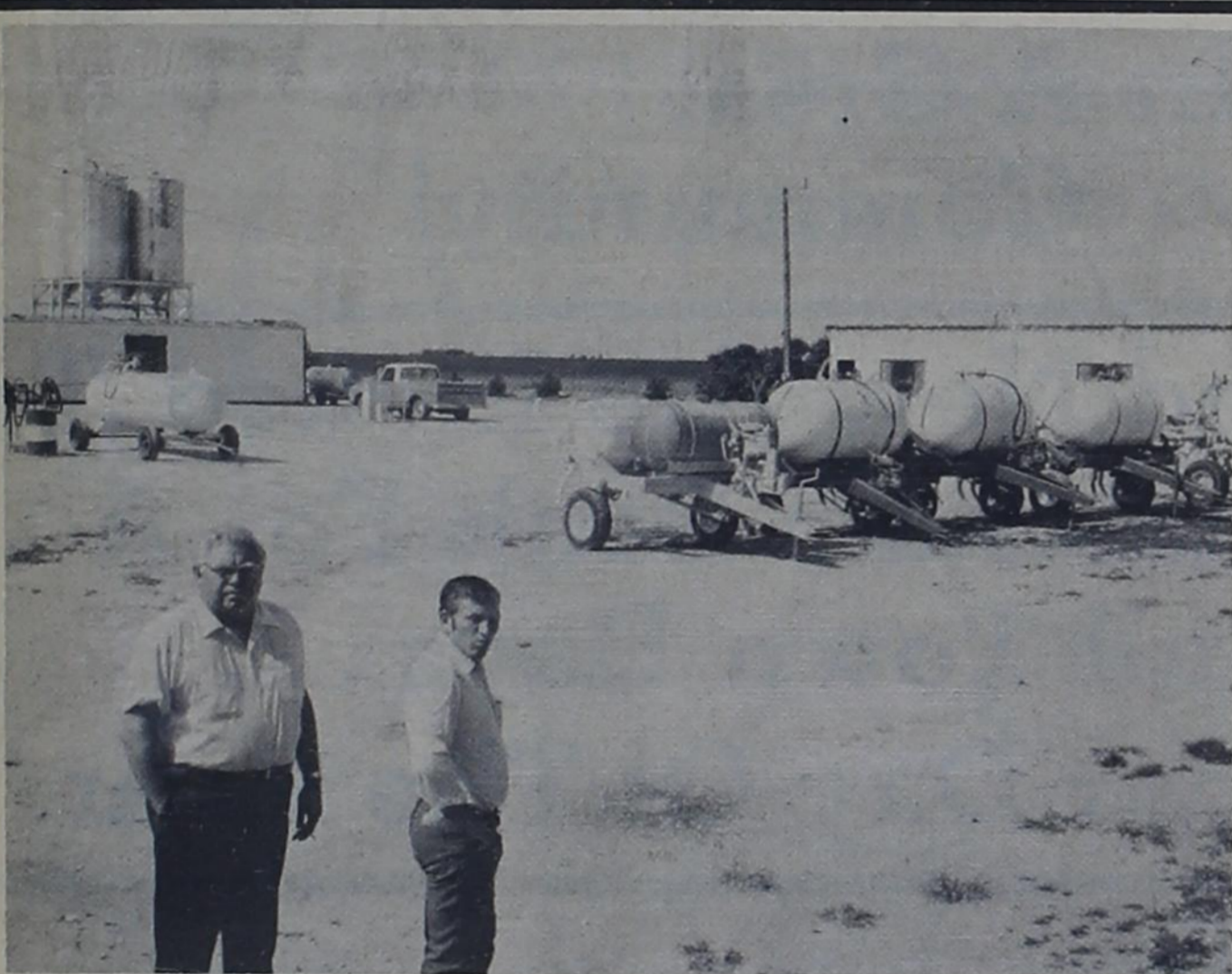
Bovina Roping Club will give away a hand-tooled saddle following the Bull Town Days Quarterhorse Show Saturday.

