

A LOT OF BULL --- Bovina's bull statue was put on its base on Highway 60 Monday afternoon. The statue was hauled here from Lubbock, where it was made by James Richards, by Robert Calaway, Cash Richards and Rouel Barron, shown at left in the trailer which was used to transport the structure. The two views in the center show the bull statue being unloaded from the trailer and placed on the base, which is of masonry construction.

The statue was lifted in place by a hydraulic A-frame truck operated by Kenny Birkelbach and Jack Green of Birkelbach Machine and Pump. The statue was then bolted to the base and covered. The covering is scheduled to remain on the bull until the dedication ceremony during Bull Town Days --- Saturday, August 16 at 4 p.m.

TEXAS PRESS ASSOCIATION  
Member 1969

# The Bovina Blade

"In The Agricultural Center Of Parmer County"

10¢  
Per  
Single  
Copy

THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

WEDNESDAY, AUGUST 6, 1969

Bovina, Texas

VOL XV, NO 6

WHITTLIN

By DOLPH MOTEN

## 1969 Bull Town Days Set For Next Week

In Tuesday Balloting --

### County Voters Favor Water Amendment

Parmer County voters gave overwhelming approval to the proposed state water plan in Tuesday voting.

The water plan amendment was one of nine proposed changes for the state constitution which voters decided on in the statewide election. It would allow the state to issue \$3.5 million in bonds for water development.

The voter turnout was light --- about half the number to be expected in a regular election --- but the ballot total was considered good in view of the fact that only proposed amendments to the state constitution were voted on.

Given credit for attracting most of the voters was the water amendment which is considered of prime importance to the people of the High Plains where sufficient irrigation water is considered a must for continued growth and development.

Parmer voters expressed their approval of the water amendment to the tune of 1005 votes for and 75 against. That is possibly as nearly united as one county can be on any one particular subject.

In the absentee vote count, for instance, the water amendment was favored 100 per cent --- 15 for and none against. At Oklahoma Lane, Rhea and Black, only two votes were cast against the water plan amendment in each box.

The water plan, which was No. 2 on the ballot, was expected to have rough sledding downstate in spite of its tremendous popularity in this area.

On the other eight proposed constitutional amendments, the voting in Parmer County was much closer. Those failing to

gain approval were No. 4, which would give state legislators a raise in pay, No. 5, which would have increased the state's total amount for welfare, and No. 9, which provided for annual state legislative sessions.

The proposed amendments were titled 1. Constitutional Deletions, 2. Water Development Authority, 3. Legislator's Salaries, 4. Water Supply Tax Exemption, 5. Welfare Fund, 6. Bond Rates, 7. Employee Survivor Assistance, 8. Student Loans, 9. Annual Legislative Sessions.

Appearing elsewhere in this issue of the paper is a "box score" of the vote total on all nine of the amendments in the various voting precincts of the county.

#### Weather By Willie

Some showers this week. Looks like a hot, dry month. ---Willie  
Our average rainfall for August is 2.34 inches. Heaviest recorded rainfall for August was 6.76 inches in 1906.

#### Summer Shower Totals .54

A summer shower deposited .54 of an inch of rainfall on Bovina early Saturday night, helping 1969 keep its reputation of being a good year, moisturewise.

The rain seemed to be heavier in Bovina than it did outside the city limits. About a quarter of an inch was recorded at Oklahoma Lane and farmers west of town measured three-tenths of an inch. There were no reports of hail accompanying the shower.

### Sixth Celebration Begins Thursday

Bovina's sixth annual Bull Town Days celebration will take place next week -- Thursday, Friday, and Saturday.

Planning for the community festival has been underway for most of the summer, with Wendol Christian serving as chairman for the second consecutive year. "Everything is on schedule," Christian said hopefully this week.

Six beeves have been ordered for the free barbecue to be held Friday afternoon in downtown Bovina.

The beeves will weigh between 500 and 600 pounds each when dressed, said one of the cooks, Mutt Graham. Approximately 300 pounds of pinto beans will be cooked, and 3,000 pounds of cantaloupes are expected to be served, estimates Charlie Flynn of Gateway Produce.

Chief cooks for the feast are Graham and R. L. Hopingardner. "We'll go on the fire some-

time Thursday, and come off Friday morning. We'll pack it (the meat) down and we'll be ready to serve barbecue by six," said Graham.

The meal will be served free of charge to those attending the celebration.

Members of the Young Farmers chapter hauled two truck loads of mesquite wood to Bovina from the JA ranch near Clarendon to be used for cooking the meat.

The mesquite is considered essential to the quality of the finished product.

Shave permits are being sold by a committee under the supervision of Darrell Read.

A \$2 permit enables the bearer to freely walk the streets of Bull Town without fear of being thrown in jail.

Whiskerless men may contact Read, Christian, Luis Serna, or Bob Fillpot to purchase a permit and avoid the downtown jail.

Funds from the sale of permits are used to pay general expenses of the three-day celebration.

Planning and rehearsals are continuing for the Variety Show, which will be staged Thursday night at 8:30.

Under the direction of Mrs. Mike Barraza, the show will have a western theme and is expected to play to a packed house in the school auditorium.

Admission is \$1 per family. Winners in Thursday's cow calling and BTQ Queen will be announced at intermission.

Eight girls have so far entered the competition for Bull Town Days Queen.

The contest will be judged at 7 p.m. in the roping arena on Thursday.

Mrs. Wilma Fulgham, Clovis, will judge contestants on horsemanship, appearance, and personality. The winner and two runners-up will be announced at intermission of the variety show.

The celebration officially begins Thursday with jackpot roping and boys' calf riding at 1 p.m. in the roping arena.

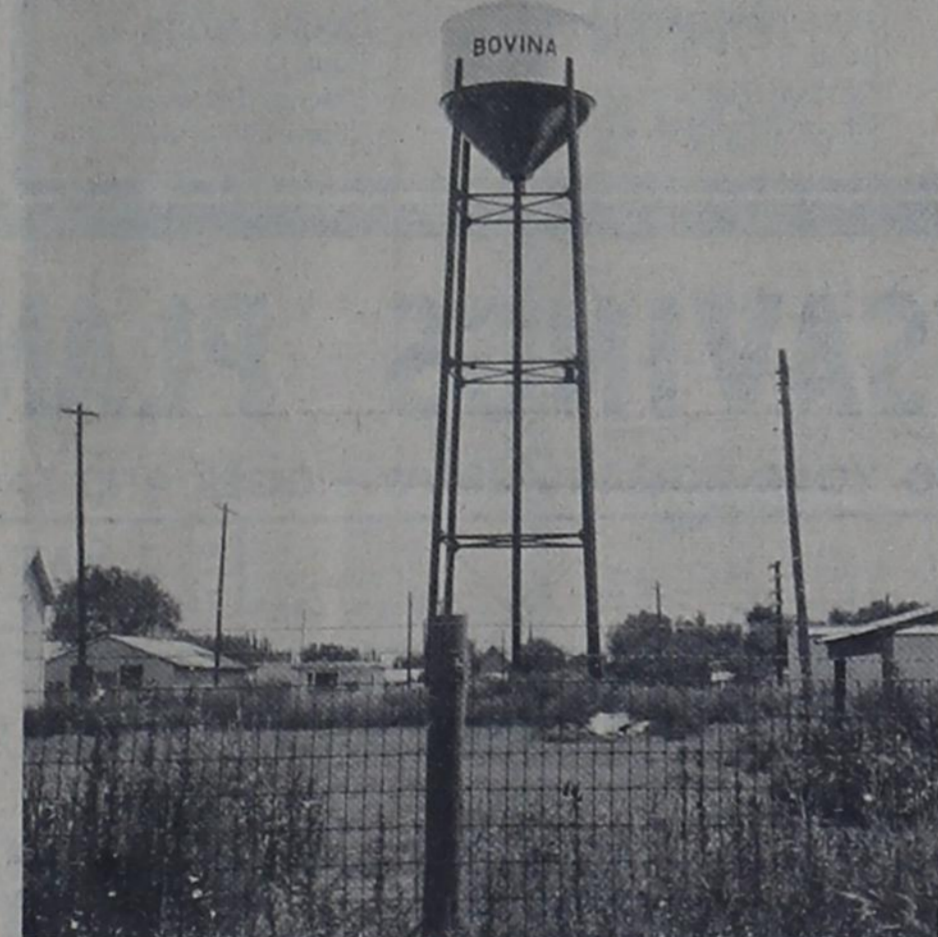
The men's and women's cow calling contests will be later, at 6 p.m. with the beard growing contest judged at 8:30.

