

The Bovina Blade

"In The Agricultural Center Of Parmer County"

IF IT'S NEWS IN BOVINA, YOU'LL FIND IT IN THE BLADE

THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA

WEDNESDAY, AUGUST 26, 1959

BOVINA, TEXAS

VOL. V, NO. 10

STRAWN, MORTON -

'WHITTLIN'

BY DOLPH MOTEN

Farmer-Barber C. E. Trimble says the only difference between good haircut and a bad one is two weeks.

Bovina Church of Christ members had a whale of a big fish Friday night (That's a pun). We were lucky enough to receive an invitation to the festivities. The meal was wonderful and that's an understatement. Fellowship was fine and there was more fish fried than we'd ever seen for one group before.

We noticed, too, the abundance of cantaloupe at the picnic. What Bovina outing would be complete without that tasty melon to make the whole meal more complete?

As a matter of fact, it would be hard to improve on a meal of Church of Christ fish, half a cantaloupe, a slice of bread, and a big glass of iced tea. We say that with all due respect to the fine pies and cakes good cooks have the ability to engineer. But who would want pie and cake when fish and cantaloupe were available?

Certainly was good. Don't know when we've enjoyed a meal anymore.

Even with their fried chicken reputation, Methodists would really have to go all out to throw a chicken fry that would equal the Church of Christ fish fry.

Special note to Church of Christ members: If that's not enough publicity to pay for our meal and insure an invitation to the next picnic, please let me know. There will be more forthcoming if this isn't enough to suffice.

Next year, remember, is election year. Already there is a lot of publicity regarding that election and candidates, especially from a national standpoint.

We're a way late in getting around to saying anything about it, but Republican Wes Izzard, in his "A to Izzard" column in The Amarillo Daily News some weeks ago, was quietly, but forcefully, boosting Vice-President Richard Nixon for "the next president of the United States."

And that might have been the day, too. But if it was, we'll be bitterly disappointed in American voters.

Nixon, on a diplomatic tour, goes to Russia and gets involved in a cuss fight with the Russian Leader Nikita Khrushchev. That might have been a smart thing to do, but if someone, or some country, sends us on a diplomatic tour, we guarantee we won't get in a cuss fight with our host!

But the Republicans thought that was plenty smart and marked it down as the day Dick Nixon was elected next president of the United States.

We don't know about that kind of business.

And still on politics, there was a film and program in Bovina recently concerning religion and the Presidency. Sponsored by Protestants and Other Americans United, it was a slam against the presidential nomination of Democratic Senator John Kennedy, a Catholic. The film itself didn't mention Kennedy, or any other Catholic politician, but this was plainly brought out in the program which followed the film.

In our narrow-minded opinion, POAU defeated its purpose in banning against Catholics. It seemed to us the national organization was attempting to do just what it is accusing the Catholics of doing--control the nation.

Too, we feel the organization puts too much emphasis on the powers of the president. A question which keeps coming in our mind is, "If it's not good for a Catholic to be president, why is it all right for that same Catholic to be a senator?" Best we could figure out at the pro-

(Continued on Page 2)

Sleeping Sickness Hits Bovina Boys

Encephalitis lethargica, sleeping sickness, attacked two teenage boys last week, sending them to hospitals with severe headaches, high fever and delirium.

Jerry Strawn, 18-year-old son of Mr. and Mrs. Norvell



JERRY STRAWN

Strawn, was admitted to Plains Clinic in Lubbock last Monday. He is improved slightly but his condition is still "not good."

The other victim is Danny Morton, 19-year-old son of Mr. and Mrs. Warren Morton.

Young Morton became ill Friday, Aug. 14. He was admitted to Clovis Memorial Hospital where he stayed until Thursday. His condition became steadily worse and he was taken to Methodist Hospital in Lubbock Thursday afternoon.

Both boys started feeling weak and drowsy. Then almost unbearable headaches, with high fever that made them delirious, followed.

Encephalitis is a virus disease that is infectious, but not contagious. It is carried and spread by insects, mostly mosquitoes. Close contact with diseased persons isn't dangerous.

Young Strawn was water skiing on Conchas Lake Sunday, before he became ill and technicians at Plains Clinic are presently conducting tests on mosquitoes around the lake, along with those captured in the Bovina area in an effort to determine which of the two places has the disease carrying pest.

Morton, who was employed by Cicero Smith Lumber Co., worked in Tiaban, N. M., the day before he became ill. He said mosquitoes were bad around where he was working. There is a possibility that he was bitten by a diseased insect there.

Mosquitoes around Bovina have not been worse than usual this summer.

City employees, John Wilson and Henry Minter, sprayed the city once earlier in the summer and again Monday



DANNY MORTON

night. Morton will be confined to the hospital from two to six weeks. He attended Texas Tech last year and will be a sophomore this year if he recovers from the illness in time to enroll

about Sept. 18.

Strawn, a '59 graduate of Bovina High School, had planned to attend Texas Tech this fall, but his plans will also hinge on how fast and how well he recovers.

After effects of the illness usually remain as long as three months after the patient is seemingly recovered, according to doctor's reports to Morton's family.

There are two varieties of the disease, St. Louis, which is the most serious, and Western. Positive diagnosis of the type the Bovina boys have hasn't been made but doctors believe they will recover from the sometimes fatal disease.



OWNERS--Mary Turner and Margaret Minter prepare for the Grand Opening of Mary Marr Shop. The shop is located on Third Street and will be the first of its kind in Bovina.

NEW LADIES SHOP -

Mary Marr Opening Scheduled Saturday



MARY MARR SHOP--This will be the home of Bovina's first ladies' shop. The building contains 1800 square feet of floor space and has air conditioning and indirect lighting.

\$216,000 -

Board Adopts Budget For Year

Four members of Bovina Public Schools' board of trustees, making the necessary quorum, adopted a \$216,023 budget for the approaching school year.

The money will come from an expected \$115,000, in local taxes and \$101,023.00 in state and federal funds.

A public hearing was announced for budget discussion, but only the four board members, Superintendent Warren Morton and a Blade reporter were present. Morton presented the budget which was discussed in detail, before being adopted by unanimous vote.

Each school is required by law to adopt a budget before a school year begins. The budget may be amended during the year by the school board, but no expense not authorized in the budget may be paid.

Instruction costs took the biggest bite out of this year's budget, with \$112,600.00 going for teachers salaries, books,

and teaching supplies. Salaries total \$104,000.

Maintenance and operation took a \$17,950, chunk. Salaries take \$6600 and utilities \$6000, with supplies and maintenance taking the remainder.

School services take \$24,260. This category includes transportation salaries, insurance and the cost of three special teachers that work at Farwell, Bovina and Lazbuddie.

Debt service, including \$25,245.00 for interest on bonds, \$15,000, on principal and \$300 for expenses take a \$40,545, gap out of the budget. At this rate of payment, the latest building bond will be retired in 1986.

In other business, the board heard Mrs. Travis, representative of the district Social Security Office in Amarillo discuss the procedure, advantages and disadvantages of adopting social security for school em-

(Continued on Page 2)

ACCEPTS CALIFORNIA CHURCH -

Rev. Jack Jeter Resigns Pastorship

Rev. Jack Jeter, pastor of First Baptist Church of Bovina for the past 16 months, has announced his resignation. He will become pastor of Buena Park Baptist Church in California.

Jeter plans to leave Bovina around Sept. 1 to assume pastorship of the California church. In explaining his decision to leave, Jeter said he had never worked with a more responsive church than the one in Bovina. He said he would like to stay here but indicated the main reason for leaving was that he felt he could be more helpful to the California congregation. Buena Park is a suburb of Los Angeles.

During Jeter's stay here, plans for a new church building were begun. Also, approximately 100 additions were made to the church.

Rev. and Mrs. Jeter are the parents of three children, two

daughters Jan and Joan and an infant son, Steven.

Jeter's hometown is Rule. He attended Wayland Baptist College in Plainview and Baylor University in Waco.

He was one of the most popular pastors to ever serve the church here.

Undergoes Major Surgery Recently

Mrs. Pearl Hastings underwent major surgery Monday, August 10, in Clovis Memorial Hospital. She was released from the hospital last Wednesday and is now at her home.

Mrs. Hastings is the mother of Dean Hastings and Mrs. Charles Hawkins, both of Bovina. Another daughter, Mrs. J. T. Swim of Roaring Springs plans to visit with her here a few days this week.

Cantaloupe Movement Increases

One thousand, nine hundred and seventy-three crates of cantaloupes poured through Gateway Produce's Bovina Shed Monday afternoon and night in the best day's run of the young harvest season.

Heavy scattered showers Sunday threatened to slow down movement, but trucks bogged through six fields that were opened Monday for the first time.

The rains came too late to stop the melons from ripening, but they caused trouble in the fields. Trucks bogged and stuck in the mud in most fields

(Continued on Page 2)



RESIGNS--Rev. Jack Jeter poses with his son in the room that has been his study for the past 16 months. His resignation was announced Aug. 19. He will leave around Sept. 1.

New Furniture Store Coming

A new furniture store is scheduled to open in Bovina in mid-September.

Chester Boyett, owner of Boyett Furniture Co. in Texico, says his firm is planning the new Bovina business in conjunction with its present location.

Boyett has rented the Marot Building on Highway 60 here for the new furniture business.

Complete furniture and appliance stocks will be offered by the Bovina store, Boyett says. Some of the quality lines the store will offer include Rush Upholstered furniture, Flanders maple, Vaughan bedroom suites, and Admiral appliances.

New fall merchandise, which was purchased at Dallas market in July, is expected to arrive for the Bovina store's opening next month.

"It is our aim to give people of Bovina area quality furniture at reasonable prices," Boyett says.

WEATHER

BY WILLIE

Scattered showers over the weekend. More hot weather on the way.

--Willie



THE BOVINA BLADE
Dolph Moten, Editor & Publisher

Second-Class Privileges Authorized at Bovina, Texas.
Published at Bovina, Texas, Every Wednesday.

Litter Bug

Lloyd Killough, who was recently named outstanding maintenance foreman of the Texas Highway Department's District Five, remarked shortly after winning the honor that litter and trash thrown on the more than 210 miles in his section, caused the biggest problem in maintaining the roads.

Beer cans are the big troublemaker for highway maintenance men. Trash in general, from cans to newspapers to food leftovers demand the time of highway crews and cost Texas taxpayers thousands of dollars each year. Bottles thrown along the roadways by thoughtless motorists, cause even more wasted manhours than the above mentioned items because they cause flat tires on highway machinery.

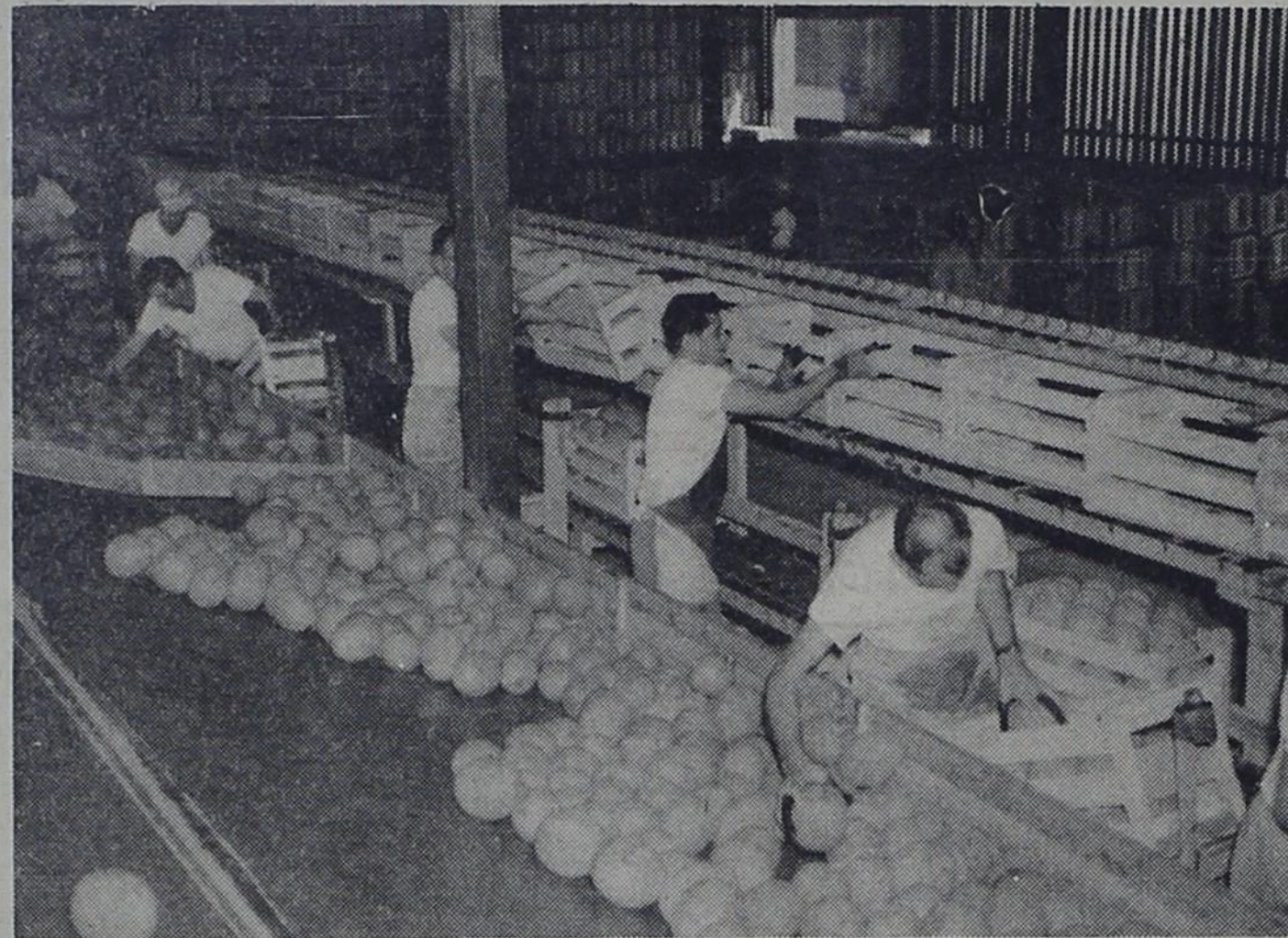
A state law prohibits litter bugs from going about their nasty business of destroying Texas' beauty by covering it with trash. Recently a law was passed permitting Texas tourist attractions to be advertised. In other states, such laws have been followed by anti-litter laws with enough teeth in them to stop most of the thoughtless people.

Litter bags for autos are easy to obtain and roadside parks have containers for trash, but the litter bug is an odd creature that believes the small amount of trash he carelessly throws out his car window won't make any difference. If there were only one litter bug he could throw trash to his heart's content, but there are millions.

J.V.S



PLENTY OF FISH--Picnics load their plates at the fish fry that ended the Church of Christ Bible School Friday night at the Highway Park. That's Banker Warren Embree making the boarding-house reach.



ACTIVITY INCREASES--Melons came in steadily Monday at Gateway Produce Co. as this year's harvest finally began to get off the ground after weeks of delay caused by bad weather. Shown above are packers who fill each crate with correct sized melons.

Cantaloupes

(Continued from Page 1)

and many of them had to be pulled around with tractors.

Movement will probably increase later in the week according to Otto Ables, Gateway's Bovina representative. The shed was open and cantaloupes were moving until about nine o'clock Monday night. The melons started coming in about 10 Tuesday morning.

Ables says the cantaloupes received Monday graded high and they met a good market. "Demand has been exceptionally good," he said.

Whittlin'

(Continued from Page 1)

gram here, POAU has no answer to that question.

We left the meeting feeling that we just didn't quite understand what they were trying to get us.

In a press release to The Blade from Texas Sheep and Goat Raisers Association, we learned that organization is on the outs with American and Texas Farm Bureau.

First we'd heard of farm organization controversy in a long time . . .

BIG THINGS HAPPEN WHEN YOU TURN THIS KEY



..you're invited to discover the Powerful Difference in a

Case-o-matic DRIVE tractor

You'll be amazed at the big power, comfort and convenience of the new Case-o-matic Drive tractor. Until you've tried it, you can't appreciate the POWERFUL difference. You'll experience a new kind of non-stop performance . . . far greater work-capacity . . . operating ease and precision you never dreamed possible.

TRY IT! In just 1-hour on your farm, you can discover how Case-o-matic Drive senses increased loads instantly . . . automatically increases pull-power up to 100% without clutching or shifting. Get your PROOF Demonstration today!

\$ TRADE NOW AND GET OUR \$ SPECIAL DEAL

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GET YOUR FREE RAINCOAT

It's our "thank you" for the privilege of demonstrating. Make a date now for your PROOF Demonstration.

See or call us today!

A-T Machinery Co., Inc.

1548 WALLACE CLOVIS

WANT ADS

WANTED--2 good reliable automobile salesmen. If interested write giving experience and references to Sales Department, Friona Motors, Friona, Texas. 5-tfn

CARD OF THANKS
We wish to thank all of those who sent letters and cards while we were in the hospital in Excelsior Springs, Mo.
Mr. and Mrs. C. L. Calaway 10-1tc

\$ TOP VALUES \$
ATTRACTIVE--Almost new, two bedroom home, good location and the price is right. See or call
O. W. Rhinehart AD 8-2081 Bovina, Texas 7-whk

FOR SALE--1949 Studebaker pickup, 3/4 ton, motor newly overhauled, Mabel Reynolds; Farwell, Phone: day, IV 6-9152; night IV 6-9028, 10-3tp

Electrical & Plumbing
Repairs
BOVINA ELECTRIC
Phone AD 8-2951
Odin White

FOR SALE--1957 Ford "Ranchero," Tip-top condition. New tires and all modern equipment. Priced \$200 less than general advertised price. See or call O. W. Rhinehart AD 8-2081. Bovina, Texas. 8-tfnc

FOR SALE
TRAILER HOUSE: All modern, sleeps four, just a few months rent will pay for it, OR it would be a Duzy to take up to the lake. It's ready to go. See or Call
O. W. Rhinehart AD 8-2081 Bovina, Texas 7-whk

SEAL BIDS WILL BE ACCEPTED by Bovina Schools Board of Trustees on a 1953 Chevrolet school bus. 54 passenger body. Bids must be submitted by September 20, Bus may be seen at the school. Board of Trustees reserves the right to refuse any or all bids. Send Bids to Warren Morton, superintendent, Bovina, Texas. 9-4tc

FOR SALE--John Deer 55 combine, good condition. 1955 model. Phone Adams 8-2231. Glenn Hromas. 10-3tp

FOR SALE--Beautiful, three bedroom home. Located on new paved streets. Ideal for comfortable living. See or call: O. W. Rhinehart AD 8-2081 Bovina, Texas 7-whk

FOR SALE--'52 GMC pickup, electric concrete mixer, 4' x 6' tool house and a wheel barrow. Also see me for most home repairs. Howard Griffin at the Henry Minter apartments. 10-2tp

I AM BACK in Bovina. Will do ironing in my home. Contact Bessie Webb, Avenue C. 10-2tp

FOR SALE--9 foot, overhead garage door. Pat Terry, AD 8-2532. 10-1tp

FOR RENT--four room house, unfurnished in Bovina, 608 Ave. C. Call Mrs. Buck Ellison, Baldwin 5-4433. 10-2tc

\$ OPPORTUNITY \$
NEWLY DECORATED BUSINESS HOUSE: For sale, Good location and well rented. Now paying 12 percent on investment. "If that ain't Republican interest on your money, where would you find it?" Good terms can be arranged. See or Call O. W. Rhinehart AD 8-2081 Bovina, Texas 7-whk

HASTINGS ELECTRIC
GUARANTEED
ELECTRICAL SERVICE
DEAN HASTINGS
AD 8-4372

CONGRATULATIONS
Mr. and Mrs. Bobby Calaway recently became the parents of a son. The little boy was born July 31, in Parmer County Community Hospital in Friona. He was named Jim Bob and weighed seven pounds, two ounces.

Paternal grandparents are Mr. and Mrs. Robert Calaway. Paternal Great-grandparents are Mr. and Mrs. Charlie Calaway. Maternal grandparents are Mr. and Mrs. Cecil Ashley of Lariat. The couple have two other children, a boy and a girl.

Water Is Our Business

BROOKFIELD Drilling Co.
- Friona -
Phone 5731
PEERLESS LUMPS

Ketch-all Kerner

By Sally Whitesides

While on our way home from an Arkansas vacation, Bill and I saw a sign that might well be adopted at this time by Parmer County. It said, in effect, "Whoops, forgive our bumps, mud and dust, but the next few miles of construction is for the comfort, convenience and improvement of our town."

Another smile was brought on by another sign as we returned to the highway from the dust-laden road-under-construction. It said "You're on your own -- and thanks for putting up with our less desirable signs of progress." The signature of the city's mayor was on the bottom of both signs.

Such signs just might bring a smile instead of snarl to tourists going through on Highway 60 right about now. Even being farsighted enough to see that the highway is going to be so much nicer in months to come does little for the temperament when you hit those grim "under construction" signs.

Was talking vacations with Mrs. Bedford Caldwell last week. They have just returned from an over-5,000-mile-trip that sounded marvelous. Pauline says that their family loved Yellowstone Park, with a great deal of interest centering around the bears. She told of one family though, who weren't going to enjoy them much longer.

A family had left their station wagon and gone fishing. They had also left all the windows rolled down and inside the car was havoc. Clothes, food, everything was scattered, much of it on the ground outside.

"The last we saw of the bear," says Pauline, "He was climbing a tree with a sack of oranges, preparing for a feast."

Boy, can imagine the howls of anguish from said tourists upon their return.

Visited on our way home with Bill's sister and family, Orlean and Rev. L. E. Vandiver of Oklahoma City. With them, also visiting was a foreign student; a Chinese girl from Malaya. (I didn't even try to pronounce her name, never mind spell it.) Anyway, because of her newness to this country, Bill and I also got the treat of our lives. Orlean made homemade peach ice cream.

Board Adopts

(Continued from Page 1)

Mrs. Travis told the board that to adopt a social security program, action must be started by the board. After the board contacts state social security headquarters in Austin, the employees would vote and if more than 50 per cent voted to adopt the system, it would be put into effect.

All Bovina school employees participate in a teacher retirement program. The board took no official action on the topic. Superintendent Morton reported that a science teacher has been hired. An eighth grade teacher and band instructor are still needed.

The new teacher is Don Vance, who recently received his masters degree from Washington State University.

Morton said he expects to hire an eighth grade teacher this week but indicated prospects for securing a band instructor aren't favorable.

Members of Bovina Quilting Club will meet Thursday, September 3, in the home of Mrs. Fred Paine.

Mr. and Mrs. Odie White recently visited in Canyon with their son and family, Mr. and Mrs. Bob Kelly and Tim.

EXPERT REPAIR
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Tractors - Irrigation Motors
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H & M GARAGE
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SPECIAL Tuesday And Friday Evenings
1/4 Golden Fried Chicken, With French Fries, Salad, Rolls, Butter, Honey.... **75c**
KESNER CAFE
Mr. And Mrs. Shirley Kesner

REPAIR! REMODEL!
Nothing Down - 60 Months To Pay
Complete Line Building Supplies
Cicero Smith LUMBER COMPANY
Phone AD8-2671 Bovina

REA CLEANERS
Phone AD8-2321 - Bovina
MODERN DRY CLEANING
WE WILL BE CLOSED LABOR DAY
Monday, September 7

SUPER SERVICE
Northside 66 Service Station
- East Highway 60 -
Phillips Products
Owned by Charles Oil Company Winston Rountree, Mgr.
S & H Green Stamps
Double Saturdays

NOW! a new low price
7.15 x 14 Phillips 66 white nylon tubeless passenger car tire with 30-month road - action guarantee only
\$ 26
Charles Oil Co.
Your Friendly Phillips "66" Jobber
AD 8-4321 Bovina

STOP SWAP Firestone
BLACKWALLS or WHITEWALLS \$15.95 Plus Tax and Recappable Tire
Your Choice...
Paul Jones Texaco Service Station
Hwy. 60 -Bovina- AD 8-4331

GARDEN FRESH VEGETABLES

Red SPUDS 10 lb. cello bag 39¢


Marsh Seedless Grape-fruit 3 for 29¢

Texas CARROTS 1 lb. pkg. 10¢

Calif. Tokay GRAPES 1 lb. 19¢

— Thursday - Friday - Saturday, August 27-28-29 —

BACK TO SCHOOL



FOOD VALUES

SPECIALS

Longhorn Sliced BACON 2 lb. pkg. 89¢

Fresh GROUND BEEF 1 lb. 39¢

FRESH BEEF Liver 1 lb. 39¢

Pinkney Sun Ray All-Meat FRANKS 1 lb. pkg. 49¢


OLEO

FOOD KING Colored Quarters

2 lbs. 29¢

Shurfresh BISCUITS Sweetmilk or Buttermilk 3 Pans 25¢

BACK-TO-SCHOOL CHECK LIST



Req. 25¢ size Notebook Paper 15¢	Req. 35¢ size #242 Crayolas 25¢
Req. 50¢ size Construction Paper 19¢	Req. 25¢ - 10 1/2 x 8 Composition Books 15¢
Req. 25¢ size Typing Paper 19¢	Req. 25¢ - 6 x 9 Gregg Steno Notebook 19¢

We have a complete line of School Supplies — from 1st grade level thru high school — Shop our stock now while these specials are on!

Compare our prices + quality!

Green Giant PEAS 3¢ off label 2 #303 cans 35¢

Sturgeon Bay R.S.P. CHERRIES #303 CAN 19¢

Libby Tomato Juice 46 oz. can 29¢

Shurfine Salad Dressing 9 oz. jar 45¢

Maryland Club COFFEE All Grinds 69¢ lb.

Imperial Pure cane SUGAR 10 lb. bag 99¢

Powdered Trend Detergent GIANT BOX 45¢

Borden's Charlotte Freeze Mellorine Assorted Flavors 1/2 gal. 39¢

Gerbers-Strained Fruits + Vegetables Baby Food 3 4 1/2 oz. cans 25¢

Scotkin Napkins Lunch size 19¢

Scott-Assorted Colors Toilet Tissue 2 Rolls 25¢

Morton's Plain or Iodized SALT 26 oz. boxes 25¢

FOOD KING COFFEE 1 lb. 59¢

GIANT TIDE

5¢ off label

box 69¢

Shurfine Pineapple - Crushed - #1 flat can... 15¢ #2 can... 25¢

Nabisco Premium Crackers 1 lb. box 27¢

Shurfine TUNA 6 oz. can 29¢

GUNN BROS. STAMPS with every purchase Double Wednesdays with purchase of \$2.50 or more!

Bake-Rite Shortening 3 lb. can 69¢

COCA-COLA Reg. or King Size 6-bottle can. Plus deposit 29¢

Very Finest Frozen Foods

Wilson's ... Parmer County's Finest Super Market!

WILSON'S

MEMBER AFFILIATED FOOD STORE

SUPER MARKET BOVINA

Phone AD 8-4781

PARMER COUNTY'S FINEST

Shurfine ORANGE JUICE 6 oz. cans 39¢

Pet Ritz APPLE PIES large 24-oz. size 39¢

Libby's BROCCOLI SPEARS 10 oz. pkg. 23¢

Grand

OPENING

SATURDAY, AUG. 29

You're Invited!