Tickets may be bought from any club member and will be sold on Main Street Friday afternoon. They are \$1 each.

The \$350 saddle features a padded seat and hand-tooled leather. It has been on display in First State Bank of Bovina. According to club members, "it is a real good saddle and sits real good."

Eleven members of Bovina Roping Club rode in the rodeo parade at Morton Thursday, August 6, according to Edwin Lide, parade marshal.

Riders making the trip were Edwin and Eddie Don Lide, Owen Patton, James Roach, Reagan Looney, Loy and Wendol Christian, Holly Davis, Nancy Mitchell, Billy J. Charles and Bob Sparks.



Now, During The Time To Fertilize Your Wheat Lands,

## WESTERN AMMONIA

offers you . . .

- YOUR CHOICE OF NH<sub>3</sub>, LIQUID, DRY FERTILIZERS
- MODERN UP TO DATE EQUIPMENT for Application
- SERVICE NOW
- THE BEST FOR LESS

## Western Ammonia Corporation

— Bovina —

N. C. White, Jr., Manager  
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WESTERN AMMONIA now a subsidiary of GOODPASTURE INC.

Remember we're as near as your phone and ready



### A Celebration FIT FOR A KING

## Bovina's Bull Town Days — 1970

Come Join The Fun . . .  
Meet Old Friends And  
Acquaintances --- They'll  
Be Looking For You!

Thursday-Friday-Saturday, Aug. 13-14-15

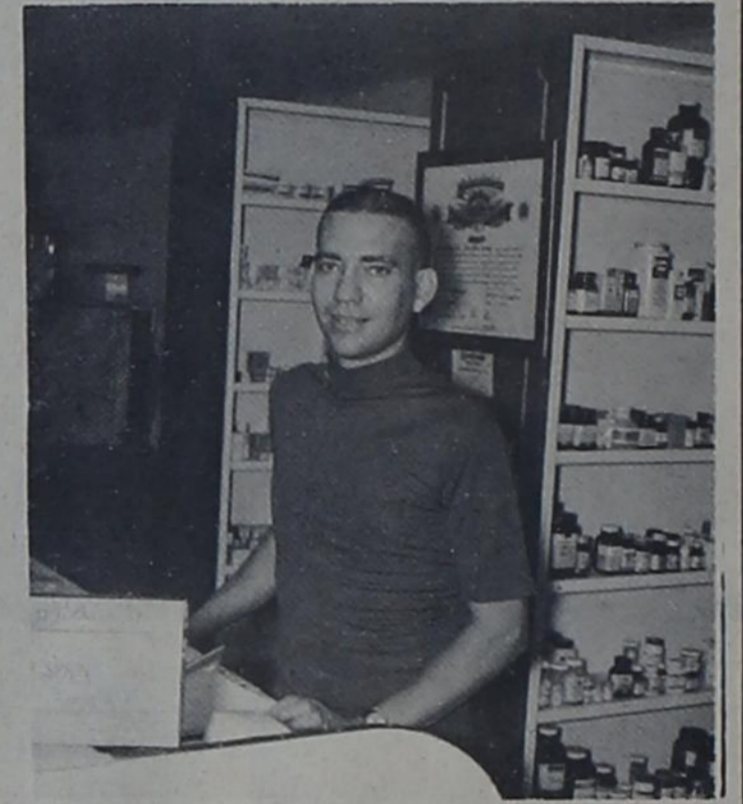
## Southside Service Station & Grocery

F. M. Crook

Highway 86 & Third

# YOU ARE INVITED

..... to attend  
**BOVINA'S  
7th Annual  
Bull Town  
Days  
Celebration**  
Thurs.-Fri.-Sat.  
August 13-14-15  
— AND —



to have your next prescription filled at . . .

