

Welcome... TO BULLTOWN

Expect Crowd Of Thousands To Attend Bovina's 11th Annual Bull Town Days



BY BILL ELLIS

BULL TOWN DAYS, 1974 variety, is ready to hit in full force. Just like a group of sprinters in a track meet who have "taken their mark," the various participants and promoters of Bull Town Days are poised and ready to roll.

It's a bigger and better Bull Town Days schedule this year, with several new events planned for the enjoyment of area residents.

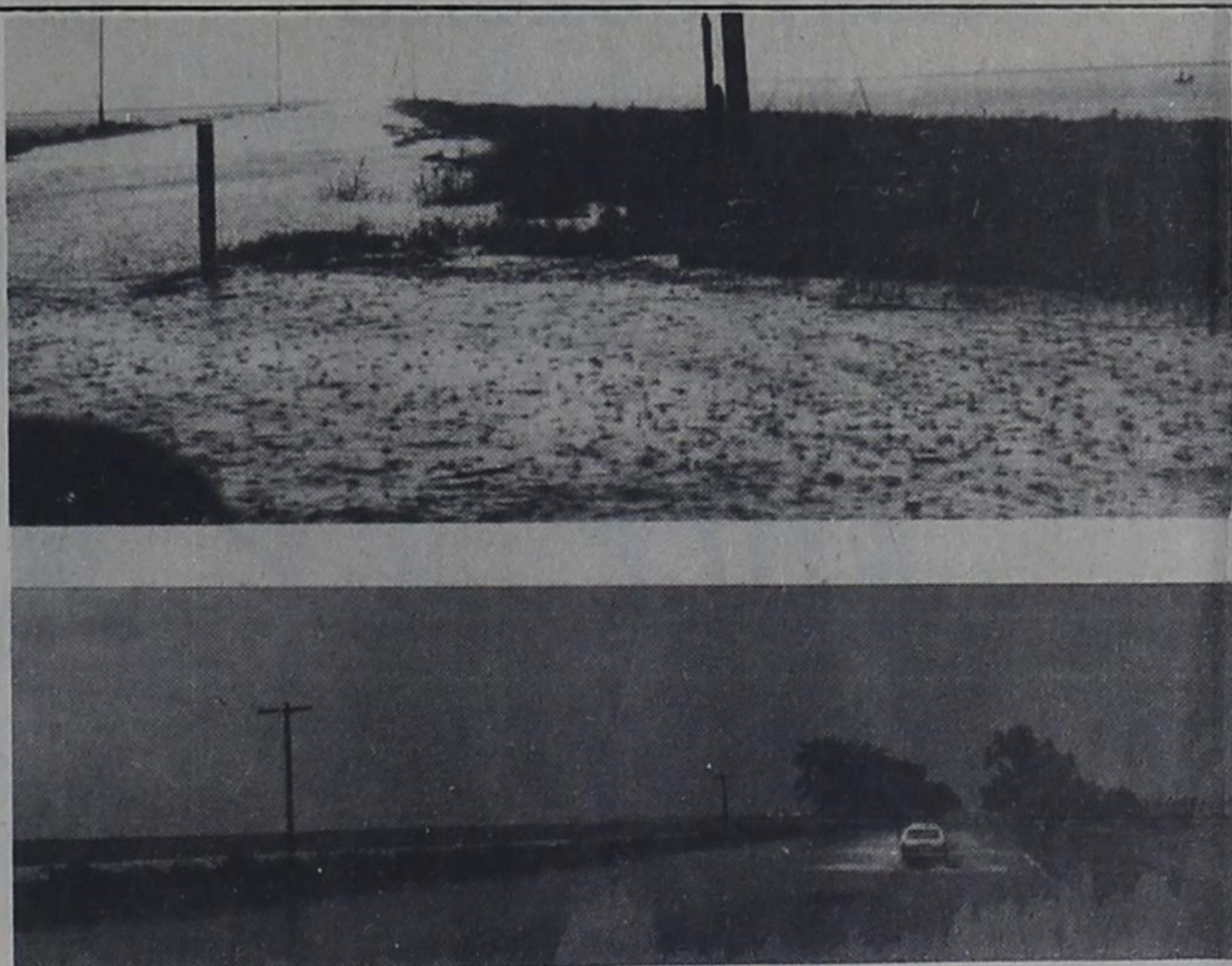
All of the old favorite events are back again, such as the barbecue, the queen's contest, the parade, the cow calling contest, the chuck wagon breakfast, the old fiddler's contest, the quarter horse show, and the western dance.

Among the new events are the LaPetite and Jr. Miss contests, and the sky diving, in conjunction with the Motocross Race, sponsored by the Jaycees.

Already underway, the concluding Wednesday night was the Bulltown Days Community Revival, another new item on the schedule. This was held the first four nights of the week at Mustang Stadium.

All in all, there is something for everyone on the 1974 Bulltown Days agenda.

We'll see you in Bovina. Don't miss any of the big events.



AND THE RAINS CAME...A veritable cloudburst west of Bovina on U.S. Highway 60 Thursday afternoon of last week resulted in a rare sight in Parmer County, during 1974 at least. In top photo, a stream of water cascades down the highway right-of-way and into a country road while the field at right of the utility pole is flooded with water. In bottom photo, traffic had to slow down to a

crawl in several places where water was over the highway between Bovina and Farwell. In town here, only .65 was recorded Thursday afternoon, however, some parts of the county south and east of Farwell reported totals of over three inches with hail damage from mild to heavy. Totals of from .75 to one and one-half inches were reported north and west of Bovina.

AUGUST 22

Registration Date Set For Bovina Students

Bovina Schools will begin the 1974-'75 school year at 8:25 a.m. Monday, August 26.

Faculty members will begin their year Monday when they report for in-service training for that week.

Registration of high school, junior high, kindergarten and first grade students is set for

Thursday, August 22, according to school officials.

High school students will register in the library with seniors registering from 8 to 9 a.m., juniors from 9 to 10 a.m., sophomores from 10 to 11 a.m. and freshmen from 11 a.m. to noon.

(Continued on Page 9)

Weather By Willie

We've received 5.19 inches of moisture this year.

Can expect more during Bull Town Days. —Willie

'Ya'll Come' Invitation Issued For Celebration

Bull Town Days Week in Bovina is here!

The 11th annual celebration officially got underway Sunday night with the opening services of the Bull Town Days Community Revival in the Bovina football stadium. The services end tonight (Wednesday) with a full slate of activities scheduled to get underway beginning at 3 p.m. tomorrow (Thursday).

Evangelist for the four-day community revival has been "Little George" Havens, once billed as the smallest cowboy and stunt man in the world. Leading the music portion of the services has been George Thompson and The Gospel Troubadors of Lubbock.

Highlight of the week-long celebration this year will be the traditional free barbecue Friday at 6 p.m. on Bovina's Main Street.

Some 3000 hungry visitors are expected for supper at that time.

Activities on Thursday will get underway at 3 p.m. in the Bovina Schools auditorium with the newest addition to the community celebration—a La Petite and Little Miss Pageant, sponsored by the Bovina Jaycee-Ettes. Some 27 of Bovina's youngest beauties have been entered in the contest with girls from five to eight competing in the La Petite division and girls nine through 13 competing in the Little Miss division.

Advance tickets may be purchased for \$1 for adults and 50 cents for children from any member of the Jaycee-Ettes. Admission at the door that night will be \$1.25 and 75 cents. Co-chairmen of the beauty pageant are Mrs. Daryl Kirkpatrick and Mrs. Dwight Cox.

Cow calling contests, men's and women's divisions, will begin at 6 p.m. at the Bovina Roping Arena on the east edge of town, within easy walking distance of the downtown block.

Beard growers of the area will have their facial fuzz judged at 6:30 p.m., immediately after the cow calling contest.

Eight contestants will vie for the title of 1974 Bull Town Days Queen at 7 p.m. at the roping arena. The girls will be judged on horsemanship, personality and appearance.

Performing a riding routine for out-of-town judges will be Cathie Trimble, Trudy Falkenberg, Michelle Bonds, Tammy Hutto, Ginger Guest, Mandy Roach, Lezli Williams and Dianna Naegle.

Immediately following the queen's contest, the spotlight will shift back to the school auditorium for a performance by the Senior Citizens Kitchen Band of Clovis. The show gets

underway at 8:30 p.m. Admission will be \$1 for adults and 50 cents for children.

The new queen will be presented during an intermission of the show along with winners of the cow calling and beard growing contests. Miss Tammy Christian, 1973 LTD Queen, will present the '74 queen a bouquet of roses, a silver trophy belt buckle and a handtooled leather crown. Winners of the cow calling and beard growing contests will receive plaques.

Final item on the agenda for Thursday night will be a Spanish dance beginning at 9 p.m. in the Wilson Building on Third Street. Andy Martinez, representing the Bovina Jaycees, is in charge of the dance.

Friday's activities get underway bright and early with an old-fashioned chuck wagon breakfast, guaranteed to get early risers off to a good start on the jam-packed day.

Beginning at 7 a.m. and continuing until 9 a.m., members of the Bovina Roping Club will prepare and serve scrambled eggs, bacon, biscuits and piping-hot coffee to hungry Bull Towners. The breakfast will be at the Bovina Gin yard.

Old timers and ex-residents of the Bovina area will begin registering at the city marshal's office on Main Street at 10 a.m. for the community-wide basket luncheon and reunion at the Masonic Lodge Hall. Bovina Woman's Study Club is in charge of arrangements for the event. Awards will be presented Friday night to the oldest old-timer present and the person traveling the farthest to attend the celebration.

Everyone in the community is invited to pack a lunch and join the crowd at the lodge hall.

Also beginning at 10 a.m. and continuing until 2 p.m. is horsemanship activities at the roping arena.

Awards to top contestants in junior and senior divisions will be presented in barrel racing, pole bending, flag racing and western pleasure. The new '74 queen will present the awards. Junior division includes those 13 and under. Senior division is 14 and over, according to members of the Roping Club. A \$2 entry fee for each event is required.