The queens contest will follow, with winners in all of these events to be announced during the variety show.

Friday in Bull Town starts early with a Chuckwagon breakfast at Bovina Gin from 7-9 p.m. Following that, old-timers registration will beat the police department, with a community basket lunch slated for noon in the Masonic Lodge Hall.

Mrs. O. H. Jones of the Bovina Women's Study Club, said that the club hoped for a better crowd by having it at the lodge

(Continued on Page 3)



FRESHLY PAINTED --- Bovina's spruced-up water tower looks like this to those viewing it from a distance -- Highway 60. The tower was painted by Southwest Tank and Tower Co., of Tatum, N.M. The refurbished tank now sports a coat of maroon and white paint, with "Bovina" painted on the side. Originally, a mustang was to be painted on it, also, but city officials found the cost prohibitive. The tower was painted in the school colors as an indication of community support for Bovina Schools.

Group Sees 'Texas' --

### Youth Program 'Out Of Hikers'

Bovina's Summer youth program is continuing, but, said coordinator Mrs. Pearl Cervantez, "We've run out of hikers."

Most of the youths involved in the activities have preferred to stay close to home after hikes to Oklahoma Lane and Schillings' Lake.

"We've had cook-outs, skating, and swimming parties," added Mrs. Cervantez.

"We took about 55 kids to see 'Texas', and took the whole group to Amarillo's Thompson Park last Saturday," she continued. "Texas" is a musical pageant of Panhandle history and is performed nightly during the summer at Palo Duro Canyon State Park, near Canyon.

A proposed sewing class for girls is "still up in the air," the program coordinator con-

tinued. "We might postpone it until school starts and have it in the early evenings. Most of the girls who would be interested are working now."

Bovina youths interested in the remaining activities of the Office of Economic Opportunity-sponsored program may contact Mrs. Cervantez at her office in The Blade Building, Monday through Friday, 9 a.m. to 4 p.m.

Nothing succeeds like success.

That theory can be applied to the two or three rich people we know and Bovina's Bull Town Days celebration.

The celebration, which will be in its sixth edition come next week, started off with a bang back in '63 and has grown and developed quite well during its short history. Every year, it seems from here, the celebration has been better from the standpoint of larger crowds and more participants in the various functions. It almost seems that the celebration creates its own steam with which to do better and get bigger.

We think it's one of the greatest things to ever happen to this High Plains community and are proud to have a part in it.

This year's celebration promises to be . . . . . you guessed it, still better. The carnival rides this year will be in town the week following Bull Town Days. This will, in effect, make the celebration and holiday atmosphere last for 10 days instead of the usual three days or a week as it was last year.

Having the carnival here following the celebration proper is a good deal, it seems from here, because the activities during the three primary days of the festivities tend to distract from the rides. There's so much to do that it's almost impossible to get around to it all, anyway, so spreading the carnival over into the next week will give folks the opportunity to take in more of the functions.

Maybe it's hometown pride and a lack of education that makes us think so, but we believe Bovina's Bull Town Days celebration is one of the best small town promotions a'going and has the goodwill and support of a larger percentage of the citizens than any you can name.

Anyway, the 1969 version of Bull Town Days gets underway some eight days from now so you might as well get ready to turn the calf in with the cow for a few days and take it all in!

Smilingest guy around town of late has been H. J. Charles, who spends part of his spare time playing pasture pool or golf. Charles realized the dream that all golfers have recently as he blasted his first hole-in-one.

He was playing with his golfing buddy-rival Carl Rea at the time of the unusual feat.

We questioned Carl about it. "Yeah," said Rea, "It really happened as bad as I hate to admit it, I was beatin' him, too, until he did that."

H. J. is taking the conversation that goes with such an accomplishment with as much modesty as possible, but he still has a tendency to smile when you get him to talk about it.

We weren't there when it happened, so we don't know for sure, but Friend Carl says Charles threw his club up in the air and jumped up and down when he realized he'd made the once-in-a-million hole-in-one.

(Continued on Page 2)



HISTORICAL MARKER REMINDERS --- Weldon Moody (left), maintenance foreman for Parmer County's division of the Texas Highway Department, watches as Doyle Wassom and Steve Pierson attach a historical marker reminder to a Bovina city limits sign. Four of the signs were attached to city limits sign posts this week. The newly-erected signs refer to the state historical marker on Highway 60, which was dedicated during Bull Town Days last year.



The Bovina Blade

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Published at Bovina, Texas, Every Wednesday
Dolph Moten . . . Publisher & Editor
Carolyn Bobo . . . Society & News

Cost Shared --

Farmers Install SCS Methods

Farmers are busy doing conservation work in all parts of the Farmer County Soil and Water Conservation District.

New parallel terraces will also be built later this year on the Jones and Aldridge farm near Farwell, and the V. M. Ferguson and Otho Whitefield farms southwest of Friona.

Hospital Notes

PARMER COUNTY COMMUNITY HOSPITAL

July 29-August 4
ADMISSIONS: Steven McGlothlin, Washington; Lydia Perez, Hereford; Jean Bentley, Friona; Nora Elyso, Texico; Ralph Shirley, Friona; C. A. Paul, Friona; Mamie Pounds, Bovina; Shirley Wilson, Hereford; Doris McDowell, Friona; Gumado Hernandez, Dimmitt; Rojelito Gonzales, Friona; Jackie Harris, Friona; R. J. Garner, Lariat; J. J. McDonald, Friona; Mrs. Darlene Pearson and daughter, Friona; Robert Medina, Jr., Hereford; Jovetta Velasco, Friona; Jeanette Love, Friona; Jane Lucas and son, Friona; Christine Vick, Hereford; Delbert Martin, Texico; Lee Blevins, Bovina; Lois Nelson, Hereford; Julian Zamora, Dawn; Rosie Gomez, Pleasant Hill.

Marriage Licenses

Four marriage licenses were issued by the Parmer County clerk last week. The permits went to Ronnie Dean Rea and Patricia Joan Sain - July 29; Kenneth Earl Tow and Kathie Jean Elliott - July 30; Harold D. Stanberry and Carolyn Sue Cole - Aug. 1; and Charles Stephen Harrison and Marion Kay Busbice - Aug. 2.

First State Bank Presents -- COW POKES By Ace Reid. Illustration of a man at a counter and a cow in a cage.

Now if you're gonna be my Lawyer, the first thing you've gotta do is believe my neighbors had a calf crop failure this year and my cows all had twin calves!!
Most Convenient Banking Hours: 8 a.m. to 4 p.m. Each Weekday-Saturday 8 to 12
1st STATE BANK OF BOVINA --Member FDIC--

Reflections From The Blade

TEN YEARS AGO August 5, 1959 Lloyd Killough, Texas Highway Department maintenance foreman of Parmer County, was named winner of District Five maintenance contest in a foreman's meeting at Lubbock. Zoning regulations for the City of Bovina went into effect after an hour-long hearing during which no protests or requests for alterations were presented.

SIX YEARS AGO August 7, 1963 Gene Hall has purchased the interest of his partner Dub Mayhew, in the H&M Garage. Mayhew was forced to sell his interest due to ill health.