## Don's

Medicine Chest  
Third St. - Bovina

Phone 238-4901

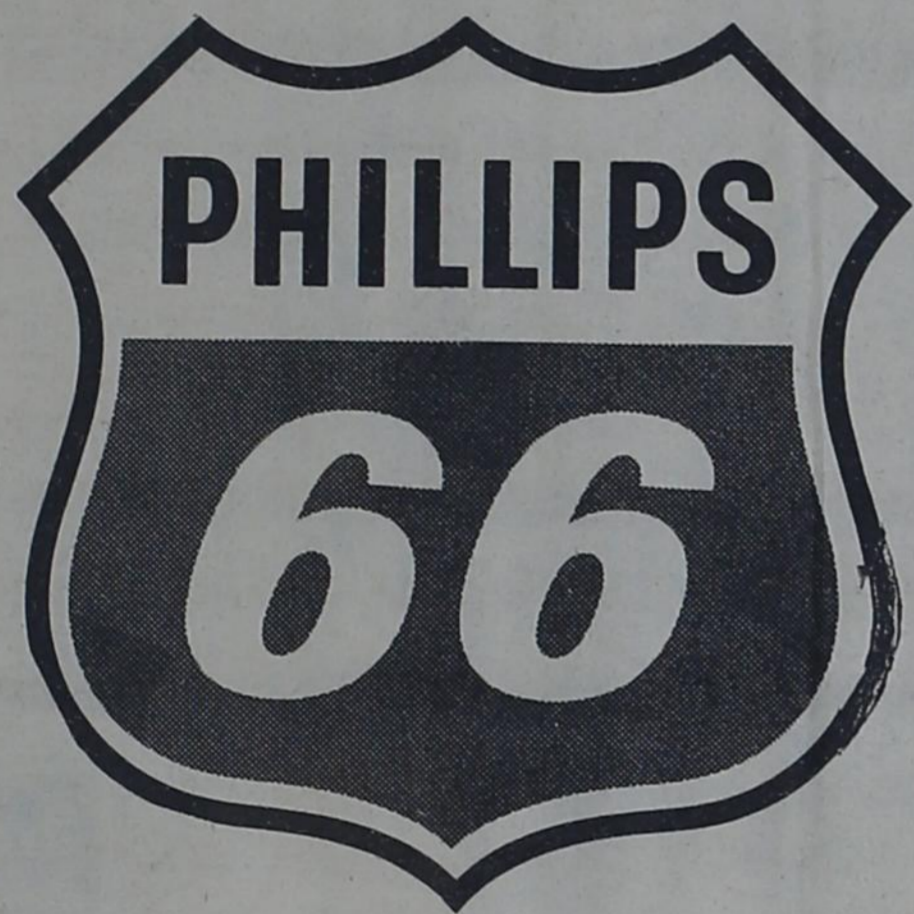


# WE AIM TO PLEASE

SPRAYING ★ SEEDING ★ DEFOLIATING

## AGRI-SPRAYERS

AGRI-CHEMICALS



AND

If the question is agricultural chemicals, the answer is

Fertilizers

# Agri-Sprayers

Everyone's Invited to

## Bull Town Days 1970

**-Stockholders-**

- Vernon Willard
- Durward Bell
- T.C. Wiseman
- J.D. Kirkpatrick
- Grady Sorley
- Wendol Christian
- Troy Christian
- Leon Grissom
- Tom Caldwell

We here at Agri-Sprayers are proud to join in extending this invitation to our friends and customers throughout the area and are proud to have a part in such a great community celebration!