The
MARY MARR
Shop
Ladies' & Children's Apparel

Special Purchase

For Our Grand Opening

Nude Sandal Foot

HOSE

\$1⁶⁵ Value

\$1⁰⁰

Coca-Cola

Will Be

Served

All Day

SATURDAY

Balloons For Kiddoes

Door Prizes

Just Register When
You Come In

\$8.95 Dress

\$5.95 Slip

\$3.95 Bra

\$3.00 Bra

\$3.95 Pixie Shoes

\$1.35 Hose

You Do Not Have To Be Present To Win

TEACHERS, STUDENTS!

Select Your
Back to School
Wardrobe
NOW!

See And Shop
Our Dazzling Array Of
COSTUME JEWELRY

New Fall SWEATERS

By Bobbie Brooks
Susan Laurie

Ladies

You're Cordially Invited To
Attend Our Grand Opening In
Our New Store Saturday. This
Business Has Been Designed
With You In Mind. We'll
Appreciate Your Suggestions
And Hope To See You Saturday!

The MARY MARR Shop
Mary Turner
Margaret Minter

The MARY MARR Shop

Features These
Brand Names

- Bobbie Brooks
- Adrian Fabin
- Candy Jr.
- Maidenform
- Henson
- TNT
- Kayser
- Dotty Dan
- Little Miss Fancy Pants

take your choice!
... so many

DRESSES

Priced From

\$5⁹⁸ To \$17⁹⁸

The MARY MARR Shop

Has All Sizes Of

FASHIONABLE APPAREL

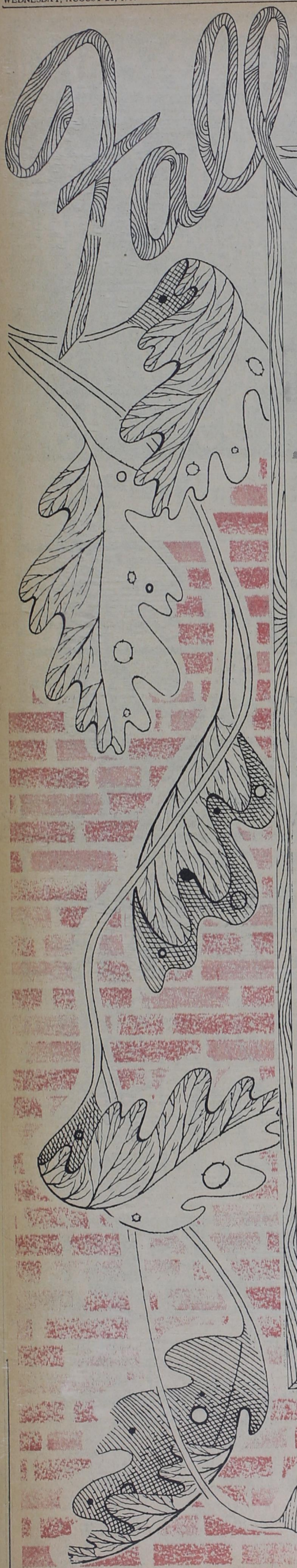
For Ladies And Girls ...
And For Little Boys To Six -

Third Street— Bovina

The MARY MARR

Shop

—Ladies' And Children's Apparel—
Mary Turner Margaret Minter



Fish Fry Ends Church Of Christ Bible School

Approximately 250 people ate fish Friday night at the highway park. The festivities were a combination climax to the annual Church of Christ Vacation Bible School and a community picnic.

Three to four hundred pounds of fish were contributed by Mr. and Mrs. Buck Ellison, Mr. and Mrs. Howard Ellison, Mr. and Mrs. Billy Marshall, Mr. and Mrs. James Boardman and Mr. and Mrs. F. W. Ayres.

Others attending brought covered dishes and the menu of fish was complemented by various salads, baked beans, cantaloupe, tea, coffee, pie and cakes.

Fish were fried in pots, heated on butane burners. A fish fry of this sort is "almost an annual affair."

Vacation Bible School closed Friday morning following five days of classes. The school was divided into eight classes, with 14 teachers. They were June Ellison, Mrs. Alfred Mills, Mrs. Robert Read, Mrs. E. E. Wolfel, Mrs. Levi Johnson, Mrs. Buck Ellison, Mrs. Thomas Rhodes, Mrs. James Boardman, Mrs. Alfred White, Mrs. Billy Marshall, Mrs. Howard Ellison and Mrs. Billy Mayfield.

Also, Billy Marshall and Minister Alfred White taught the high school group, with Ebb Randol, minister of the Church of Christ at Farwell, teaching adult classes.

Refreshments were served by Mrs. Lloyd Killough and

Mrs. E. C. Berry.

Theme of the school was "Growing in Stature and Favor."

School Begins Monday

Registration for Bovina High school students will be Thursday and Friday of this week, with classes beginning Monday, Aug. 31.

Two vacancies remain on the faculty list. Don Vance, who recently received his masters degree from Washington State University, was hired last week to teach science. An eighth grade teacher and band instructor are still needed.

Elementary faculty includes Grace Paul, principal; Leola Williams, and Lillian Fisher, first grade; Myrna Hammonds and Mrs. James McLeroy, second grade; Alpha Laney and Ellen Estes, third grade; Hazel Rigdon and Dorothy Donaldson, fourth grade; Wess Smith and Eunice Thornton, fifth grade; Fleta Terry and M. H. Laney, sixth grade; and Loucile Foster, seventh grade.

Roy Whisler is high school principal. Teacher list includes James McLeroy, commercial subjects; Bob Wills, coach and history; Roy Crawford, vocational agriculture; Evelyn Vineyard, English; Charles Don Smith, physical education; and Dorothy Morton, homemaking. Registration schedule is seniors 9-10:30 a.m. Thursday; juniors 10:30 a.m. to noon Thursday; and sophomores and freshmen from 9-10:30 a.m. Friday.

Mrs. Henry Jahnke of near Pleasant Hill, spent the weekend in Lubbock. She was a guest in the home of Mr. and Mrs. Louis Brosch and family. She also visited with her mother, Mrs. Frank Raindl, Sr., of Wilson.

TO CLINIC

Mr. and Mrs. Travis Lloyd took their 12-year-old daughter, Patsy, to Oklahoma City recently for annual allergy tests.

Doctors at the Clinic there report that Patsy is showing slight improvement. She has been an allergy victim most of her life.

In other business, the county made a \$27,369 transaction with Paul Davis of Midland, oil leasee. Involved was 354 acres of county school land in Gaines County, the lease being \$103.07 per acre. Term of the lease was five years.



FISH COOKS--Levi Johnson, left foreground, and Minister Alfred White inspect a pot of frying fish prior to Bovina Church of Christ picnic Friday evening at Highway Park west of Bovina.



EXPERIENCED--10 of the 13 lettermen returning from last year's Bovina Mustang football squad are shown above. They are, kneeling left to right, James Clayton, Don Caldwell, Jerry Barron and Jon Lin Riddle. Back row, John Sikes, Jackie Turner, Billy Strawn, Roger Ezell, Roy Dodson and O. W. Adams. Delbert Hall, Jerry Wright, and John Lorenz are lettermen not shown.

County Purchases New Oldsmobile

Parmer County commissioners purchased the first motor vehicle owned by the county in many years Monday. They selected a Super 88 Oldsmobile from Parmer County Implement Company, Friona, priced at \$3639.

The car was delivered Monday and will be used by the sheriff's department. It is white, but will not bear any special insignia, except the ordinary exemption license plates.

Members of the court divided over the car that should be

selected. They had been advertising for bids for about a month, and had received quotations from Parmer Implement, Friona Motors, and Reeve Chevrolet, all Friona businesses. Parmer Implement and Friona Motors submitted two bids (on differently equipped vehicles) each, and Reeve's made five. The bid selected was the highest of the group.

"The court felt that it was the best buy because of the equipment and everything considered," said Judge Loyde Brewer of the decision. He

presides over the court and had the unusual role of voting to decide a tie.

The Oldsmobile is a four-door sedan equipped with automatic transmission, air conditioning, power steering, power brakes, and other accessories. The other Parmer Implement bid was slightly lower for a car less completely equipped.

Reeve's bid was \$2905.70 for an Impala Chevrolet. The two bids on Fords were \$2841.28 and \$2691.28. A difference in air conditioning equipment was the main reason for the two bids from Friona Motors.

Sheriff Chas. Lovelace has been furnishing his own car for the duties of his office for many years. He has been paid mileage on his driving by the county. The court recently decided the county could own its own car as cheaply as pay mileage on the sheriff's, so a decision to invest in a car was made.

This is not the first time the county has owned a sheriff's department car, but it is the first time in recent years.

E. G. Phipps, Friona commissioner, motioned that the court take Reeve's bid. His action was seconded by Charlie Jefferson of Bovina. The motion was defeated by J. H. McDonald of Farwell, G. W. Crain of Lazbuddie, and Judge Brewer.

The motion that passed was made by McDonald and seconded by Crain, Phipps, Jefferson dissenting and Judge Brewer affirmed.

Not Everyone Belongs To A Co-op BUT EVERYBODY BENEFITS!

We Serve to Serve Again

Bovina Wheat Growers, Inc.
James Russel, Mgr. AD 8-2691

Best Wishes To

The MARY MARR Shop

On Its Grand Opening
It Was Our Pleasure To Do Masonry Work For The Beautiful New Building.

HERMAN JONES

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3612 LIPSCOMB

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No job too large or too small

AMARILLO

FREE ESTIMATES

Our Congratulations to The MARY MARR Shop On It's Grand Opening Saturday

WIRING by

Superior ELECTRIC CO.

Jack Kesler

AD8-2711

Bovina

Congratulations To

Mary Turner And Margaret Minter On The Opening Of Their New Dress Shop In Bovina

We're Proud To Have Installed Glass In Their...

Beautiful Building

Bovina Glass Works

Archie And Wayne McCutchan

AD 8-4421

Bovina

Fire Suit Contributions Total \$255

Contributions to Bovina Volunteer Fire Department's fund to buy waterproof clothing has risen to \$255, with seven individuals and firms making donations.

Contributors are Cicero Smith Lumber Co., \$40; Billie Sudderth, \$20; Macon Elevator, \$45; Joe M. Brown Gin, \$45; Lawlis Gin, \$25; Charlie Jefferson, \$40; and Sands Motel, \$40.

Ten waterproof bunker suits have been ordered.

14 Fined In July

Justice of the Peace W. J. Parker reports 14 persons were fined during a month-long period from July 5 to Aug. 5.

Running stop signs was the chief offense, with five persons being fined for failing to heed the signs. Aug. 7, was the busiest days for highway patrolmen working around Bovina. Seven tickets were issued that

IN WORKOUTS -

Mustangs Show Improvement

Bovina Mustangs entered their second week of practice Monday with more than two weeks to go before the first game.

The season opener will be Sept. 11, with Farwell, giving coaches Wills and Smith over three weeks to round their squad into shape. Practice began Aug. 17.

Originally, the season's first game was slated to be at Fort Sumner Sept. 4, but a mixup in schedules caused a cancellation of the first game and postponed the opener one week. Most other teams in the area will start their seasons Sept. 4.

Head Coach Bob Wills says

day.

R. V. Henson was fined \$20.50 for speeding. Leta Hines Read-himer paid \$16.50 for running a stop sign. Robert Henry Anderson paid the same amount for failing to stop. Henry Moore Turner was fined \$16.50 for running a stop sign, as was Lloyd Jim Jones, Homer Earl Powell and Tomas A. McMurry.

The next ticket was issued on July 13, to Joseph Loren Warden for driving without a permit. His fine was \$40.50. Ramon Lee Cunningham was also fined \$40.50 for having an overweight truck.

Alfred Lesley Fourmentin paid \$16.50 for driving an overlength truck. An overweight truck cost Billy Mac Rodgers \$40.50. Elroy Noriegh Reyne was fined \$16.50 on July 15 for running a stop sign. John Baca paid the same fine for not having an inspection sticker.

Charles Berry Jackson was fined \$40.50 for speeding Aug. 5.

his boys have shown marked improvement since workouts started. "We still haven't discovered much speed, which may be our limiting factor this season," he says.

Wills says the boys have learned plays quickly and their timing is good for so early in the season.

The above mentioned lack of speed, and consequently a lack of a break-away threat, and lack of size are expected to cause the Mustangs to hustle to improve over last year's 4-6 record.

Jon Lin Riddle, letterman back, was injured in last week's practice. He missed Monday's workout with a bruised arm. Pat O'Brien, freshman back, broke a bone in his heel and is limping through the workouts.

Twenty-five boys reported for workouts the first day. That number had grown to 29 by Monday afternoon. Two lettermen, Max Gilreath and Chuck Stoner, will not play football this year. Gilreath is out because of a leg ailment and Stoner will move to Floydada before school starts.

Thirteen of last year's lettermen will be back this season, giving a good amount of experience to the line, but the backfield will be manned by inexperienced boys. Don Caldwell, quarter back, will be the only experienced back at the same position he played last year.

Joe Jones, a freshman wingback and Mac Glasscock, freshman center have been showing well in practice and may battle upperclassmen for starting berths, according to Wills.

All Kinds of Vehicles . . .



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VENABLE '66' STATION Highway 60 and Third Street

Of Interest To THE WOMEN

Three Receive Degrees Friday

Three former Bovina Schools students received degrees at commencement exercises conducted Friday evening at West Texas State College in Canyon.

Miss Sandra Jefferson and Mrs. Glendon (Janie) Sudderth received Bachelor of Arts degrees.

Kelly is a 1948 graduate of Bovina High Schools. Besides acquiring his college education, he has also spent two years in the Marines and five years playing professional ball. He has accepted a position as a coach in Salina, Calif.

A number of friends and relatives of each attended the exercises.

To be great is to be misunderstood.

Eastern Star Honors Founder

A program honoring Robert Morris, founder of the Order of Eastern Star, was conducted Thursday evening in Masonic Hall. Mrs. Ona Pesch, Worthy Matron, was in charge of the meeting and Mrs. Willie Mae Ross gave the program.

Mrs. Ross spoke of the life of Robert Morris, enumerated reasons for the founding of the organization and gave the purposes of it.

Following the meeting, Mrs. Pearl Dodson and Mrs. Bonnie Warren served chocolate cake, iced tea and coffee. The table was laid with an ecru lace cloth and centered with an arrange-

ment of yellow flowers. Approximately 14 members were present.

Gene Reas Home From Vacation

Mr. and Mrs. Gene Rea and daughter, Barbara and Virginia, returned home last week from a vacation in Oklahoma.

They were guests in the home of his mother, Mrs. J. Rea, of Elk City and also visited with former Bovina residents, Mr. and Mrs. W. Wayne Stevens and sons of Oklahoma City. At Ardmore, Okla., the family were guests of her brother and family, Mr. and Mrs. Dewey Labeth and of other friends and relatives. They were gone about a week.

Relatives Visit In Young Home

Visiting over the weekend in the home of Mr. and Mrs. E. H. Young and family were a son and family, Mr. and Mrs. George Young, Peggy and Paxton, of Fort Worth.

Spending this week in the Young home are two other grandchildren, Jim and Beryl Young, children of Mr. and Mrs. Hery Young of Pep. The children will return home the latter part of this week.

Club Election To Be September 4

Plans for election of officers at next meeting were completed by members of Bovina Good Neighbor Home Demonstration Club Friday afternoon. The meeting was conducted in the home of Mrs. James Taylor. Mrs. Howard Looney, president, presided at a business meeting.

Mrs. Looney named three members to a nominating committee. Their findings will be reported at the next meeting and election will be at that time. The committee is Mrs. Bill Lane, Mrs. Grady Hall and Mrs. Earl Dean Boyd. New officers will take over their responsibilities the first meeting in January.

The club's annual August social for members and their families was rescheduled for September 11, reports Mrs. Looney. The postponement was due to illness of members of their families and vacation trips. The social is to be in the home of Mrs. Lane.

Attending were Mrs. Mabel Newberry, Mrs. Looney, Mrs. Boyd, Mrs. Hall, Mrs. Lane and the hostess. One guest, Mrs. A. E. Chambers of Portales, N. M., was also present. Next meeting will be Friday, September 4, with Mrs. Henry Spicer.

In Hospital

Among those hospitalized recently in area hospitals include Howard Looney, Mrs. Bud Queen, Mrs. A. R. McCutchan, Charlie Rawh, and Mrs. R. L. Barber.

Looney underwent spinal surgery several weeks ago in a Lubbock hospital. He was released Friday, August 14, and is doing "very well", reports his wife.

Mrs. Queen was admitted to Parmer County Community Hospital in Friona Wednesday morning of last week. She was released the following Friday evening. Mrs. Queen suffered a heart attack.

Rawh, of Friona and brother to Mrs. Minnie McCutchan, was released from Parmer County Community Hospital Friday. He had been confined for five days.

Mrs. A. R. McCutchan spent five days in the Friona hospital also. She was released Tuesday, August 18, and is reported to be convalescing at home.

Mrs. Barber underwent major surgery Monday, August 17, in the Friona hospital. She was released Sunday.

Mr. and Mrs. C. L. Calaway spent two weeks in a hospital at Excelsior Springs, Mo., undergoing treatment. They returned to Bovina Saturday, August 15.



Sandra Lou Wright, bride elect of Tommy Lee Taylor.

Wright-Taylor Vows To Be September 5

Mrs. W. O. Wright of Plainview announces the engagement and approaching marriage of her daughter, Sandra Lou to, Tommy Lee Taylor, son of Mr. and Mrs. James A. Taylor, Bovina.

Vows will be exchanged at 2 p.m. Saturday, September 5, in the First Baptist Church of Bovina.

No formal invitations are being mailed. All friends of the couple are invited to attend. A reception will follow in fellowship hall.

The bride's family are former residents of Friona, moving to Plainview a few months ago.



Miss Metha Ann Meade, bride elect of William Ray (Bill) Edens.

Montana Wedding To Be Sept. 6

Mr. and Mrs. Dodd Meade of Cut Bank, Mont., announce the engagement and approaching marriage of their daughter, Metha Ann, to William Ray (Bill) Edens, son of Mr. and

Mrs. Robert Edens, Bovina. The wedding is planned for Sunday, September 6, in the Presbyterian Church of Cut Bank.

Edens, a former resident of Bovina, was discharged from the U. S. Navy May 1. The couple plan to visit in Bovina prior to attending college in California.

Women Attend WMU Meeting

Mrs. Ovid Lawlis, Mrs. Charles Hawkins, Mrs. P. A. Adams and Mrs. Sid Thomas left Monday morning for Waco, Tex. There, they are attending an annual State Woman's Missionary Union Houseparty this week.

The Bovina ladies are meeting with other church representatives on the Baylor University campus. The meeting will be closed tonight (Wednesday).

Mrs. Adams, a district WMU officer, has taken part on the program and Mrs. Hawkins has conducted a number of chalk talks and contributed several artistic displays to the meeting.

They will return home tomorrow.

Richie Family Visits Relatives

A visit with numerous relatives living in the Blue Ridge Mountains of Georgia was the vacation highlight for Mr. and Mrs. Glen Ritchie and children last week.

Mr. and Mrs. Ritchie, Myrna Faye, Myra Sue and James, returned home Saturday morning, following two weeks in Georgia. While there, they were guests in the home of her mother, Mrs. T. A. Jones and also visited with his parents, Mr. and Mrs. John Ritchie, all of Blue Ridge.

In Meretta, Ga., the Bovina family visited with his brother and her sister, Mr. and Mrs. Frank Ritchie who spent some time in Bovina a number of years ago. He was stationed at Amarillo Air Force Base for two years.

Outdoor activities, including camping, fishing and boating were other highlights of the trip. The Ritchie's are formerly from Georgia, moving to Bovina about seven years ago.

Attends Workshop In Amarillo

Mrs. Margaret Caldwell attended a Music Teacher's Association meeting in Amarillo Monday. Conducting the meeting was Dale A. Roller of Amarillo. Speakers on the program included Mrs. Ardath Johnson of the Music Conservatory of Amarillo and other music authorities from Canyon and Lubbock.

Caldwells Home From Vacation

Mr. and Mrs. Bedford Caldwell and sons, Bill and Bruce, returned home last week from an extensive tour of the Pacific Coast and northwestern states. They were accompanied by Caldwell's mother, Mrs. J. R. Caldwell and her sister, Mrs. Jay Siddens of Seymour.

Leaving here about three weeks ago, the family went first to Yellowstone National Park. From there, they traveled through Idaho, California, Grand Canyon, Hoover Dam and Yosemite National Park.

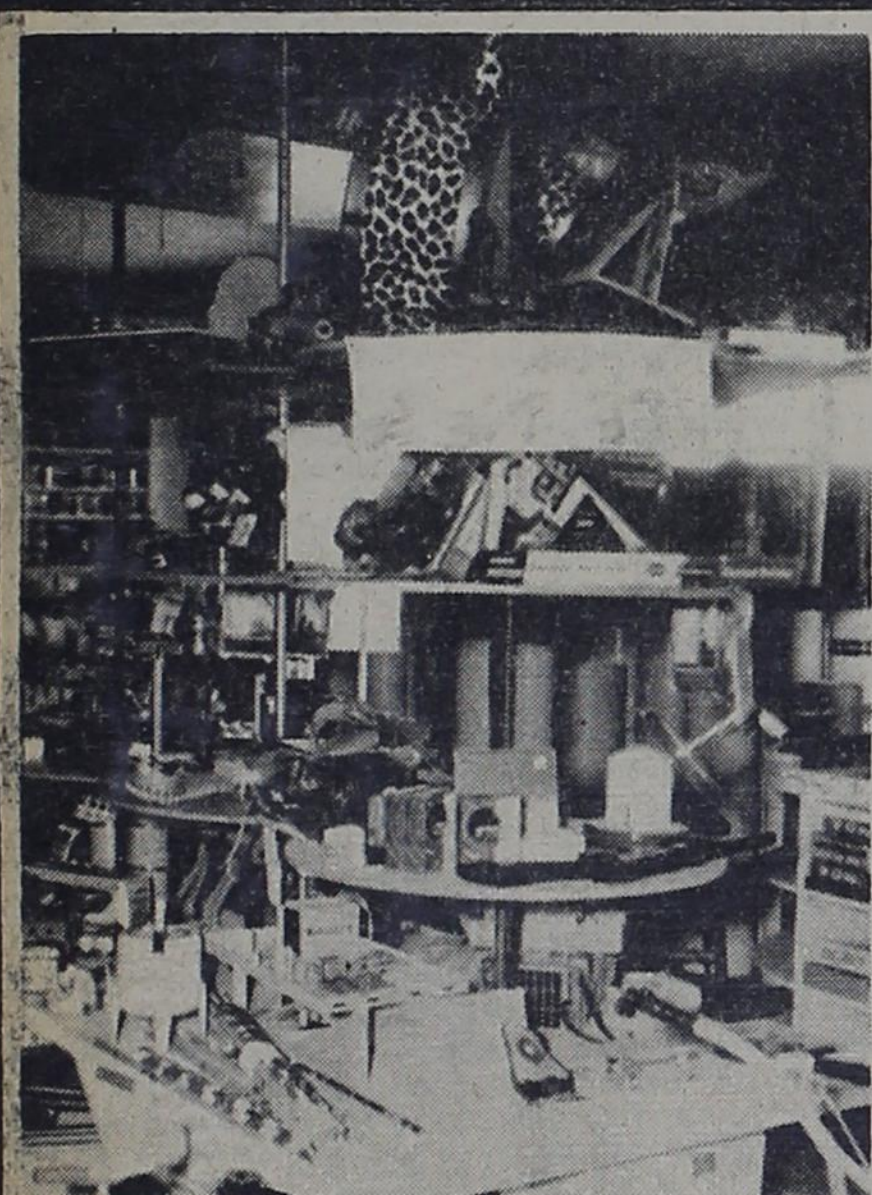
They visited in the home of Mrs. J. R. Caldwell's sister and family, Mr. and Mrs. J. J. Froehlich of Hansen, Idaho. In Westwood, Calif., they visited with her brother and wife, Mr. and Mrs. Truman Clagett.

SISTERS VISIT IN MOORE HOME

Visiting recently in the home of Mr. and Mrs. L. C. Moore were his three sisters, Mrs. Mary Kee, Mrs. Nellie Goss and Mr. and Mrs. Leo Winkleman, all of Fort Worth.

The guests arrived Sunday, August 16, and returned home the latter part of the week. While here, they and the Bovina couple, visited in Tulla with a brother and wife, Mr. and Mrs. Jess Moore.

Dee's Back
Jessie Is, Too!
Beauty Land
AD 8-2812



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Reg. \$9.95

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ROCKET LAUNCHER

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Phone AD8-2671 - Bovina

New Arrivals -

DRESSES

by

Miss Coutoure

Nelly Don



SPECIAL

SATURDAY - 9 a.m.

Balance of Our Close-Out

DRESSES

\$1.00 each

One to
A Customer

**WILLIAMS
Mercantile Co.**

"Pioneers in Bovina"

Back to School Specials

Permanents 1/2 Price

Reg. \$10 \$5.00 Reg. \$15 \$7.50

Reg. \$12.50 \$6.25 Reg. \$20 \$10.00

This Offer Ends September 10

Make Your Appointment Now!!!

Now Offering... Slenderizing Treatments

Including

- Steam Cabinet
- Stauffer Table
- Slenderizing Belt

Time Now to "Slenderize" For New
Fall Fashions. Come In Today

Pink Patio Beauty Salon

AD 8-2651

Bovina

Fannie Hudson

Verna Lee Hall

SUPER SAVEWAY — BOVINA

SAVE AT OUR BIG... 1st

Anniversary SALE

FREE 12 Big Bags off Groceries

Here's How to Win:
 All our shopping baskets will be numbered. Once during each hour Saturday a number will be drawn. Any adult who is shopping with the basket which is numbered same as the drawn number will be given a big, free bag of groceries.

That plus the wonderful gifts and bargains listed here is our way of saying 'Thanks' for your tremendous patronage during our first year in business.

Specials in this ad are in effect Thur.-Fri.-Sat., Aug. 27-28-29. Saturday is the big day of our anniversary, however, so be here. There'll be lots of fun for every one!

6-bottle ctv.
Pepsi-Cola
29¢



Free Pepsi-Cola will be served SATURDAY!



Heart O' Texas

FRESH DRESSED GRADE A 2 lb. sue.

FRYERS

each

59¢

Pinkney
FRANKS
 2 lbs. **69¢**

Pinkney Sunray
BACON
 2 lbs. **95¢**

Beef
Short Ribs 1 lb. **25¢**
Hamburger 3 lbs. **\$1**

Hot Dogs each **5¢** - Saturday -

Mead's Potato Chips 69¢ value **59¢** - Saturday -
FREE Miniature Loaves Mead's Fine Bread

1 pkg. White Swan Tea **FREE** with White Swan **COFFEE** lb. **85¢**

Lipton **TEA**
 16 Flow Thru Bags - **25¢**
 1/4 # **39¢**
 Cook Book
 Angel Food Cake 59¢ value **39¢**

BEST DESSERT OF ALL!

Pet-Ritz FROZEN FRUIT PIES 
 Apple Cherry each **39¢**
 Peach **39¢**
FREE Pie Served Sat.!

Glacier Club All Flavors **55¢**
 Ice Cream 1/2 gal.