Two more teachers have been hired for Bovina Schools for 1963-64 school year subject to approval of board of trustees, Superintendent Warren Morton announced this week. Two pieces of new equipment for City of Bovina are scheduled to arrive soon, Mayor Boyd Gilreath announced. They are a new street sweeper, and a fire truck.

On The Farm In Parmer County By RONNY MCNUTT County Agent. Illustration of a man in a cowboy hat.

SOYBEAN IRRIGATION CRITICAL FOR TOP YIELDS
How does moisture stress limit soybean yields? The answer to this question is a valuable guide in managing irrigation water. Moisture stress during any part of the growing season will slow soybean plant development and thus limit yields, explains Leon New, area irrigation specialist with Texas Agricultural Extension Service. However, bloom, pod set and pod filling are peak water requirement periods. Inadequate soil moisture during these growth stages limit yields significantly, but in different ways.

THAT'S A FACT

PRINT STUDENT! SO REMARKABLE WAS HIS KNOWLEDGE OF HUNTING AND TRACKING, KIT CARSON COULD IDENTIFY AN INDIAN TRIBE FROM A SINGLE MOCCASIN PRINT! Illustration of Kit Carson.

OUR PHARMACY IS A HEALTH STATION
Almost everything we supply can benefit your health or add to your comfort. We carry dental-aids to keep your mouth healthy. We supply the vitamins expectant mothers must have. We have many other helpful products.
We have thousands of different medicines, carefully stored to protect their potency, classified so that we can immediately locate them. When sickness strikes we are prepared to take care of any emergency.
YOU OR YOUR DOCTOR CAN PHONE US when you need a delivery. We will deliver promptly without extra charge. A great many people rely on us for their health needs. We welcome requests for delivery service.
Don's MEDICINE CHEST Phone 238-4901 Third Street - Bovina Don P. Spring Registered Pharmacist

LEGAL NOTICE

NOTICE TO BIDDERS Notice is hereby given that Parmer County will accept bids for the construction of a bridge across Friona Draw to be located approximately fourteen miles west of Friona on farm to market road 1731 and one-half mile south on Friona Draw, with the following specifications: 55 feet long, 24 feet wide, with four feet of water clearance under the bridge with the underside to be floored also with 16 feet of wing walls at each end, to be built of steel reinforced concrete. More complete specifications may be obtained from Charley Jefferson, commissioner, 307 8th St., Bovina, Tex.

FOR SALE Very attractive three-bedroom home, well-located on corner lot, 90x104 feet. Paved on both sides. This home has evaporated air conditioning and central heating, with many other pleasing appointments for happy, convenient living. All electric built - in kitchen including matching refrigerator. Price, only \$14,000 with lots of terms at 5 1/4 per cent interest. Contact O. W. Rhinehart at

COURTHOUSE NOTES

Instrument report ending August 2, 1969 in County Clerk Office Bonnie Warren, County Clerk. W.D. Ken Dwayne Harrison, M. W. Hicks, Lot 8, Blk. 4, West Loop Add, Friona. M.L. & Assgn, Roman Catholic Diocese of Amarillo - Ray D. Fleming, 10 ac. out SW 1/4 Sect 31, TIN, R4E.

W.D. Ross Ayers, Donald Keith Huckabee, Lot 3, Blk. 2, 1st Instal. Staley Add. #3, Friona. C&J Hobby Shop, owned by Mr. and Mrs. Jimmie Charles, has been moved from its location on Main Street to the Charles home at 902 Ninth Street.

stress at pod filling contained 42 seed but yielded only 19 bushels -- 17 per cent less. Plants that had adequate soil moisture at both bloom and pod filling averaged 17.5 pods containing 45 seed per plant and yielding 41 bushels. This shows the importance of adequate soil moisture during the pod filling stage in obtaining high soybean yields, emphasizes New. Moisture at this growth stage is necessary for maximum seed size and weight. Irrigation applications keyed upon the bloom provide high water use efficiency, contends New. Timing these irrigations with these important growth stages is even more critical for early maturing varieties due to rapid fruiting. This management practice can lead to top yields at harvest time.

WANT ADS

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

RHINEHART HAGEN REAL ESTATE Office Phone 238-3521 Home Phone 238-4452 Bovina, Texas

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

KRAUSE IMPLEMENT CO. BOVINA IMPLEMENT CO. Hwy. 60-238-2541

PIANO LESSONS -- For Beginners only. Sherrill Hulsey, Phone 806-247-3052, 611 Summit, Friona. 42-tnc

New Color Ch. 28 On Channel 6 Weather On Channel 3 See More On Cable TV Clearview Company Of Bovina Phone Bovina 238-3592 Or Friona 247-3271

FOR SALE ---- 1966 Ford Ranchero, 28,000 miles, one owner. Contact Gerald Floyd at Friona 247-5688 or 289-5688. 3-tnc

BARTLETT & POTTS AUCTION SERVICE Specializing in Farm Sales HOUSTON BARTLETT Route 1 Bovina, Texas Phone 389-2191 - Clovis

CARD OF THANKS Thanks to everyone who helped in any way, for the food, flowers, cards, prayers, and expressions of sympathy during Jesse's illness, then his death. Each one will always be remembered. May God bless all of you. Thanks again, Mrs. J. C. Stowers, Bobby, Roy Lee, Nina Jean, Jimmy Don and the brothers and sisters of Jesse 6-1tc

Veterinary Medicines And Supplies SUPER SAVEDAY Bovina

GIRLS & BOYS Plan your future now! For an exciting career doing pleasant work in pleasant surroundings. Enroll now! Course reasonably priced. Terms arranged. La Plata Beauty School 921 E. Highway 60 Hereford, Texas Phone 364-4571 43-tnc

TAKE soil away the Blue Lustrate way from carpets and upholstery. Rent electric shampooer \$1. Super Saveday

Electrical and Plumbing Repairs and Supplies BOVINA ELECTRIC Odie White-Ph. 238-3871

Need party with good credit in Bovina area to take over payments on 1968 Model Singer Sewing Machine in walnut console. Will zig zag, buttonhole, fancy patterns, etc. Five payments at \$5.55 or will discount for cash. Write Credit Dept., 1114 19th St., Lubbock, Texas 79401. 52-tnc

LARRY POTTS Route 2 Friona, Texas Phone 295-3387

AGRI-SPRAYERS



SPECIALIZING IN: INSECTICIDES FERTILIZING FARM CHEMICALS DEFOLIATING Phone Tharp 225-4591 Office and Hanger Located Two Miles West of Bovina on FM Road 2290

ATTENTION, HORSEMEN! . . . Oat hay for sale. Pea-green and of the best quality. Delivered price \$2 per bale . . . one bale or one thousand, Travis Dyer, Phone 238-6561. 4-4tc

LOST DOG -- German Shepherd, no collar, answers to "Sport." REWARD. Contact 238-3741; 238-2091; or 389-2272, Pleasant Hill. 6-1tc

Buy From GEORGE Illustration of a man in a suit.