**-Employees-**

- Bill Thornton
- Wayne Spears
- Gaylon Rhodes
- Doris Strawn
- Ron Hink



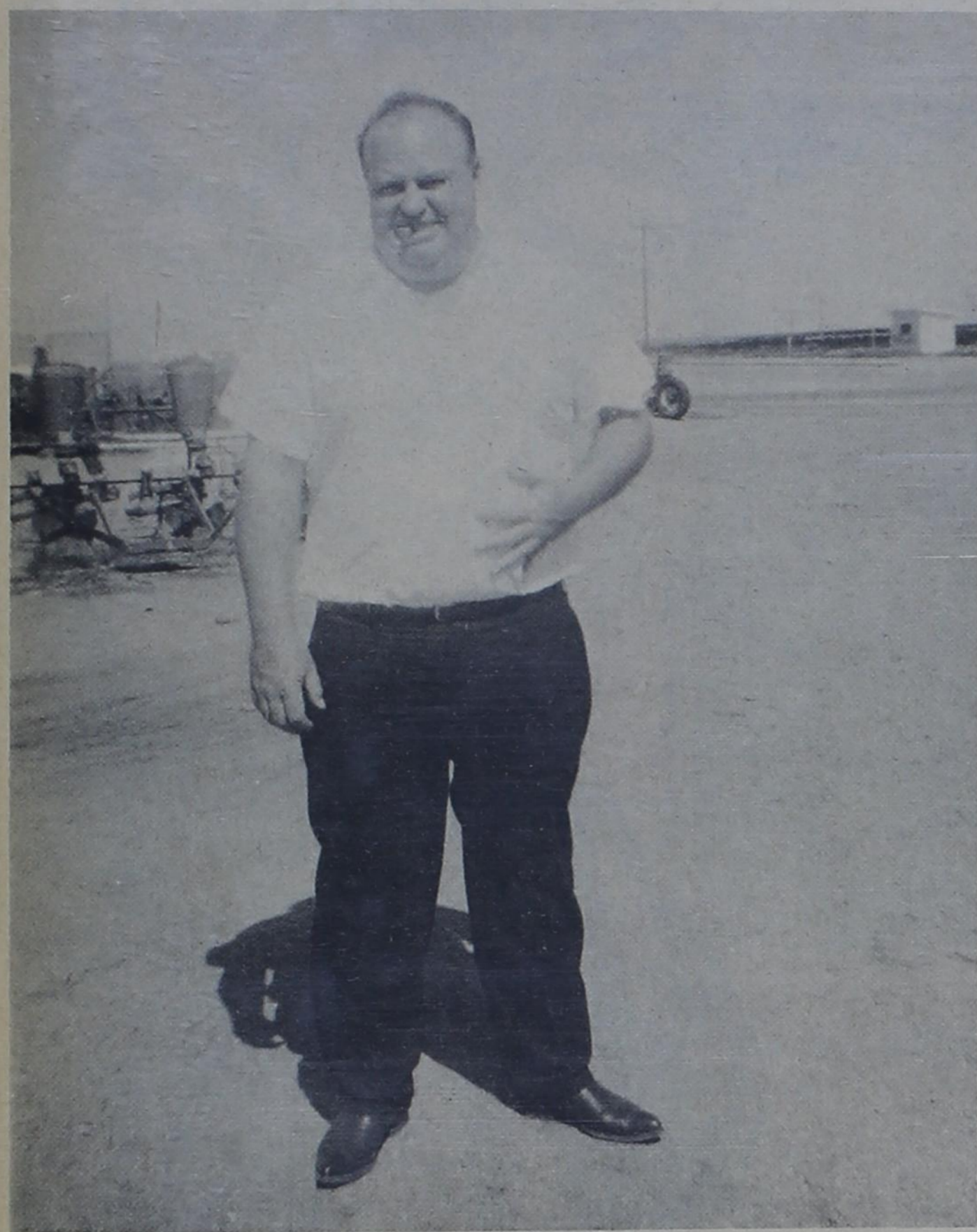
# AGRI-SPRAYERS

Main Office On Third Street In Bovina - Phone 238-4311  
Hanger Two Miles West of Bovina On FM Road 2290

Loses 128 Pounds

# 'Big Nick' Trienen Not So Big Anymore

## Bovinian Gives Success Secret



Before (348 Pounds)

Big Nick isn't so big anymore. And when it comes to losing weight, he's probably Bovina's No. 1 expert. That's because he lost 128 pounds in 18 months, from the big 348 that earned him his trade name, to the 220 where he now tips the scales.