Beginning at 1 p.m. will be the old time fiddlers contest with Main Street resounding to tunes such as "Cotton Eyed Joe" and other favorites. Fiddlers will compete for cash prizes of \$50, \$35 and \$15 with entries expected from West Texas and New Mexico.

Another new activity on this year's agenda will begin at 2 p.m. in the city park. Members of the Bovina Jaycees will be in

(Continued on Page 9)

NEXT WEEK

4 Civil Cases To Be Heard

Four civil cases are on the docket of district court in Parmer County with 99 prospective jurors summoned for duty Monday and Wednesday of next week, according to Dorothy Quickel, district clerk.

Cases set for trial at that time are Walter F. Gilliam versus Lawlis Gin, products warranty, crops damage; Robert Dodd Collier versus John Leroy Collier, declaratory judgment and recovery of specific property; Marie Mayfield versus Joe Buchanan, truck-cattle collision, property damage and personal injury; and Cipirano Guerrero versus JeDon Gallman, personal injury.

The following prospective jurors are scheduled to report at the county courthouse in Farwell:

Monday, August 19, 1974
At 1:30 P.M.

Willard Russell, Ray Landrum, Richard D. Chitwood, Wayne McClaran, John R. Dempster, Mrs. Viola Treider, Arlin L. Smith, Turner Paine, Mrs. Ray Castleberry, Fred Chandler, C.H. Veazey and Mrs. Frances Collier.

Also, Leslie McCain, Mrs. Marshall Williams, Leon Massey, James H. Curtis, Mrs. Martin Kube, Mrs. Jack Tomlin, Patricia Kay Jones, Mrs. Phyllis Ann Coburn, Mac Hancock, III, O.H. Jones, Mrs. John E. Bingham and Bernard N. Koelzer.

Also, Mrs. Albert H. Smith, Larry Fairchild, Howard Marcom, Mrs. F.O. Griffith, Mrs. Virgil Young, Glen D. Nichols, John C. Range, Geneva Russell, Mrs. W.C. Hardage, Nancy Louise Edelman, Marcelino

Rodriguez, Jr. and Mrs. Volley Hodges.

Also, Leo J. Ruzicka, J.L. Ivy, Mrs. Helen McClellan, Gregory Bell, Hugh A. Rogers, Mrs. Nancy Honeycutt, Mrs. C.R. Dale, Richard Engelking, Mrs. Zeferino Villarreal, Maybelle Cain, Joe McKinney and Mrs. J.T. Hammonds.

Also, Clifton L. Harper, Mrs. Gail Hand, Dee Brown, Mrs. John Owen Broyles, Don H. Williams, Kenneth W. Neill, Leroy Widner, Ronald G. Stevenson, Roger Lynn Ezell, Mrs. Pete B. Fulcher, Mrs. Geneva Gustin and Mrs. Barney Floyd.

Also, Mrs. Judy Herring, Gonzalo Hernandez, Mrs. Harry J. Charles, Mrs. Barbara Maynard, James C. Wilson, J.T. Coburn, Mrs. Leo Reed, Mrs. Lavoidea M. Hawkins, Ralph R. Reed, Mrs. Thomas B. Mason, Jr., Mrs. Robert Lee Schacher and B.E. Duggins.

Wednesday, August 21, 1974
At 9:30 A.M.

Leon Ware, Mrs. J.D. Stevens, Oakley D. Stevenson, Mrs. Amos Steelman, Don Spring, Mrs. Thomas R. Weatherly, C.G. Landrum, Dale Cunningham and Fred Wilbanks.

Also, Mrs. Turner Paine, John Henderson, Clay Henson, W.R. Cunningham, Mrs. W.A. Foster, Lena A. Ashton, Mrs. Jane Houlette, Mrs. Keith Garner and Mrs. Claude Blackburn.

Also, Jeanie Thompson, Mrs. Jan L. Dixon, Mrs. Andy Powell, Charles B. Lovelace, Mrs. John W. Tannahill, Mrs. David L. Routon, Mrs. Doris Reeves, Mr. Iris W. Dortch and Mrs. Russell W. Bryant.

Letter To The Editor

Dear Editor,

This year a new organization was established in Bovina, Texas. An organization which this community should be proud of and should support 100 per cent.

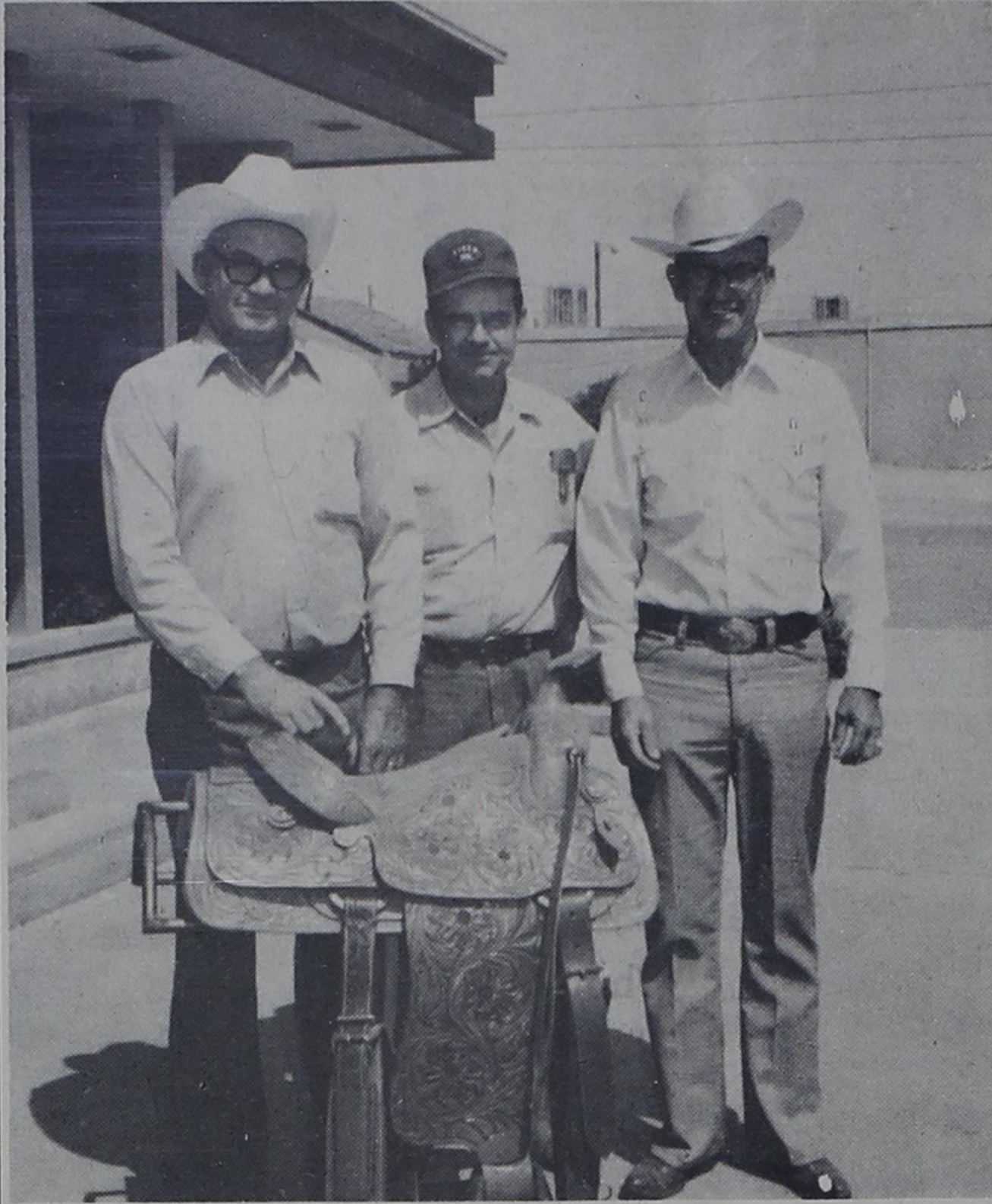
It is a young men's organization for all men between the ages of 18 and 35. The organization itself has many lumps to smooth out and has made several mistakes in the past year. We started with 23 members as of Jan. 15 and now have 52 active members.

We were told that we would not last and shouldn't even try. However, we are established and we are here to stay. I feel as if this organization is currently the most active group in Bovina.

We have unintentionally

upset several citizens and possibly organizations in Bovina but this was not our intentions. Our sole purpose is for Bovina and projects are designed to benefit Bovina in some fashion. If we have stepped on some toes then possibly it's because they have a guilty conscience and realize they are not carrying their fair share of the load. Then again, perhaps we were so involved in trying to do something for Bovina that we were negligent in our consideration of others. Despite everything, though, we are here to stay and Bovina will be better because of the Bovina Jaycees and the young men that make up the membership of this organization.

Ken Horn,
President, Bovina Jaycees



BTD SADDLE...Three members of the Bovina Roping Club are pictured above with the \$600 hand-tooled leather saddle the club is giving away during the 1974 Bull Town Days celebration. Tickets may be bought for

\$1 each from any member of the organization. Name of the winner will be drawn at the conclusion of the club's 14th annual Quarter Horse Show Saturday at the roping arena.

CHURCH OF CHRIST

Gospel Meeting Begins Sunday

A series of gospel meetings will begin Sunday and conclude Friday of next week at the Bovina Church of Christ, announces Cecil Bunch, minister.

Guest speaker for the services will be Richard Rogers, minister of the Sunset Church of Christ in Lubbock.

A professor at the Sunset School of Preaching, Rogers is a graduate of Florida Christian College and Abilene Christian College. He has spoken in numerous areas of the world, including India, Ireland, Australia and other countries in Africa and Europe.

Services will be held on weekdays at 10 a.m. and 8 p.m. with Sunday services at the regular hours—9:45 a.m. for classes, 10:45 a.m. and 6 p.m. for worship hours.

Everyone in the community is invited to attend the services in an advertisement found elsewhere in this issue of The Blade.