LONG Trades During Our 1969 Model Year CLOSE-OUT! Pontiac, GMC, Rambler, And Better Used Cars Rierison Pontiac Clovis, New Mexico Home Phone: 481-3876 Farwell, Texas

3 SAVINGS PLANS (MAKING YOUR DOLLARS GROW BIGGER AND FASTER)

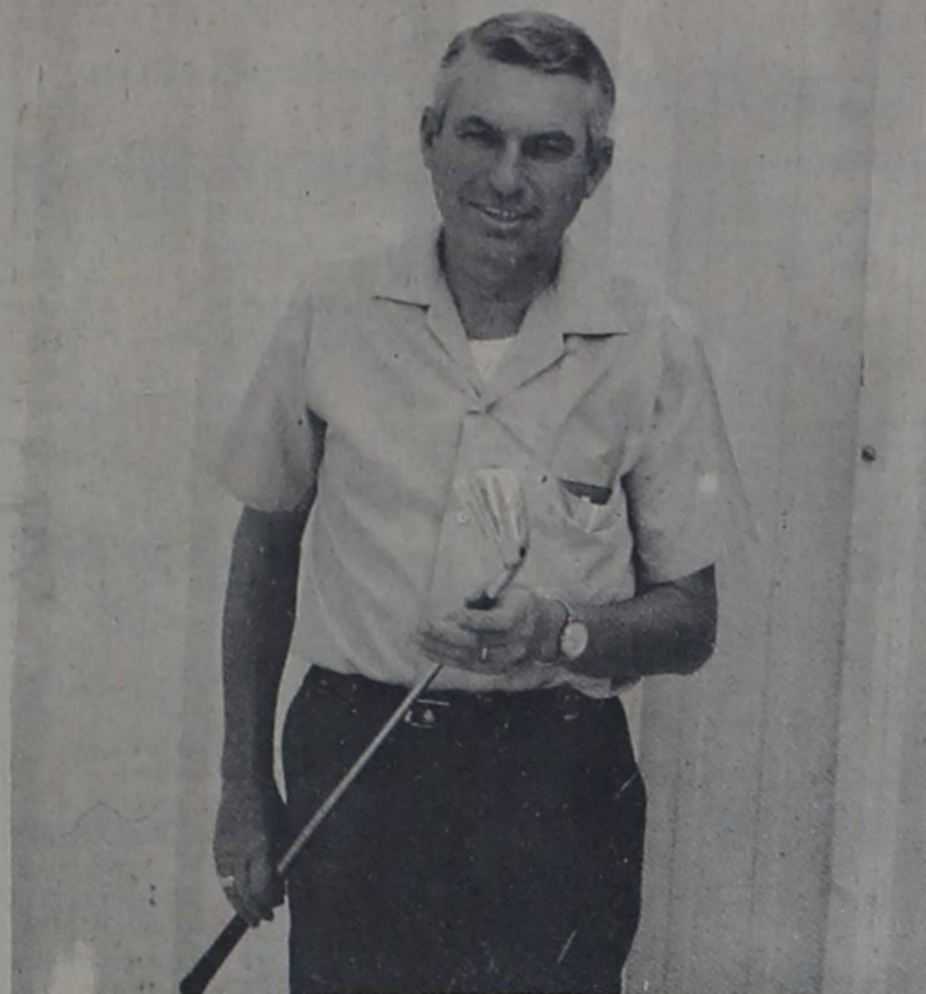
Table with columns: Passbook (Regular 4.75%, 90 DAY NOTICE 5%), VARIABLE RATE Certificate (6-12 MONTH MATURITY 5.25%).

PRESENT 5% V.R. CERTIFICATE DEPOSITORS WILL AUTOMATICALLY RECEIVE 5.25%

FIRST FEDERAL SAVINGS & LOAN ASSOCIATION OF CLOVIS HOME OFFICE 801 Pile St. CLOVIS, N. MEX. BRANCH OFFICE 2nd and Abilene St. PORTALES, N. MEX.

SAVINGS DEPOSITS MADE BY THE TENTH OF THE MONTH WILL EARN INTEREST FROM THE FIRST OF THE MONTH.

SECOND LARGEST AND ONE OF THE OLDEST FEDERALLY CHARTERED SAVINGS AND LOAN ASSOCIATIONS IN NEW MEXICO-SINCE 1934 "OUR 35TH. ANNIVERSARY"



**HOLE-IN-ONE** --- H. J. Charles displays an eight iron with which he hit a hole-in-one on the 160-yard No. 7 hole at Friona Country Club course Thursday afternoon. He was playing with Carl Rea when he made the unusual shot.

**Golfer's Dream --**

**Charles Hits Hole-In-One**

H. J. Charles, who golfs as a hobby, accomplished one of the lifetime goals of linksmen Thursday afternoon as he hit a hole-in-one on the Friona Country Club course.

**Bull Town Days --**

(Continued from Page 1)

hall. Last year the reunion and lunch was at the school. Everyone is invited, not just old-timers, added Mrs. Jones.

Friday afternoon's events will consist of horsemanship activities, an eight-man pony express race, and a downtown parade.

Scheduled for 4 p.m., the parade will wind through the downtown area, and prizes will be awarded in three areas.

Prizes will be given in the float division and to senior and junior riding clubs.

Friday's activities continue with the barbecue, which will be followed by presentation of awards, a square dance contest, and downtown square dance. Pat Kunselman is in charge of the square dancing.

More dancing will be at 9 p.m. until midnight in the American Legion Hall. This teenage dance is being supervised by Mrs. Marie Venable, and features "The Intruders."

Saturday, the last day of the celebration, will begin with the ninth annual Quarter Horse Show. Sponsored by the Bovina Roping Club, judging will begin at 10 a.m.

Interested persons may contact any member of the club for information.

The Bull Statue on Highway 60 will be dedicated at 4 p.m. The statue will accompany a historical marker erected at last year's BTDs. The marker explains the origin of this town's name, and the statue is a visual reminder of what was responsible for the existence of Bovina, Jack McCracken is in charge.

Under the supervision of Pearl Singletery and Al Kerby three cash prizes of \$50, \$35, and \$15 will be awarded to winners of the fiddlers contest at 5 p.m.

Mr. and Mrs. Buck Ellison are presidents of the Bovina Ex-Students Association, and Mr. and Mrs. Dick Clayton are chairmen of the food and decorations committee for the ex-students banquet which will be held in the school cafeteria at 7 p.m. Saturday.

Last year, approximately 104 ex-students enjoyed the chicken dinner.

The final event of Bull Town

The ace came on hole No. 7 which is 160 yards in length. Charles was playing with Carl Rea at the time. Other golfers playing nearby also witnessed the feat.

Charles hit the ball with an eight iron to make the dreamed-about shot. He went on to complete the nine-hole round with a score of 96, which is par for the course.

Charles says he's been playing golf for about 15 years. This was his first hole-in-one.

The Grain Sorghum Producers Association held its annual meeting in Friona, last Thursday.

The meeting started with a tour through the Missouri Beef Packing Plant at 10 a.m. and the business session convened at a local restaurant afterwards.

The agenda included election of GSPA executive committee for 1969-70 fiscal year, consideration of GSPA conducting a referendum where farmers would vote on a program of insect and disease research and grain market promotion, and a review of present legislative situation as it applies to future farm programs and GSPA policy review.

The meeting was open to all interested persons.

Days will be a western dance in the American Legion Hall. Held from 9 to midnight, music will be furnished by a band from Lubbock.

More details and a complete schedule of activities will be in next week's Blade. It will be a special edition of approximately 28-30 pages and will be distributed throughout Parmer County.

Carnival week will be August 18-23.

An Amarillo firm will provide rides for Bull Towners at the baseball field.

Lions Club members will be in charge of ticket sales, and all rides will be 25 cents.

Publicity for the community affair will include television programs, on Amarillo stations KFDD and KGNC. Filming will begin at 9 a.m. Saturday in Amarillo.

Queen candidates, fiddlers, two event chairmen, and some old-timers will represent Bull Town Days on the Amarillo stations, Christian says.

**TenderCrust** 4 1/2 lb. \$1  
Loaves

French's **Instant Potatoes** 6 1/2 oz. Pkg. **29c**

Bama Red Plum **JAM** 18 oz. Tumbler **37c** Realemon **Lemon Juice** 24 oz. Bottle **55c**

Diamond White **Paper Plates** 40-ct. In Poly Bag **69c**

**Crisco** 3 lb. Can **79c**

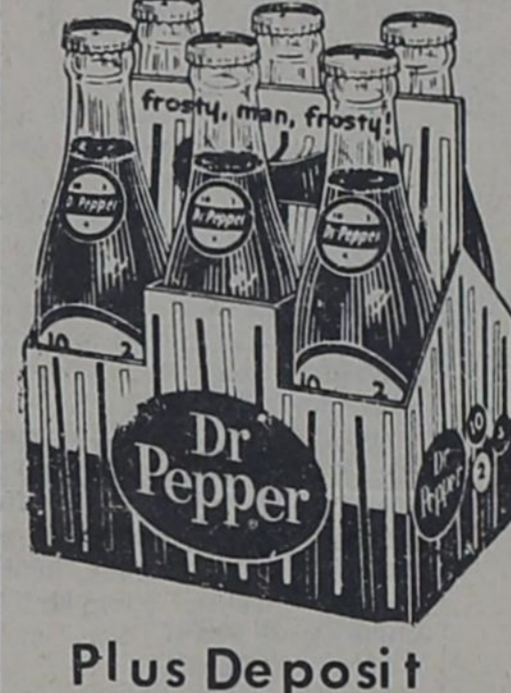
*Wilson's Wisdom:*  
Most parents take credit for the good points of their children and wonder where the perverse symptoms originate.