SAUERKRAUT #2 1/2 cans **29¢**

Northport **CHERRIES** 5 #303 cans **\$1**

- Saturday - **FREE** Balloons + Pencils for the Kids!

Sunshine Hydrox **COOKIES** 1 lb. **45¢** pkg.

Arm + Hammer **SODA** 1/2 lb. 1/2 box **5¢**

Mrs. Tucker's Grayson **OLEO** 5 lbs. **\$1**

Sunshine Krispy **CRACKERS** 1 lb. **25¢** box

FREE! One Qt. Orange Drink with each purchase of 1/2 gal. **KELLY MILK!**

Borden's **COTTAGE CHEESE** 12 oz. 2 sizes **49¢**

Freshe Buttercut 1 1/2 # 102 F **BREAD** Everyday Low Price **19¢**

Cal-Ripe Whole-Unpeeled **APRICOTS** #2 1/2 can **29¢**

Good Rich Elberta **PEACHES** 4 #2 1/2 cans **\$1**

Golden-cream style **CORN** 10 #303 cans **\$1**

Gebhardt's **TAMALES** 3 #300 cans **89¢**

FOLGER'S Coffee Req. or Drip. **75¢** lb.

Betty Crocker **CAKE MIX** 3 pkgs. **\$1** White-Yellow-Devil's Food

Kimbell's New Improved **Shortening** 3 lb. can **59¢**

Bisquick 40 oz. box only **39¢**

Fresh Fruits and Vegetables Thompson Seedless **GRAPES** lb. **17¢**
 Large Heads **LETTUCE** each **19¢**

Sello-Pack **CELERY HEARTS** pkg. **25¢**
 Calif. Sunkist **Oranges** 2 lbs. **27¢**

Cream O' Plains **Orange Drink** 1/2 gal. **29¢**

Faultless **STARCH** Blue or White 2 12 oz. boxes **25¢**

White Swan Liquid **DETERGENT** large can **49¢**

Back-to-School Special **Notebook Paper** 4 50¢ pkgs. **\$1** SAVE wrapper for Prize

Campbell's All Cream Colorado Gold **SWEET BUTTER** lb. **75¢**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES
 Double Frontier Stamps Each Wednesday With Purchase of \$2.50 or More.

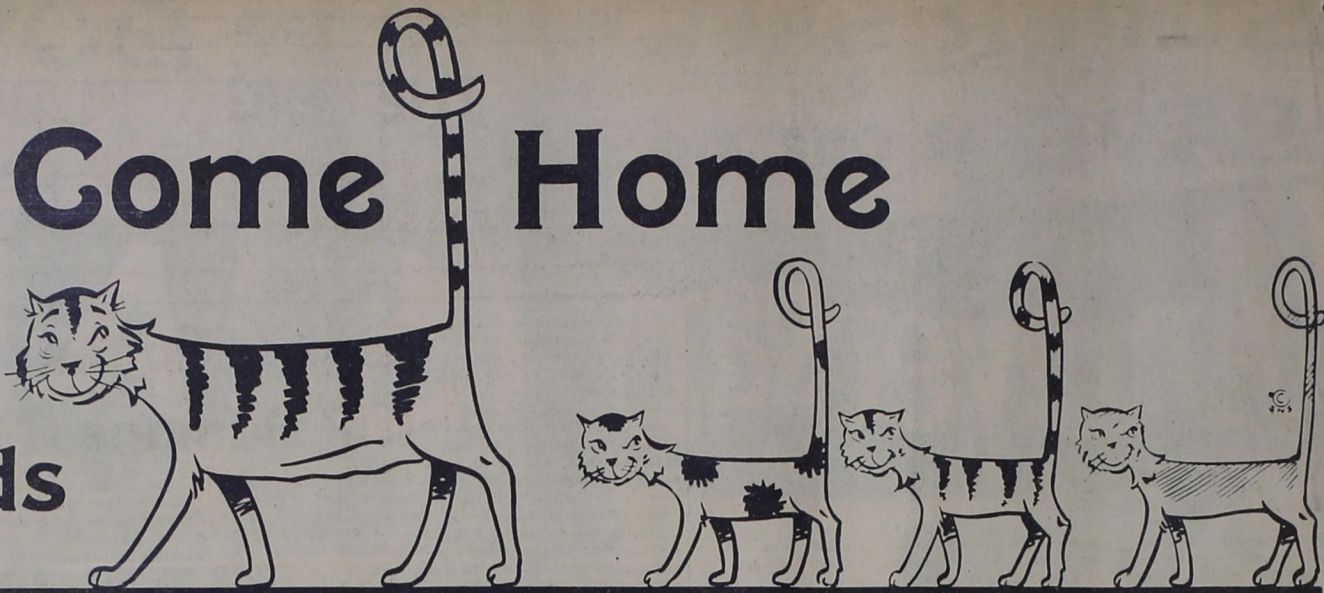


SUPER SAVEWAY

BOVINA PH. AD 8-2811
 — OPEN SUNDAYS —

Cats Come Home

with
Dividends



but ... scattered dollars don't

You might broadcast a sack of cats . . . and find them all back home in a couple of days . . . plus some extras. But DOLLARS don't have much in the way of a homing instinct.

Take DOLLARS and sow them in the City . . . or send them off to some mail-order concern . . . or hand them to some hit-and-run salesman, and they are LONG-GONE DOLLARS.

IF YOU DON'T THINK SO . . . try to get some of these

left-town dollars back home to help fill our Red Cross quota . . . or to buy new suits for the school band, or a new fire engine, or to hire a preacher, or some more school teachers for your kids, or to pave more streets.

BUYING WHERE YOU LIVE supports more people — and more prosperous people — in the neighborhood. People who can save you money by helping you carry the load of time and expense that goes with any community that is fit to live in.

Don't Carry It Off...Keep It at Home and Use It Again

*It Pays to Buy
where you Live*

These Bovina Business Establishments Are Genuinely Interested in the Future of This Community and in your Welfare—**TRADE AT HOME WHERE YOUR MONEY BENEFITS YOU!**

WESTERN WAREHOUSE CO.

HAMLETT WELDING

BOVINA REAL ESTATE & INS.

SHERLEY GRAIN CO.

BOVINA IMPLEMENT CO.

THREE-WAY CHEMICAL CO.

CICERO SMITH LUMBER CO.

BOVINA DAIRY FREEZE

PAUL JONES
TEXACO SERVICE STA.

TRIMBLE BARBER SHOP

GAINES HARDWARE CO.

BOVINA WHEAT
GROWERS, INC.

KERBY WELDING SERVICE

LAWLIS GIN CO.

WILLIAMS MERCANTILE CO.

WILSON-BROCK
INSURANCE AGENCY

PARMER CO. FARM SUPPLY

ED'S AUTO SERVICE

BOVINA BLADE

CITY DRUG

COMBS GROCERY

ARTISTIC HAIRSTYLE SALON

FIRST NATIONAL BANK
OF BOVINA

BOVINA FARM CHEMICAL

VENABLE '66'
SERVICE STATION

BOVINA BEAUTY SHOP

5¢ SCOOTER'S 10¢

CHARLES OIL CO.

WARREN AUTO SUPPLY

SUPER SAVEWAY

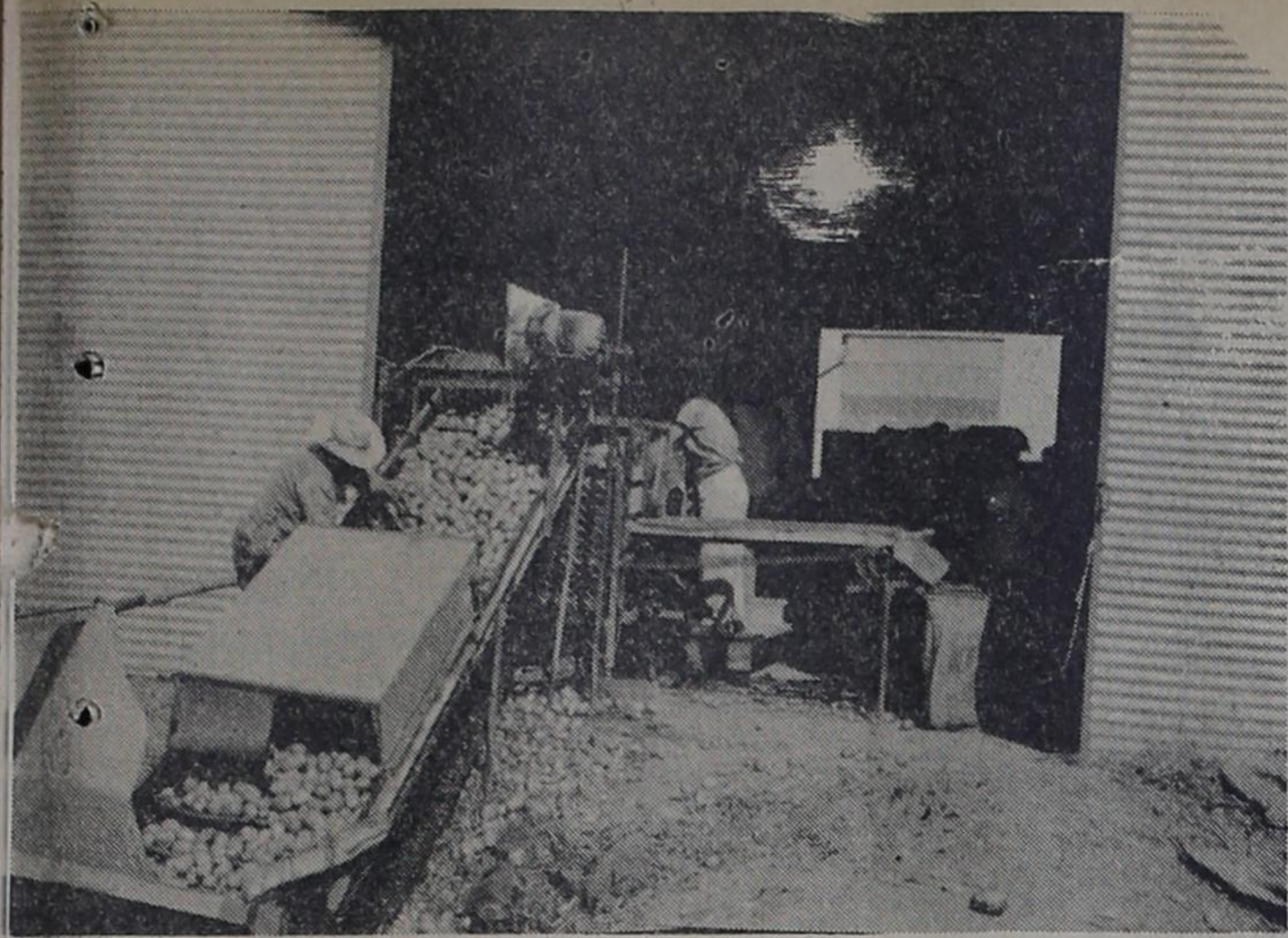
WILSON'S SUPER MARKET

BOVINA RESTAURANT

BILL MOORE GULF SERVICE

BONDS OIL CO.





STOP THE BAD ONES—A worker in the Gregory Produce shed at Lariat picks damaged potatoes and other foreign material that shouldn't go into the shed from the conveyor that takes the spuds from the water trough inside the shed to be graded and sacked.

Potatoes Near Harvest Finale

Potato harvest at Lariat and Friona is drawing to a close with about one week to go at Lariat and two or three at Friona.

This year has seen the price dip under the profit line of about two dollars per hundred and stay there most of the year, which means that growers have generally marked this one off as a loss. Currently, No. 1's are selling for about \$1.85. Price has been as low as \$1.50 but growers have been reluctant to harvest them for anything under \$1.75.

Buck Gregory, owner of Gregory Produce in Lariat, says his shed will finish operations next week. The shed was closed for a period of two weeks recently because of an illness in the Gregory family. About 50 acres have yet to be harvested.

Gregory says the spuds have been in the ground so long that they now require "color wax"

before leaving the shed. Also, the ground has become so hard that it breaks into clods and the potatoes have to be gathered by hand.

"Growers can't make a profit selling potatoes at the price they've been all this season," Gregory says. "Most of them will lose money."

Yield in the Lariat area has been better than expected. Hail severely damaged the crop early in the summer and the vines recovered slowly. About a half crop was expected but Gregory says his crop turned out about 150 sacks per acre so far.

Friona Growers and Shippers have about three more weeks harvest to process. But carrots, which started coming into the shed Wednesday of last week have already taken the lime-light away from low-priced spuds.

John O'Haugerty, salesman

for the Friona concern, says this yield will apparently be good and the early harvested ones have been selling for \$20 per ton, which although it isn't top price, still leaves the grower room to make a good profit.

There are about 600 acres of carrots in the Friona area.

THE PARMER FARMER

by W. H. Graham Jr.

The government has forecast a 10 to 15 percent decrease in the nation's production of grain sorghums this year (as compared with 1958), but to judge from the appearance of the crop on the Plains, our 1959 production will exceed considerably even last year's big crops.

One cannot help but wonder as he drives through the area, just where all that feed will go when it begins to come from the fields in a brownish-red torrent.

You may have noticed that during the past few weeks we have carried several articles

in this Farm and Home section devoted to the feeding of livestock on the farm. We plan to have more stories along the same line.

This is definitely an established trend, and it makes sense from several standpoints. We have the grain, and we can't sell it at a high price, so the idea is to "convert" it into eggs, poultry, pork or beef. Naturally, the success of this idea depends altogether on market conditions for these commodities into which the grain is converted.

In recent years (the past two especially) the low price of feed and the relatively high prices of beef products has made the practice worthwhile for red meat producers. And, feeding is definitely on the increase and will continue to grow in importance as the years roll by. The West Texas Chamber of Commerce conducted a survey which indicates that only about two-thirds enough beef is being produced in the Plains area to supply our own needs. . . the rest being "imported" from other parts of the nation. Clearly this is a situation that should be—and will be—corrected.

But, it will take time, and while this revolution in agriculture is taking place, what do we do with the three million acres of grain sorghum we'll have on the Plains this year? A good question. And there aren't any good answers. At least we haven't found anyone who thinks they have this problem figured out.

The result will be another year of low prices with Uncle Sam being the biggest customer.

"You don't mean to say you went to that expensive place to have your photograph taken?"

"But, my dear, they take marvelous photographs. Molly went there and you couldn't recognize her!"

THE HIGH PLAINS FARM AND HOME

Further Cotton Irrigation Will Damage Quality

Farmers will have to stop irrigating their cotton soon, regardless of the number of bolls it has put on to now, in order to harvest a crop of quality lint according to County Agent Joe Jones.

Jones says August 25 was the date cotton irrigation should have stopped, but if the first frost comes later than usual, irrigation might increase yields slightly. "Farmers can't hope for very

high yields and high quality both on cotton that was hailed out and had to be replanted late in the season," Jones says. He advises them to shoot for high quality since efforts for top yields will probably be nipped in the bud by winter.

As long as irrigation continues, the cotton will continue to put on new bolls and the old crop will mature more slowly than if hot dry conditions prevail. A cooler-than-usual summer with heavy rainfall have combined with the fact the crop was started late to make the time between now and the first freeze a crucial race.

"Any square put on after September 1, will not have time to make an opened boll," the county agent says. This statement is based on his experience in Parmer County, and information supplied by the Texas Agricultural Extension Service, which conducted experiments on the experiment station east of Lubbock.

According to a report published by the extension service, from 132 to 165 days are required for cotton to progress from planting to emergence. Included in this period are 50 to 65 days required for white blooms to become open bolls

NEWS FROM THE FARM BUREAU

BY RAYMOND EULER

President Roy V. Miller and Legislative Chairman H. P. Hamilton attended the District II Policy Development meeting in Lubbock last week. Reports on the Educational Forum in Salt Lake City a few weeks ago were heard. Aside from these reports, the meeting was devoted to working out means of getting people of local Farm Bureaus to express themselves in the coming annual meetings so that resolutions coming from these groups will actually represent the membership. These methods will be used in the October convention of Parmer County Farm Bureau which we hope all farm members will attend.

Following is information about an educational contest we are sponsoring locally: The United Nations has 18 initiated agencies and affiliates operating, plus 3 or 4 others being proposed by UN promoters.

We doubt that there are 1/2 dozen people in Parmer County who know the descriptive titles indicated by the initials of 1/2 dozen of these 18 UN agencies. We doubt that those who do, could give any idea of the stated objectives of those agencies they might name, to say nothing of the apparent non-stated objectives being promoted in the various fields of Internationalism, as opposed to Nationalism, which includes Americanism, through the United Nations.

Remember that it is through the UN that most of America's domestic and foreign decisions are being made. (The U. S. Supreme Court has frequently referred to the United Nations Charter in making final decisions) and that this is an important and powerful agency that is determining your future, and that of coming generations in America. We hope you will seriously evaluate its worth as

you consider it in the light of traditional Americanism.

We feel that we will be doing an educational service if we can encourage some study of this little-understood organization. We hope we find that someone know a lot of the answers, but you may win by answering just one. We hope there will be a lot of response from you, the people. To the man or boy, and woman or girl who gives the most correct answers to the questions below, we will gladly give a nice, new Timex Wrist Watch.

HERE ARE THE SIMPLE RULES OF THE CONTEST:

1. Give your name, Parmer County Address and age.

2. Mail or bring your written or typed paper to the Farm Bureau Office in Friona not later than October 1, 1959.

Here is what we would like to have you tell us:

1. How many times is the word CHRISTIAN and the name GOD, mentioned in the UN Charter or Creed?

2. Below are listed the 18 initiated, officially operating agencies of the United Nations, and one proposed additional agency.

A. Give the full title indicated by the initials.

B. Briefly state the intent or purpose of the agency.

The agency initials are: 1. IAEA, 2. ILO, 3. FAO, 4. UNESCO, 5. WHO, 6. BANK, 7. IFC, 8. FUND, 9. IACO, 10. UPU, 11. ITU, 12. WMO, 13. IMCO, 14. GATT, 15. UNICEF, 16. UNHCR, 17. UNSF and 18. UNEF. (19., SUNFED, is a proposed additional agency for which funds have not been appropriated).

-NOW RECEIVING SAFFLOWER-

WE WANT TO RECLEAN YOUR WHEAT AND BARLEY. THIS WEEK WE ARE CLEANING SOME REGISTERED CROCKETT WHEAT AND OFFERING IT FOR SALE AT \$4.50 PER BUSHEL, TREATED AND BAGGED. THIS WHEAT WILL FURNISH A WONDERFUL SEED BLOCK TO OBTAIN PURE SEED FOR ANOTHER YEAR. SEE US FOR SEED BARLEY, OATS AND WHEAT

YOU MAY BE INTERESTED TO KNOW THAT WE CAN FURNISH YOU WITH 52% LIQUID PHOSPHORIC ACID AND THE APPLICATOR FOR BANDING IT INTO YOUR SOIL. WE ALSO HAVE ANHYDROUS AMMONIA AND APPLICATORS.

SEE US FOR YOUR NEEDS

HENDERSON Grain & Seed Co., Inc.

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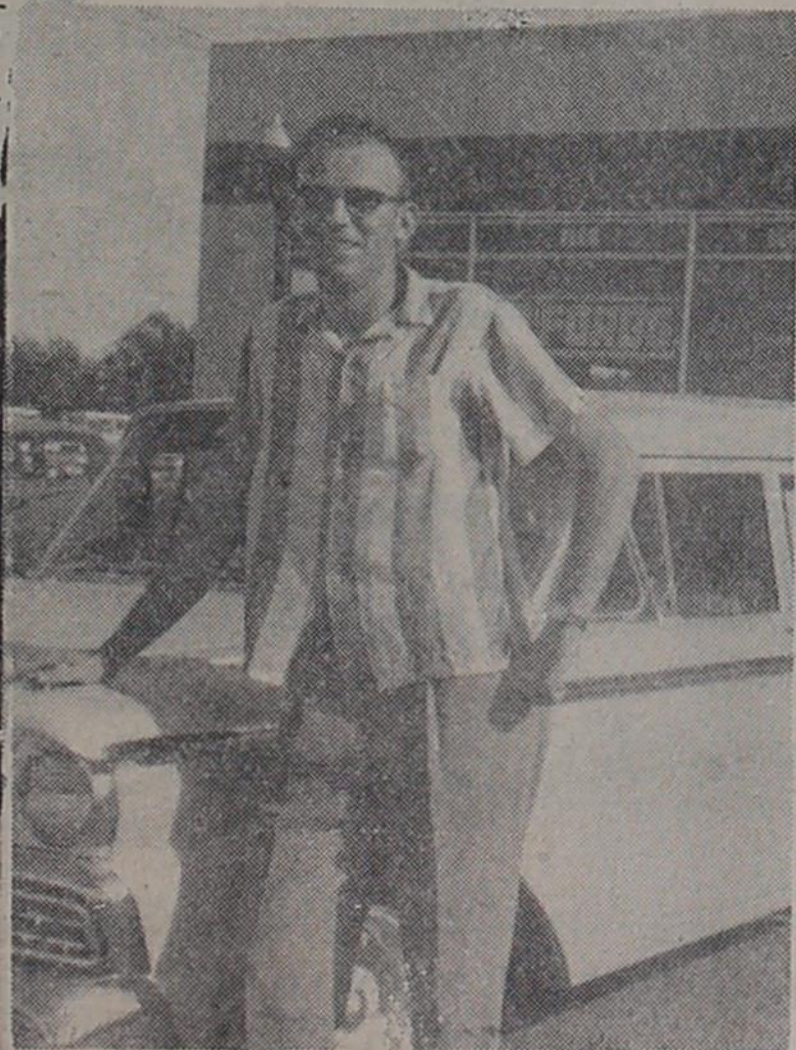
Buddy Gulley

Has Become Associated With Our Sales Force And Will Serve

The Farwell Area Of Parmer County

In Their FORD CARS, TRUCKS And USED CAR Needs

He Is A Native Of Farwell And Invites His Friends And Acquaintances To Renew Friendships.



BUDDY GULLEY

FRIONA MOTORS

Ph 2341

Friona

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The people who needed electricity the most were the last to get it. Only the Electric Cooperative was equal to the heroic challenge offered by rural electrification.

The Cooperative brought a wonderful new way of life to thousands of people. The Electric Cooperative is a vital part of our rural economy.

Deaf Smith

County Electric

Cooperative, Inc.

HEREFORD, TEXAS PHONE EMerson 4-1166



THE PARMER COUNTY IMPLEMENT CO.



NEWS



"The Place Where Most People Trade"

Friona, Texas

Wednesday, August 27, 1959

A friend of ours with four children is very vitamin conscious. She was discussing the nutritive value of food. Brown beans are full of vitamins and food value, but she says most folks soak beans overnight, drain then cook them.

She maintains that the vitamins are drained off. The beans should be cooked in the water in which they are soaked. Are you pouring the bean vitamins and food value down the sink drain?

Our two year old granddaughter loves to eat squash. She prefers to have it stewed, but always gets mixed up when she wants her mother to cook it and asks, "Can't we have mash for dinner?"

We have the combine you want and need on your farm--16 foot platform--14 or 18, also with 46" wide feeder, cylinder straw rack and cleaning unit, 80 horsepower IH 6-cylinder engine. Save your crop with International equipment.

Luxury and glamor, new convenience and practicality means the new Oldsmobile. Try one soon. You'll enjoy the looks and feel of Oldsmobile.

Dr. and Mrs. Paul Spring and Mr. and Mrs. Charles Allen are spending a few days in Red River. Think about half of Friona has been in Red River this summer.

Mrs. Dave McReynolds and sons, David and Tommy, are visiting her parents in Palestine, Texas, this week. Shirley hopes to bring her mother

back to Friona for the Maize Days celebration.

Big acreages call for the big strong International 650. Big power to handle 5 and 6 plow loads without a whimper. For the biggest in power see the big International W450.

Company at our house this weekend was our mother's sister, Mrs. Ray Wilson from Merkel, and the two Lubbock grandchildren, Beth and Jay Jordan. Also our two college-going daughters.

Now pick and shell your corn in one easy operation and save plenty in equipment cost, too! Use the McCormick corn unit on your combine. Come in and let us show you this new two row corn unit.

Even a mosquito doesn't get a slap on the back until he starts working.

Your present tractor may be the sweetest running rig in the neighborhood, but does it really make your time count as big as it should? With today's labor scarce and costly, you can't afford a tractor that doesn't handle all of your work with a minimum of time and effort. You get more in less time with International tractors. We have the size tractor you need.

Any automobile is glad to go to church on Sunday if it has a good guide.

Mr. and Mrs. Elroy Wilson will soon have a new home to move into. It is being built just north of the Ed Boggess

home on Prospect Street. You really should drive by the Boggess home. They have so many roses and such a lovely lawn.

McCormick trailing disk plows are easily and quickly adapted to the widest range of plowing conditions. Ask to see these plows.

Tickets for a "money" doll containing \$25 one dollar bills are on sale by members of the Progressive Study Club. Money will go to buy an ice-crusher for the Parmer County Community Hospital. Tickets are ten cents each and the doll will be given away during Maize Days.

You do not have to be present to win. The "money" doll is on display in the window of the Friona State Bank.

Says our neighbor: "I wish I knew as much positively as I did when I was seventeen. A real education is what you learn after you know it all."

When you need some really good stainless steel cookware, call Mrs. Tommie Parker at 2971 and she will be glad to give you a demonstration in your home. Tommie has recently accepted the agency for Lustre Craft cookware.

Old lady to little girl: "When I die, I'm going to leave all my money to my cat."

Quickly the small child asked, "And when you die, will you please leave your cat to me?"

Chop 45 TONS of corn silage AN HOUR



McCORMICK No. 36 FIELD HARVESTER

- 3 quick-change crop harvesting units
- Pto or engine driven
- Hydraulic or mechanical lift

Slice forage costs with a McCormick No. 36! Get more than 40 per cent more chopping capacity for your money. Ask for a demonstration now!

Come in TODAY

Parmer County Implement Co.

Phone 2091 Friona

Parmer, Castro Continue To Lead in Irrigation

Parmer and Castro Counties continue to lead other counties in the High Plains Water District in acreage under irrigation. A survey recently completed by D. W. Sherrill, district irrigation agent, shows that Parmer farmers have 400,000 acres of land under irrigation and that their neighbors in Castro water 407,393 acres. These figures were obtained in cooperation with county agents who keep close tabs on the number of wells, the well output, and other factors on irrigation on the local level. Statistics obtained from all over the district can be noted in the tabulations accompanying this story. Some things that need explanation or emphasis: Parmer County is shown to have only 2,400 irrigation wells. This is considerably smaller than other counties which irrigate large acreages, and can

be accounted for by the comparatively large output of our wells on an individual basis. That is, most Parmer County irrigation wells still pump a full 8-inch pipe. To the east and south, in many cases High Plains farmers have found it necessary to drill additional wells to maintain the pumping capacity once available with only one well. For example, notice how the number of wells in Lamb and Lubbock Counties is double that of Parmer. Notice how a diminishing supply of water in the eastern counties, particularly Floyd, has encouraged rechargewells. (It also should be pointed out that much of the District's original recharge well emphasis began in the eastern counties.) Also, the reduced supply available apparently has encouraged a much greater net-

work of underground concrete pipe in some counties, particularly Lamb and Lubbock.