RICHARD ROGERS

EXPECT 3000

Big Barbecue Set For 6 P.M. Friday

Sufficient boneless beef chuck for 3,000 hungry visitors will go on the grills at 1 p.m. tomorrow (Thursday) in preparation for the focal point of the week-long Bull Town Days celebration—the free supper set for 6 p.m. Friday.

Everyone is invited to "come to supper" in Bovina at that time and a throng of near 3,000 is expected to accept the invitation.

The meal will be served on the town's Main Street with four serving lines set up to move the people through in a minimum of time.

Some 2,000 pounds of the barbecue meat has been purchased from Missouri Beef Packers by R.L. Hopingardner, chief cook.

"We expect to begin firing the pits at 1 p.m. tomorrow," Hopingardner said. "If we get

the meal on by then, we hope to be finished before 4 a.m. Friday."

The grills are located on the yard at Bovina Gin Co., north of town.

After the meat is taken from the grills, it will be packed in foil-lined insulated boxes until meal time Friday evening. The boxes will be opened then and a crew of men will slice it as it is served to several thousand hungry visitors.

Wendell and Keith Garner are in charge of the slicing crew.

Barbecue won't be the only item on the menu as Bovina-grown cantaloupe and onion slices along with pinto beans will be served.

Wilbur Charles is in charge of the pinto bean cooks. He enlists the aid of some 40 women in the community to prepare a giant-size pot of beans.

The Bovina-grown cantaloupe and onions will be furnished by Gateway Farms.

Members of Bovina Chamber of Commerce and Agriculture will be in charge of the serving lines.

Assisting with the barbecue preparation will be Don Murphy, Ralph Roming, Dan Koelzer, Curtis Monk, Pat Kunselman, Amos Steelman, Eddie Gayle Steelman, Sam Garrison, Floyd Damron and Herb Howell.

Other civic organizations will sponsor soft drinks, homemade ice cream and popcorn booths on Main Street that day.

FOR BTD

Blade Publishes Special Edition

This week's special Bull Town Days edition of The Blade is being distributed throughout Parmer County on a boxholder basis.

Containing 30 pages in three sections, this issue describes in detail all of the activities associated with BTD '74.

This is the 11th year for a special larger-than-usual edition to be printed and distributed in the area.

Extra copies prepared for mailing are available at The Blade office on Third Street.

Mrs. Heard Breaks Arms In Accident

Mrs. Larry Heard of Bovina was thrown from a horse near her home at 802 Ridgelea Drive Monday afternoon, suffering two broken arms in the accident.

She was taken to Parmer County Community Hospital in Friona by her husband, Rev.

Larry Heard, and transferred to Deaf Smith County Hospital in Hereford where she was treated for the broken bones.

Rev. Heard said Monday night that she was in good condition and if no further complications arise, she was to be dismissed from the hospital Tuesday.



See You In
BOVINA
This Weekend

Attend
Bovina's Biggest

BULL TOWN DAYS

Thursday, Friday
And Saturday

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★ Good Clean Family Fun

PARMER COUNTY IMPLEMENT CO.

W. Hwy. 60

Friona



It's Time To Go To
Bull Town Days 1974

Fiddlin' Fans —
Please note this years FIDDLERS' CONTEST is scheduled for Friday, in downtown Bovina.

NOTICE CUSTOMERS
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Bill Ellis Publisher
Lou Nuttall Editor

Holy Cow . . .

What A —
Bull Town Days
— Celebration
Thur.-Fri.Sat.

DUDLEY'S AUTO PARTS
Highway 86 and Third St.
Dudley Hughes



JAYCEE'S "B" TEAM...Team members are, back row, left to right, George Powell, Manager Andy Martinez, Bob Sparks and Jimmie Clements; bottom row, left to right, Tommy Serna, Ronnie Sudderth, Hugh

Rogers and Roy Hartzog. Not present were Duane Mitchell, Galen Carson, Terry Sherrill, Richard Carson, Kenneth Cary, Lawrence Kriegel and Gary Carson.

THURSDAY

Junior Beauty Pageant Slated

The newest addition to the annual Bull Town Days celebration in Bovina is the Junior Miss Beauty Pageant, sponsored by the Bovina Jaycee-Ettes.

The pageant, with 26 entries in the La Petite and Little Miss divisions, will kick-off the annual LTD events at 3 p.m. tomorrow [Thursday] in the Bovina Schools auditorium.

Advance tickets are being sold by members of that organization at \$1 for adults and 50 cents for children. Admission at the door tomorrow will be \$1.25 and 75 cents, according to co-chairmen of the pageant, Mrs. Daryl Kirkpatrick and Mrs. Dwight Cox.

Nine entries have been received in the La Petite division for girls ages five

through eight. Some 17 entries have been received in the Little Miss division for girls ages nine through 13.

Girls in the La Petite division will model play wear and dressy outfits in the pageant with entries in the Little Miss division modeling dressy outfits and presenting a talent in the pageant.

Pictures and details on all the contestants may be found elsewhere in this issue of The Blade.



AGRI-SPRAYERS, INC....Team members are, back row, left to right, J.T. Hammonds, Robert Haseloff, Ruben Martinez, Randy Barrett and Joe Bradburn; bottom row, left to right, Ray Martinez, Roy Dean Lovelady,

Phillip Johnson, Jesse Stone and Manager Roy Lovelady. Not present were Ronnie Stone, Gary Stone, Bill Killion and Lupe Salazar.

Cow Calling Contest Set Thurs. At 6

The almost-lost art of calling the cows home will be revived here tomorrow [Thursday] when the cow calling contest gets underway at 6 p.m. at the Bovina Roping Arena.

Winners in the men's and women's division will be announced at intermission of the Thursday night performance of the Clovis Senior Citizens Kitchen Band at Bovina Schools auditorium.

Last year's winners were Owen Patton, Dolph Moten and C.E. Trimble in the men's division. Winners in the women's contest were Kathy Williams, Mrs. Houston Bartlett and Mrs. Clifford Leake. A grand total of 14 entered the event.

AT LODGE HALL

Reunion, Lunch Slated Friday

Old timers of the community and former residents will be honored guests at a community-wide reunion and basket luncheon Friday during Bull Town Days.

Bovina's Woman's Study Club will be in charge of the event which will be held at the Masonic Lodge Hall on Main Street.

Registration of old timers and former residents will begin at 10 a.m. in the city police department on Main Street, next door to the lodge hall, and will continue through the noon hour.

"Everyone in the community, not just the old timers and former residents is invited to bring a basket lunch for the noon meal," Mrs. Rouel Barron, chairman of the luncheon committee, says.

Trophies will be presented

the ex-Bovina resident traveling the farthest distance to attend the celebration and to the resident of the community who has lived here the longest time. The awards will be presented at 8:15 p.m. Friday in the downtown block.

Receiving the oldest old-timer award last year was Minnie Wells of El Paso. Mrs. Christine Norton Doherty of St. Louis, Mo., received the trophy for traveling the farthest to the celebration.

Receiving the old-timers award in 1972 was Eb Randall of Farwell. Pearl Singletery of Texico received the award in '71.

Drinks will be provided at the luncheon by Bovina Woman's Study Club.

Some 80 old-timers and ex-residents registered for the

Western Dance Set Saturday At Legion Hall

Closing out Saturday's festivities during Bull Town Days will be a western dance from 9 p.m. until 1 a.m. at the American Legion Hall on Third Street.

Admission will be \$3 per person or \$5 per couple, according to Pat Kunselman, chairman of the dance committee. The Legion sponsors the event.

Jim Hill and the Boothill Boys of Portales will provide dance music for western fans.

Carnival In Town For LTD

The Southwest Carnivals, Inc., based in Odessa, will move into town Wednesday, begin operations Thursday and continue through Sunday for Bull Towners.

The show will be set up on the vacant lot, just across the street from the baseball park on North Street.

The show is composed of six rides and five booths, according to information received here.

Drawing Saturday

Bovina Roping Club will give away a hand-tooled saddle following the 14th Annual

reunion and luncheon last year with a capacity crowd enjoying the good food and visiting during the afternoon.

Bovina Quarter Horse Show Saturday

Tickets may be purchased from any club member or at the First State Bank of Bovina and will be sold on Main Street Friday afternoon. Tickets are \$1 each.

The \$600 handmade, all-around saddle features a padded seat and hand-tooled leather work. The saddle has been on display at First State Bank this past month.

Last year's saddle was won by C.C. Naegle of Bovina.

Contests Friday

A new addition to Bull Town Days this year, especially for children three through 12, is youth activities beginning at 2 p.m. Friday in the city park across from Bovina Schools. The event is sponsored by the Bovina Jaycees.

Contestants will be divided into two age divisions with ribbons awarded to first, second and third place winners in each event.

Activities on the schedule include sack races, ping-pong races, three-legged races, peanut races, watermelon seed spitting contests and tricycle races. Boozer requests that children from three to kindergarten age bring their own tricycles to compete in pole bending and barrel races.

Breakfast Set At Bovina Gin Friday Morning

Over 200 people are expected to get an early start on Friday's Bull Town Days activities by eating a hearty chuck wagon breakfast from 7 to 9 a.m. at Bovina Gin yard.

Using coals left from the barbecue fire the night before, Vernon Estes will be in charge of preparing the breakfast which features scrambled eggs, bacon, sausage, biscuits and hot coffee. The meal is served buffet style with second helpings allowed for the hungry Bull Towners.

Bovina Roping Club will sponsor the breakfast and members of the club will be on hand to assist with the meal and serve as cashiers. Profits, if any, will be put into the general LTD fund.



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HUB AERO...Sponsored by Hub Aerial Spraying, team members are, back row, left to right, Donnie Meason, Dick Morgan, Manager J.D. Terry, Ron Stevenson and Travis Graves; bottom row, left to right, Troy Sharrock, Gary Snead, Edward Terry, Dale Parsons and Johnny Bandy. Not present were Mike Parsons, Willie Bailey, Clyde Woodard, Mitch Terry and Larry Gonzales.