Shop These Specials At **WILSON'S** Thur., Fri., Sat. Many Continue Thru Wed., August 13

**TIDE** Detergent **79c**  
Giant Box

**shurfresh** 100% PURE CORN OIL **MARGARINE** Colored Quarters lb. **35c**



Regular or Diet **Dr. Pepper** 2 Cartons **89c**  
Plus Deposit

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

**shurfresh** **POTATO CHIPS** 10 1/2 oz. Twin Pak **49c**

**3 for... \$1.00** Assorted Flavors  
Nabisco **VANILLA WAFERS** 12 oz. Box **35c** Sunshine Honey **GRAHAM CRACKERS** 1 lb. Box **37c**  
**Shurfine** **Grape Juice** 24 oz. Bottle **43c** Minute **RICE** 14 oz. Box **49c**

**EVERY DAY... BETTER** **PRODUCE** **POTATOES** US No. 1 Russet 10 lb. Bag **59c**

**FREE** SHEETS, LADIES HOSE, RODS & REELS, DOLLS, BASKETBALLS, FOOTBALLS WHEN YOU SAVE **TenderCrust Coupons**

**Shurfine** **Pork & Beans** 2 No. 300 Cans **25c**

**USDA CHOICE** **BEEF** Sirloin Steak lb. **\$1.09** Round Steak lb. **\$1.09** T-Bone Steaks lb. **\$1.19** Pike's Peak or Rump **ROAST** lb. **89c**

Thompson Seedless **GRAPES** lb. **19c** Calif. K.Y. **Green Beans** lb. **19c** Texas **CARROTS** 1 lb. Cello Bag **10c**

**FROZEN FOOD BUYS** **Sea Star FISH STICKS** 8 oz. Pkg. **19c**

**Welch** **Grape Juice** 12 oz. Can **39c**

**Morton** **PECAN PIE** 16 oz. Size **79c**

**Morton** "Old Kentucky Recipe" **FROZEN PECAN PIE** 16 oz. Size **79c**

**Morton** **BREAD DOUGH** 2 1 lb. Loaves In Pkg. **35c**

**Shurfine** Mixed **VEGETABLES** 2 10 oz. Pkgs. **39c**

**MEAT SALE** **LOWEST PRICES In Weeks**

**Bob Fillpot**  
**BOVINA INSURANCE AGENCY**  
Phone 238-4381 ••••• BOVINA

**WILSON'S** SUPER MARKET Bovina  
PARMER COUNTY'S FINEST  
Phone 238-4781

# Cook's Corner

Featured in Cook's Corner this week is Mrs. Gene (Genevieve) Ezell.

A resident of Bovina since 1933, Mrs. Ezell says that her husband has "been here forever--he was born here."

Her hobbies include reading and yard work, and the Ezells are members of the Methodist Church.

This week's cook has three children and six grandchildren, and is the wife of the postmaster of Bull Town. Originally from Shattuck, Okla., she presents four of her favorite recipes.

40 minutes. Immediately remove bread from pan and place on cooling rack. Brush tops lightly with buttered brush.

\*\*\*\*\*

**STRAWBERRY PRESERVES**  
1 quart strawberries  
2 tablespoons lemon juice  
Boil three minutes, then add:  
2 1/2 cups of sugar and a pinch of butter to prevent skimming;  
Boil three minutes then add:  
1 1/2 cups sugar  
Pour into a large container and leave for 24 hours, stirring gently at intervals. Preserves do not have to be canned, one quart at a time can be cooked. Otherwise, fill sterile glasses or jars with cold preserves and seal with paraffin.

\*\*\*\*\*

**GREEN ENCHILADAS**  
1 pound hamburger meat  
1 small diced onion  
1 can mushroom soup  
1 4-ounce can of green chilis  
Tortillas  
Cheese  
Brown hamburger meat with onion, add soup and chilis. Cook until hot. Spoon mixture onto tortillas which have been fried (crispness to taste). Sprinkle with grated cheese and melt in oven.

\*\*\*\*\*

**STRAWBERRY PIE**  
1 cup sugar  
3 tablespoons cornstarch  
1/4 teaspoon salt  
1 cup water  
2 tablespoons lemon juice  
red cake coloring  
Boil until thick and clear. Place whole strawberries in baked pie crust, pour this mixture over berries and chill. Garnish with sweetened whip cream.

\*\*\*\*\*

**YEAST BREAD**  
1/2 cup lukewarm water  
1 3/4 cups potato water  
3 tablespoons sugar  
1 tablespoon salt  
2 tablespoons soft shortening  
2 packages active dry yeast  
6 1/2 cups flour (approx.)  
Mix 1/2 of flour in mixing bowl with dry yeast and dry ingredients. Mix with potato water and shortening; add water, beat for several minutes on electric mixer to form gluten, adding a little flour occasionally. Take out beaters, and add rest of flour kneading the dough by hand until smooth and blistered, for about 10 minutes. Round up in greased bowl bringing greased side up. Cover with cloth and put in warm place -- about 85 degrees. Let rise until double, then punch down. Let rise again until nearly double, and punch down a second time. Let rise until nearly double once more, divide into two parts and shape into loaves. Let rise until nearly double, but be careful not to let rise too much. Bake in a 375 degree oven about



MRS. GENE (GENEVIEVE) EZELL

## Senior MYF Plans Retreat

The Senior High Methodist Youth Fellowship will be leaving Friday afternoon for a retreat at Lake Ute, at Logan, N.M.

The group will leave Friday and return Saturday evening. They plan to swim, ski, and worship, said church secretary Candy Wilson.

Those attending are Tony Foster, Carol Foster, Greg Bell, Karen Bell, Ruth Ann Hough, Mike Hough, Mike Beauchamp, Gary Sides, Bobby Redden, Debra Kirkpatrick, Doris Corn, Ronny Dyer, Candy Wilson, and others.

A veteran's pension is generally not reduced when he is in a VA hospital and if he has a wife or child.

Sponsors will be Mr. and Mrs. Jerry Wright, Mr. and Mrs. Bob Wilson, Mr. and Mrs. Durward Bell, and Mr. and Mrs. Dean Hastings.

## St. Ann's Picnic Honors Clergy

Sixty parishoners and three clergymen attended the St. Ann's Parish annual picnic last Sunday.

Guests of honor were Rev. Gerald Dunford and Brother Walter Gagne. Another guest attending was Rev. Timothy McDonald from Hereford.

Vice president of the Parish Council, Joe Schilling, presented Brother Gagne with a donation and thanked him for his help in teaching summer school. Brother Richard Zito, who also helped, was unable to attend.

## Of Interest To THE WOMEN

### Thrifty Club Embroideries This Week

The Thrifty Club met this week in the home of Mrs. George Turner.

The ladies spent the evening embroidering cup towels. Refreshments of cake and homemade ice cream were served to Mrs. J. D. Stevens, Mrs. L. M. Grissom, Miss Lola Grissom, Mrs. George Douglas, Mrs. Owen Patton, and Mrs. G. A. Bandy.

Also, Mrs. O. H. Jones, Mrs. P. O. Dixon, Mrs. Wilbur Charles, Mrs. Myrtle Perry, Mrs. Frank Smith, and Mrs. Jerry Ware.