SOIL CONSERVATION DISTRICT NEWS



OUR SOIL ★ OUR STRENGTH

Arrangements have been made for a wildlife meeting in the community room of Friona State Bank September 1st at 8 PM. A film entitled "Bobwhite through the Year" will be shown by Bob Cozier of the SCS. In this film, remarkable close-up photography allows the spectator to watch from a distance of only a few feet, a year in the life of a covey of bobwhite quail.

Beginning in the spring, a pair of quail hatches a brood of chicks and brings the strongest to adulthood by winter. It shows the importance of food and cover to quail and the benefits the birds get from the farmers' soil and water conservation measures.

Everyone interested in preservation of wildlife is invited to attend. Information on how and when to order quail will be available at the meeting.

The quail, pheasant, dove, rabbits and other wildlife grown on farms and ranches provides most of our hunting. Even big game such as deer, antelope, and wild turkey comes from privately owned lands.

Most of our wildlife crop is grown and harvested on land used mainly for cultivated crops and livestock. This means that farmers and ranchers are the key to abundant wildlife. Therefore, the land use decisions of farmers and ranchers can cause an abundance or a scarcity.



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Late Control
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COTTON



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Judy Billingsley Wins Bake Show

Judy Billingsley, daughter of Mr. and Mrs. Leon Billingsley of Farwell took first place honors at the county 4-H bake show held Monday at 9:30 at the Parmer County Court House. Her entry was banana nut bread and cookies. She will be the Parmer County entry at the Tri State Fair in Amarillo on September 19.

Miss Billingsley recently won first place in the county dress review and took part in the district contest in Amarillo. Winning second place was Janice Billingsley, daughter of Mr. and Mrs. Leon Billingsley of Farwell and third place winners were Patsy Chitwood, daughter of Mr. and Mrs. Dee Chitwood of Lazbuddie and Judy Koelzer, daughter of Mr. and Mrs. B. N. Koelzer of Lazbuddie.

Entries this year were quick loaf bread, rolled cookies and 4-H food record books. They were judged by Mrs. Janie Fletcher, county Home Demonstration Agent from Carson County.

The girls served coffee and some of their bread and cookies to the county commissioners during the day to show how good "4-H cooks" really are.

Those entered in the contest were Marianna Gammon, Judy Koelzer, Carol Ann Miller, Marsella Mayfield, Katie Nell Blackstone, Linda Gleason, Sherri Tannahill, Patricia Tannahill, Susan Blair, Judy Bill-

ingsley, Janice Billingsley, Pat Chitwood and Terrie Sue Mabry, cookies and quick breads division; and Jeannie Blair and Judy Shirley in the quick bread division.

See Stan for Precision Machine Work of your needs on GEAR HEAD REPAIR DRILLING B-J PUMPS Parmer County Pump Company -FRIONA-

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Black Optometric Clinic
 A. J. BLACK, O. D.
 OFFICE HOURS: 113 West 1st, St. 9:00 to 5:00 -- Sat, 9:00 to 1:00 Phone 8240 -- Muleshoe, Texas

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 This freize pile carpeting is available in eleven colors and is as carefree as carpet can be. It won't pile. It's easy to clean and carries a 5-year guarantee.
 The coloring and design of this 100% Nylon carpeting is charmingly luxurious.
 Reg. \$13.95 Sq. Yd. Installed
 In your home only **\$8.99** Sq. Yd.
Installed With 100% B.F. Goodrich Rubber Padding . . . Guaranteed
 This luxurious carpet is installed on comfortable feeling rubber padding made by B. F. Goodrich Co. The padding itself is guaranteed for the life of the carpet.

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 This is an example of the Everyday low prices found at . . .
K D's DISCOUNT Open 9 to 8 6 Days
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 BUY THE BEST BANK THE REST!
 Long Trades **CLEARANCE** Large Discounts
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 YOUR CHANCE TO GET THE ONE CAR THAT IS GOING TO STAY NEW, AT THE LOWEST PRICES OF THE YEAR
Make Your Selection Now
 36 NEW PONTIACS, 10 DEMONSTRATORS
 YOUR CAR WILL NEVER BE WORTH MORE THAN
IT IS ON A NEW 1959 PONTIAC
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FRANK RIERSON PONTIAC
 "Over 31 Years In The Automobile Business In Clovis"
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IS YOUR WATER HEATER A DRIP?
 Do you wonder when that drip is going to turn into a geyser and your water heater is going to blow off like "Old Faithful?" You do? Well, you're in the market for a modern water heater -- an electric water heater. Electric water heaters are just about childproof. They're insulated all over -- the elements are inside out of sight -- and they're flameless. Speed? Quick recovery electric water heaters will top any water heating method for speed. So if you want safety, speed, efficiency, cleanliness -- and the hottest water inside with the coolest feeling outside -- you want a quick recovery electric water heater.
ASK ABOUT LOW WATER HEATING RATES!
 You get real economy with Reddy's big bargain water heating.
 SEE YOUR REDDY KILOWATT ELECTRIC APPLIANCE DEALER
PUBLIC SERVICE COMPANY

YOUR REDDY KILOWATT DEALERS IN FARMER COUNTY ARE
FERRELL FURNITURE FRIONA **WHITE AUTO STORE** FRIONA
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FRIONA

Courthouse

Harvey Daniel Hast - Lots 17, 18, 19, 20 Blk 15, Farwell D.T. - Harvey Daniel Hast - Hi-Plains - Lots 17, 18, 19, 20 Blk 15, Farwell

W.D. - H. A. Hyde, et ux - Eva Dean Kimbrough - 1/2 Int. SW/4 Sect. 10 Sullivan

W.D. - H. A. Hyde, et ux - Maxine Bolding - 1/2 Int. NE/4 Sect. 6 Kelly "H"

W.D. - H. A. Hyde, et ux - Omer E. Hyde - 1/2 Int. SE/4

INSTRUMENTS FILED WEEK ENDING AUGUST 15, 1959

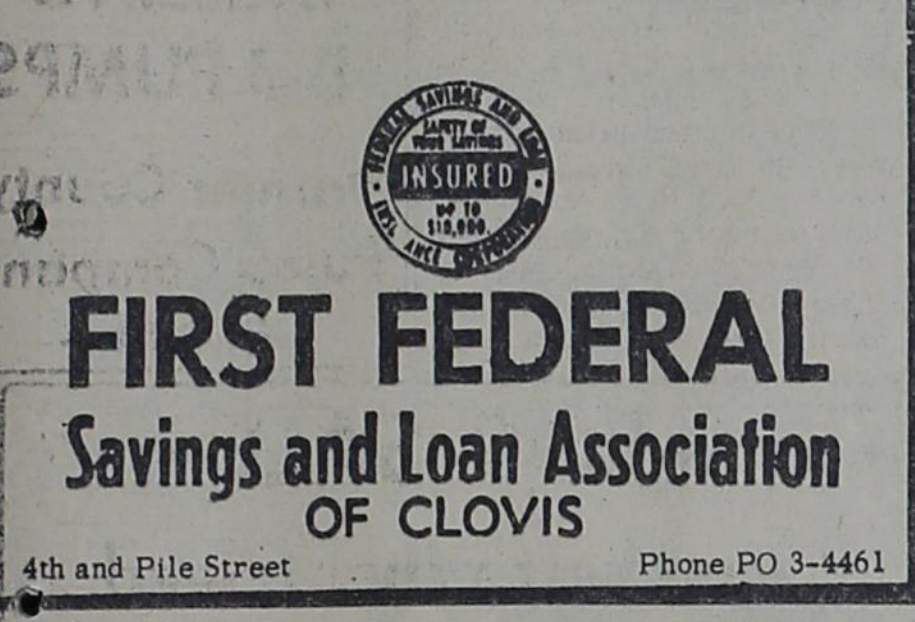
W.D. - E. B. Brannon, et ux - B. Williams - Lot 11 Blk 9 M & F Friona

W. D. - Clyde Perkins, et al -



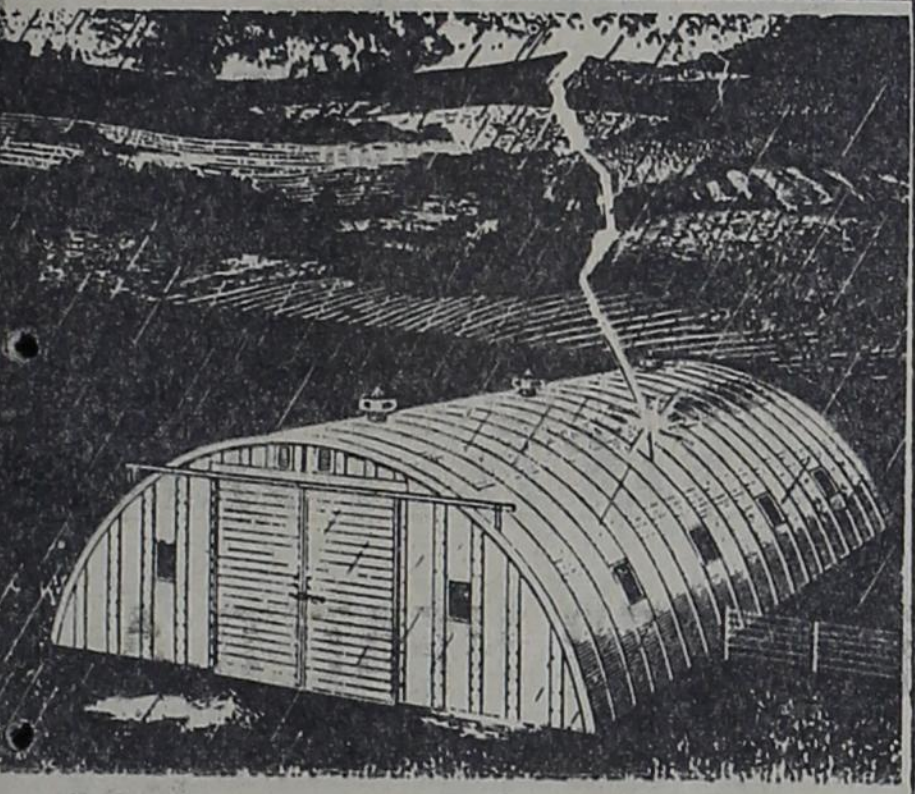
SAVE NOW FOR THOSE GOLDEN YEARS

Regular savings plus our liberal earnings spell comfortable retirement.



FIRST FEDERAL Savings and Loan Association OF CLOVIS

4th and Pile Street Phone PO 3-4461



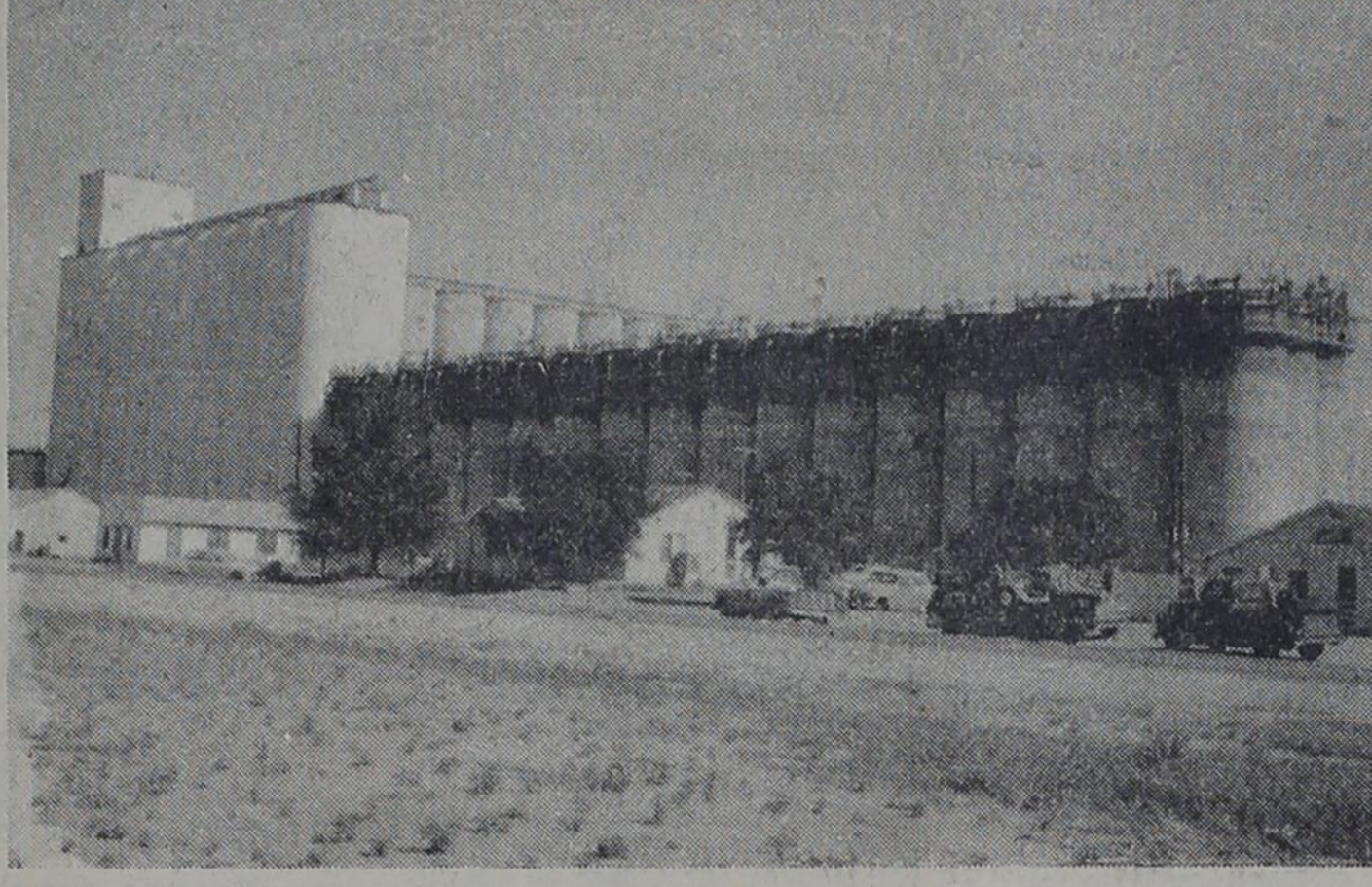
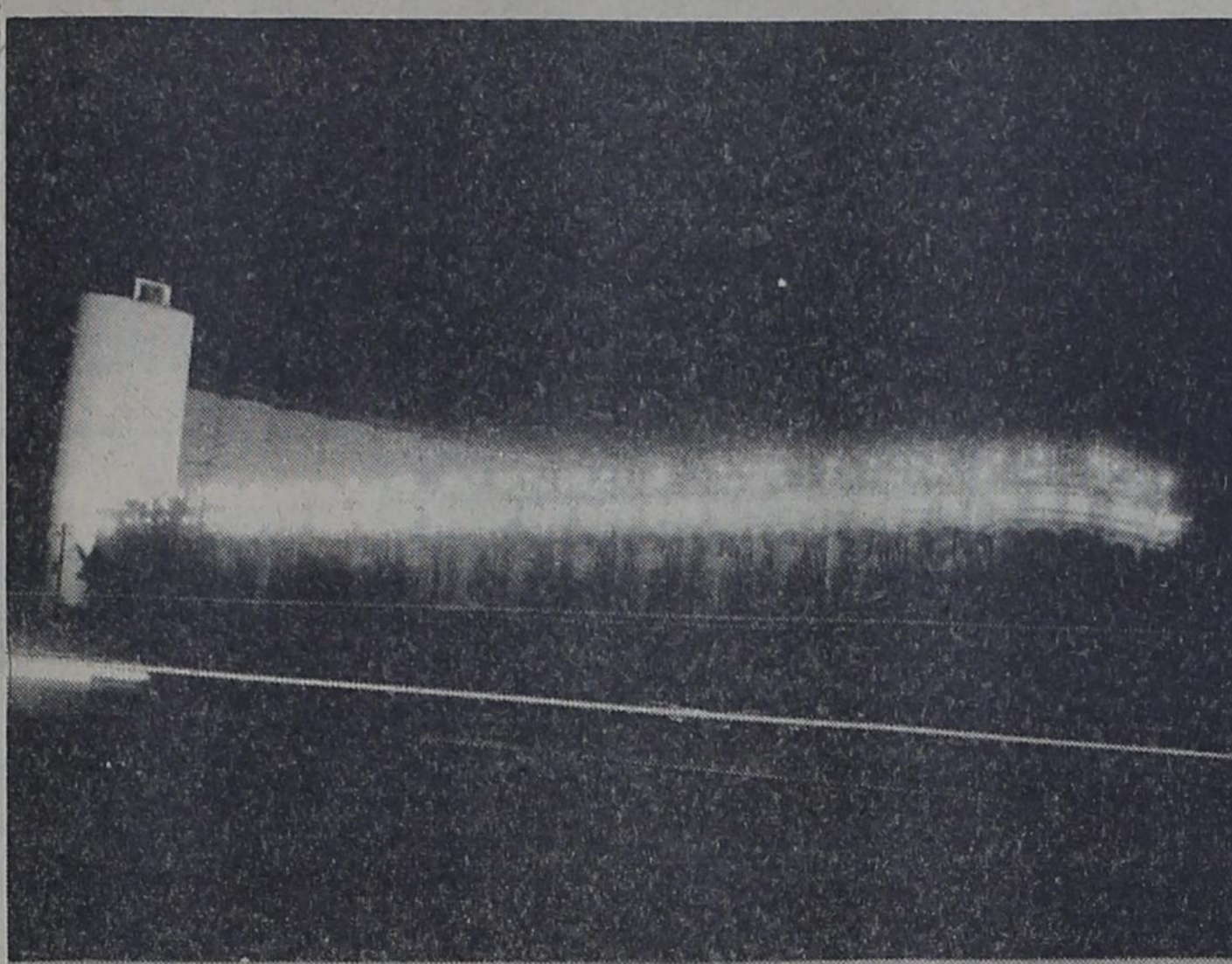
The safest place in a lightning storm is your LOK-RIB Building

You enjoy peace of mind in stormy weather when you own a LOK-RIB Steel Building. It's all steel - it won't burn - and lightning strikes, the easily grounded steel panels dissipate the charge. The extra strength of LOK-RIB's exclusive V-rib design gives you that same safe feeling when winds are high.

The factory-engineered, mass-produced LOK-RIB Steel Building goes up easier and faster. There are no high framing costs. Every part is pre-punched and matched to fit. Four widths - 24, 32, 40, and 48 feet.

Sneed Supply Co., Inc.

PHONE 4170 MULESHOE



BY NIGHT AND BY DAY, the huge tanks at Sherley-Anderson Elevator in Lariat rise against the skyline, forming what amounts to a barrier like "The Great Wall of China" for the community. In-town residents should find the winters considerably more pleasant with this protection from the cold north winds. The concrete tanks will boost S-A storage another two million. (The horizontal streaks in the top picture were made by a truck passing down the highway as the time exposure was made.)

Sec. 6 Kelly H

W.D. - H. A. Hyde, et ux - Truell W. Hyde - 1/2 Int. SE/4 Sect. 10 Sullivan

W.D. - H. Y. Overstreet, et ux - Jose M. Cantu - Lot 4 to 13 Incl. Blk 34 Farwell

W.D. - Sam Aldridge, et ux - Commonwealth Foundation - SW/4 Sect. 28 D & K, SE/4 Sect. 28 & NE/4, Sec. 33 D&K 33 D & K

Tax Lien - U. S. A. - G. T. & Kate Lindop - S. R.

INSTRUMENTS FILED WEEK ENDING AUGUST 22, 1959

D.T. - Dillie M. Kelley - Hi-Plains Sav. & Loan - Lots 7 & 8 Blk 52 Friona

M. Lien - J. D. Carpenter, Jr. - Okla. Lane Farm Supply - N 2/3 of W/2 Sec. 86 Kelly

D.T. - G. W. Fleming et ux - Equitable Life Assur. Co. - SE/4 Sect. 16 T4S R4E

D.T. - Walker Freeman, et ux - Hi-Plains Sav. & Loan - Lot 4 & N 15' Lot 5, Blk 5, Baxter Add. - Friona

W.D. - O. W. Rhinehart, et ux - L. L. Rhinehart - W 85' Lot 5 Garner Bovina

W.D. - Bovina Wheat Grow-

Visual Care Contact Lenses

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Moline's Multi-Million Dollar

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Trade now for top allowances - get easier Moline credit terms



Got a tractor or a combine or a corn picker you'd like to trade? We've got the opportunity you've been looking for. Right now, during the Moline Multi-Million Dollar Trade-in Roundup, we're offering top allowances on all makes and models. And with our new credit plan, you can trade for a new, big-capacity, easier-handling Minneapolis-Moline tractor, or a champion corn picker, and take up to four full years to pay! Come on in and let's talk trade! You'll never make a better deal!

MAURER MACHINERY

"Your Minneapolis-Moline Dealer"

Phone 3261 Friona

ers - James C. Russell - Lots 4 & 5 Blk 31 Bovina

D.T. - James C. Russell - First Fed. Sav. & Loan - Lots 4 & 5 Blk 31 Bovina

W.D. - Dan Ethridge - R. L. Fleming - Lot 14 Blk 3 Staley - Friona

W.D. - Thomas C. Wiseman, et ux - Harry J. Charles - Lots 16, 17, 18, 19 & 20 Blk 57 Bovina

D.T. - Thomas C. Wiseman - First Fed. Sav. & Loan - Lots 19 & 20 & N/2 Lot 18 Blk 24 Bovina

W.D. - Harry J. Charles - Thomas C. Wiseman - Lots 19 & 20 & N/2 Lot 18 Blk 24 Bovina

W.D. - W. T. Meeks, et ux - Maude S. Hicks - Lots 20, 21 & 22 Blk 6 Farwell

D.T. - Maude S. Hicks - First Fed. Sav. & Loan - Lots 20, 21 & 22 Blk 6 Farwell

D.T. - A. L. Carter, et ux - Federal Land Bank - SW/4 Sect. 10 Rhea B

M. Lien - A. L. Pruitt, et ux - First National Bank - Bovina - Part Lot 4 Blk 101 - Bovina

W.D. - Guy A. Whitesides, et ux - Wanda L. Berryman - SE 60' Lot 3 Blk 18 Bovina

Cotton root rot damage is reported as widespread in the sections of the State where this disease is a problem. Farmers are advised to contact their local county agent for information on practices which may be used to aid in its control.

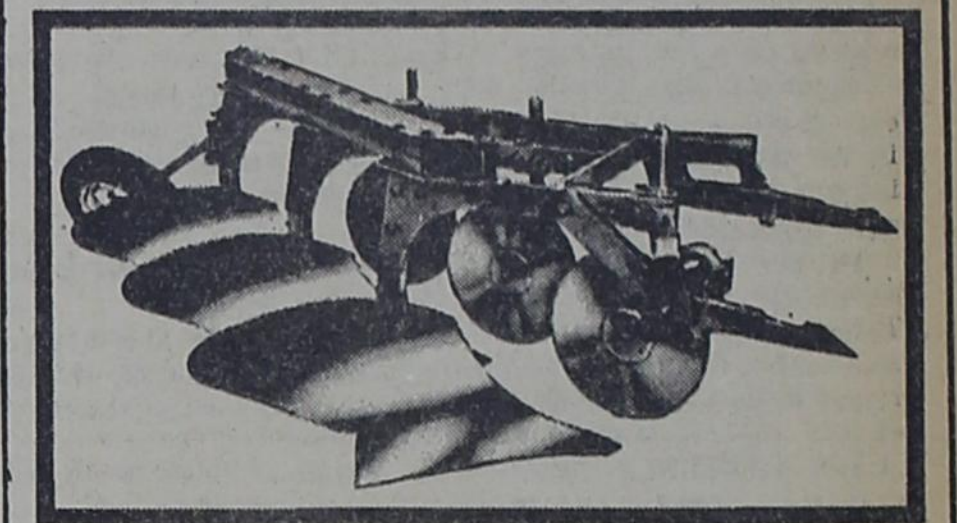
FARM & RANCH LOANS Long Term-Low Interest

Ethridge-Spring Agency, Friona

Phone 8811

Man does not live by bread alone, but by faith, by admiration, by sympathy. --Ralph Waldo Emerson

Here's the plow that's built to take tough plowing... **TOP 'EM ALL** IN TRASH CLEARANCE



NEW McCORMICK® 2,3, and 4-bottom Fast-Hitch plows

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PARMER COUNTY IMPLEMENT CO.

Ph. 2091 Friona

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FOR TODAY'S HOMEMAKERS

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Falcon Dinette Sets

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- 7 - Piece Set \$77.50
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Bronze Dinette Set

7 - Pieces, Marblized Inlay \$92.50

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Martin Bros. - "Maple Hqtrs."



THE HAPPY HOMEMAKER

BY JUNE FLOYD

With the beginning of school most homes in which school age children live will be keeping better schedules than have been kept during the summer. This is generally good and especially so from the standpoint of having regular hours for sleeping.

Most of us do not realize the importance of proper amounts of sleep for every member of our families. It is true that we can go for a period of time without enough sleep, but most medical authorities tell us that it is very unwise to do so.

In a recent magazine article, written by a medical doctor, dealing especially with the health problems of older people the following statement appeared: "A person never outgrows the need for eight hours sleep and three pints of milk every twenty-four hours."

One of our favorite publications is Round Up of Oven Meals presented by Reddy Kilowatt. This pamphlet, published by the home service department of Southwestern Public Service Company, is available at any local office of the company.

If space permits, we plan to give you one complete oven meal

each week for the next few weeks. The first one consists of pork chops with olives, spicy onions, fresh frozen broccoli, nut bread, molded Waldorf salad and banana Betty.

Procedure: Place pork chops in a covered baking dish on the lower rack. Place onions in a covered casserole on the lower rack. Place frozen broccoli with 1/4 cup of water in a covered pan on either the lower or upper rack.

Place the nut bread, uncovered on the upper rack. Place banana Betty, uncovered, on the upper rack. Prepare salad in the morning, just before serving unmold and garnish.

PORK CHOPS AND OLIVES
6 pork chops
1/2 teaspoon salt
dash of pepper
1 1/2 tablespoons shortening
1 5-oz. jar stuffed olives chopped (save liquid)
3/4 cup hot water
4 large potatoes, peeled
1 large onion, chopped

Sprinkle chops lightly with salt and pepper, and brown slowly in melted shortening in a heavy skillet. Add olives, olive juice and water and simmer for 10 minutes. Cut potatoes into fourths and place them in an oiled baking dish.

Sprinkle with onion and arrange chops on top. Pour liquid remaining in skillet over all. Cover and bake at 375 degrees for 50 minutes, or with an oven meal. Yield: 6 servings.