FRIDAY

Bazaar Added To BTD Slate

Another new addition to the BTD festivities this year will be an arts, crafts and food bazaar Friday, sponsored by the Bovina Jaycee-Ettes.

The bazaar will open at 10 a.m. and close at 8 p.m. and will be located in the old Hobby Shop building on Main Street. Organizations and individuals in the area will be displaying and selling homemade goods at tables rented from the Jaycee-Ettes.

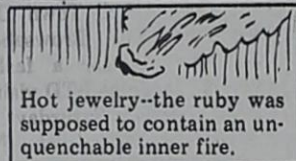
Several booths are still available and entries will be accepted as long as space is available, according to Mrs. Jerry Wright and Mrs. Joe Jones, co-chairmen of the bazaar. Mrs. Wright may be contacted at 238-1521 or 238-1337. Mrs. Jones may be contacted at 238-1521 or 238-1226. Tables may be rented for \$10 and it is permissible for two organizations, or individuals, to share a table and split the cost.

Free space is being offered to residents of the Bovina community who wish to display, but not sell, any arts or crafts.

Entries have been received thus far from the Bovina Woman's Study Club, a white elephant sale; Bovina Church of Christ, slides; Ethel Allison, arts and crafts; Gifts 'n Goodies, arts and crafts; Sandy Dole and Eva Brown, arts and crafts; Brenda Ballew, arts and crafts; Jerry and Carole Jean Wright, arts and crafts; Bovina Jaycee-Ettes, food, arts and crafts; Linda Riley and Carole Carlile, arts and crafts; Sue Rushing, arts and crafts; and Mrs. Erald Gross, arts and crafts.



SHEPHERD'S...Team members are, back row, left to right, Manager James Shepherd, Robert Delgado, Daniel Hernandez, Johnny Martinez, Juan DeLarosa and Raymond Rocha; bottom row, left to right, Tiny Chisum, George Richardson, Nicky Rodriguez, Joe Rodriguez and Clarence Chisum. Not present were Nate Shepherd, Jimmy Gonzales, Jesse Gonzales, Manuel Quintana and Joe Olvera.



Hot jewel--the ruby was supposed to contain an unquenchable inner fire.

— Bovina Area Churches Welcome You! —

Church Page Sponsors

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Attend Church Sunday

FIRST BAPTIST CHURCH of BOVINA

SUNDAY
Sunday School-9:45 a.m.
Morning Worship-11 a.m.
Training Union-6 p.m.
Evening Worship-7 p.m.

WEDNESDAY
Prayer Meeting-8 p.m.

Larry Heard

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Rev. Martin Platzer

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

OKLAHOMA LANE METHODIST CHURCH

Rev. Oran D. Smith

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

BOVINA CHURCH of CHRIST

Cecil Bunch

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

OKLAHOMA LANE BAPTIST CHURCH

Rev. Bob Roberts

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

BOVINA METHODIST CHURCH

Rev. Howard Marcom

Sunday School-9:45 a.m.
Morning Worship-11 a.m.
M.Y.F.-6 p.m.
Evening Worship-7 p.m.
Choir Practice-Wednesday-8 p.m.

ST. ANN'S CATHOLIC CHURCH

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

Church Chuckles by CARTWRIGHT

© CHAS. CARTWRIGHT 1238

"The Bible says where even three are gathered in His name, which gives us a bare margin."

Enjoy Yourself

Some things make life pleasant; others make it miserable. The following rules are not always easy to follow. But they help me. Maybe they will be of worth to you:

1. Make up your mind to be happy. Find pleasure in simple things.
2. Make the best of your circumstances. Everyone has some sorrow. Seek to make the smiles outnumber the tears.
3. You can't please everyone. Don't let your critics run and ruin your life. The more you accomplish, the more resistance you will meet.
4. Don't borrow trouble. Imaginary problems are heavier than the actual ones.
5. Hate poisons the soul. Do not cherish grudges. Avoid people who make you unhappy.
6. Don't hold postmortems; brooding over sorrows and mistakes.
7. Do what you can for those less fortunate than yourself; especially those who have blessed your life.
8. Keep busy. A busy person doesn't have time to be unhappy.
9. Study the Bible; Don't take man's word for it. Then apply its principles to your life.
10. Choose well your companions. They can make you happy or miserable.

"I know that there is nothing better for them than to be happy and enjoy themselves as long as they live" [Ecc. 3:12].
Cecil F. Bunch
Minister
Church of Christ

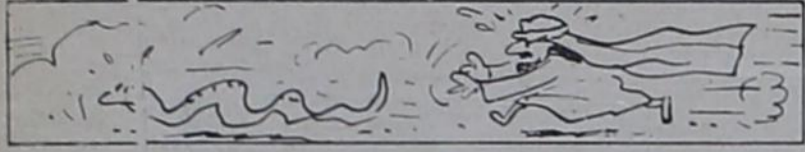
BOVINA PENTECOSTAL HOLINESS CHURCH

Sunday School-9:45 a.m.
Morning Worship-11 a.m.
Radio Program on KZOL at 2 each
SUNDAY AFTERNOON
Evening Worship-7 p.m.
Wednesday Worship-7:30 p.m.

R.D. Owens Pastor

MISION BELEN BAUTISTA

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



The ancient Arabs believed that eating the heart or liver of a serpent gave the power to read omens from birds.

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 Farwell, Tex.
 Ph. 481-3288 or
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A Salute To Bovina On Its Annual Bull Town Days Celebration --

OFFICE HOURS
 Monday-Friday, 10 a.m. to 6 p.m.
 Saturday, by appointment.

NOTICE
 WE WOULD LIKE TO ANNOUNCE THE ASSOCIATION OF GERALD CURTIS AS LICENSED AND BONDED REAL ESTATE SALESMAN WITH OUR REALTY COMPANY.
 HE WILL BE HAPPY TO HELP YOU WITH ANY REAL ESTATE NEEDS. JUST GIVE HIM A CALL AT 481-3887, OR AT OUR OFFICE, 481-3288.

WE NEED FARM LISTINGS NOW

- 760 Acres Irrigated, 5 wells, 2 houses, 2 quonsets, Rhea Community on Highway.
- 160 A. irrigated near Muleshoe.
- 640 A. Irrigated near Friona.
- Two BR brick home near Ridgelea School in Bovina.
- Two BR Brick home, fenced back yard, good location.
- 160 A. irrigated, 2 wells, 1 mi. N of Muleshoe on Hi-Way.
- 320 A. dryland, lays good, N of Bovina, 1/2 mile from Hiway.
- 160 A. dryland, N of Bovina on Hiway.
- Small tracts-1-10 A, 1-20 A, 1-44 A, all on Hiway near Lariat.

"SPECIAL OF THE WEEK"

New, lovely and spacious 4-bedroom, 3-1/2 bath brick home on highway. Lots of storage and extras. Double car garage. Located on 3 acres near Bovina.

Good business location--Several good business locations with railroad access on Amarillo highway.

These are only a few of our listings. If you don't see one that fits your needs here, call or come by. We have others.

HELP -- We Need Listings Now

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

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WANT ADS

CLEANINGEST carpet cleaner you ever used, so easy too. Get Blue Lustre. Rent electric shampooer \$1. Bovina Supermarket. 7-1tc

SPRAYING SERVICE...Trees, lawns, gardens and cattle. 48-tfnc
 Phone 238-1203.

ATTENTION....Any person wanting Amway products, contact your Amway distributor in Bovina. Phone Mrs. Pat Quintana at 238-1306. 3-4tc

MONUMENTS
 Winsboro Blue Granite
 White Georgia Marble
 and Bronze
See Percy Parsons
 or call collect
 Friona 247-2729

FOR SALE or trade....1966 Volkswagen, 4000 miles on new motor. Phone 238-1691 after 6:30 p.m. 3-tfnc

VENABLE & SON
 Ditch Digging Service
 Phone 238-1107 or 238-1560
 1-13tc

FOR SALE....3-bedroom house, 2 full baths, 702 Boyce. Phone 238-1243 or 238-1521. 50-tfnc

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

FOR SALE....3-bedroom house, double garage, carpeted throughout, drapes included, at corner of Dimmitt Highway and Eighth St. Call June Brummett at Roy Gentry Real Estate in Clovis-505/763-3483 or call 505/763-6671. 1-9tp

TRAILERS FOR SALE....Goosenecks, horse trailers, stock trailers, marathon trailers, implement trailers. See Ralph Roming or phone 238-1516. 19-tfnc

HELP WANTED....Apply in person at Bovina City Hall between 8 a.m. and 5 p.m. 7-2tc

FOR SALE....1972 Ford Bronco. In good condition with low mileage. Call 247-2892. 5-tfnc

FOR SALE....Beautiful maple drop-leaf table, extends to 93-inches. Just like new. Phone Cecil Bunch at 238-1334. 5-2tc

FOR SALE....10x55 mobile home, good carpet and drapes, stove, refrigerator, washer and dryer-\$2350. Phone 247-3998 in Friona. 7-tfnc

DISCOVER MUSIC....IT'S GREAT WHEN YOU PARTICIPATE. A festival of values at Phillips House of Music for pianos, organs, band instruments, guitars, lessons and repairs. Now serving this area with musical supplies for 21 years, from 1953 to 1974. 118 Main in Clovis, N.M. Phone 505/763-5041. 43-tfnc

FOR SALE....GMC Street Bus, partially equipped for camping. Call Friona, 247-2833 during day. 45-dhb

For Sale....Corn feed house, seive and filler plates for 105 John Deere combine, only used on 275 acres last year. Call 247-2508. Ed Clark. 6-tfnc

For Sale....1961 Ford Falcon Ranchero, good tires, good mechanically. Phone 238-1441. 6-2tc

FOR SALE....3 1/2 acres with hog barn, pens and feeding equipment. One-half mile north of Bovina on FM 1731. Phone 238-1652. 7-3tc

YARD SALE....Thursday, Friday and Saturday, 9 a.m. to 7 p.m., at 906 8th St. Clothing, furniture, odds and ends from several families. 7-1tc

SAVE AT HOME on school supplies. Check our prices first. Don's Medicine Chest. 6-tfnc