"How did I lose it? By eating three meals a day and what I needed instead of what I wanted," Big Nick, Popular Bovina bachelor, says.

"I learned to eat all over again--just like a doctor told me once I'd have to do."

He took no weight reducing pills, but leaned heavily on will power.

Back in Nebraska where Nick Trienen was reared, even during the depression he says the family had plenty of meat and potatoes.

"You always hear of hungry people all over the world," he commented. "I never remember being any other way." By the time he was 17, Big Nick weighed 218--big enough for anyone's football team. He didn't play football though, because "I was born 30 years too soon, I had to go home after school and milk the cows."

World War II came along and Big Nick joined the U. S. Marine Corps. When he came out at age 21, he still weighed 218 and stood six feet, two inches tall.

During the next 10 years Big Nick gained 138 pounds. "I could have reached 600," he says, "but had to start watching what I ate."

The jovial Bovina businessman, who became known over Texas by his nickname, says he always intended to begin los-

ing weight when he was 40. "Only trouble," he says, "I never became 40," using the same dodge many women do about their ages.

People always liked for him to eat at their tables, since he always enjoyed good cooking.

Then, too, after getting the trade name "Big Nick" he really didn't want to lose weight and lose his image. His Big Nick Machinery Company is one of the largest in the Panhandle.

He began coming to Bovina in 1946, but went into business here about 10 years ago.

Finally, however, the day dawned that Big Nick decided to lose weight. One doctor told him he couldn't lose without help.

He did, though. He changed his eating habits.

Before going on a diet, Big Nick ate potatoes and bread three times a day, six dips of ice cream daily, and salad with Roquefort dressing at least twice a day. Those were the first items he took from his menu.

"I eat in a restaurant all the time," Nick said. "That makes it easier. You're not tempted with things you'd like to have."

Big Nick figured out a diet himself. First of all, he began eating three meals a day, regularly, not varying over 30 minutes from one day to the next.

For breakfast, he ate two poached eggs (no toast) or a bowl of Special K cereal with no sugar, and plenty of black coffee.

At lunch, Nick ate things like fried shrimp, a bowl of cottage cheese or green beans, or both.

(Continued on Page 9)



After (220 Pounds)

George Long Says —

### "Our Hat's Off To You BULL TOWNERS —"



... on your annual BULL TOWN DAYS!"

After the celebration, See George For A Great Deal On A New 1970 Pontiac, Rambler or GMC Pickup



## RIERSON

### Pontiac-Rambler-GMC

East Highway 60-70-84 Clovis, N.M.

## Parmer County Cattle Co.— Proud To Be A Part Of Parmer County's Expanding Agricultural Picture



On Highway 60 Between Bovina And Farwell



A Salute To Bovina On Its Annual Celebration - Bull Town Days—

# 1970

## Parmer County Cattle Co.

Phone Tharp 225-4400

C.C. "Cap" Naegle, Manager Residence Phone 238-4041

- ★ Automated Mill With Built-In Quality Control
- ★ Continuous Flow Water System
- ★ Proven Management
- ★ Excellent Drainage

Expand Program

# Research Foundation Field Days Sept. 10-12

A new and exciting air has enveloped activities surrounding preparation for the 14th Annual High Plains Research Foundation Field Day at Halfway.

For the first time since the Foundation's beginning, the Field Day, usually an afternoon event, has been expanded to include three days.

Dr. Tom Longnecker, director, has announced the Field Day from September 10-12.

Dr. Longnecker explained that with cooperation of the Plainview Chamber of Commerce, the Foundation will provide exhibit space for more farm equipment than formerly available, and with the Field Day September 10, will launch a unique farm equipment showing.