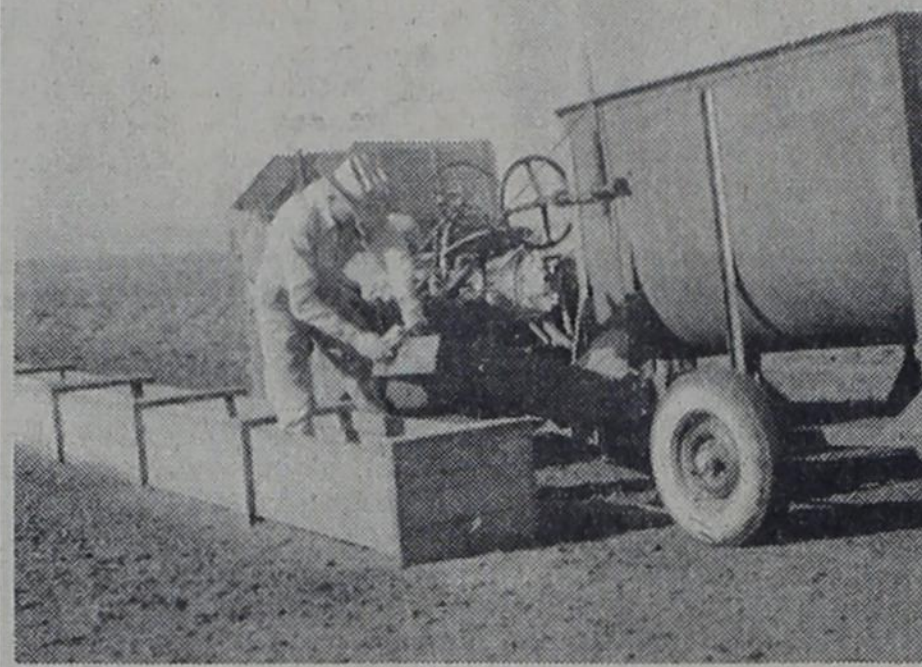
SPICY ONIONS
12 medium onions
1/2 teaspoon salt
dash of pepper
1/2 cup catsup
1/2 cup honey
Parboil onions 5 minutes.



ANOTHER CATTLE FEEDING OPERATION is successfully engaged in by Joe Blair, who farms south of Texico-Farwell near the state line. Above is a bird's eye view of him at work giving his mixed herd of steers their "breakfast" of rolled oats and hulls. Below, he makes an adjustment on his home-made machine that takes the hard work out of getting feed to the stock. Blair fed about 100,000 pounds of grain last year, says he'll increase the use of this locally produced commodity this year. He has the herd on a quarter section that was once all in cultivation but since has been seeded back to grass and pasture (sudan) especially suitable for this.

Drain, season and place in an oiled baking dish. Combine catsup and honey and pour over onions. Cover and bake at 325 degrees. Yield 6 servings.

NUT BREAD
1 tablespoon shortening
1 cup sugar
1 egg
2 1/2 cups sifted enriched flour
3 teaspoons baking powder
1 cup milk
1 cup chopped nuts
Combine shortening, sugar and egg and beat well. Sift flour and baking powder together and add alternately with milk to the egg mixture. Add nuts and pour into an oiled loaf pan. Let stand for 20 minutes. Bake at 350 degrees for 50 minutes or with an oven yield.



BANANA BETTY

4 medium bananas
3 tablespoons sugar
1/2 teaspoon cinnamon
1 1/2 cups graham cracker crumbs (20 crackers)
1/4 cup butter or margarine
1 9-oz. can crushed pineapple
few drops lemon or lime juice
3 tablespoons honey

Peel bananas and slice 1/4" thick. Add sugar and cinnamon to crumbs and blend with softened butter. In a well oiled baking dish arrange alternate layers of crumbs, pineapple and bananas. On each layer of bananas add a few drops of

lemon juice and a little of the honey. Top crumbs: dot with butter. Bake at 350 degrees for 30 minutes. Serve plain or with lemon sauce.

MOLDED WALDORF SALAD

1 package lemon gelatin
1 cup hot water
1/2 cup cold water
1 1/2 cups diced red apples
1/2 cup chopped nuts
2 tablespoons sugar
2 tablespoons lemon juice
1 cup diced celery
1/4 cup diced sweet pickles
Dissolve gelatin in hot water. Add cold water and chill until

it begins to thicken. Combine apples, sugar and lemon juice; then add the remaining ingredients and fold into the gelatin. Pour into lightly oiled molds and chill until firm. Yield: 6 servings.

Add extra "zip" to green beans this way: In a 1-quart baking dish place 1 ten-ounce package frozen French-style green beans or fresh beans and 1/2 cup water. Cover and bake at 350 F. for 1 hour. Drain and pour over beans 2 tablespoons melted butter or margarine combined with 3 tablespoons chili sauce.

The Atlantic Ocean has an average depth of 12,880 feet. The Pacific Ocean averages 14,048 feet in depth.

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NOTICE TO BIDDERS

NOTICE TO BIDDERS

On or before September 28, 1959, the Parmer County Commissioners Court will receive bids on one Motor Grader with not less than 115 horsepower diesel engine and tandem drive. The grader to be equipped with 13:00 x 25 tandems and 9:00 x 25 front tires, 14-foot moldboard with two foot extensions, steering booster, cab, cab heater, and rain traps, and equipped with lights.

The County will offer in trade one Warco (Ser. No. 4D G-106633) Grader, located in Precinct No. 1 of Parmer County.

The Court reserves the right to accept or reject any or all bids.

LOYDE A. BREWER
County Judge
Parmer County, Texas

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DIVIDENDS TO FARMER COUNTY POLICYHOLDERS IN SOUTHERN FARM BUREAU CASUALTY INSURANCE COMPANY IN JULY AMOUNTED TO \$2,199.98

TOTAL SINCE JANUARY 1st ---- \$12,504.83

It PAYS to belong to Farm Bureau !!!

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This Is Your Chance to Save On Living Room Furniture of Beauty

See Our Large Selection Of 2 Piece Livingroom SUITES

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Reg. \$549.95
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No Service Calls At This Low Price!

Closeout!
Console Hoffman 21" Wood Cabinet With Walnut Finish
TELEVISION
Reg. \$279.95
Now \$219⁹⁵

See These VALUES NOW!

5 Piece DINETTES
Formica Top Table With 4 Matching Chairs
\$49⁹⁵

IF IT'S NEWS IN BOVINA, YOU'LL FIND IT IN THE BLADE

The Bovina Blade

"In The Agricultural Center Of Parmer County"

THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA

WEDNESDAY, AUGUST 26, 1959

BOVINA, TEXAS

VOL. V, NO. 10

Progress Has Touched Everyone in Bovina



NOW HIGHWAY 60--Doby Williams and Stacy Queen, late oldtimers, are shown here in a photo made nearly 50 years ago. They were photographed on the spot that is Highway 60 just in front of Bovina Restaurant.

The license plate said Illinois--Land of Lincoln. The sedan coursed swiftly down the arrow-straight highway from Amarillo, past the lush, rusty-red fields of grain sorghum or "milo," past speckled rows of High Plains cotton, glinting white in the afternoon sunlight.

Inside, a grey-haired, distinguished-looking man and his wife passed the miles in easy conversation. "It isn't like any place we've ever been before," he was telling her. "So big, so open, so free."

She replied, "Martha wrote us that this was the best time of the year to come. And she's right. It's perfectly beautiful. It's hard to believe that this country could change so much in twenty - five years. It doesn't look at all like I remember it the last time we were here."

"Me either. I sort of thought of Dick and Martha as being pioneers then. And they did have some tough times. They always seemed happy, though, as if there was something about life out here that compensated for money."

"Well, they have both happiness and a modest degree of success now. The section of land they always had, and had such a hard time paying for has turned out to be a wonderful investment. I'll bet . . ."

"We're supposed to about be there. I guess that's it up on that hill."

"Where? Oh, now I see it. Goodness, look how it's changed. Look at those elevators . . . and how the town's all spread out. Is that Bovina? I can hardly believe it!"

The wonder of the Midwestern couple as they neared the clean Plains city increased with every turn of the wheels. For a few minutes they forgot about making an immediate inquiry as to where their old friends' home was. They had to drive around and satisfy the astonishment their eyes had caught in the changes that a single generation had brought to pass.

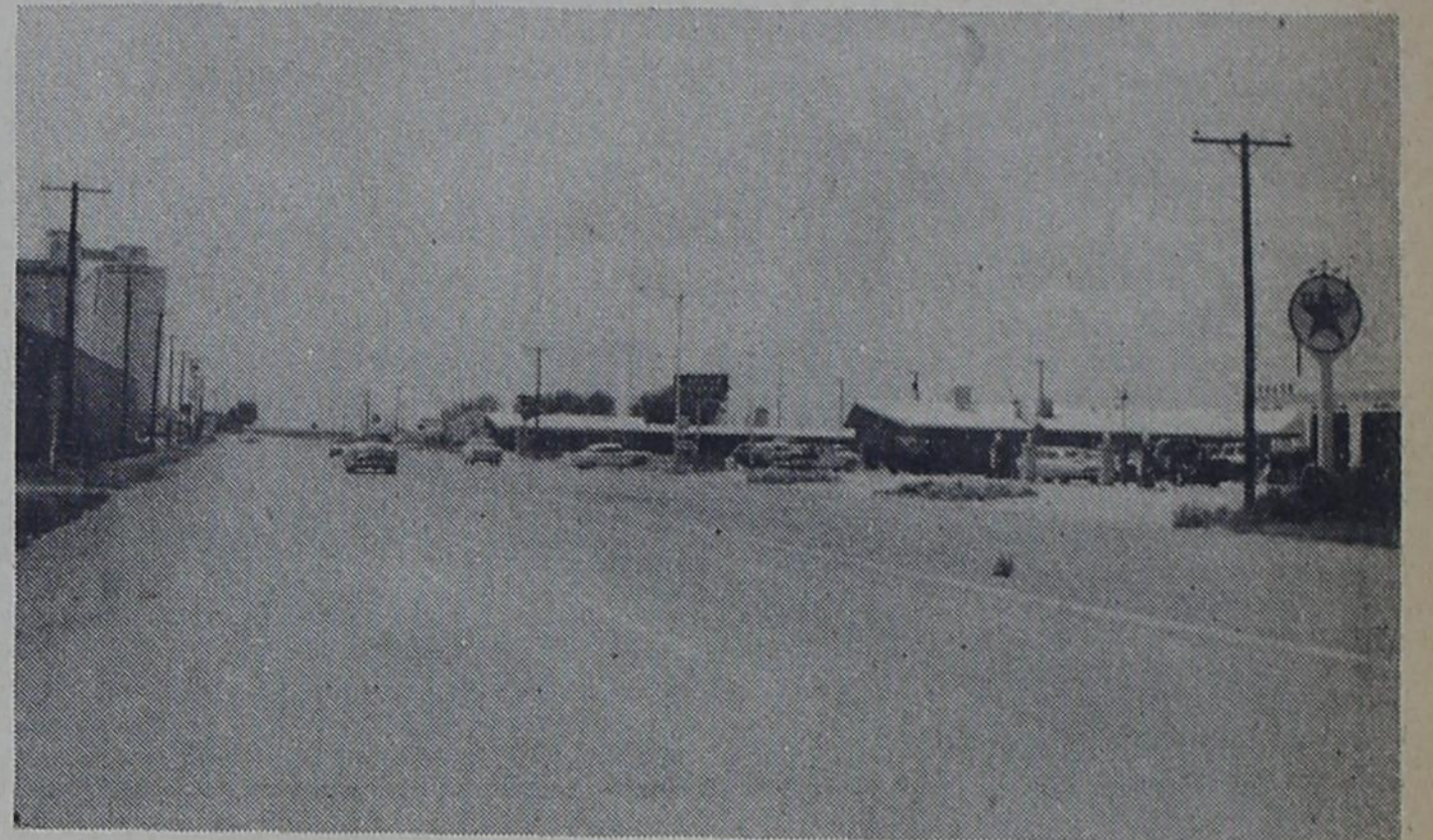
This little story is, as a matter of fact, fancy. But it has been enacted many times over in the past few years as visitors who knew Bovina as it once was view almost incredulously its progress in a short space of time. That phenomenon is the purpose for this unusual issue of The Bovina Blade. We hope to paint for our readers a picture that will encompass the breadth and girth of the history of this High Plains community. This issue of The Blade will provide conclusive evidence that smaller communities are as inherently dynamic as the big cities that grab off the big-paper headlines and draw all the adjectives. Bovina's opportunities are just as great -- for the people who live here -- as are the opportunities in Los Angeles, Dallas, or Denver. The main distinction is that Bovina's type of future is dependent upon individual initiative. Bovina didn't just happen. It was built. It was built by hardy, pioneer stock who moved in from the north, south, east, and west looking for wider horizons. This pioneer blood still runs strong in the veins of the new generation, and accounts for the zeal and ambition of Bovina people.

"Think big" is a philosophy currently the rage in big business and industry. But thinking big is what folks have been doing in Bovina since pioneer days. The shortcomings of the moment were always shrugged off for the "It'll be better next time" philosophy of life. In fact, the Plains came to be known as a "next year" country on account of this stubborn optimism, which so often surpassed the bounds of ordinary logic.

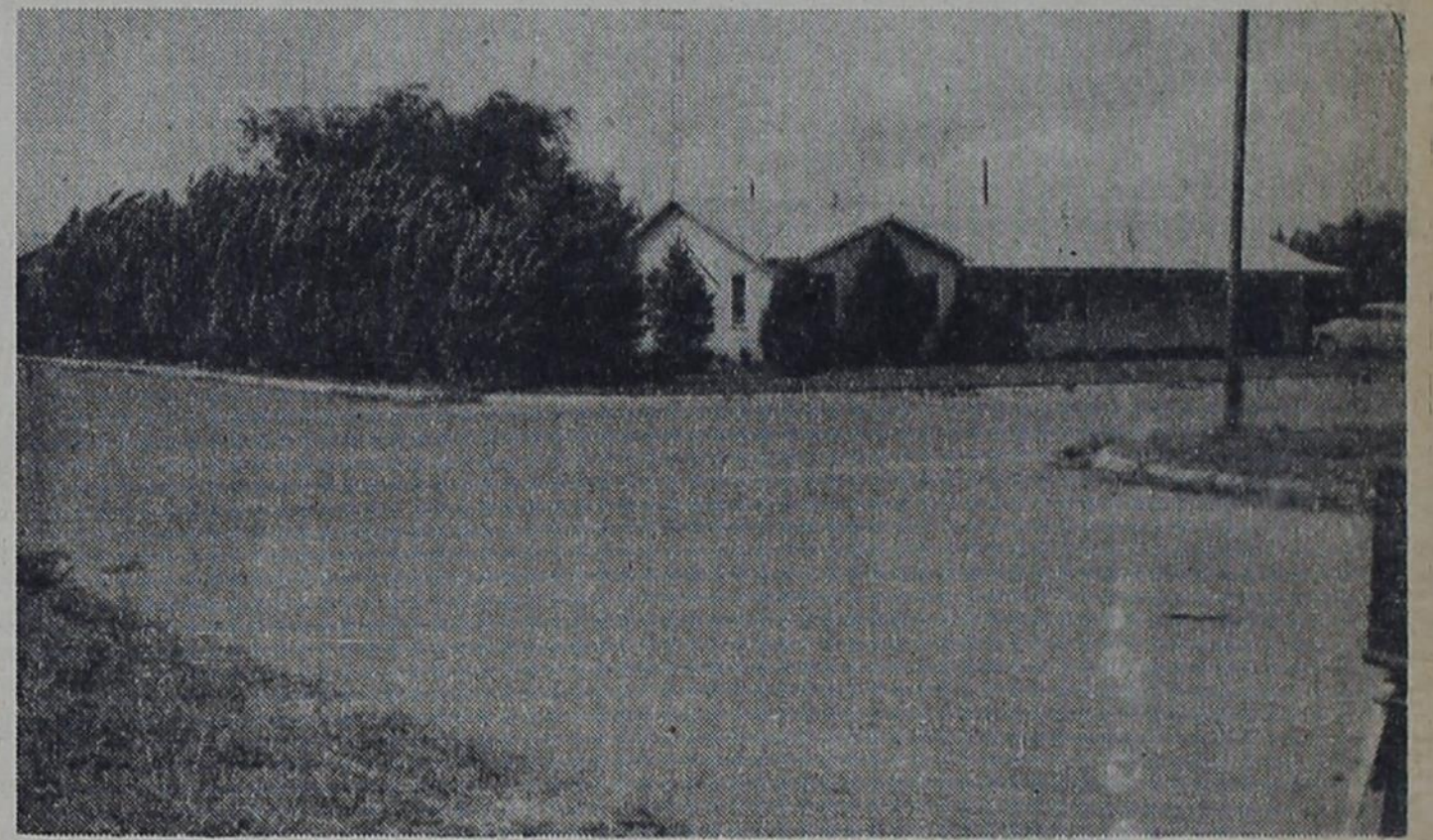
A football team that plays hard makes its own breaks. Plains folks were entitled to a few breaks in the game as things moved along also, and the breaks have come. Without question the biggest break of all came in the early 1950's when farmers found that the underground water they had always known was there was available in a supply almost beyond their imagination, and that this magic natural resource could transform the mediocre (on the average) yields of their croplands into gardens that rival even those of the Nile, Tigris, and Euphrates Rivers. This water was relatively easily brought up by efficient new turbine-type pumps and ordinary automobile - type engines which for the first time were reaching into and exceeding the 100-horsepower figure. With this development the Bovina folks were off and running.

No more would they face the hit-and-miss prospects of High Plains farming with nothing but nerve. They had a fighting companion, the mighty, roaring irrigation well--which could flood their thirsty crops with a million gallons of water every day if rain did not come. The uncertainties and inherent instability of an ebbing and flowing agricultural economy in a semi-arid region vanished almost overnight. In its place came a new confidence, based not on bravado, but on the calm assurance that no matter what, the farmers WOULD produce their crops. Until this moment, that confidence is unabated. Bovina farmers haven't missed since they drilled their wells.

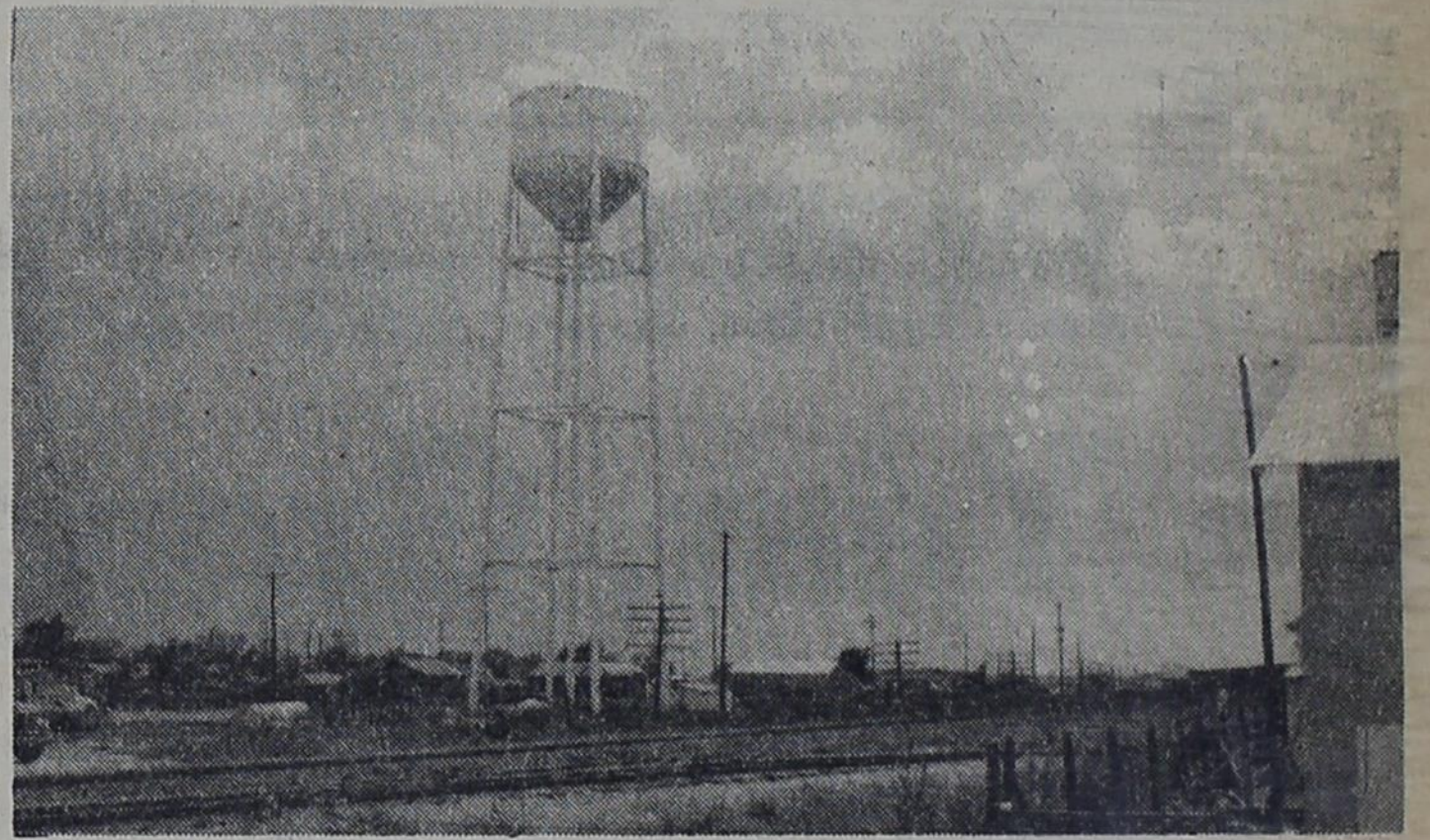
Hard on the heels of this new-found self assurance came
(Continued on Page 8)



FIFTY YEARS LATER--This shows the same spot shown in the picture on left, after 50 years of progress has changed it from a desolate-looking tree patch to a busy highway.



CITY IMPROVEMENTS--Paved streets such as the one above came to Bovina in 1958.



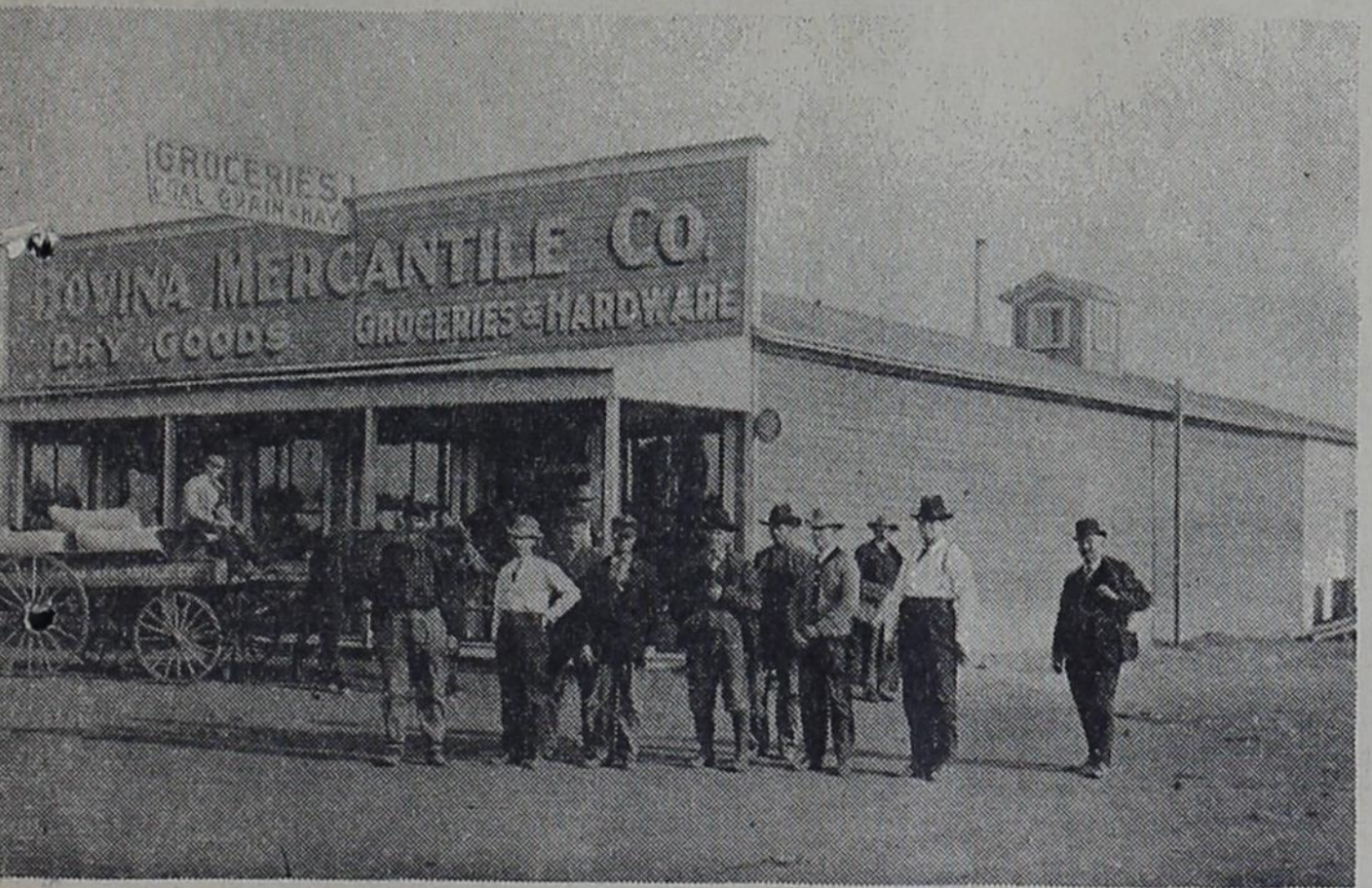
SIGNS OF THE TIMES-- City water system gives Bovina this tower to add to the skyline. It was erected some four years ago.



BUSTLING--Main street shows side-by-side business houses with the streets crowded with automobiles, contrasting the same scene 50 years ago shown at lower left. Buildings were far apart and streets were unpaved with the only traffic being an occasional horse or buggy.



BRANDING TIME--A traveling photographer caught these cowboys in the midst of branding northeast of Bovina. Cattle herds were common around the town since this was a shipping point.



VIEW OF NORTH STREET--Main street looked like this about 50 years ago with one of the few business houses furnishing the background. Note the man in the delivery wagon. He's Ed Ross, who still lives in Bovina.

Bovina - From Cows to Cantaloupes

By SALLY WHITESIDES

The route from "cow critters to cantaloupes" and from unlighted, unpaved streets to all the modern facilities which Bovinans now enjoy has been a long, but natural process. Through the efforts of many people and through their desire for better living, Bovina has become a thriving town. It hasn't been easy, but it has certainly been worthwhile.

Take, for instance, the advent of city facilities. Bovina was a rather narrow spot in the road with a beginning reaching back into the early 1900's. In 1947, the city was incor-

porated and things began to happen fast then.

First was city water. A bond issue was passed in 1948 that installed city water to a "loop" around the main part of town. This \$25,000 bond was almost outmoded before it was used and another bond, for the improvement of the water system, was passed a few short years later.

In more recent years, larger facilities have been added. Such as water to Bovina's cemetery in 1957.

In 1955, Bovinans decided, on a trip to the polls, that the city needed a sewer sys-

tem. That system, through a \$100,000 bond, was put in the following year.

A little goes a long way, but it is human nature to reach even farther after the ball begins to roll. Next came lighting of streets. This improvement was added to Bovina's credit within the year.

Paving was a question brought up many times and another bond issue was passed and street improvements began in the spring of 1957. Now, a large portion of Bovina's streets are paved and guttered, adding more to the value of real estate and to the prestige

of the town.