Lost - Small, blond male chihuahua. Phone 238-1227. Reward offered. 61tp

FOR SALE....Cedar posts. Phone Archie McCutchan at 238-1598. 6-2tc

NOTICE
 The City of Bovina, Texas, is now accepting sealed bids for the purchase of a fire truck. Deadline for receiving bids is 8 p.m. Thursday, Sept. 5, at which time bids will be opened in regular city council meeting at city hall. The city reserves the right to accept the low bid or to reject any or all bids.
 Mary Ruth Martin
 City Secretary
 6-2tc

CALVES....7 to 14 days old, healthy and started on bottle. Free delivery on 10 or more. Phone after 7 p.m., 214-223-4982. 37-52tc

Prompt dead livestock removal.
New-Tex Co.
Bovina, Texas
 Ph. 238-1268

24-Hour Answering Service for your Convenience.
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WANTED....a bus driver to drive to Hereford and back each school day so several high school girls can attend LaPlata Beauty School as part of our vocational education program. Leave approximately 12 noon each day from school and leave Hereford at 4 p.m. back to Bovina. Possibility of a woman getting free tuition to the beauty school plus bus driving salary. 7-2tc

CARD OF THANKS
 I would like to thank friends and relatives for the kindness shown to me during my recent stay in the hospital. The cards, flowers and visits were truly appreciated.
 Mrs. E.A. Hromas
 7-1tp

WANTED....bus drivers. Contact Superintendent of Schools L.F. Jacobs or Charlie Teague, bus foreman. 7-2tc

NEED A HOME LOAN?
SEE FIRST FEDERAL

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION

801 Pile St.
 762-4417
 Clovis, New Mexico



JAYCEE'S "A"....Ending the season in a three-way tie for fourth place with a 4-4 record was the Jaycee's "A" team. Members of the squad are: back row, left to right, Larry Wiseman, Larry Mitchell, Lowell Boozer, Dale Gober, Ken Jamerson and Randy Hutto; front row, left to right, Gary McCormick, Ken Horn, Radford Venable, Joe Jones and Greg Hromas. Not present was Mike Grissom.

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

Thank you,
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Because

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- your terrain will not allow row or flood irrigation
- your water is going down
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BUT WHATEVER YOUR REASON, YOU NEED A VALLEY SPRINKLER Because

- VALLEY is the low priced center pivot
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- VALLEY's ARE THE BEST. Short term, long term, and overall best.

For complete information without obligation call your VALLEY man, Gary Victor, 806/364-5616, area rep. for A.V.I., Inc., Seminole-Muleshoe-Hereford

Celebrating An OLD FASHIONED BULL TOWN DAYS

Fun-Filled Events For The Enjoyment Of All.

We Are Happy To Have Played A Part In The Growth And Progress Of This Fine Little City

MISSOURI BEEF PACKERS, INC.
 Friona Division

For Second Year

Big Nick's Traders Capture City Title

Big Nick's Traders came up with a win over Farwell Hardware in the final night of regular season play Tuesday of last week to throw the nine-team league into a two-way tie for first and second place. The Traders and Sherley Grain ended the season with identical 7-1 records. Farwell Hardware had sole control of third place with a 6-2 record.

Chuck's Spraying Service racked up a win over the Jaycee's "B" team in the final regular game of the season to throw three teams into a tie for fourth place—Chuck's, Jaycee "A" and Hub Aero—each with 4-4 win-loss records.

Shepherd's and Agri-Sprayers were tied for seventh and eighth places with 2-6 records and the Jaycee's "B" team ended the season in the cellar with a 0-8 slate.

Coin tosses determined the placings in the tournament bracket with the exception of first place. Sherley Grain drew a bye in the opening round of action.

However, when the dust from 15 other games in the tourney had settled, it came down to Big Nick's Traders and Sherley Grain once again with Big Nick emerging with the title and possession of the traveling championship trophy.

In the first game of the tournament, which began Wednesday evening, Shepherd's got off on the winning foot with a 7-2 win over Jaycee's "B" team. The Jaycees picked up one run in the second and one in the fifth for their total of two runs. Shepherd's scored five runs in the first inning and two in the sixth to nail down the win.

Chuck's Spraying Service met the Jaycee's "A" team in the second game Wednesday, emerging from the first round with a 10-2 win over the Jaycees. Chuck's scored one in the first, two in the fourth, one in the fifth and six in the seventh for their total of 10.

The Jaycees scored one in the third and one in the fifth.

In game number three Wednesday, Farwell Hardware began its march to the finals of the tournament with a 14-8 win over Hub Aero. Farwell scored four in the second, two in the third, five in the fifth and three in the sixth, leaving five men on base. Hub scored two in the first, one each in the second, third, sixth and seventh and two in the fourth, leaving six men stranded.

In game number four of the first round of play, Big Nick's Traders took a 10-2 win over Agri-Sprayers. The Traders scored two runs each in the fourth and sixth innings, five in the fifth and one in the seventh, leaving 10 men stranded. Agri-Sprayers scored their only two runs in the seventh inning, leaving nine men on base.

Rain late Thursday evening forced the cancellation of four games scheduled that night. The second round of four games was played Friday with six games then scheduled for Saturday and the finals on Sunday as originally planned.

In the first game Friday night, the two teams representing Bovina's Jaycees met with team "A" shutting out team "B," 10-0. The Jaycees scored one in the first and second innings and four in the third and fifth innings, leaving six men on base.

Sherley Grain got their initial taste of action Friday night with Shepherd's holding on for an 8-7 win over Sherley. Shepherd's scored four in the first inning, two in the fourth and two in the sixth, leaving nine men stranded on base. Sherley Grain scored one in the first inning and failed to score again until the fifth when they picked up two runs. Sherley added one in the sixth and scored three in the final inning before Shepherd's stopped the rally.

In game number seven, Agri-Sprayers surprised Hub, 10-7, for that team's second

defeat of the tournament. Agri-Sprayers scored three in the second, four in the fifth and two in the sixth innings, leaving five men on base. Hub scored one in the second, two in the fourth and four in the sixth, leaving 12 men on base.

In the final game Friday night, Big Nick's Traders came out with a 17-2 win over Farwell Hardware. Big Nick scored five in the first inning, two in the second, two in the third, two in the fourth, three in the fifth and three in the sixth, leaving six men on base. Farwell scored one in the fourth and one in the fifth, leaving two men on base.

In the first game Saturday afternoon and game number nine, Chuck's defeated Shepherd's, 11-9, to move into the quarterfinals. Chuck's scored six runs in the first inning and five in the third with Shepherd's holding them scoreless the rest of the game. Chuck's left nine men stranded in the tilt. Shepherd's scored one in the fourth and eight in a big fifth inning, leaving six men stranded on base.

In game number 10, Farwell Hardware eliminated Agri-Sprayers from the tournament with a 7-4 win. Farwell scored one in the first and second, two in the third and three in the sixth innings. Agri-Sprayers scored one in the third and three in the sixth.

In game number 11, Big Nick's Traders edged Chuck's Spraying Service, 4-2, to advance to the finals. Big Nick scored two in the third and one in the fifth and sixth innings. Chuck's scored two runs in the first inning.

In game number 12, Sherley Grain defeated the Jaycee's "A" team, 9-1, with the Jaycees fielding only eight players in the tilt. Sherley scored seven runs in the first and two in the third. The Jaycees scored one run in the third inning.

In game number 13, Farwell Hardware eliminated Shepherd's from the tourney with a



CITY CHAMPS...Big Nick Trienen and Benny Shelby, sponsor and manager, respectively of Big Nick's Traders, hold the trophy which went with the championship of the Lions-sponsored slow-pitch softball league and tournament. Pictured with the

two are, from left, Pat Miner of Clovis, home plate umpire during the tournament, David George, Trienen, Shelby, A.L. Nuttall, league commissioner, and Mike Spears. George, Nuttall and Spears are members of the team.

10-6 win. Farwell scored four in the first inning, one in the fourth and five in the sixth inning. Shepherd's scored one in the third, one in the fourth and four in the seventh inning.

In game number 14, Sherley Grain eliminated Chuck's Spraying Service with a one run win, 9-8. Sherley scored three in the first, one in the second, three in the fifth and two in the seventh. Chuck's scored one in the fifth, one in the sixth and six in the seventh.

In the first game Sunday afternoon, with the loser taking third place in the tournament, Sherley Grain defeated Farwell Hardware, 8-3. Sherley scored three in the first, three in the

third, and two in the sixth. Farwell scored two runs in the third and one in the sixth inning.

With Sherley Grain having one loss in the tournament, Big Nick's Traders could have wrapped up the championship in the first game between the two teams, however, Sherley scored eight runs in a wild second inning, adding one in the third and one in the fifth for a 10-6 win over the Traders. Big Nick's team scored one in the first, three in the fourth and two in the seventh inning.

In game number 17 of the tournament, Big Nick's Traders re-captured the trophy for the second consecutive year with a

5-2 win over Sherley Grain. Sherley led off with two runs in the first inning which turned out to be all the scoring, leaving nine men stranded, three of those in the final inning. Big Nick's team scored one in the second and four in the fifth inning, leaving three men on base.



IN CHAMPIONSHIP FINALS...Sonny Jones, right, and his son, Tony Neal, both of Bovina, will represent Parmer County Cattle Company at the first annual world championship roping events for feedlot personnel Nov. 30 and Dec. 1 in Las Vegas. Jones and Neal qualified for the contest by placing among the top four teams at a regional match in Hereford in July.

Jones, Neal Qualify For Roping Contest

Bovina will be represented in the first annual world championship team roping and barrel racing just for feedlot personnel to be held in Las Vegas, Nev., Nov. 30 and Dec. 1.

Sonny Jones and Tony Neal, representing Parmer County Cattle Company, will be among the roping teams which have qualified for this first annual contest.

The event is sponsored by "Calf News" and 21 of its advertisers. "Calf News" is a magazine published for feedlot management and personnel.