SIX TO NINE-YEAR-OLDS --- Clustered atop the slide in Bovina's City Park are a group of children participating in the Summer Youth Program. The six to nine-year-old group is supervised by Karen Bell and Candy Wilson. From the left, are Corrine Bitzle, Geraldine Bitzle, Juanita Serna, Anita Serna, Sylvia Brito, Ruben Joslin, Diana Gonzales, Rudy Robledo, David Sledge, James Sledge, Joe Gonzales, Victor Robledo, Joe Rodriguez, Joann Mesma, Tommy Mesma, Karen Bell, Isabell Rendon, Phoebe Bitzle, and Candy Wilson.

### Shower Honors Linda Hemke

Miss Linda Hemke, bride-elect of James Lee Calaway, will be honored with a shower, August 8, from 3-5 p.m., in the home of Mrs. A. M. Wilson in Bovina.

Hosting the shower will be Mrs. Carl Rea, Mrs. Vernon Estes, Mrs. Durward Bell, Mrs. Dean McCallum, Mrs. B. L. Marshall, and Mrs. Jay Sherrill. Also, Mrs. C. E. Trimble, Mrs. C. C. Richards, Mrs. Woodrow Wright, Mrs. James Roach, and Mrs. Wilson.

### Study Club Begins Sales

The Bovina Woman's Study Club announces that it has once again begun rummage sales. The sales are held on Saturdays from 10 a.m. to 6 p.m. Old clothes and other items are sold at the Charles Oil warehouse on Third Street.

### Friday Shower Will Honor Mrs. Chandler

Mrs. Leon (Mary) Chandler will be honored with a pink and blue shower Friday afternoon.

The come-and-go shower will be from 3 to 5 p.m. in the home of Mrs. Kent Glasscock.

Hostesses will be members of the Friendly Circle Sunday School Class of the First Baptist Church.

### Jack McCracken's Fashions For Men QUITTING BUSINESS

**Sale CONTINUES!**  
**SAVINGS UP TO 70% on Men's Fashions**  
**SAVE NOW**  
**McCracken's**  
104 Studio City  
Thornton at 21st  
Clovis, N.M.

### Friends Visit Two Bovina Families

Mr. and Mrs. Don French, Seattle, Wash., recently visited Mr. and Mrs. George Turner and Mr. and Mrs. Dean McCallum and family.

Mrs. McCallum and Mrs. French grew up together, and have long been friends with the Turners.

**WHAT'S COOKING?**  
YOU OR THE DINNER? TO SAVE YOUR KITCHEN FROM HEATING UP AT MEALTIME COOK A CASSE-ROLE THE NIGHT BEFORE, WHEN IT'S COOLER. A QUICK REHEATING THE NEXT DAY WON'T TURN KITCHEN INTO AN OVEN.

**We Care**  
\* About You  
\* About Your Clothes  
**Dilger's**  
CLEANERS



ARTS AND CRAFTS CLASS --- Mrs. Pearl Lee Fleming is instructing 10 to 12-year-olds enrolled in the Bovina Summer Youth Program in an arts and crafts class. Some of the participants are painting plaster-of-paris molds. Left to right are Mrs. Fleming, Joe Olvera, Robert Olvera, Tommy Serna, Benny Arizmendez, Earl Quintana, Eleazar Robledo, Peggy Baca, Diane Sledge, Ruben Serna, Carol Brito, Terry Baca, and Sara DeLeon.

### For 'Miss Grain Sorghum' --

## Pam Grissom In Competition

Dimmitt--One of 30 contestants will be named Miss Grain Sorghum of the Nation here Saturday night. A \$1,000 scholarship awaits the winner of the title for 1969.

The 1968 titlist, Miss Karyn Hughes, will crown her successor and presenting the scholarship on behalf of the Castro County Chamber of Commerce will be the 1969 chairman of the event, Bo Bryant, Pam Grissom of Bovina is one of 30 girls vying for the honor.

The pageant will begin at 7:30 with a winner expected no later than 11 p.m. Admission is by ticket only which may be purchased at the door.

Those entered are: from Colorado, Linda O'Steen, Lamar; from New Mexico, Karen Laferty, Portales; from Okla-

homa, Connie Worley, Guymon and Cynthia Goodwin, Knowles; Kansas, Teresa Stephenson, Hutchinson.

Contestants from Texas include; Marilyn Smith, Paducah; Susan Bagwell, Claude; Sue Cannon, Hale Center; Darlene Cannon, Oiton; Dena Patterson, Petersburg; Cindy Saled, Wellington; Becky Hodges, Stratford; Lewene Mullins, Childress; Jyneice Callaway, Spearman; Barbara Hansen, Dimmitt; Rickie Gilbert, Shamrock; Treema Bryant, Muleshoe; Pat Roberts, Friona; Denise Reid, Plainview; Debra Kay Miller, Lockney; Rose Marie Elkins, Tulla; Beverly Rousser, Kress; Mary Rando, Friona; Kathie Ehmann, Miami; Cathy Crossland, Plainview; Beverly Clifton, Amarillo; Dixie Abel, Ralls; and Nancy Turner of Brownfield, and Miss Grissom.

### Carolyn's Comments by Bobo

Before all the action of Bull Town Days begins, I'd like to take this opportunity to bid my fond farewell to Bull Town, Texas.

I have so many people to thank for so many things, that it would be impossible to list each one. However, I would like to thank Dolph Moten, of course, for giving me the opportunity to gain experience in just about all phases of newspaper production. And, a special thank to the folks at the Blade -- Barbara Spears, Lou Nuttall, Lou Garth, Frances Collier, Suzanne Wilson, and Letha Cunningham -- for their patience and help. A special thank to Pat Read, who besides being another nice person, signed my pay checks!

A thanks to my neighbors -- the Marshalls, Kidds, Miss Perry, and Mrs. Macon -- for being such in the true sense of the word. Thank also to Sue Moten for finding the a place to live surrounded with said neighbors.

A thank to you, the readers of the Blade, and hopefully, my weekly column of trivia. I chose not to use the editorial "we" because, being a stranger in unfamiliar surroundings, I wanted to make it obvious that my piddlings didn't reflect the policy of the Blade, but rather my city-girl view.

In general, I'd like to thank all the friendly people in Bovina who have been so nice to me, and managed to laugh only quietly when I admitted that I'd never seen a grain elevator. My summer in Bull Town has been a memorable experience, but I'll be departing August 16 to return to the groves of academe to continue pursuit of a Bachelor of Journalism degree. With one week remaining on the High Plains, let me again thank you all so much, and . . . HOOK'EM HORNS!! BEAT TECH!!