Why did Bovina, after a long dormancy of perhaps fifty years, suddenly begin to grow? That question could only be answered by looking at what makes any town grow--the land surrounding it.

Bovina's farming area for many years was dependent on the graces of Mother Nature. In other words, wealth came only in the comparatively few years that Nature endowed the area with plenty of rainfall.

This was changed with the coming of irrigation. The late Lee H. Sudderth was one of the pioneers of this industry

and it was through his efforts that much of the Bovina area's farmland blossomed practically overnight. He and a number of others first took the financial plunge in putting down irrigation wells and their success gave heart to those who were of a more conservative nature. In approximately 15 years, the majority of farms of the area have turned from windblown, patches of uncertainty to productive fields.

Progress such as the area has enjoyed has touched every life in the community. Because of better chances in crop rais-

ing, more money was available and a demand for a place to spend it occurred. This called for more and better facilities and one such is today's grocery stores.

No longer does a housewife stand on one side of the counter and read out her list to the grocer. She now thinks nothing of picking her own selection of foods; avocados from California, peaches from Colorado and fresh fish from either sea-coast, thousands of miles away. The demand has also brought better prices and Bovina's stores now boast prices and selections in line with the best

any city can offer.

Like all improvements, this was caused in a chain reaction way. With more money from their farms, farmers bought better cars and better roads and highways were built to accommodate them. Where, a few years ago, a single highway served the area, now several hundred miles of state and national roads and Farm to Market highways act as the life-blood veins of the community.

One of Bovina's biggest assets is its excellent school system. When the former school burned several years ago, something had to be done and was, to

provide for the education facilities.

And Bovinans decided to not only make their educational facilities adequate, but superior. Now, approximately 500 students are enrolled in the school here and there is room for more as the town and district continue to grow.

Bovina's churches also reflect the growth and prosperity of the community. Back in the early 1900's, less than 20 people gathered to organize the first church. Now, approximately 1200 members attend Bovina's five churches and their records

(Continued on Page 5)

JUST A COWTOWN -

Old Timer Remembers Bovina 57 Years Ago

BY J. VERNON STEWART
Memories stack up as time goes by. A man gets quite a stack of them after living in one town 57 years, Frank Hastings, Bovina's oldest citizen, has learned.

Hastings came to the little settlement of a couple of stores, a railroad and acres of cattle pens that was Bovina, in 1902. This was four years after the railroad pushed through and made the settlement a shipping point for XIT Ranch.

After XIT made this their shipping yard, other ranches started bringing cattle here to meet the rails and go to Kansas. Hastings refused to say Bovina was the largest shipping point in the world, pointing out he couldn't be sure such a claim is correct since he didn't tour all the world and look for a larger one. But it was huge.

CATTLE TOWN

From early spring to late fall, cattle were loaded at the "Bull Capitol" day and night. The railroad had been built from Amarillo to Roswell and Albuquerque in 1898. It made Bovina a permanent settlement but never provided a large population. Often cattle came in faster than cars could be brought here to take them away so the herds had to be held out of town and grazed sometimes for as long as three weeks.

While the herd was waiting for cars, cowhands had little work to do. They grazed the cattle in daytime but this required only a few cowboys. The others were free to entertain themselves and most of them rode into Bovina. Contrary to what most youngsters and television writers like to believe, there was little violence.

"Television and movie westerns are the worst possible disgrace to the cattle country,"



A CIVIL WAR VETERAN is shown above in an early Bovina scene. Captain Kimbrow standing left told exciting tales of the war between the states to young Frank Hastings, standing at right who is now Bovina's oldest citizen.

says Hastings. Men who came to Bovina while herds waited for cars didn't even wear pistols and they weren't the trouble-seeking type character television westerns make them seem to be, Hastings recalls.

Maybe some towns in the cattle country were wilder than Bovina, but none in Parmer County was. "There has never been a saloon in the county," Hastings states, "and it was against the law to wear pistols. That law was enforced, too."

The settlement wasn't completely without violence; in fact, a man was shot and killed in front of Hastings' store once but the weapon used was a 30-30 rifle instead of the traditional six-shooter.

Hastings unknowingly sold the bullets to the killer just before the shooting.

"People like to think of those days as rough and lawless," the old-timer says,

"but people were as much or more law-abiding then than they are now." Hastings admits there was some cattle rustling, "but so what, some one stole my milk cow one night long after this place became civilized."

LAW ENFORCEMENT

When the County of Parmer was established, Hastings became deputy sheriff but he had been acting as unofficial lawman before that. Hobos often came through town and broke into one of the stores so Hastings would get his horse and ride down the railroad track until he overtook the culprit.

This bit of public service caused him to have a narrow escape once. Hastings and Ray Davies, another Bovina old-timer who still lives here, found a store had been burglarized. They started down the railroad track thinking another hobo was what they were searching for. They had no guns.

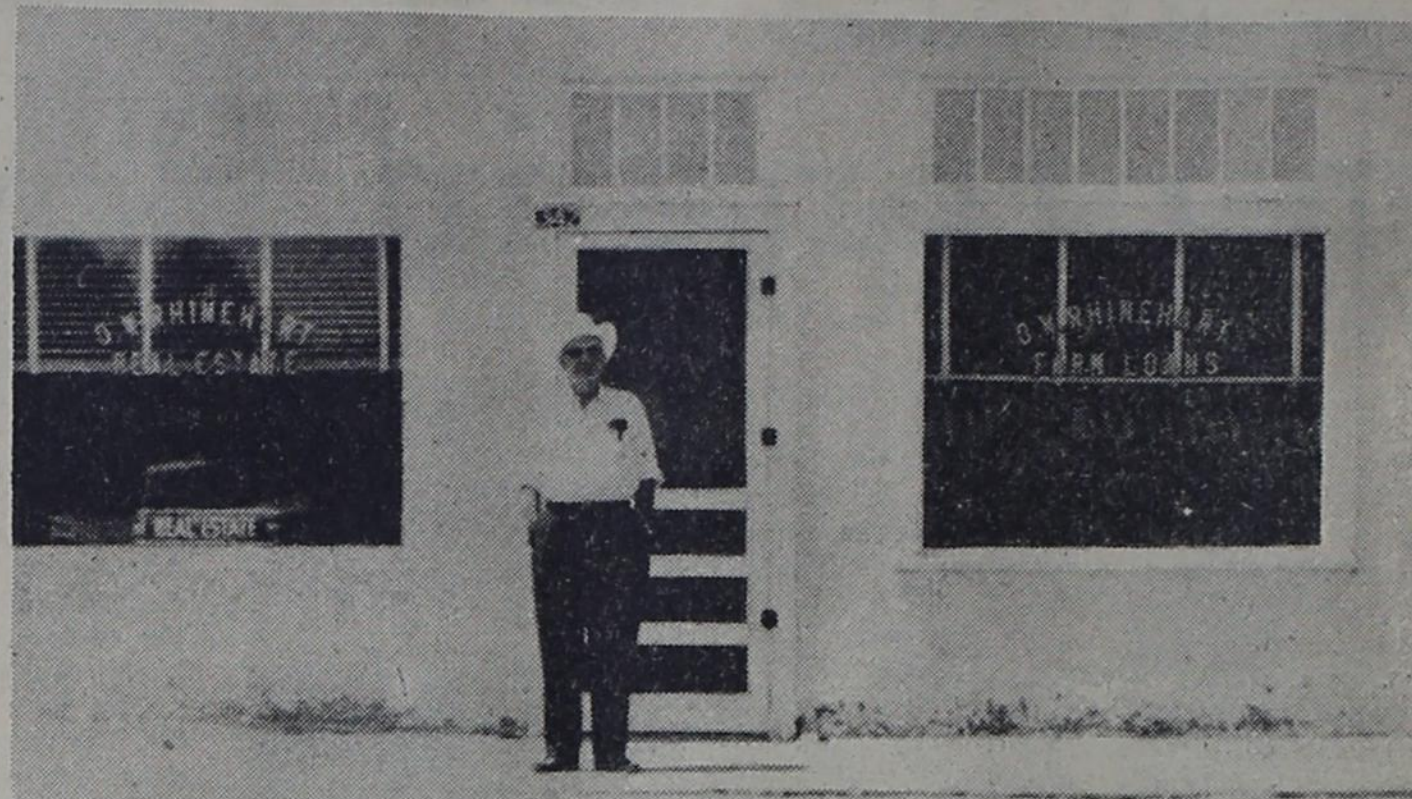
A vacant house was located

where Farmerton elevator now stands and when Hastings and Davies came to it, they began a search of the premises. First they looked in the sheds and outbuildings around the house. Hastings noticed some muddy footprints leading into the house so went inside to investigate. He opened a closet door and found himself looking into the faces of three of four "rough fellers."

Hastings called to Davies to bring his gun and come help him take the varmints back to town. When the men, two of which were desperate ex-convicts, discovered they had been tricked and neither Davies nor Hastings had a gun, they wished they had used the three shotguns they had with them in the closet but by that time, the two Bovinans had seized the weapons and were using them to persuade the

(Continued on Page 4)

30 Years In Bovina Make O. W. Rhinehart Tops In Real Estate



O. W. Rhinehart began his training to be a Bovina real estate man 30 years ago when he arrived here in a Model T Ford.

He purchased a cafe on main street from Mrs. Peggy Bridges, which he operated until 1932. He then joined the Texas Highway Department and operated a grader until 1934.

O. W. then bought a wholesale petroleum business that he operated until 1945 when he entered the real estate-insurance business. He operated this business about ten years before selling the insurance agency to concentrate exclusively on real estate.

From 1931, until recently, O. W. farmed as a sideline to

his other activities.

Mr. and Mrs. Rhinehart have three daughters. All three graduated from Bovina High School.

During the 30 years, Rhinehart has learned much about the land and how to buy and sell it. His first business involved land that sold for around \$25 an acre. The same land sells for as high as \$600 today.

Rhinehart has come up with a method of reaching more than 100,000 prospective buyers. He submits his listings to some 50 agencies in the Panhandle area. From \$25 land to \$600 land, O. W. Rhinehart has been learning the real estate business and now is qualified to give the best service possible. He appreciates listings of any property.

O. W. RHINEHART

Real Estate-Farm Loans

AD8-2081

Bovina

PCFS in Third Year, Growing



Parmer County Farm Supply opened in June of 1957 with a full line of fertilizers and later added all types of supplies for the farm to become headquarters for farmers.

Managed from its opening by A. E. (Bud) Crump, who is well-known by Parmer farmers, this general farm store has had as

its specialty custom fertilizing and spraying. Eight persons now compose the staff that considers satisfying the customer its first aim.

Coming to the front in supplying farmers has required only two years. A fleet of 2 tank trucks, 17 trailers and 5 tractors with 3 spraying machines is ready to handle

spraying and fertilizer jobs. Since opening, a complete stock of insecticides, herbicides, irrigation equipment and livestock supplies have become part of the line of materials found in this growing firm.

Reliable service on spraying and fertilizing jobs plus the best and most complete line of

farm supplies spell satisfaction for customers of Parmer County Farm Supply.

From plows, to irrigation boots, to hardware, to spraying or fertilizing whole farms; no service large or small receives anything less than the best facilities available at Parmer County Farm Supply.

Parmer County Farm Supply

"Your Complete Farm Supply Store"

Byd Crump, Mgr.

AD8-2621

IN BOVINA 11 YEARS -

Paul Jones Gives Area A - I Station



Paul Jones Service Station is marking its third anniversary at the present location on Highway 60 but Paul has been operating a station in Bovina 14 years and business has been getting better every year.

"We opened here with a bang three years ago and business has been increasing ever since, just as when we were in the other location," Jones says.

Jones is a top-notch Firestone Tire dealer and keeps all kinds of auto accessories in addition to handling Texaco products. Wash and grease racks at the station are kept busy

by customers who really want their autos shined and well lubricated. Attendants wash and polish each car until it has a mirror-like finish.

Paul takes pride in providing fast, courteous and dependable service. This has been his standard throughout his career in the station business. With this to go by, he has grown up with Bovina and his station now has the ultimate in modern equipment and its neat, modern appearance induces many travelers to stop and local people to be steady customers.

Paul Jones Texaco Service Station

Hwy. 60

-Bovina-

AD8-4331

STARTED IN 1903 —

Baptist Church Grew From 5 Members

BY J. VERNON STEWART
In 1903, five persons decided Bovina needed a Baptist Church. They promptly organized one that has grown from the five members to over 500 presently.

Fifty-six years have seen the congregation construct two auditoriums that have become too small as rolls of the church kept growing. Currently the church is planning to construct an \$85,000 building in place of the one built in 1947.

The first building was built in 1905 and cost around \$1,500. It was sufficient until a surge in Plains population and a corresponding surge in church membership made it too small during the forties.

The current auditorium was constructed in 1947 at a cost of approximately \$10,000. Plans for building the proposed modern new auditorium have been adopted by the church but a date for starting construction

A \$15,000 educational building was constructed in 1954. J. T. Burnett, a missionary, is given credit for organizing the church. It struggled against disinterest and low membership during those first years. As late as 1915, membership was only ten persons.

When the church joined the Tierra Blanca Association in 1906, it had only seven members.

Rev. Morgan was pastor in 1907 and Burnett became pastor in 1908 with 10 members on the rolls.

In 1909-10, the first building, which was in use until the current auditorium was constructed in 1947, was built. Construction took exactly one year, starting in January 1909 and ending with a dedication in January 1910.

J. A. Lindly was pastor with 15 members, and A. J. Oliver was Sunday School Superinten-

dent. In 1912, G. T. Bailey was pastor, with gifts amounting to \$140 dollars for the year.

J. T. Burnett was again pastor in 1914 and W. R. Triplet replaced him in 1915.

In 1915, gifts amounted to \$222.35 but membership had dropped to 10. Mrs. J. H. Martin became president of Women's Missionary Union. She was succeeded by Mrs. J. P. McDonald and in 1917, Mrs. E. L. Hicox became president.

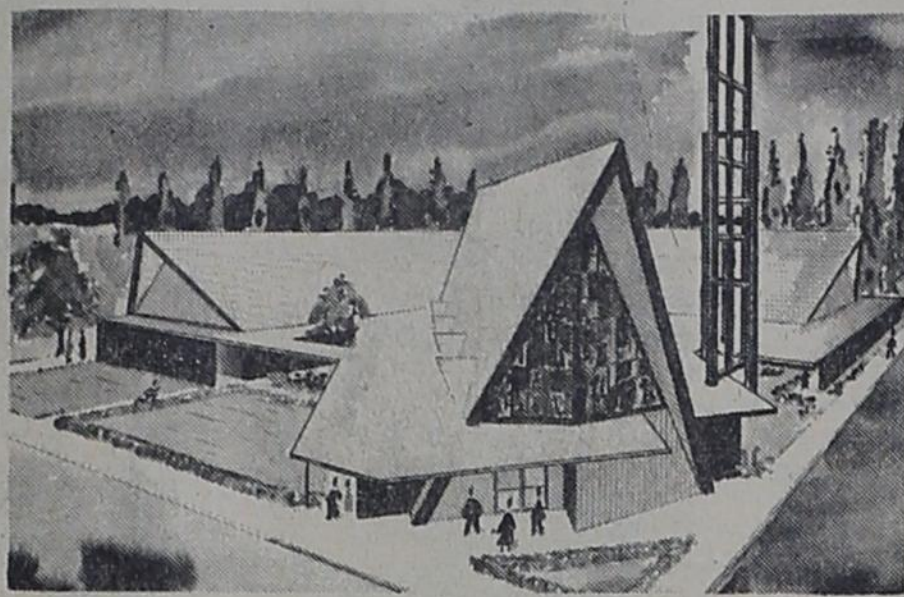
C. D. Potts became pastor in 1918 and membership grew to 20. Mrs. J. H. Martin was clerk; J. H. Martin was Sunday School Superintendent and Mrs. A. W. Wood was president of WMU.

W. H. Forbes was pastor in 1919. The first young people's

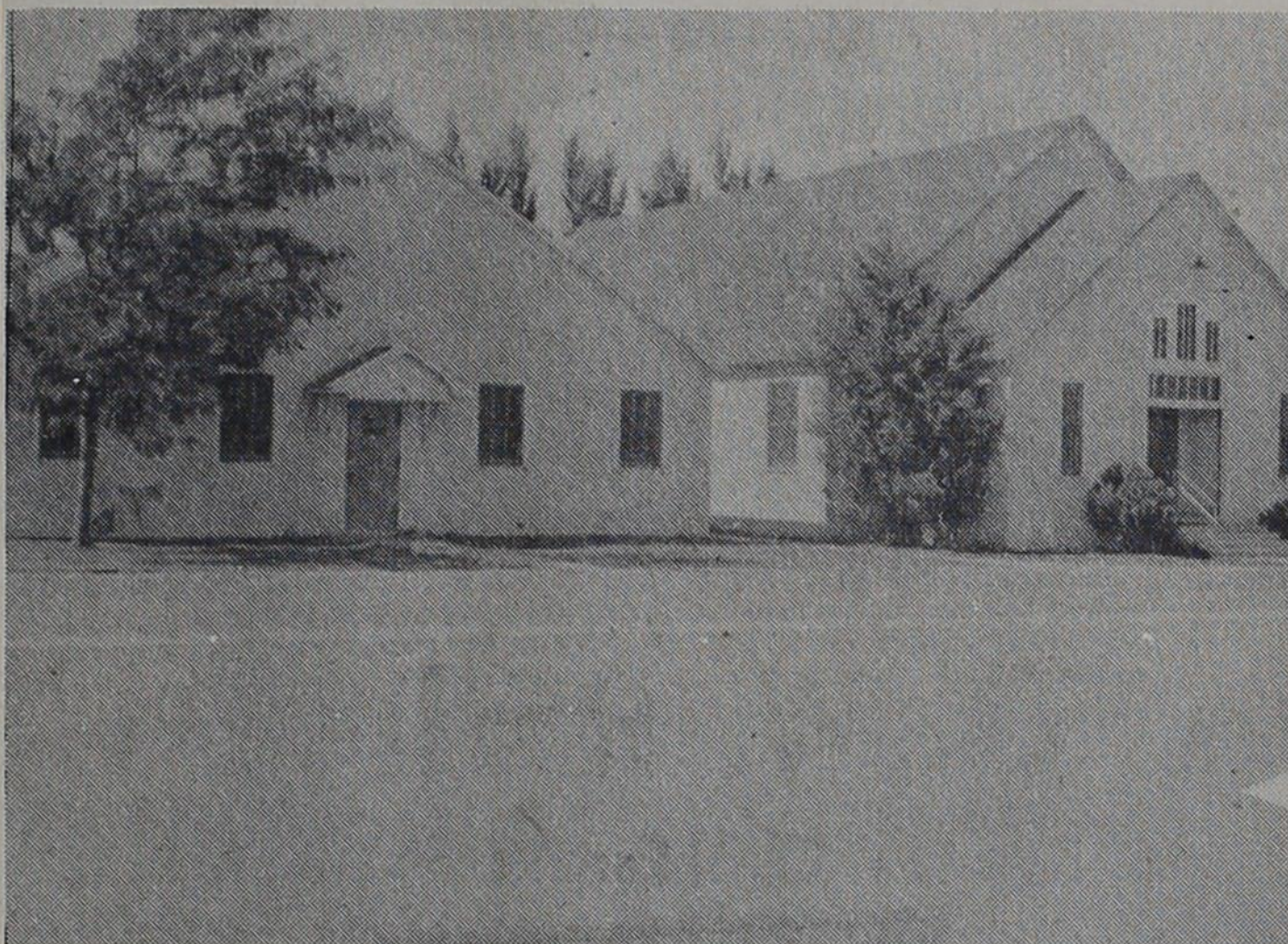
Union was organized in 1921 with 15 members. Today, some 75 young people participate in the church's Training Union

program. C. L. Morris was pastor, and Mrs. Mae Abbott was WMU president.

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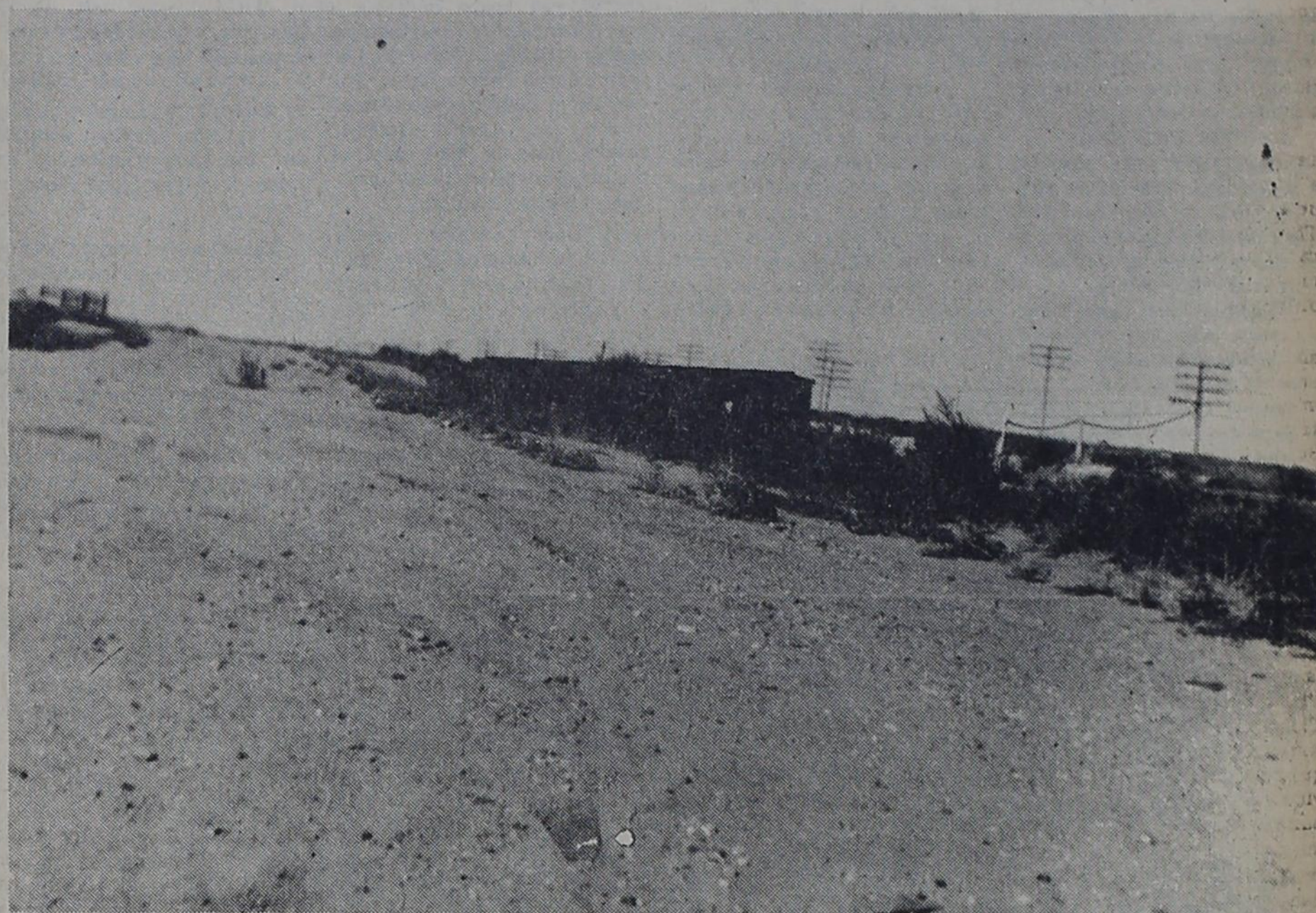


BAPTIST CHURCH OF THE NEAR FUTURE



PRESENT BAPTIST CHURCH

Wheat Growers Surge Forward With Bovina



Proposed Building Site For Bovina Wheat Growers New Elevator—Between Highway 60 And Santa Fe Tracks On East Side Of Town

Bovina Wheat Growers are adding more evidence to the statement, "Everyone doesn't belong to a co-op, but everyone benefits." They hope to have a 200,000 bushel addition, complete with offices and scales completed in time for the 1960 wheat harvest.

The new elevator will be of concrete construction, made up of four tanks with a total of 15 grain bins. In the new location, Bovina Wheat Growers will offer tires, feeds and general farm supplies.

"The new location will greatly improve our customer service," says Jim Russell, manager of the co-op.

The new elevator addition will be on Highway 60 near the present facilities. Money for construction cost is being raised through sale of first preferred stock for part. The remainder will be borrowed.

Future for Bovina Wheat Growers is excellent with new, ultra-modern facilities plus continued dependable service adding up to the best possible deal for area grain farmers.

Manager Russell has had six years experience with grain co-ops and five years with REA Co-operative making a total of 11 years.

Already this year's volume of business done by Bovina Wheat Growers has more than doubled that of last year. Russell expects the milo harvest to more than double the firm's volume over the first part of the year.

Bovina Wheat Growers can be depended on to keep growing with the community since the improved service that has multiplied its volume of business will be continued in the future.

BOVINA WHEAT GROWERS, INC.

"We Serve To Serve Again"

James Russell, Mgr.

AD8-2691

INSURANCE AGENCY—

Wilson - Brock Rolling Along in 32nd Year



Joe Wilson of Wilson-Brock Insurance, began writing insurance in Bovina 32 years ago. He and Aubrey Brock have been partners in the present concern since 1954.

From a small agency in the beginning, to the present one that writes all types of policies with ten companies, Joe Wilson's insurance doctrine has won him customers and friends for over 30 years. Aubrey Brock hasn't been in the business as long but he too has been quite successful.

Aubrey came to Bovina in 1927 and was manager of Cicero Smith Lumber Co. here until entering the field of insurance. Wilson-Brock writes any kind of coverage, being agent for ten old line, legal reserve companies. The companies are

M. O. Andrews General Agency, St. Paul Fire and Marine, Commercial Standard, Gulf Insurance Co., Lawyers Security, Pan American Insurance Co., South Coast Life, Western Fire Insurance Co., Hanover Fire Insurance Co., Traders and General and Springfield Fire and Marine.

In 1958, Wilson-Brock bought the St. Paul Fire and Marine Co. Agency from Mrs. Tom Hastings, who had written policies for the company for 30 years in Bovina.

Wilson-Brock has the experience, the companies and the correct attitude to make their customers have confidence that a policy written at Bovina's oldest insurance agency is sound.

Wilson-Brock Insurance Agency

"All Kinds Of Insurance"

Joe Wilson—

Bovina

— Aubrey Brock

Hastings Remembers

(Continued from page 2)

outlaws to go quietly. "We didn't know we were taking such a risk," Hastings admits. "We never needed guns to bring hobos back to town and never imagined we would encounter such rough men."

Hastings' policy as deputy was "let 'em fight." He says fist fights were fairly common and attempting to stop them wouldn't have been as easy for him in Bovina as it is for Mr. Dillon in Dodge City.

FIRE FIGHTING

Prairie fires were frequent in those days. They didn't stop at hundreds or even thousands of acres, but blackened almost the entire Plains before finally being stopped by nature.

"Fighting the head blaze was pointless. The only good fire fighters hoped to do was move in behind a fire and try to control it," says Hastings. He says the fires usually moved about as fast as a man could normally travel at a brisk trot.

Fire guards were maintained

but they were useless when the wind was blowing.