Co-sponsoring the contest will be American Cyanamid Co., Chemagro Division of Bachem Corp., Commercial Solvents Corp., Diamond Shamrock Chemical Co., Elanco Products Co., Farr Better Feeds, Feed Commodities Inc., Ferrell-Ross-Franklin Laboratories, Inc., Hydraulics Unlimited Mfg. Co., International Minerals and Chemical Corp., Livestock Business Advisory Services, Inc., Masonite Corp., Merck Chemical Division, Pacific Molasses Co., Rachele, Ralston Purina Co., Ritchie Manufacturing Co., TUCO Div. of The Upjohn Co., Pfizer, Inc., and Syntex Agribusiness.

Jones and his son, Neal, qualified for the national finals

in the open team roping event at the regionals July 13-14 in Hereford. That event was held at Glen Green's Roping Arena and sponsored by Imperial Livestock Supply of Hereford.

Jones and Pat Hall, also of the Parmer County Cattle Company, qualified for the world finals in century roping. In that event the combined ages of the two team members must equal 100 years or more, however, contestants may enter only one event at Las Vegas, so Jones and Neal will enter the open team roping.

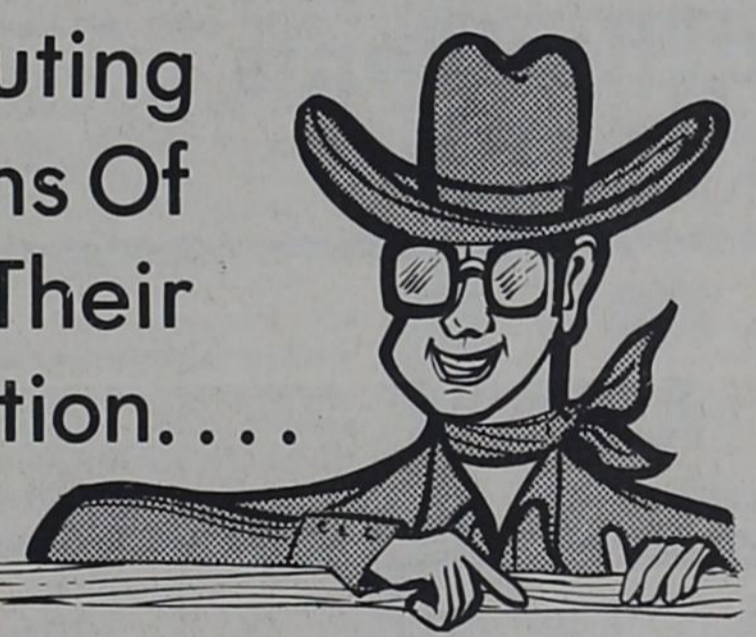
The first place team in the open roping event will be awarded a Circle J two-horse trailer to each member, plus cash. Members of the second place team will receive Resistol hats plus cash. Members of the third place team will receive lizard boots by Tony Lama plus cash with members of the fourth, fifth and sixth place teams receiving cash.

Other events on the agenda at Las Vegas in addition to open team roping and century roping will be mixed team roping and barrel racing.

"Calf News" and the co-sponsors will host a cocktail party, beef barbecue and dance and other entertainment for the competitors at Las Vegas.



We're Saluting The Citizens Of Bovina On Their Big Celebration....



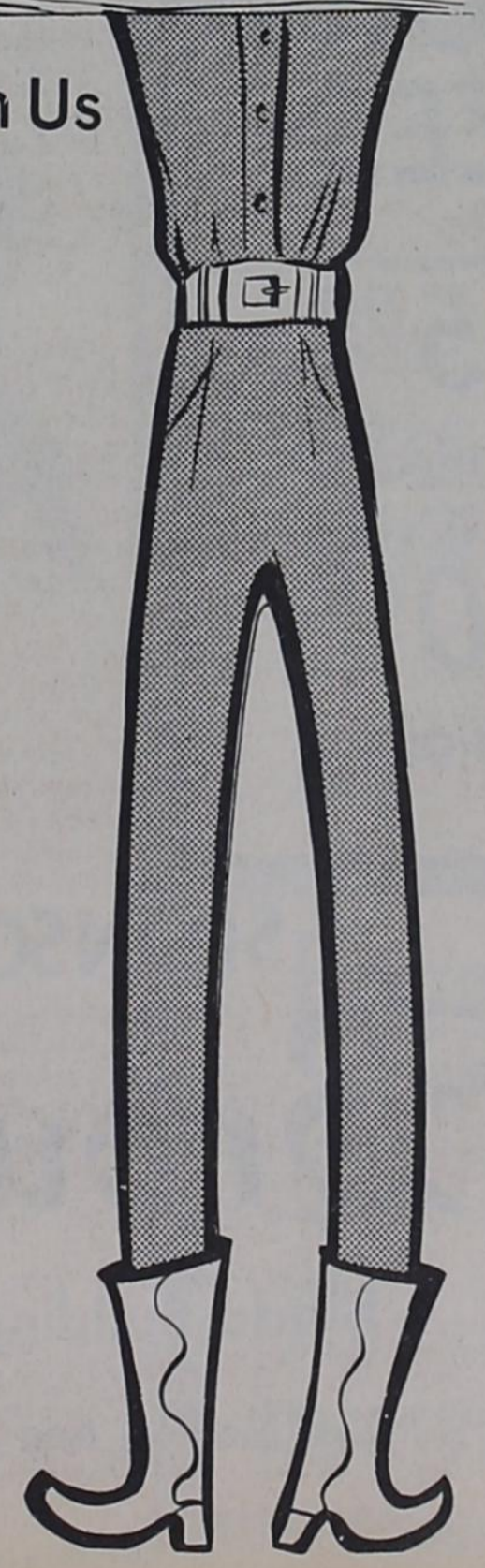
BOVINA BULL TOWN DAYS

★ We Invite You To Shop With Us

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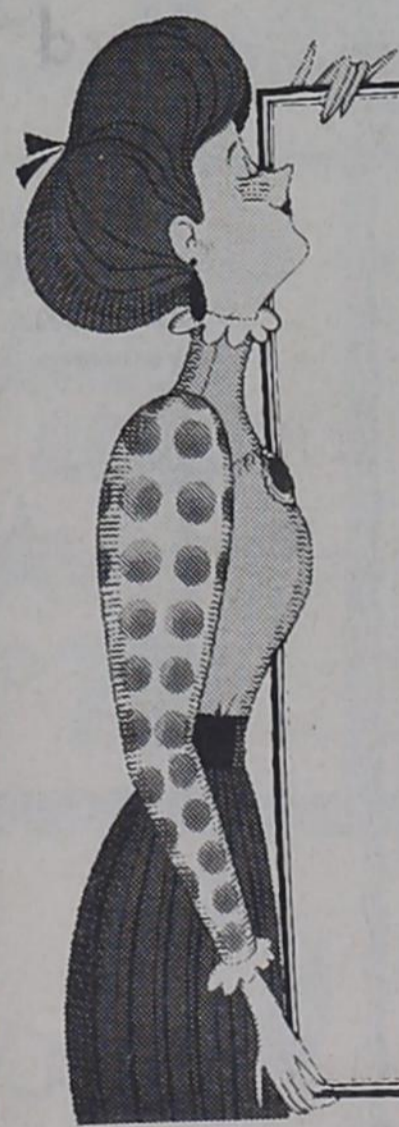
Home Owned & Operated by Leland Hutson



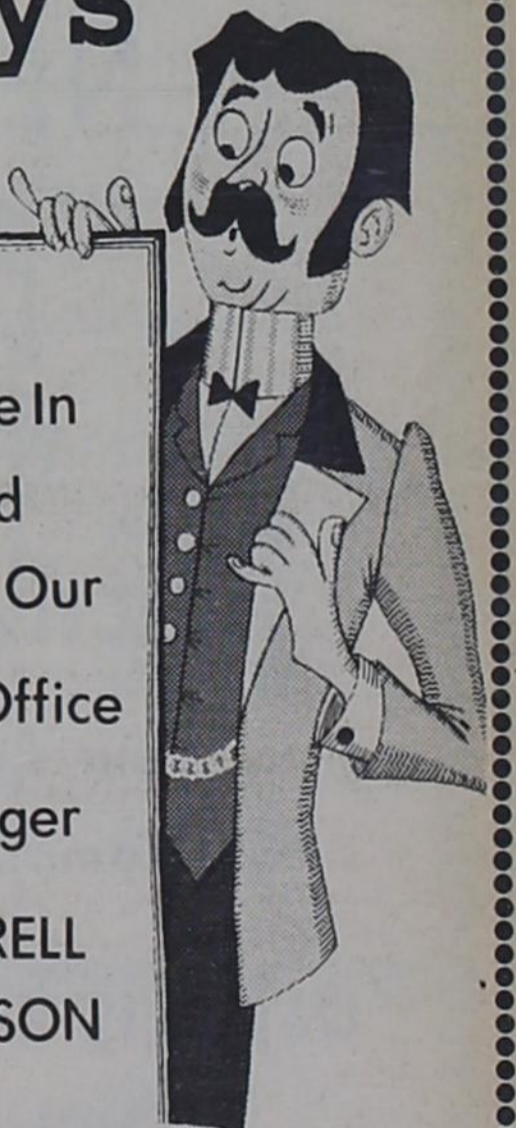
Congratulations

To The Citizens Of Bovina For Putting Together Another Great Celebration.

Bull Town Days



Come In And Meet Our New Office Manager DARRELL SIMPSON



Let PCA Help You With Your Agricultural Loans.

OFFICES IN:

- Plainview Tulia Olton
- Littlefield Floydada Muleshoe
- Dimmitt Silverton Friona





FARWELL HARDWARE...Taking third place in the city slow-pitch softball tournament which ended Sunday was Farwell Hardware. Team members are: back row, left to right, Curtis Lindley, Kevin

Hargrove, Kent Armstrong, Doug Harrison, Jerry Askew, Jerry Monk and Manager Lewis Foster; front row, left to right, Ricky Ketcherside, Albert Stewart, Ronnie Hutcheson, Carl Goetch and D.D. Foster.