## FRIONA DIVE-IN SWIMMING POOL NOW OPEN

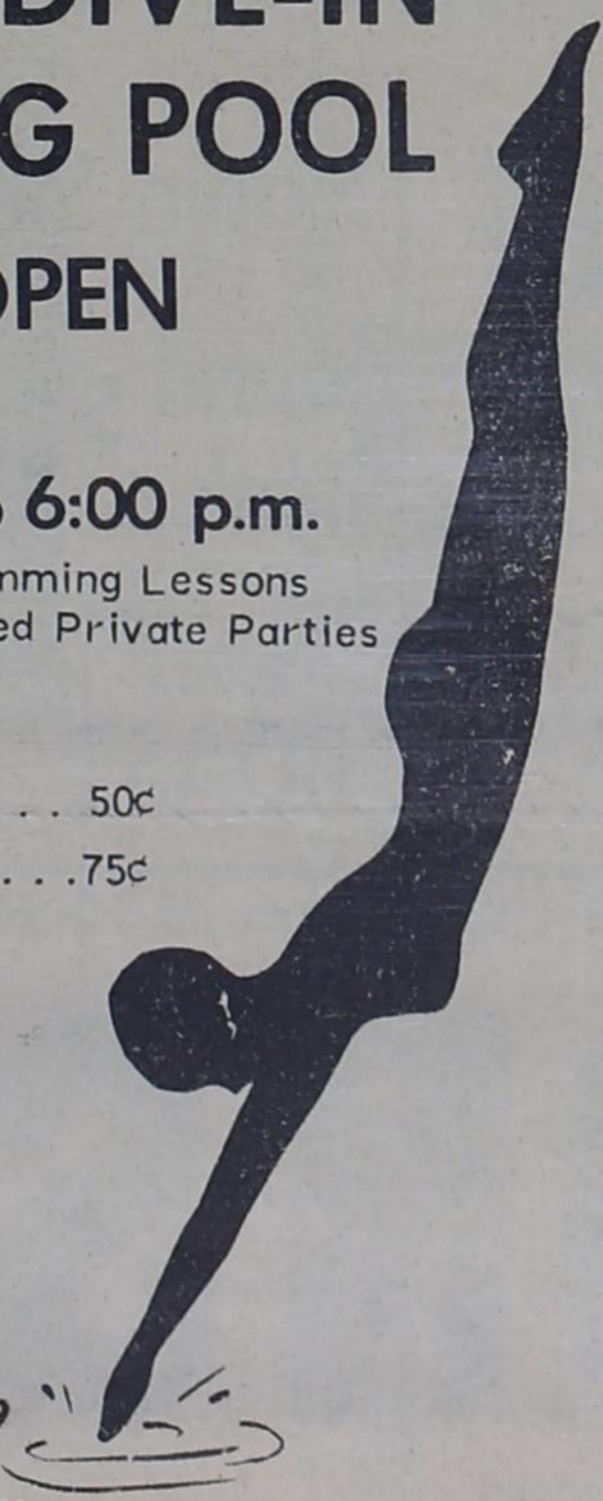
**HOURS: 1:00 To 6:00 p.m.**  
Mornings For Private Swimming Lessons  
Evenings For Pre-Scheduled Private Parties

**ADMISSION**  
Children 1 - 12 . . . . . 50¢  
Adults - Over 12 Years . . . . . 75¢

**SEASON TICKETS**  
Children . . . . \$15.00  
Adults . . . . & \$20.00

**For Additional Information Call:**

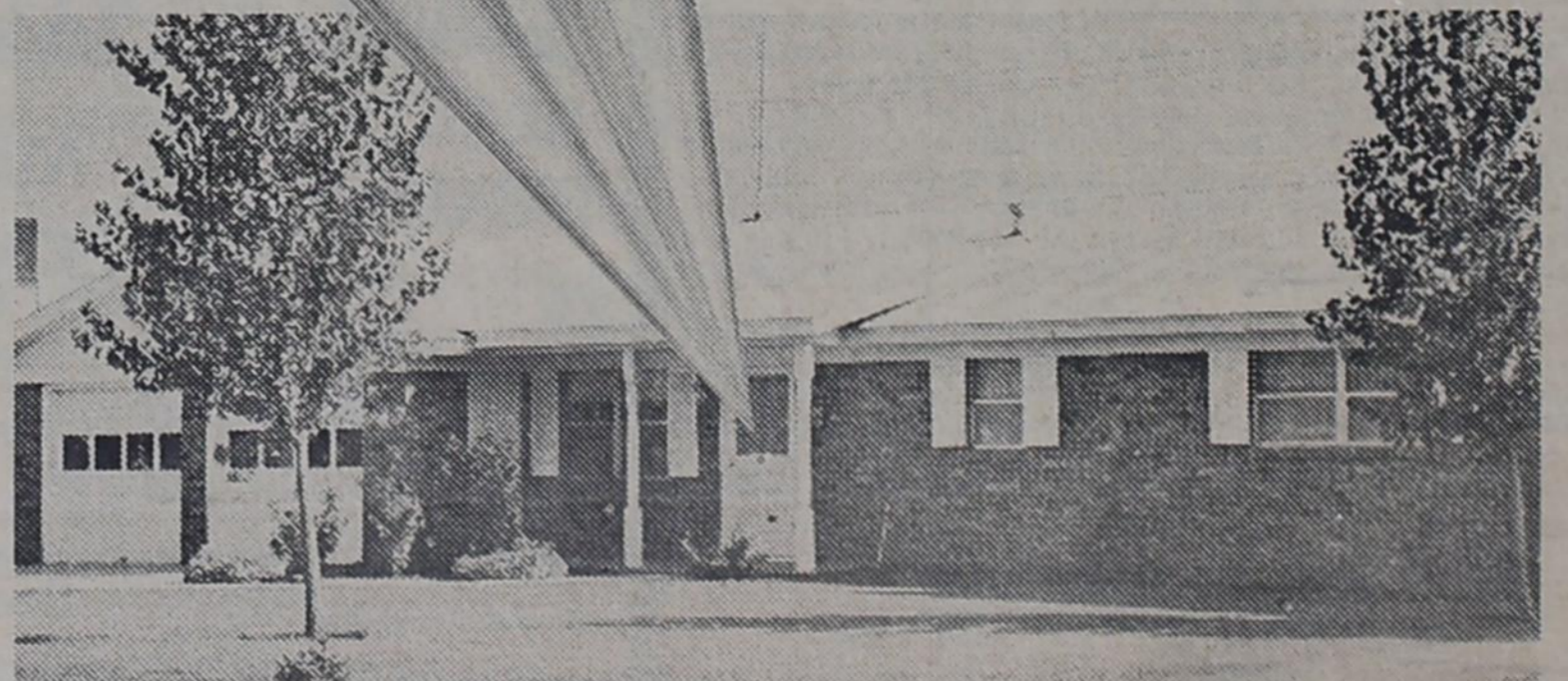
Cecil Maddox - 247-3439  
Or  
Friona City Hall - 247-2711



## Instant



## Magic!



The magic of truly modern living is yours when your home bears the Total Electric Gold Medallion seal. Instantly, at finger touch Reddy goes to work . . . Reddy-magic you might call it. He cleans, cooks, dries clothes, keeps food properly refrigerated, warms or cools the house depending on the season, and provides dozens of conveniences and comforts. Instant magic -- that's Reddy!



# Bovina Area Churches Welcome You!

## Church Chuckles by CARTWRIGHT



REV. TWEEDLE, D.D.

735 © CHAS. CARTWRIGHT

"With car upkeep and depreciation, cleaning and pressing, extra cosmetics, etc., just coming to church costs me 87 cents a week before I put one dime in the collection plate!"

"The kingdom of heaven is like a net which was thrown into the sea . . . when it was full, men drew it ashore and sat down and sorted the good into vessels but threw away the bad." ---Matthew 13:47-48 (RSV)

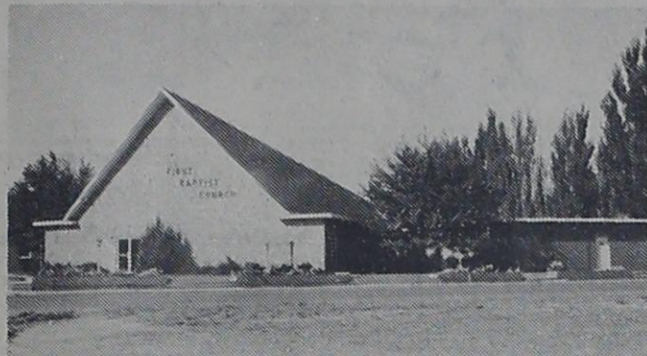
Jesus was stern with religious leaders who made a mockery of the real spirit of worship. He spoke out against the hypocrisy and shortcomings of the religious leaders. Yet we are in error if we jump to the conclusion that He did not think highly of religion and its organization. He centered much of His teachings around the heritage of His people because He thought so highly of it. Jesus spoke constantly of the new, but also reminded His followers of past traditions and teachings. He saw that man is always facing the problem of how to take the best of the past to use in creating something even better.