The farm equipment showing is expected to attract more than twice the number of exhibits

usually on display during the Field Day activities.

Longnecker explained that Field Day tours would be conducted opening day only. And most regular Field Day activities will be observed. He said the tours would feature four stops to discuss highlights of the research farm's current programs including studies on minimum tillage, cotton irrigation and fertilization studies,

corn and sorghum variety studies.

A guest speaker will be on hand for the opening day evening program and Foundation's commodity exhibits will be on display in the Farm Shop area.

Approximately 196, display plots, 20' x 25', have been designated for the three-day equipment show.

Longnecker pointed out that although the equipment show

was of three-day duration the regular Field Day would be only opening day - Thursday, September 10. "This will be the only day we will be able to conduct guided tours. However, all signs will be left in place and persons not able to attend on Thursday may view the research projects at their leisure," he said.

### 'Big Nick' --

(Continued from Page 8)

If he ate both, he ate less of each. Salad with vinegar and oil filled out that meal.

At night, he ate eight ounces of meat and vegetables (but never corn, potatoes or dried beans.)

A snack while watching TV included an apple or an orange. Once a week, Big Nick treated himself to a baked potato with sour cream--never butter.

Along with the diet, Big Nick took his old Marine Corps exercises, mainly "pounding my stomach."

"I sure didn't want to lose all that weight and keep that stomach," he said.

By last December, Big Nick had reached his goal -- 220 -- about six months before he thought he would.

"I never lost over 10 pounds a month. If I did, I increased my calory intake a little."

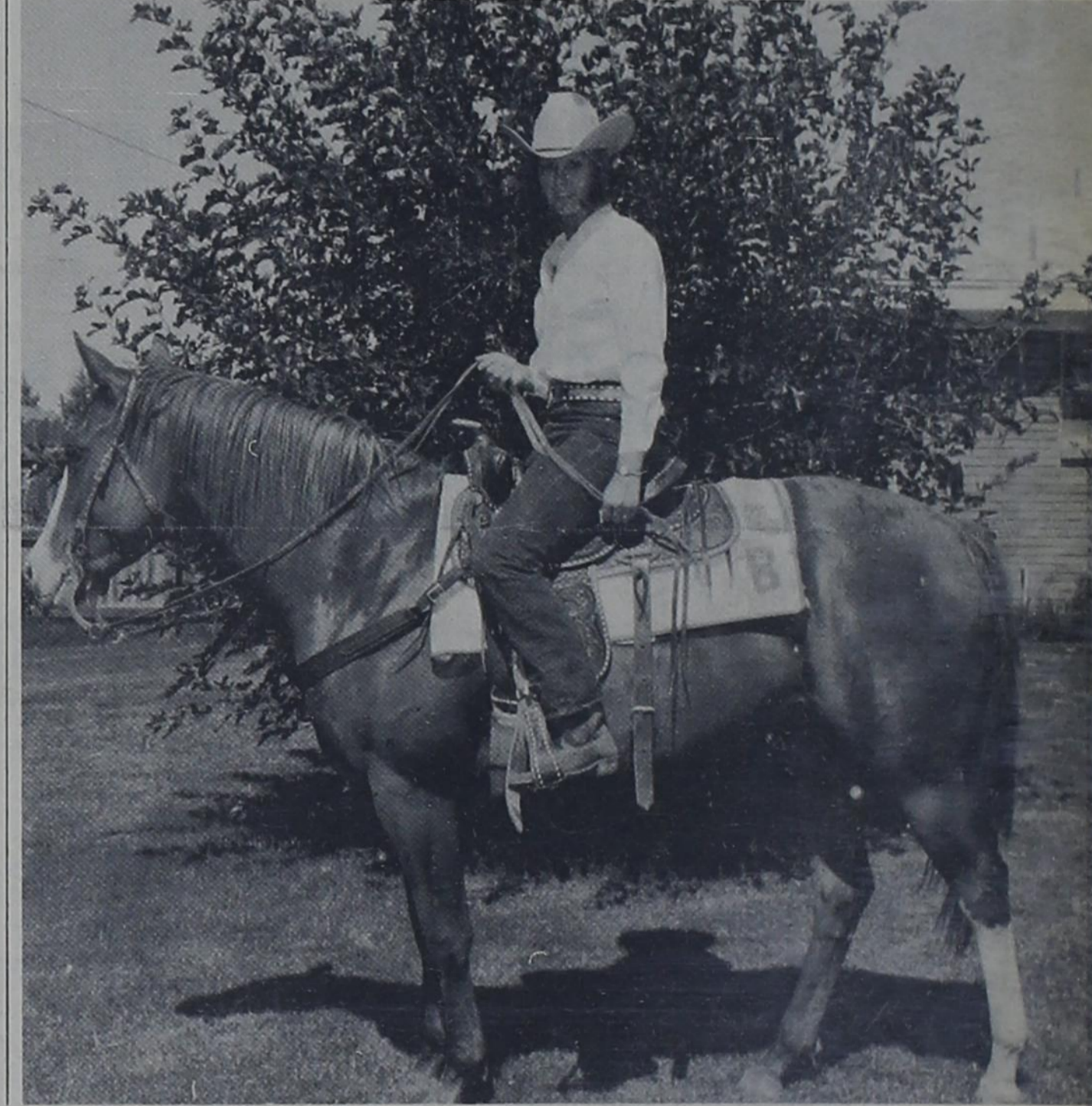
Since then he's been content to "hold his own." He eats more than when on the diet, but much less than before he started it.