CHUCK'S SPRAYING SERVICE...Members of the Chuck's Spraying Service team are: back row, left to right, Gary Foster, Lee Jesko, Arthur Graves, Phil Brockman, Richard Engelking and Bill Russell; bottom

row, left to right, Mike Beauchamp, Lyndon Foster, Robert White, Bruce Billingsley and Dan Koelzer. Not present were Manager Larry Jesko and D.H. Foster.



SHERLEY GRAIN...Ending the regular season play in a tie for first place and coming in second in the city tournament was Sherley Grain. Team members are: back row, left to right, Roy Lee Stowers, Ron Cain, Lenny Petree, Jackie Stowers, Rickey Stanberry

and Alton McCormick; front row, left to right, Manager Kent Stanberry, Dean Stanberry, Jimmy Grimsley, Danny Stanberry and Jeff McCormick. Not present were Chuck Gilbreath and Forest Harding.

AT ROPING ARENA

14th Horse Show Slated Saturday

The 14th annual Bovina Quarter Horse Show will begin at 10 a.m. Saturday, at the roping arena east of town.

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

"Entries close and judging begins at 10," says Mrs. Robert Read, show secretary. "We hope to have over 100 entries again this year."

Judging the show will be John Stotts of Matador. The show drew 102 entries

last year with William Murrell of Gruver judging the event. Grand and reserve champions came from Silverton and Dimmitt.

The Bovina show is American Quarter Horse Association-approved.

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

Trophies will be awarded the grand and reserve champions

Whisker Judging Thurs.

Judging of what a number of people will argue is the "ugliest" portion of the week-long LTD festivities is scheduled to begin at 6:30 p.m. tomorrow (Thursday) at the Bovina Roping Arena im-

mediately following the cow calling contests.

Men of the Bovina area, sporting various types of facial fuzz, will be judged in the annual Bull Town Days beard growing contest at that time.

Winners of last year's contest were **Burry Thatcher, first, and R.B. Riley, second. Thatcher and Riley are brothers-in-law,**

keeping the beard growing contest winners in one family.

Winners in this year's contest will be awarded plaques at intermission of Thursday night's performance of the Clovis Senior Citizens Kitcher Band at 8:30 p.m. in the Bovina Schools auditorium.

Men of the community who have neglected to buy a shave permit may find themselves thrown in a horse tank and jailed in the LTD jail on Main Street if they are not sporting enough facial adornment to qualify as a beard grower.

Previous winners in the contest have been Eugene Jackson of Happy, Pat Quintana, Larry Scott and Truman Trim, all of Bovina.



There'll Be Lots Of **OLD FASHIONED**

Fun At Bovina's Bull Town Days

And

Lots Of New Fashions At The

Browsabout's

FASHION SHOW

See The New Fashions

For Fall And

Back-to-School,

Modeled by

Local Residents



FREE!
DOOR PRIZES

★ \$25⁰⁰

Gift Certificate

★ \$10⁰⁰

Gift Certificate

SATURDAY
3 P.M.

First State Bank

- Community Room -

- SPONSORED BY -

The Browsabout Inc.

Blade Building - Third & Main

ROXIE McLEAN And FURNE HARRIS, Owners

Phone 238-1314

Bovina

NEW RATE

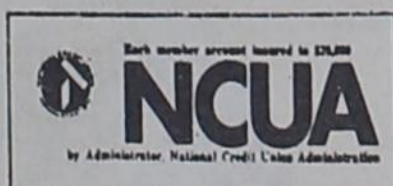
5 1/2 %

EFFECTIVE APRIL 1, 1974

Your Earnings Are Now
Compounded Quarterly

Deposits By 10th Earn From 1st
*Life Insurance

All Accounts
Insured By



\$20,000

FRIONA TEXAS
FEDERAL CREDIT UNION

Expect Thousands For Bull Town ...

(Continued from Page 1)

charge of youth activities for children 12 and under. Several different contests will be held for the youngsters, including events such as tricycle races, sack races, bean rolling, watermelon seed spitting contests, and others of that type.

The annual Bull Town Days parade will begin at 4 p.m. with numerous floats, riding clubs, antique automobiles, decorated bicycles and horses winding through the city's streets with awards given to the best float and riding club.

Downtown Bovina will be roped off Friday afternoon after it is cleaned in preparation for the free barbecue to be served at 6.

The "open to the world" free barbecue will be served from four lines set up on the downtown block to facilitate serving. Members of the Bovina Chamber of Commerce and Agriculture and the Bovina Lions Club will handle serving chores.

Along with some of the best barbecued beef in the southwest, supper guests will be treated to Bovina-grown cantaloupe (some of the "finest in the world") and onion slices, courtesy of Gateway Produce, and pinto beans prepared by about 40 Bovina cooks.

Carnival booths will be set up in the downtown block to offer Bull Towners their choice of a variety of activities. The booths were a popular addition to the '72 festivities and are expected to be again this year.

Next item on the agenda will be presentation of various awards on Main Street at 8:15. Parade winners, the oldest old-timer, winners in the fiddling contest and the person traveling the farthest to attend the celebration will be presented awards.

Following the presentations, square dance music and calls will fill the air as square dance clubs take over a portion of the downtown block to compete for the best square. Open square dancing will follow from 9 p.m. until the last dancer has quit the streets.

For members of the younger set, the focus will be on the Wilson Building on Third Street where "The Traveling Salesmen," a group from Lubbock, will be playing from 8 p.m. until midnight or after. Admission will be \$3 per person or \$5 per couple. Bovina's Jaycees will sponsor the dance.

Or, if the BTD visitor prefers, he may attend the slow-pitch softball game between the 4-S Real Estate team from Clovis and either the champion Big Nick Traders or runner-up Sherley Grain of the Bovina Lions Club slow-pitch league at the Bovina ballpark.

The game will get underway shortly after 9 p.m.

The 14th annual Bovina Quarter Horse Show will begin at 10 a.m. Saturday at the roping arena. The show is American Quarter Horse Association-approved and sponsored by the Roping Club.

Judging the show, which has 23 halter classes and nine performance classes, will be John Stotts of Matador. Entries will be accepted until 10 a.m.

A new addition to the annual show this year will be youth activities. Two halter classes and three showmanship classes will be featured. Entry fee in the youth activities will be \$4.

Halter and performance entry fees in the Quarter Horse Show will be \$7 each. Entry fee in the junior cutting will be \$12.50 plus \$7.50 office charge with entry fee in the senior cutting \$17.50 plus \$7.50 office charge.

For the female BTD visitor, The Browsabout, Inc., will stage a fall style show at 3 p.m. in Community Room of First State Bank of Bovina.

Concluding Saturday's activities will be a western dance from 9 p.m. until 1 a.m. at the American Legion Hall on Third Street. Jim Hill and The Boothill Boys of Portales will play for the dance.

Concluding the 1974 Bull Town Days celebration will be motocross cycle races beginning at 2 p.m. Sunday at the cycle track here. Sponsored by the Jaycees, \$700 in prize money will be awarded the winners in this last of a series of three racing events.

An added attraction at this year's races will be an exhibition by a sky diving club from Amarillo.

The Southwest Carnivals, Inc., based in Odessa, will set up its rides on the vacant lot across from the ballpark Thursday and continue through Sunday. The show has six rides and five booths, according to information received here.

Individual stories about each event in the week-long celebration appears in this week's issue of The Blade, which will be sent throughout the county.

School Sets Schedule...

(Continued from Page 1)

Junior high students will register in their classrooms-eighth grade students from 9 to 10 a.m. and seventh grade students from 10 to 11 a.m.

Kindergarten and first grade students who did not pre-register this spring will register at Ridgelea Elementary School from 9 a.m. until noon.

New students are requested to register at the proper times. Students in grades two through six will register the first day of school.

Complete immunization and birth records are required for registering kindergarten and first grade pupils.

Kindergarten classes in Bovina Schools will be offered once again this year on the same basis as the past year for all five-year-old children. It is not a mandatory program.

Educationally disadvantaged students, including those with a language barrier or whose family's yearly income is less than \$3,000, may attend classes on a whole-day basis for the entire school year. All other five-year-old children will begin at mid-term and go on a full-day basis along with those who began at the first of the school term.

The kindergarten program is authorized and financed by the state.

All school-age children, under the state's compulsory immunization law, must be immunized against diptheria, measles, tetanus and polio before they will be allowed to enroll, according to Superintendent L.F. Jacobs.

Further details concerning the beginning of the school term and a list of the faculty and administration will be published in next week's edition of The Blade.

Jerry Early Gets Degree

Jerry Early, son-in-law of Mr. and Mrs. B.L. Marshall of Bovina, was one of 123 students receiving degrees at 8 p.m. Friday, August 9, in Texas A&M University graduation exercises at J.R. Rudder Auditorium.

Early, a magna cum laude graduate, received his degree from the College of Veterinary Medicine. Featured speaker at the exercises was State Representative Bill Presnal.

He will be engaged in the practice of veterinary medicine at Comanche. He and his wife, the former Miss Meloney Marshall, will reside at 206 W. Walcott there.