After talking with His disciples about the intense search they must make for the kingdom of God, Jesus concluded: "You can see, then, how every one who knows the Law and becomes a disciple of the kingdom of Heaven is like a householder who can produce from his store both the new and the old."

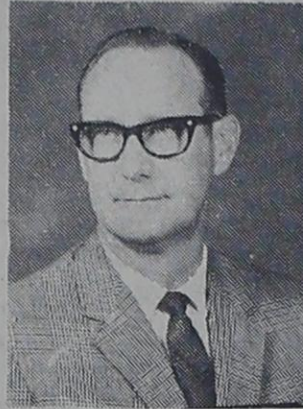
Attend church this Sunday.

J. B. Fowler, Pastor  
Bovina United Methodist Church

## FIRST BAPTIST CHURCH of BOVINA



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



Rev. Ken Moore

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

## OKLAHOMA LANE METHODIST CHURCH



Oklahoma Lane Methodist Church

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



Rev. Woodrow Williams

## ST. ANN'S CATHOLIC CHURCH



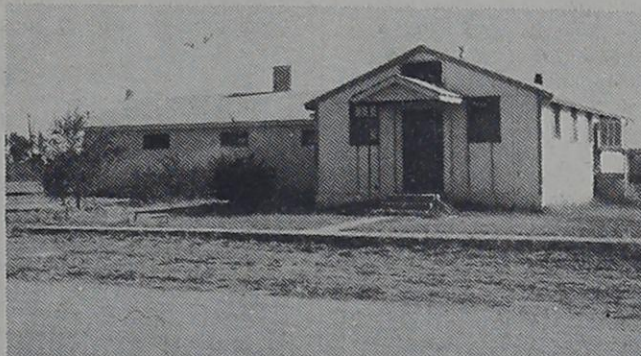
St. Ann's Catholic Church - Bovina

Mass: Sunday 8:30 a.m. and 7 p.m.  
Wednesday - 9 p.m.  
Confession: Saturday 4 - 5 p.m., 8:30 - 9 p.m.



Fr. Gerald Dunford

## MISSION BELEN MEXICANA



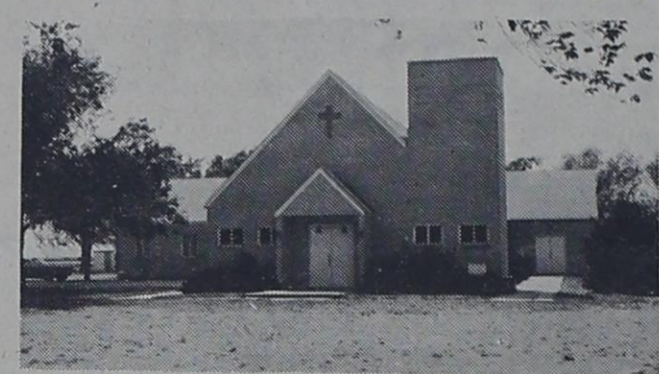
Mission Belen Mexicana

Eseuela Dominical 9:45 a.m. - Mensa Je 11:15 a.m. - Union de Preparacion 6 p.m.  
Miercoles 8 p.m. Estudio de la Biblia



Rev. Ramon Delgado

## ST. JOHN LUTHERAN CHURCH



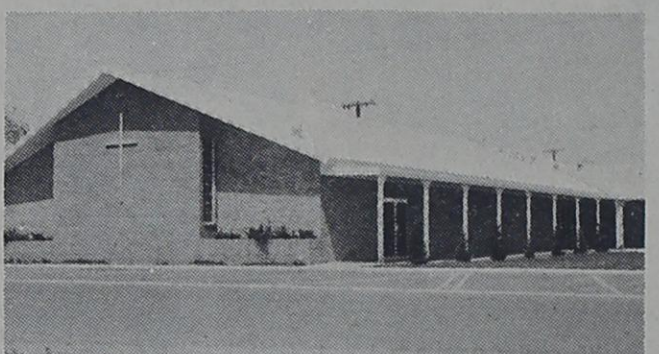
St. John Lutheran Church, Lariat, Texas

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



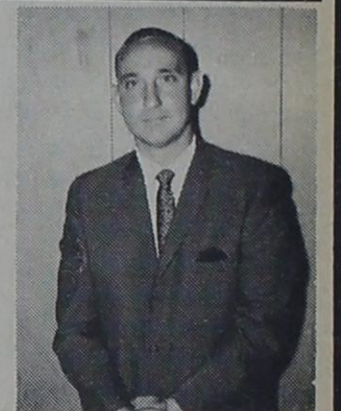
H. F. Peiman

## BOVINA CHURCH of CHRIST



Bovina Church of Christ

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



Mickey Patterson

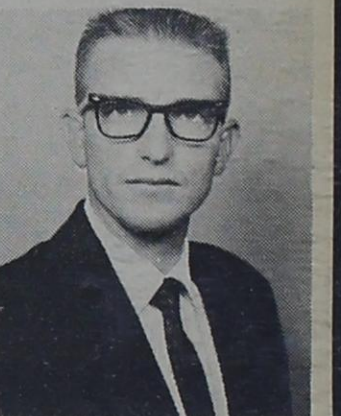
WEDNESDAY  
Devotional and Classes - 7:30 p.m.  
SATURDAY  
Story Hour 10 a.m.

## OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church

Sunday School - 10 a.m.  
Morning Worship - 11 a.m.  
Training Union - 6 p.m.  
Evening Worship - 7 p.m.



Charles R. Vick

## BOVINA METHODIST CHURCH



Bovina United Methodist Church

Sunday School - 9:45 a.m.  
Morning Worship - 11 a.m.  
M.Y.F. - 6 p.m.  
Evening Worship - 7 p.m.



J. B. Fowler, Jr.

Choir Practice -  
Wednesday - 8 p.m.

## BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church

Sunday School - 9:45 a.m.  
Morning Worship - 11 a.m.  
Evening Worship - 7 p.m.



Rev. Floyd E. Gray  
Wednesday - Family Night  
and Youth Service - 7 p.m.

## Church Page Sponsors

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Bovina Phone 238-6231

### Bovina Chamber Of Commerce & Agriculture

### Hartzog Seed Farms

A. L. Hartzog

### Bi-Wize Drug

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-Friona-

### Bovina Wheat Growers

"We Serve To Serve Again."

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of Bovina  
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Phone 238-4861 or 225-4336

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A Deal The Year o

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Phone 238-3592

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### Chuck's Aerial Spraying

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Phone 238-3721 or 238-6711

### Charles Oil Company

Phillips 66 Tires, Batteries

### The Bovina Blade

### Fina Station

Hwy 60  
L. L. Rhinehart - 238-2661

### Big Nick Farm Machinery

Buy--Sell--Trade  
Highway 60 Bovina

### Gee Cleaners

Mr. and Mrs. John Gee  
Phone - 238-3611

### M & M Paint & Glass

The McCutchans  
Main Street - Bovina

### Oklahoma Lane Farm Supply And Gin

### Don's Medicine Chest

Prescription & Health Needs  
Phone 238-4901

### Bovina Area Ministers

### Custom Farm Services

Complete Fertilizer  
Phone 238-6051

### Bovina Gin Company

Elcor Chemical Corp.  
RM Road 2290 - Bovina

### Birklebach Machine & Pump

Hwy 86 - West

### American Dusting

Aerial Crop Dusting & Spraying  
Phone 238-6041

### Sherrill Lumber Company

Highway 60 - Bovina

### Claborn Funeral Home

Phone 247-2801  
Friona, Texas

### Bovina Restaurant

Mr. & Mrs. Mutt Graham

### Lariat Lutheran Church

### Sherley Grain Company

"Serving Farmer Co. Farmers  
The Year 'Round"

Cyanamid Farm Supply  
Roy Allen, Mgr.  
Ph. 238-6901

Gaines Hardware Company  
"Nothing Knocks On Bovina  
But Opportunity"