The best method of fighting fires was with brooms. Five or six men with brooms moved along in the edge of the fire making sweeps with their brooms. They were 30 or 40 steps apart and moved in a trot. A relief man rode with them on a horse and took a broom after his rest period.

FARMING

Eventually dryland farming replaced ranching as the main occupation. Hastings says rain was more frequent on the Plains then than it is now and he sometimes made as many as three or four good crops in succession. Yield sometimes reached 25 bushels of wheat per acre and once, he harvested 40 bushels.

"We made it pretty good without irrigation then but only because rainfall was heavier," he says.

Since there was no elevator in Bovina to handle the ever increasing wheat crop, Hastings established a grain buying com-

pany. His company soon became unable to handle all the wheat that came to town so he sold his equipment to one Jim Stone, of Clovis. Stone erected a small elevator with a capacity of about ten car loads. This was later attached to Macon Elevator.

SCHOOL

Bovina's first real public school was begun in 1910. It was financed by contributions from cattlemen that shipped their herds from here. The one-room building was located where St. Anne's Catholic church now is, and part of the present church building was then the school building.

Hastings recalls that a school had existed before that time, but it wasn't officially a public one. A woman who lived in the railroad section house had several children and she hired a teacher for them. Soon other parents were sending their children to the teacher until the school building was constructed and Bovina had a public school.

BANK

A bank opened in Bovina in 1907 in which Hastings was a stock holder. Herrin & Laird was the bank's name. The partners were ranchers who started it as a private business. They later turned their holdings over to a Mr. Lester from Canyon who made it a state bank.

When Lester left, D. O. Stollings, who had been cashier, organized the citizens into a corporation that controlled the bank. Stallings eventually left to take another position and the bank transferred its funds to First State Bank of Hereford.

These were humble beginnings for farming, law enforcement, schooling, and banking but everything has to be started on a small scale and from these small beginnings have grown more advanced institutions of today.

Old timers like Frank Hastings deserve more credit than they will likely get; they build the foundations.



POSED--Traveling photographers were scarce and very popular during the cattle days and they had little difficulty persuading people to line up for a picture, even if they had to take time out from roundup. This was shot northeast of Bovina about 1914.

WILLIAMS MERCANTILE CO.—

Pioneers In Bovina



"We've seen a lot of progress in Bovina and Parmer County," says Willie Williams, owner of Williams Mercantile. "We came here 40 years ago when the sun was a little bity thing and there was no moon 'tall."

"I landed here without anything and still have it. Bovina was a very small village and the country was sparsely settled. A couple of men put me in the grocery business and we sold bread every Saturday five cents per loaf; six for a quarter."

That was in 1920 when Willie first became a Bovina merchant. The grocery store he speaks of was also the dry goods, drug store and barber shop.

In those days, when Bovina had two grocery stores, one station and the only newspaper in town was the Dallas Semi-Weekly News, competition wasn't what it is today, but Willie operated with the policy of giving the customer the best he could. This kept him a good business and made it easy for him to meet competition that came in as Bovina grew.

In 1933, at the height of the great depression, credit business broke Willie's grocery store and in 1939 he bought Jones' Dry Goods. Since then he has kept pace with Bovina's growth by his policy of giving his customers the best he can.

Since 1939, Williams Mercantile has moved up and down North Street. It has occupied practically all the spots on main street and has been in the present building 10 years. It has changed locations but not policies.

Willie has been a Bovina merchant through the roaring twenties, the terrible thirties, fighting forties and fast fifties. He wasn't left behind by the atomic age and he has kept his business up to date through the years.

Williams Mercantile provides Bovina people a general stock of dry goods that takes a back-seat to no other.

Williams Mercantile Co.

"Pioneers In Bovina"

Bonds Oil Co. Grew From Single Station



Tommy Bonds, owner-operator of Bonds Oil Co., started in the petroleum business in 1947 with a single service station. He has built that business into a new Gulf station, butane, diesel and gasoline agency in 1954. Later he bought Bovina Butane and still later added Dieselect, "the world's finest diesel fuel," to give his firm a complete line of petroleum products.

In 1957, Bonds Oil built a new service station on Highway 60, moving from the old location on North Street. Also, Bonds storage tanks were moved nearer the new station and remodeled.

Since entering the field of wholesale petroleum, Bonds has accumulated a fleet of three delivery trucks, a service pickup and transport that enables his company to provide

fast service. "We're always as near as your telephone," Bonds says. All kinds of service and supplies can be obtained by calling Bonds headquarters.

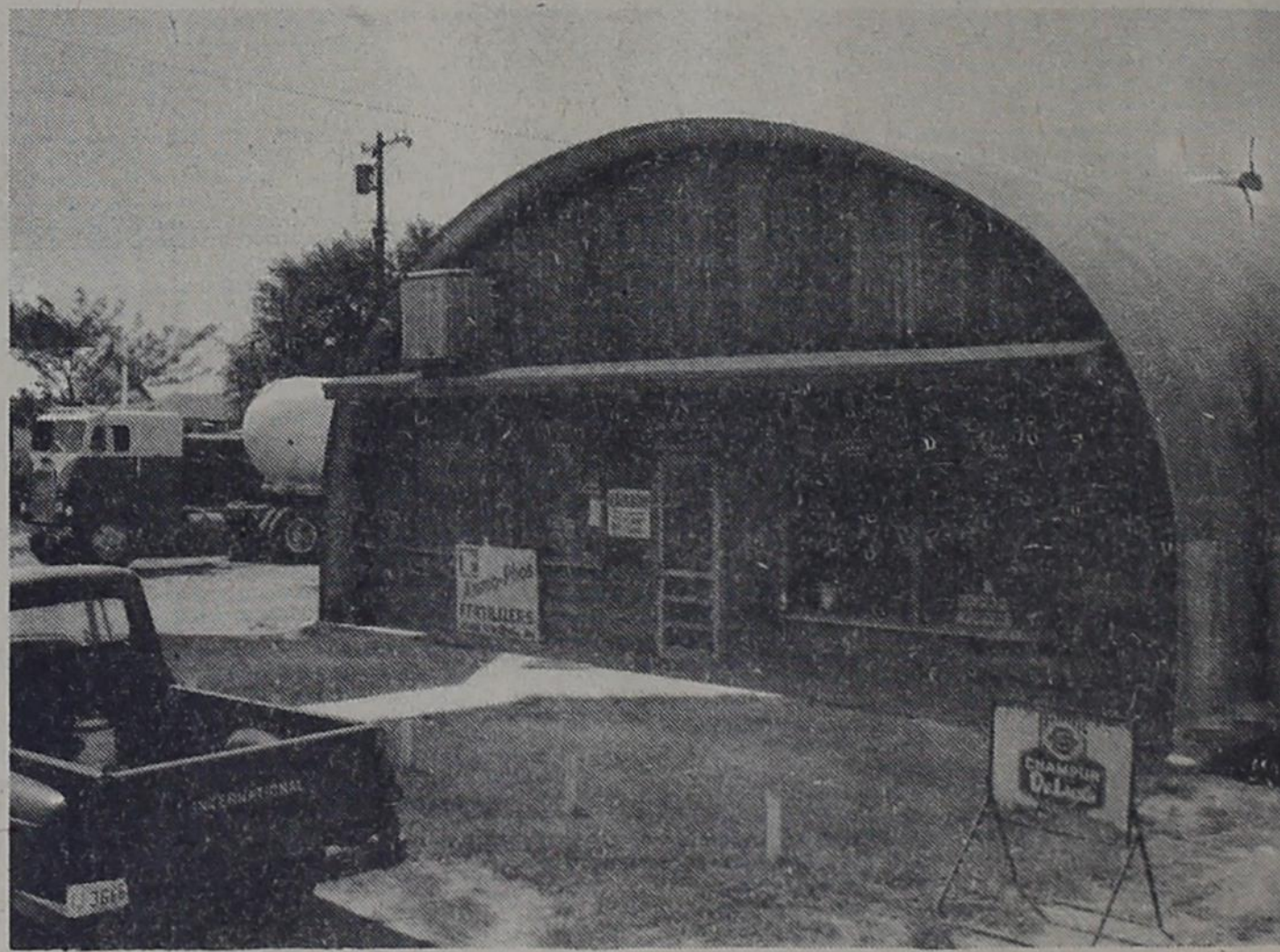
"We specialize in farm tires," Bonds says. Also a complete line of Gulf Tires for passenger cars, Gulf Batteries, auto accessories and the "world's finest motor oil" is stocked at Bonds Oil Co. on Highway 60.

Bonds distributes Gulf Products throughout the county, servicing five stations, one each in Farwell and Friona and three in Bovina.

As Bovina has expanded from a town to a city, Bonds Oil Co. has expanded from one service station to a petroleum dealer that can handle any fuel need county wide.

GENERAL FARM STORE—

Bovina Farm Chemical Was First With Most



Bovina Farm Chemical, operated by Mr. and Mrs. Troy Fuller, was the first fertilizer agency to open in Bovina.

When the business was started in September of 1955, not only did Troy have to sell his fertilizers but also had to sell the idea that fertilizing was a sound, profitable practice.

Opening with one tractor and two tank trailers, Bovina Farm Chemical soon converted enough farmers to their fertility doctrine that expansion was necessary to take care of increased volume. The next spring, two tractors and four trailers were needed. At this time anhydrous ammonia was purchased at Muleshoe and the

storage tank was being leased. Later Bovina Farm Chemical bought tank and began buying the liquid fertilizer direct from Phillips Petroleum Co.

Still more expansion was necessary the following year and six additional trailers were purchased. In September 1957, Bovina's first chemical concern purchased a 6,000 gallon capacity transport. Recently a 9,000 gallon transport replaced the first one after it was destroyed in an accident.

The Bovina firm expanded to Lazbuddie in 1958. The 6,000 gallon storage tank will replace it here. The Lazbuddie station is operated by Ben Foster.

Since opening as a small fertilizer agency, Bovina Farm Chemical has grown to a general farm store, handling a complete line of insecticides, herbicides and Amalie Motor Oil.

Troy Fuller owns a farm near Bovina where he conducts experiments with fertilizers. He passes along the information learned from his "experimental farm" to his customers.

Bovina Farm Chemical was first with the most in Bovina. The firm will strive to maintain this top spot by pleasing customers and continuing the type service that made more farmers fertilizer advocates.



Bonds Oil Co.

AD8-2271

Bovina

Bovina Farm Chemical

All Kinds Of Fertilizer

Troy Fuller

AD8-4311

Baptist Church

(Continued from Page 3)

A Wayland College student, Rufus Brazil, was pastor in 1923. J. M. Rankin was pastor in 1925 and membership reached 50.
 L. A. Blair became pastor in 1926, with Mrs. Sides as WMU president.
 B. F. Fronabarger took over the pulpit in 1927, with W. C. Crowell as clerk and Joe Head as Sunday School Superintendent. In 1929, M. M. Robinett was pastor. P. D. McBride was Sunday School Superintendent. W. W. Caldwell was treasurer and Sam Sides was clerk.
 By 1930, membership had reached 157. In 1931, J. S. Greenwood came and remained as pastor until 1935 when Rev. A. S. Holmes took the position. He was succeeded by Rev. E. V. Speegle in 1941, who in turn was followed by Rev. Fred Stumpp in the fall of 1943.
 Rev. Bruce Giles joined the church as pastor in November of 1946. He was followed

by Weldon Franks in 1948, Marvin Durham in 1949 and Virgil Goodwin in '54.
 Present pastor, Rev. Jack Jeter, came to the church in 1958.
 Gifts for the year 1958-59 totaled \$27,018.69, reflecting the highest membership the church has ever had as well as the prosperity of the area.
 J. D. Kirkpatrick is now Brotherhood President. J. W. Gooch is Sunday School Superintendent. Connie O'Brien is Training Union Director and Mrs. Ovid Lawlis is WMU president.
 Progress of the church has been a parallel to progress of the Bovina area. Until the late forties when irrigation and farming brought Farmer County to the front in agriculture, both membership and financial welfare of the church was suffering.
 The "new look" for the area, enabled the church to build

Cows To Cantaloupes

(Continued from Page 1)

show a constant growth of membership and attendance.
 Long gone are the tiny, uncomfortable churches of yesteryear. In the 1940's, the Methodists built their present building and added a large annex just three years ago. First Baptist Church has not only added an annex within recent years, but is also in the planning stage for a completely new building. Announcement was made of improvements to facilities of Church of Christ just a few weeks ago.
 In actual years, it wasn't so long ago that Bovina was best noted for her shipping of enormous numbers of cattle.
 a new building that will be replaced less than 13 years after it was constructed. From the \$1,500 initial meeting place to the beautiful \$85,000 building that will be built soon has involved over half a century. Church progress reflects community progress.

Today, it is becoming better known for cantaloupes.
 Last year, for the first time, Bovina farmers started vegetable or truck farming in earnest. It was a disappointing year in many respects, but the idea held. This year, better prices for their products are being promised and it seems as if it will be a fact that Bovina will become a "cantaloupe capitol."
 This promise comes not only from the rich soil's good production of the crop, but from a statement made last year by a government inspector. It was his report that cantaloupes grown in this area were among the best and sweetest which he had ever tested.
 Some of the oldtimers speak with a tinge of nostalgia of the olden days, when transportation was either by horse or horsedrawn vehicles. They speak of the peace and quiet of a sleepy little town.
 But even they are proud of the accomplishments of Bovina in the last 10 years. They realize that Bovina is now coming into her place in the sun.

(Continued on page 8)

Progress - Bovina First National ... Going Hand In Hand!



We're Proud To Be Growing With Bovina
And Helping To Make A Good Community Better!

FIRST NATIONAL DEPOSITS

Dec. 31, 1955 **\$581,353.74**

Dec. 31, 1956 **\$803,569.91**

Dec. 31, 1957 **\$1,028,336.12**

Dec. 31, 1958 **\$1,120,552.87**

June 10, 1959 **\$1,149,303.89**

July 9, 1959 **\$1,266,026.52**

First National Bank Of Bovina

Member:

FDIC

Federal Reserve System

PHILLIPS'66' JOBBER—

Charles Oil Co. Will Soon Mark 10th Year



Charles Oil Co. will mark 10 years of service to Bovina area farmers on December first.

The 10 years have been successful ones and have seen Charles Oil Co. grow from one Phillips 66 service station and wholesale gasoline agency to three service stations and a butane agency. Harry J. Charles opened the Phillips Station in 1949 and had one truck for delivering wholesale gasoline. In 1952 Charles Oil Co. added Butane delivery to its list of services. Through the years, a fleet of three delivery trucks and two transports have been added.

To make fuel service even better, two-way radios were installed in Charles Oil Co. delivery trucks and in the service pickup. "The radios enable us to give faster, more efficient service," Harry Charles, owner-operator, says.

From the one-truck beginning, Charles Oil Co. has grown to its present place as the most modern, efficient gasoline and butane agency in the area. The first service station is now the place people come for complete Phillips service. Tractor, truck and passenger car tires are featured at bargain prices in addition to all types of butane conversions.

Six employees, along with Harry J., make up the staff at Charles Oil Co. that always provides fast, courteous and efficient service. Staff members are Pat Kunselman, Bill Denny, Dave Wines, F. S. Pounds and Harriette Lou Charles.

Modern-minded folks at Charles Oil Co. have kept abreast of Bovina's growth by obtaining new facilities that enable them to give faster and better service. They are pledged to continue this practice in the future.



Charles Oil Co.

Phillips 66 Jobber

H. J. Charles

AD 8-4321

FIRST IN COUNTY —

Methodist Church Grows From 9 to 300

Bovina Methodist Church, the first in Farmer County, was started in 1905 with nine members who met about once each month in a one-room building.

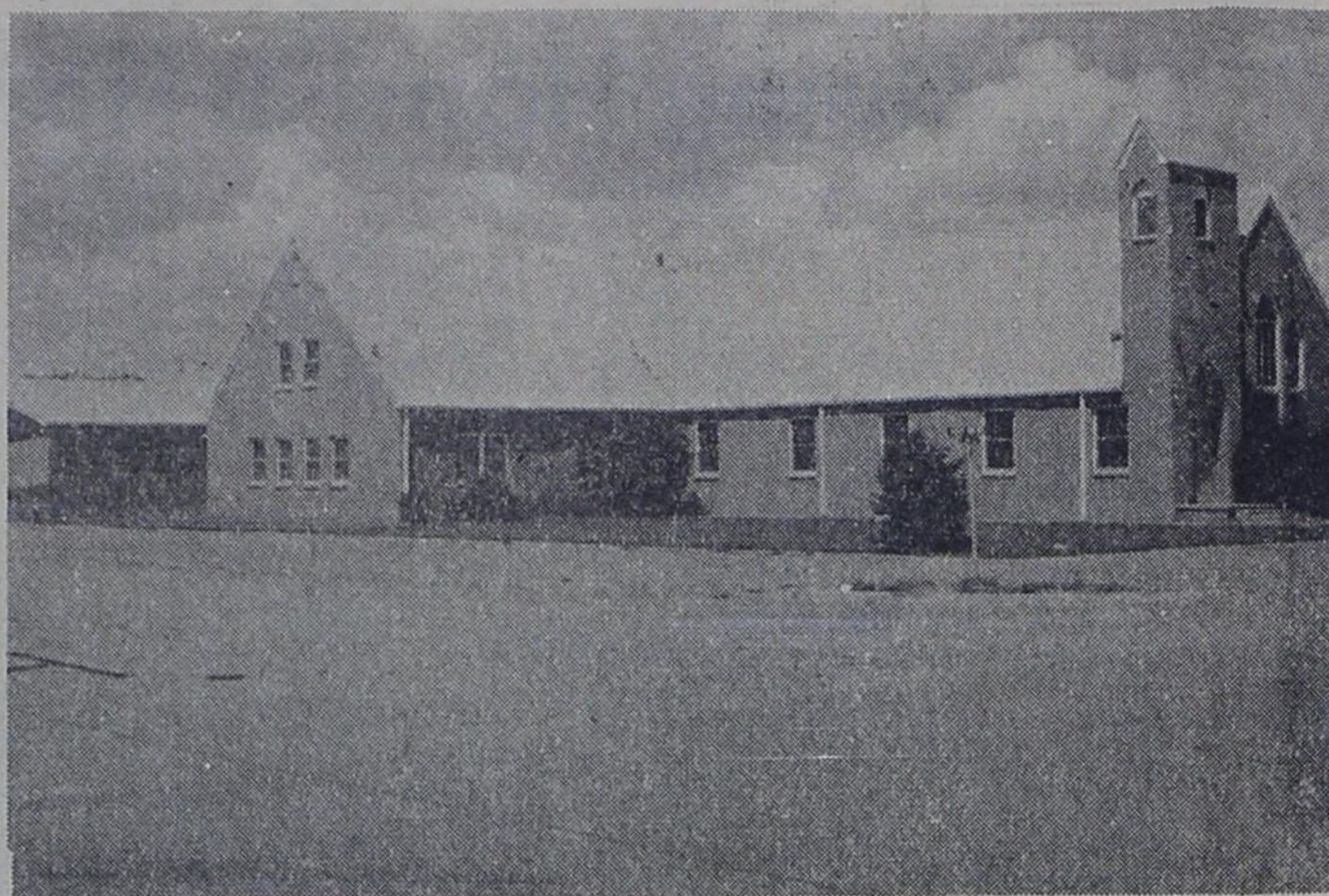
Rev. V. H. Trammel, a missionary preacher from Dimmitt District, was pastor. He preached the one Sunday of each month the Bovina Church met and the other Sundays he preached to other congregations. These services were too far away for the horse and buggy congregation to attend.

Among the nine charter members of the church were Mr. and Mrs. Bill Townsend, Mr. and Mrs. Sam Merrill, Miss Ruth Coons, Miss Rowene Coones and Mrs. G. D. McLean. Although not charter members, Mr. and Mrs. C. F. Hastings, still active members, have had their membership here longer than any member. They joined the church in 1915 and have been members since.

The first building was erected in 1910 during the ministry of Rev. J. A. Sweeny. It was located across the street from the present building. It seated about 75 people comfortably and is estimated to have cost around \$2000. Labor was done by members.

Money for the building was raised through contributions of members and non-members. Cowboys on the surrounding ranches were sent letters telling them of plans to build the church. Response to these letters is given credit for raising much of the funds.

The parsonage was rebuilt in 1937 during the ministry of Rev. I. E. Briggs. While construction was under way, the pastor and his family lived in a Sunday School room in the church and helped with the building of the parsonage. Until this time, an old house on the same spot as the present parsonage, had been the parsonage.



BOVINA METHODIST CHURCH

Rev. Roscoe Trostle (1943-46) was the church's first full time pastor. Prior to this, ministers had preached at Oklahoma Lane and other outlying places, in addition to their Bovina duties.

During the ministry of Rev. Trostle, a financial drive for a new church was started. The drive was delayed due to war conditions.

In 1947, under the leadership of Rev. George D. York, the new building was erected and the first worship service was conducted in it Oct. 5, 1947.

The building was brick veneered in 1948, while Rev. J. B. Baker was pastor.

Dedication services were held Sept. 18, 1949. In the previous 45 years, the congregation had grown from 9 to 211 members and the new, debt-free building was valued at

about \$40,000.

The first building had been adequate for 37 years, but soon after it was dedicated, church leaders realized the new church was inadequate for the expected growth in membership. The sanctuary contained plenty of space but there was a definite lack of space for Church School activities and a meeting place for church socials.

In April, 1957, the church approved plans to build a \$40,000 educational addition. Members of the building committee were Bedford Caldwell, J. T. Hammonds, Tom Beauchamp, George Turner, Mrs. E. M. Ware, Mrs. Billie Sudderth, and Vernon Estes.

The addition was completed and open house was conducted in October, 1957.

Plans for the building were begun in 1954, under the pastorage of Rev. Walter G. White.

Money-raising campaigns were conducted with the "Lord's Acre Program" and the "Mile of Dollars" bringing in about \$6500.

The education addition is 96 by 46 feet and has three individual classrooms, a kitchen, two rest rooms and a long fellowship hall that can be converted into three class rooms. The hall will seat about 250 people at banquet tables. This fellowship hall gives the congregation a place where all members can come together for suppers and socials.

The outside of the building is brick veneer to match the old building. Separate rooms are now provided for each church school class.

The rooms have tile floors. The entire building is air conditioned and centrally heated.

After the education addition (Continued on Page 8)

ED PAETSCH —

Auto Service Keeps Pace With Bovina



Ed Paetsch opened his auto service garage in its old downtown location on North Street in 1954, bringing 23 years of factory experience with Chrysler Corporation in Detroit, Mich., and California, to Bovina.

Ed found a small town with no paved streets and only one street light when he arrived, but he believed that Bovina would someday be a top-notch city so he installed top-notch equipment in his garage.

A scope machine that can

be fastened to an engine and diagnose internal troubles was part of the ultra-modern machines and equipment Ed believed would be necessary to maintain his garage as the best in the area. The machine is still used. Ed willingly gives engines "free checkups" with the machine. The scope machine is the only one of its kind within a 150 mile radius of Bovina.

In 1956, the garage moved to its present location on Highway 86.

Ed's Auto Service specializes in servicing Chrysler irrigation engines and passenger cars. O. D. Short, mechanic for Ed's, specializes in automatic transmissions of all kinds. He has had five years experience in that type work in California.

Pickup and delivery and 24-hour wrecker service, paint and body work and free engine checkups are featured at Ed's.

Since Ed opened a garage in Bovina, he has been an advocate of keeping Bovina business in Bovina. He believes that the

best way to do this is to provide better facilities than are found anywhere else.

"We aim to please and will please or the work will be free," Ed says.

Ed's Auto Service has seen five of the fastest years of progress in Bovina that any town has ever made. Ed thinks the next five will be just as good. He plans to keep promoting trading at home by making his business one that can not be surpassed in facilities and service.

Ed's Auto Service

Hwy. 86

Bovina

Gaines Hardware Marks 35th Year



March of this year marked Gaines Hardware's 35th anniversary as a leading Bovina business institution. Formerly the biggest harness and implement dealer in the county, it now handles everything from harness to electric appliances.

J. Sam Gaines, father of Lady Gaines Armstrong, store manager, first opened the store in 1924 when Bovina was two stores, a blacksmith and a service station. "Nothing Knocks on Bovina But Opportunity" was the sign erected on the front. The sign has remained along with the philosophy that it contains.

The elder Gaines was a progressive type individual that believed in advertising, the hardware business and Bovina's future. His faith in them was

justified before his death in 1933.

Horse drawn implements and harness trade made Gaines Hardware tops in the area. When these commodities became less in demand, modern appliances replaced them, keeping the firm in step with progress.

The big sign over the store has been there since the store opened and Lady says it will stay there as long as she is in charge. Her father's spirit is apparent in her.

Today Gaines Hardware carries a complete line of modern merchandise but harness hangs in a back room in case a call for it comes. "We once ordered horse collars by the gross," Lady says.

This gives an idea of the

range in goods the store has. From harness to china to radios --all can be found in Gaines Hardware.

To say Bovina's pioneer hardware firm is a general store is a great understatement. Only Lady knows what all is in the store and she can find it when it is wanted.

Lady has worked in the store since 1925. She has been store manager since 1933 when the elder Gaines died. She knows the store, the business, the area and the people of the area.

Dishes, dolls, dinnerware; bolts, balls, bullets--anything one thinks is too old to be stocked, or too new to be on the market yet, can be found on the shelves of Gaines Hardware.

STARTED IN 54—

Glasscocks Build Real Estate, Insurance Business

Alvin and Doris Glasscock entered the real estate business in 1954 as partners with Dean Bingham at Hub.

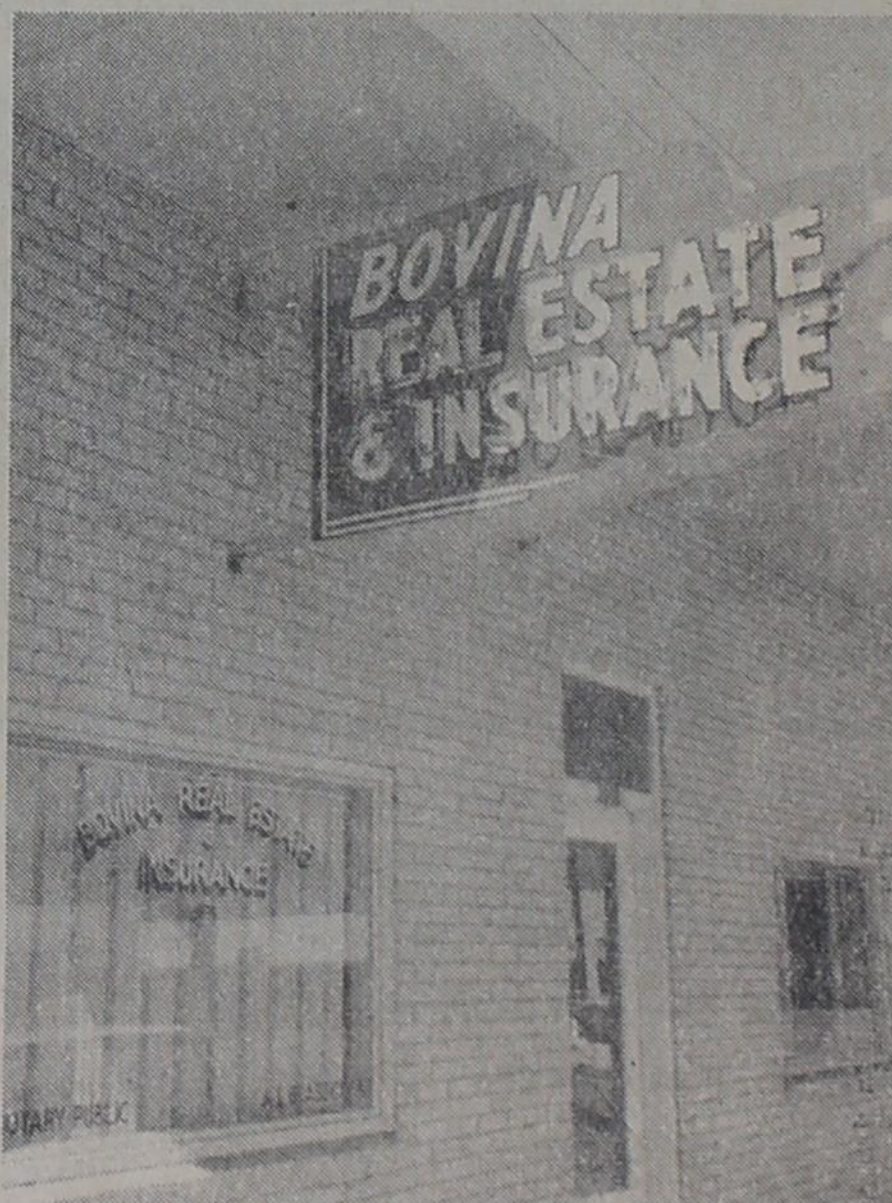
Two years later, after they had obtained a sound background and good understanding of real estate, they opened real estate and insurance offices in Bovina's Bank Building, where they are presently located.