Besides pounds, Nick had lost from a 21 and one-half size shirt (which had to be tailor made) to a 17 and one-half. He's lost eight inches around the waist and from a size 12D shoe to a size 11D shoe.

He's still "Big Nick" though to everyone who knows him. After all, someone who weighs 220 and stands 6-2 isn't exactly what one would call "small."



BTD QUEEN CANDIDATE --- Sponsored by Bovina Dry Goods, Terri Willard is a candidate for Bull Town Days Queen. The Bovina High School freshman is the daughter of Mr. and Mrs. Vernon Willard.



BTD QUEEN CANDIDATE --- Sponsored by Bonds Oil Company, Ruth Anne Hough is a candidate for Bull Town Days Queen. The Bovina High School sophomore is the daughter of Mr. and Mrs. GIB Hough.



... extends a Bull Town Days Salute to Bovina on its Annual Community Celebration this weekend ---

★  
**AREA FARMERS ...**

We're interested in serving the cattle raisers and feed lots in the area and are anxious to help make this the nation's leader in cattle feeding. We have an interest in the progress of the entire area and we take a personal interest in our customers.

★

# PRODUCTION CREDIT ASSOCIATION

Robert Neelley, Manager

612 Euclid St.      Friona, Texas      Phone 247-3065

## Whisker Judging Thursday

Men of the Bovina area, sporting various styles of facial adornment, will get a chance to show off their whiskers in the Bull Town Days beard growing contest Thursday night at 6:30 at the roping arena.

Men of the community who have neglected buying a shave permit may find themselves in the Bull Town jail if they are not sporting enough stubble to qualify as a beard grower.

Shave permits may be purchased from Darrel Read for the price of \$2.

Judges for the contest will be from out of town.

Last year's winners were Eugene Jackson, Happy, first place; Larry Scott, Bovina, second place; and Carl Bryan, Happy, third place.

Winners in previous years have been Pat Quintana and Larry Scott.

Approximately a dozen entries are expected in the contest.

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An Old-Timey  
Shoot 'Em Up!

Bovina's Bull Town  
Days - 1970      Thur.- Fri.- Sat.  
August 13-14-15

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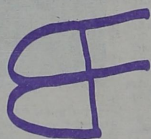
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