The Glasscocks started the insurance agency from the ground floor. It was and is their aim to write policies for companies that give fast and fair adjustments. Their companies are staunch, old-line firms that operate on a national basis.

With this attitude toward insurance, and the experience in real estate, the two agencies have progressed rapidly. From no policy holders in 1956, to over 200 today, service given by Bovina Real Estate and Insurance has been winning customers.

Real estate service given by the firm is dependable and buyers and sellers who want to make swift transactions they will be proud of, list with Alvin Glasscock. Bovina Real Estate and Insurance cooperates with other agencies so their listings are seen by many buyers.

From '56 to '59, progress has come swiftly and steadily to Bovina's top real estate and insurance people. The Glasscocks will continue to progress with Bovina.



Bovina Real Estate And Insurance

Bank Building

A. L. Glasscock

AD 8-4382

Gaines Hardware Co.

"Nothing Knocks On Bovina But Opportunity"

NOW ONE OF BEST IN TEXAS —

School System Started In Old Section House

In the early nineteen hundreds, as more families and permanent citizens began to make their homes in Bovina, a need for a school became apparent. A woman who lived in the section house is given credit for starting Bovina's first school.

The lady had a large family and was a firm believer in education. Even if it meant making sacrifices, she was determined to see that her children got some schooling. She hired a private teacher and set up school for her children in the section house.

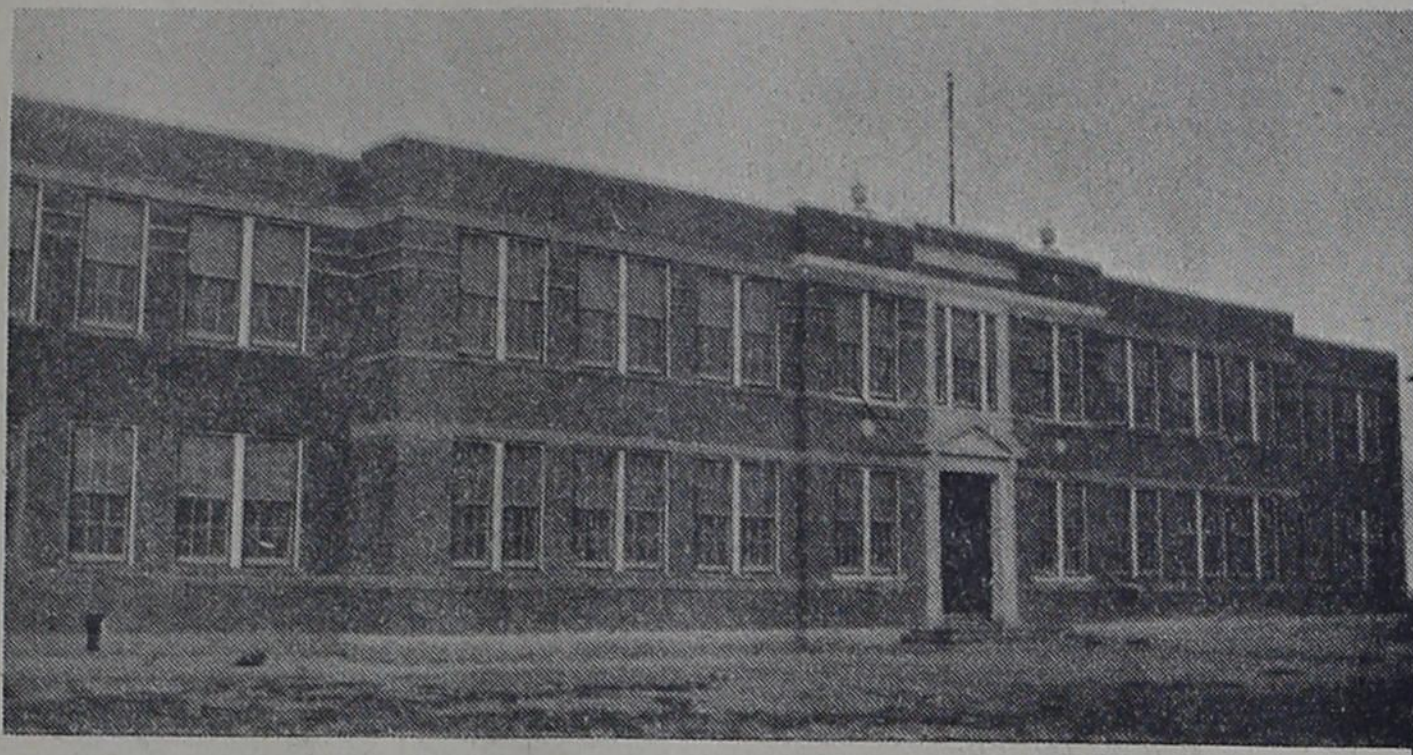
Once education was started, more and more parents decided Plains children living in a cow town needed to learn how to read and write so they began sending their children to the section house school.

Soon this increase in the enrollment of the now semi-private school, made the section house too small for a school house. Many children were having to miss school because the house just wasn't large enough to take care of all who wanted to come.

About 1903, the first effort to raise funds to build a public school building in Bovina were started. Cattlemen who drove their herds to "Bull Town" were asked to donate to the school house fund and most of them made generous contributions.

The building was constructed the next year. It was a one-room affair and is now part of St. Anne's Catholic Church. All grades conducted their work in the one room with only one teacher.

By 1907, school enrollment had outgrown the one-room structure and by now the educated-minded people were able to gain enough support to build what was then a very modern two-story building that had 13 rooms, including an auditorium.



DESTROYED IN 1953--The two-story building leveled by fire seemed modern until the present one was completed.

The auditorium was achieved by moving two petitions.

Twenty-five students attended the school in its opening term. Teachers were Mr. Burham and Mrs. Sprawls. Coal stoves furnished heat and a windmill supplied water.

By 1928, enrollment had again outgrown the building and an addition was necessary. It was about this time that Bob Williford, custodian who worked at the school for 21 years began his duties.

The 1928 addition gave the school an auditorium and steam heat in addition to more class rooms.

Williford, or Mr. Bob as he was called by everyone, became an institution at the school. Students loved him, teachers liked him and the administration respected him.

A superintendent, John O. Baker, first called him Mr. Bob and the name stuck with him until his retirement in 1949. The Willifords even received mail addressed to Mr. and Mrs. Bob. Many students

never knew he had another name.

Proof of student feeling for Mr. Bob was demonstrated on several occasions. In 1940, after 12 years with the school system, Mr. and Mrs. Bob were asked to go on the senior trip. The school annual, which was then called the El Caballo (the horse in Spanish) was dedicated to Mr. Bob.

When Mr. Bob started at the school, eight teachers made up the faculty. The present faculty numbers 23 teachers.

In remembrance of Mr. Bob, Bovina Public Schools erected Williford Gym in 1952. This was part of an improvement program that gave the school system a lighted football field and new building in less than four years, in addition to the gymnasium.

The lighted football field came in 1951.

The big improvement, and the one that causes some authorities to say Bovina's school has the best facilities of any small city school on

the Plains, was made because of necessity.

On the night of Sept. 17, 1953, the old two-story school building burned to the ground, leaving students at the beginning of a school year with no class rooms.

Temporary barracks were moved in and used for classrooms and the school board started laying plans for a new school house. Details took time to be worked out and several times the meetings lasted until the wee morning hours.

Finally the contract was let. The board had decided since fate had made them move, they should make a move they wouldn't regret. They chose the best. The building is valued in the neighborhood of one-half million dollars.

From the tiny one-room building that started Bovina's public school system, to one of the most beautiful, well equipped school buildings in Texas, has been a path of steady

(Continued on Page 8)

CICERO SMITH LUMBER CO.—

In Bovina Since 1904



"In Bovina since 1904" says a sign above the door of Cicero Smith Lumber Co. The sign is becoming more significant as the half century mark gives way to three quarters or 75 years.

Fifty-five years in one town is quite an accomplishment and staying up with the progress of a town that has risen as much in the past ten years as Bovina has is really something to marvel at.

During the half-century plus, Cicero Smith has changed locations only once but has had to change practically everything else in order to keep up with the times. From horse-drawn delivery carts to modern trucks, anything to enable better service has always been adopted as soon as it is available.

Today Cicero Smith maintains a complete line of building materials and hardware. A toy supply is currently being discontinued at money-saving prices.

Bovina's oldest business institution doesn't show its age except on the sign over the door, as it continues to give the service that has enabled it to lead since Parmer County was first established.

11 MONTHS IN BOVINA—

Super Saveway New But Well Established



Super Saveway Grocery not quite one year old and one of Bovina's most progressive businesses opened in the large modern building on North Street September 12, 1958.

When Carrie Melear and Alton Barton established the store, with F. H. Lindsley as a partner, they were sure they were locating themselves in a town that would soon be a city. To be prepared for the growth, they located their business in a large building that could take care of more business as Bovina grows.

In the 11 months the store has been in operation, business has been steadily increasing. "We looked for a location in

several plains cities before deciding Bovina held the brightest future and opening here. Our faith has been more than justified," says Carrie.

Super Saveway has modern frozen food, vegetable and meat facilities. "We are especially proud of our meat market, operated by J. D. Stevens," Alton says.

The store also has jewelry, dry goods, drugs, and records, making a shopping center under one roof.

Super Saveway is established and has nearly finished one year. Carrie and Alton believe their charts will continue to climb and Super Saveway will keep abreast of Bovina's surge forward.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Double Frontier Stamps Each Wednesday With Purchase of \$2.50 or More.



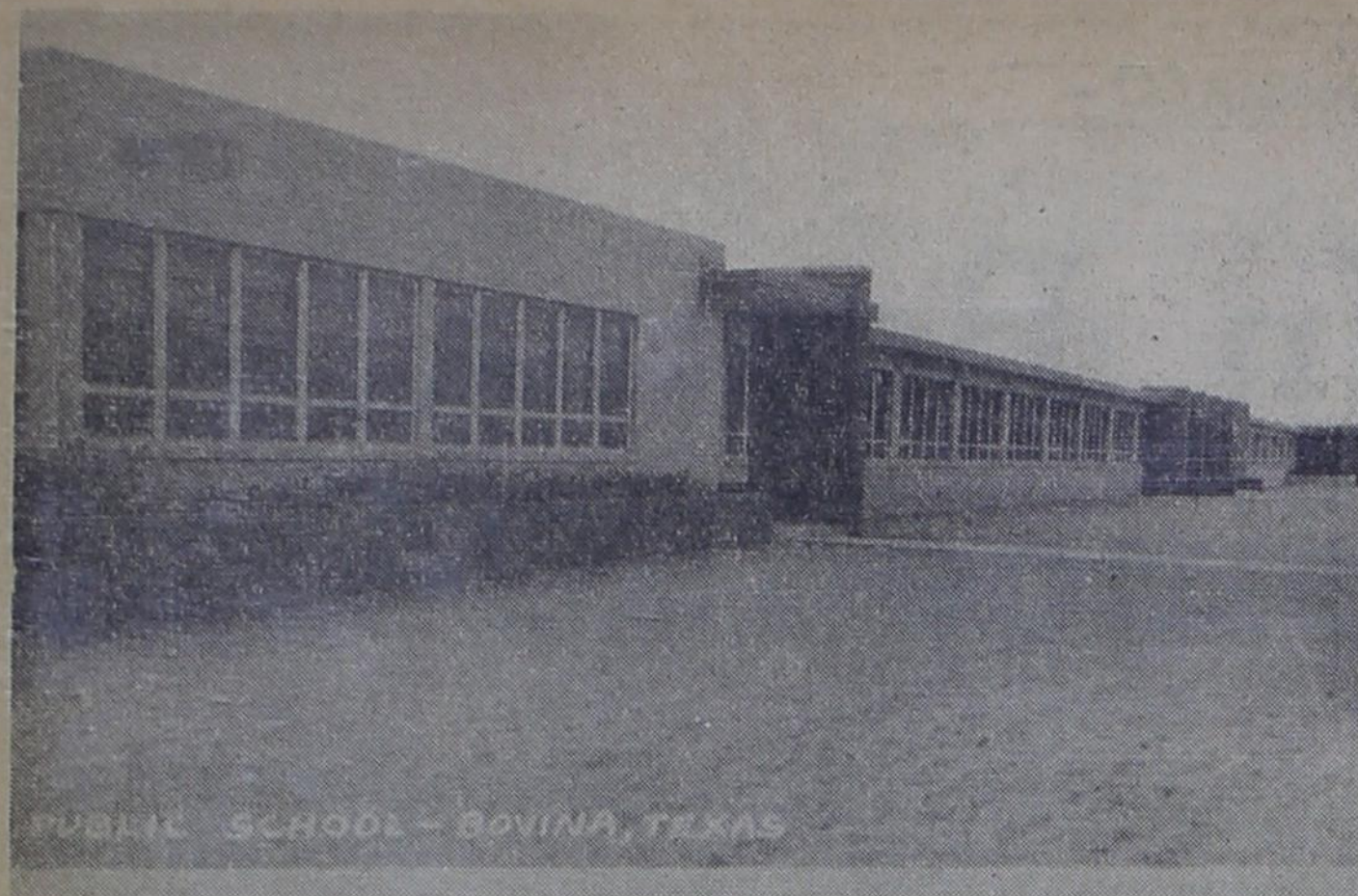
SUPER SAVEWAY

BOVINA PH. AD 8-2811

—OPEN SUNDAYS—

Cicero Smith LUMBER COMPANY

Phone AD8-2671 - Bovina



THE PLAINS' MOST BEAUTIFUL--Dedicated in 1955, this building put Bovina in the education spotlight.

Progress Has Touched Everyone In Bovina

(Continued from Page 1)

a new era in residential, school, retail, church, industrial, and community development. Homes sprung up on the buffalo grass covered vacant lots. Elevators bulged and overflowed with the tremendous crops of milo and wheat. Workers labored through the nights to increase storage capacity, but still they overflow each season. Gins sprang up in town and around the trade territory. The throbbing economy call for more and more, and so West Texas' finest small city school was built, a modern water and sewer system installed, and paving with curb and gutter run through much of the developed residential areas. New store fronts and complete new businesses popped up everywhere to serve the burgeoning economy.

Today, Bovina is still very much on the grow. The city sprang from a population of 600 in 1955 to over 1500 today--increase of 150% in only four years. The people today are more confident than ever that the future holds great things for Bovina. But they aren't cocky. In fact, they aren't a bit different from their mothers and fathers who first broke out the land with "Georgia stocks" a half century ago. They're the same pioneers, only pioneers of another era. They haven't lost their wide Texas grins, or their firm, warm handshakes. They haven't forgotten how to sit around in the evening and swap yarns with their neighbors, or to go see a stranger in town and ask him to church or to Lions Club.

Bovina is different on the outside, but the same as always on the inside. That's what makes this little "cownown," once the capitol of a great cattle empire but now looking very grown-up, the finest place of all to live.

Cows To Cantaloupes

(Continued from Page 5)

Bovina's growth cannot rightly be called a boom, because the proverbial boomtown soon busts. But Bovina won't. She is being built strong and steady, by her strong and steady citizens and her income with the same qualities. Water lines, sewer lines, street signs and paving. Better homes, bigger schools and stronger churches. These have all happened to Bovina and more is yet to come.

The improvements that will become a matter of record in the years to come will be, as those which have already arrived, a credit to the people of the community.

Methodist Church

(Continued from Page 6)

was completed, the church was not ready to stop and rest on past accomplishments. Members looked around for needed improvements and found the parsonage needs replacing.

Construction is currently underway on a \$17,000 parsonage that will soon be ready for the present pastor, Rev. Davis Edens, and his family to occupy. The home will contain three bedrooms, two baths, a family room, kitchen, utility room and large garage.

From nine members 54 years ago to the 297 enrolled in the church today, growth of Bovina Methodist Church has kept in step with Bovina's surge forward. The church's \$2000 building that was good enough for 37 years has given way to an \$80,000 structure in much the same manner established city structures and practices gave way to modern ones.

Church progress reflects community progress.

School System

(Continued from Page 7)

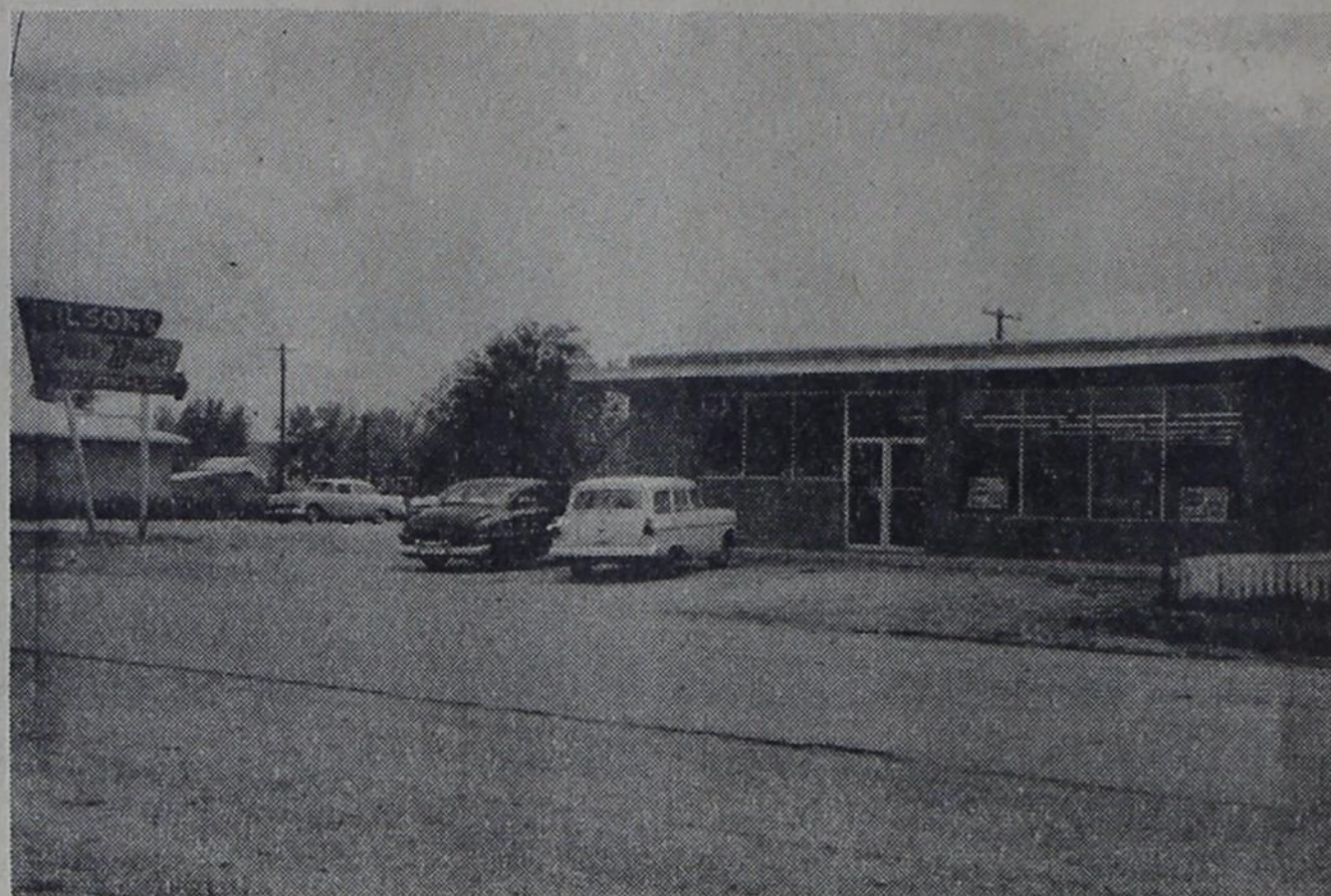
but not easy progress. Tomorrow's citizens that are today's school children will doubtlessly be impressed so with the value of an excellent school system that they will maintain and improve it when their time comes. Community progress is reflected in school progress.

Texas had 27 of the nation's 2,062 butter manufacturing plants in 1957. Two of these produced more than 1 million pounds of butter that year, says AMS.

"The Bovina Blade Serves The Agricultural Center Of Parmer County"

HERE 13 YEARS--

Wilson's Keeps Pace With City Progress



Wilson's Super Market, Parmer County's finest, has been in the beautiful new building on Third Street only two years but A. M. Wilson, the owner-operator, has been a Bovina groceryman for almost 13 years.

The former location was at North and Third streets before it moved into the spacious, modern new building.

Wilson has been in the grocery business most of his life and has seen the early store that handled nothing but groceries

give place to the modern supermarket, with drugs, houseware, meats, dairy products and frozen foods. Wilson believes in keeping up with the times and stocks new products as soon as they hit the market.

Wilson's Super Market is affiliated with Panhandle Associated Grocers, of Amarillo. This affiliation allows him to give low prices without sacrificing quality. "We urge people to compare our prices and quality with anyone, any-

where," Wilson says. Wilson's also maintains variety that is unmatched in this area.

Shopping comfort is a pride of Wilson's. Refrigerated air conditioning, wide aisles with dust free, well-lighted shelves make shopping at the super market a relaxing pleasure.

Courteous clerks are always willing to help and attractive displays give menu suggestions. Meats is another of Wilson's specialties. Top quality government graded meats are always

found in the meat cases. A special service of processing meat for home freezers is also offered.

Proof that Bovina shoppers like comfort, a complete stock and top quality with low prices is shown in Wilson's sales chart. It shows an increase of 300 percent in sales volume since the supermarket moved to the new location. Continued volume increase is assured as Parmer County's finest continues to progress.

WILSON'S

Phone AD 8-4781

PARMER COUNTY'S FINEST

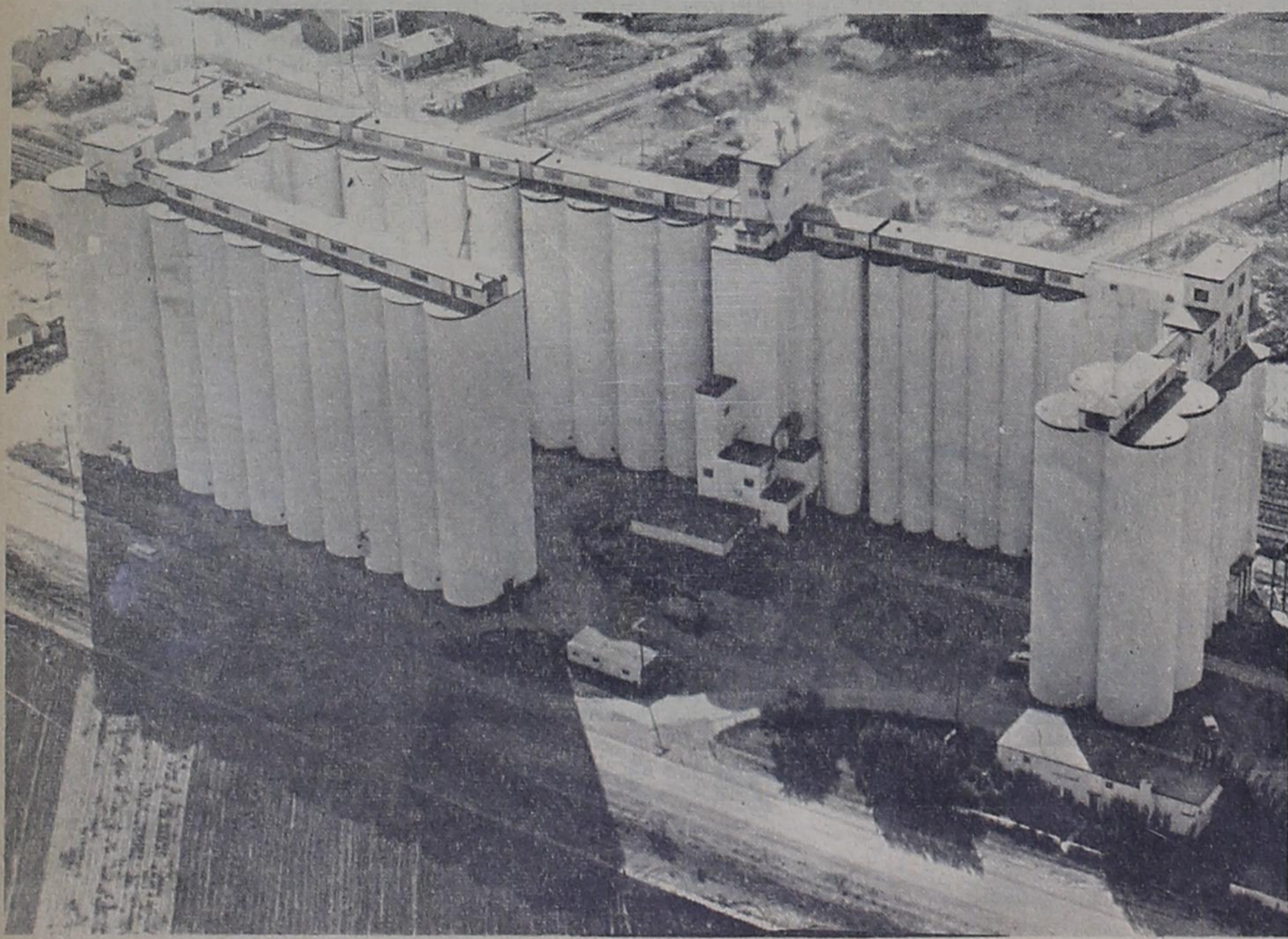


SINCE 1947

SHERLEY GRAIN CO. Has Been ...

SERVING PARMER COUNTY FARMERS THE YEAR 'ROUND

Federally Licensed and Bonded



SHERLEY GRAIN COMPANY

— BOVINA —