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Large Size **98¢ Ea.**

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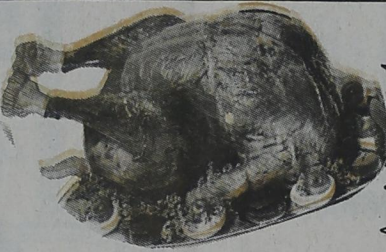
Shurfresh All Meat
FRANKS
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Shurfine
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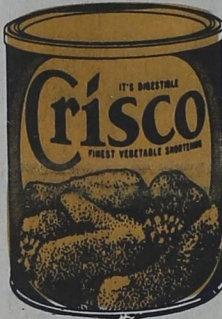
WAGNER DRINKS
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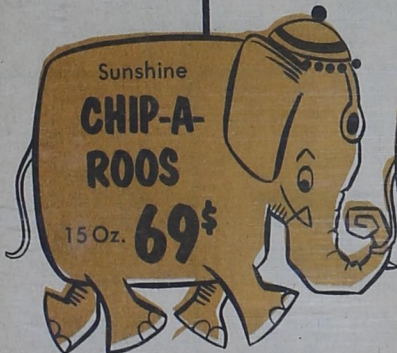
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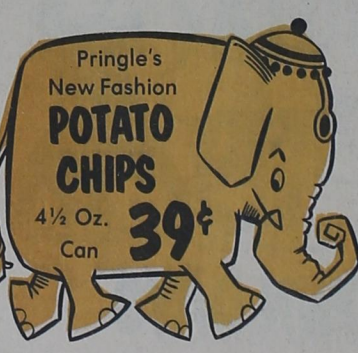
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A 10-YEAR HISTORY

Bull Town Days -- Past And Present

By Lou Nuttall

If the originators of Bovina's Bull Town Days were asked to recall the purpose behind this community's annual mid-August celebration, chances are they would not be able to remember just exactly why BTD began, or even how it mushroomed into the week-long event it will be this year, the 11th such event in this small community.

In a search of The Blade's morgue, the first mention of such a celebration was in the June 3, 1964, edition with only a picture relating to some other event and a small paragraph in "Whittlin," Dolph Moten's column, in that week's newspaper.

In the following issue, further mention was made of planning the initial celebration. Apparently members of Bovina's Roping Club were planning a roping event. The club settled on the mid-August date to avoid conflicts with the numerous July 4th rodeos in the country, and also because it would coincide with its annual Quarter Horse Show, which had been initiated three years before.

The roping event and horse show soon escalated into a barbecue and before too many weeks had passed, women's cow calling and men's beard growing contests had been added to the slate.

From that point, it probably seemed logical to add a queen's contest, a local variety show, parade, square dance, old timers' reunion and lunch and a contest for fiddlers. After all, some people weren't interested in horses and there might as well be something for the whole family to enjoy.

Bull Town Days eventually replaced the Fourth of July celebration here—the only organized type of celebration in Bovina before 1964.

That first year, members of the Roping Club were assisted by members of the Bovina Chamber of Commerce and Agriculture in planning the celebration.

The planning committees optimistically predicted that over 4000 people would come to Bovina for the free barbecue and were not disappointed when some 3000 did turn out for the meal, which featured home-grown barbecued beef, Bovina-grown cantaloupe and onion slices and pinto beans—standard fare for the celebration since that first year.

Lynn Looney, now Mrs. Jim Cabe of Canyon, was selected to preside as queen over the first celebration. In the local talent show, sponsored by the Bovina Band Parents and directed by Joe Wayne Harper, Tammi Russell won the contest with her solo, "Just Plant A Little Watermelon."

The matched calf roping event, which started the whole thing, saw Lee Cockrell of Panhandle win over Glen Franklin of House, N.M. Both men were nationally known calf ropers at that time. In a junior matched roping event, David Hill of Hereford bested James Lee Calaway, one of Bovina's own young cowboys.

Also added to the slate of activities was a junior calf scramble in which some 60 youngsters attempted to grab \$1 bills tied to the calves' tails.

In the initial cow calling contest for the women, Mrs. Reagan Looney placed first, Mrs. Joe Wilson second and Mrs. Paul Jones third.

C.E. Trimble won the first beard growing contest with Al Kerby taking second and James Williams of Plainview taking third place.

Over 300 people registered for the old timers' reunion and luncheon with the late Granny Gaines and Frank Hastings taking the honors for being the oldest old-timers present. Mrs. Ella Rawls, then of Atlanta, Ga., traveled the farthest distance to attend the celebration.

Some 134 entries were recorded in the fourth annual Quarter Horse Show and Denzil Boyter of Slaton won the fiddlers contest.

Even though rain showers hampered the feeding of the 3000 at the barbecue, those in charge of that first celebration were enthusiastic about the results and began immediately to plan a second celebration.

Since that first celebration in 1964, the slate of events has steadily grown with at least one and sometimes several new additions each year. At the same time, some of the events have been dropped over the years, but most of the events of that first Bull Town Days remain on the program including the barbecue, queen's contest, parade, cow calling and beard growing contests, square dance contests, old timers' reunion and luncheon, the horse show and the fiddlers' contest.

To be sure, those events have been refined each year until now BTD is a smooth, well-run celebration requiring, as the sponsors and BTD chairmen will testify, the cooperation of almost everyone living in this community.

Many of the people who took over handling arrangements of a segment of the celebration that first year remain in charge of the same event 11 years later, testifying to the cooperation of those involved in planning the event each year.

For the second Bull Town Days event in 1965, some six 1000-pound steers were butchered for the barbecue with as many or more people attending that year.

Five new activities were added to the calendar that year—jackpot roping, junior horsemanship activities, a chuck wagon breakfast, softball games and a community picnic at the city park.

Jack McCracken, then manager of the chamber, took over as general chairman of the event, assisted by Don Stone, president of the chamber, and Rouel Barron, president of the Roping Club.

Some 129 entries were recorded in the horse show with Billy Wilton of Ft. Sumner, N.M., winning the matched roping over Spicer Grip of Hereford. In a junior division, Darrell Franklin of Melrose, N.M., defeated James Lee Calaway of Bovina.

In the jackpot roping event, Calaway won the junior division and Bowie Wesley of Wildorado took the senior division. Bill Murry of Phillips beat out seven other fiddlers to win that contest. Some 20 young riders competed in the

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Quite A Celebration

For Quite A Community



SUPPER TIME...Some 3000 people are served some of the best barbecued beef in the country during Bovina's Bull Town Days, along with pinto beans and homegrown cantaloupe and onion slices. In photo above a

portion of four lines that extend past the intersection of Third and Main stand in line for their supper while hundreds more line the streets waiting to get in line or already enjoying their supper.

junior horsemanship activities. Mrs. Reagan Looney repeated as champion in the cow calling contest with Mrs. Buck Ellison winning second and Mrs. Bob Estes third. Men were invited to compete in the contest that year with Darrel Read taking first place followed by C.E. Trimble and C.W. Grissom of Taiban, N.M.

Gwen Christian (now Mrs. Eddie Corn of Friona), daughter of Mr. and Mrs. Wendol Christian, was named queen of the '65 celebration.

In the beard growing contest, R.T. Harbour, Darrel Read and Don Bandy took first, second and third, respectively. In the talent show, again directed by Harper, The Wilsonaires, a trio composed of Roxie Hutto, Beth Hutto and Margaret Jo Venable, won first place. At the old timers' reunion, the late Miss Ellen Remmsnider was the oldest old-timer present with the class of 1940 holding a reunion.

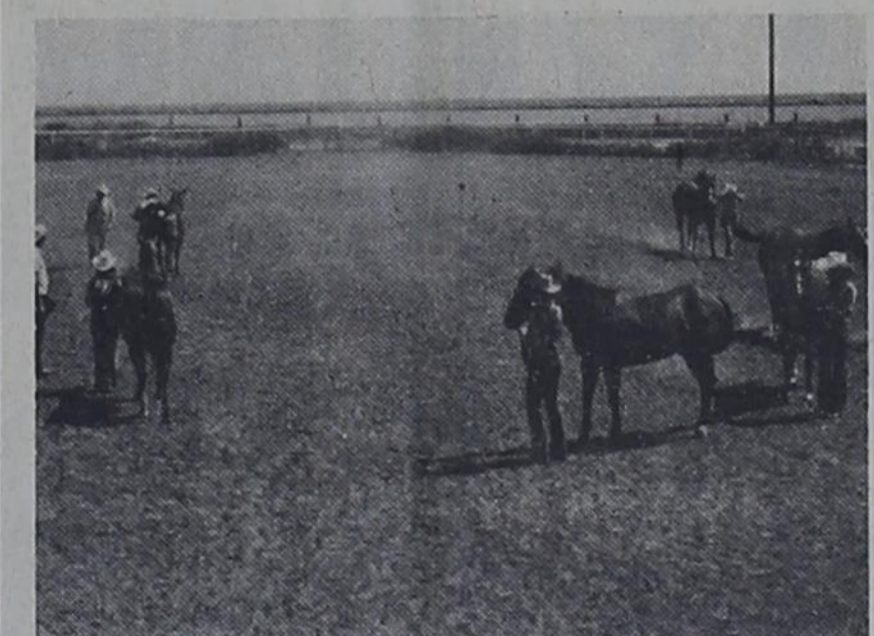
Members of that class were Dottie Bell Quickel, Herbert Gaines, Dortha Hopingardner, Marie Langer, Wayne Bates, Wanda Womack, Virgie Crowell, J.R. Bates, Pearl Brito, Horace McLean, Maggie Ruth Jarrell, Ella Hopingardner, Christine Davies, Mary Johnston, Herbert Potts, Vivian Davison, Rex Lovelady, Ruth

Ayres, Donalita Hastings and Neyland Hester. Alton Farr was sponsor of the class and W.O. Cherry was superintendent.

In 1966, C.E. Trimble was named chairman of the celebration, assisted by Barron, president of the Roping Club,

and Leon Grissom, president of the chamber. Some 3000 attended the barbecue with four new activities added that year—team roping, a teenage dance, professional wrestling and an ex-students banquet.

Some 32 teams were entered in the team roping contest, over



HORSE SHOW...The 14th annual Bovina Quarter Horse Show is one of the main features on the schedule of events. The show, which is three years older than the celebration, has been held in conjunction with BTDs each year but one—that was in 1972 when the widespread VEE epidemic forced postponement of the show.

200 attended the chuck wagon breakfast, 81 entries were recorded in the horse show, 132 attended the ex-students banquet and about 1000 attended the variety show in the school auditorium. The show, directed by Mrs. Betty Hawkins, featured a womanless wedding.

Mr. and Mrs. Denzil Young of Tom's River, N.M., received the award for traveling the farthest distance to the celebration and Frank Hastings received the oldtimer award. Denzil Boyter of Lubbock captured the fiddlers contest. Mr. and Mrs. Reagan Looney won first place in the cow calling contest with Raymond Cantu, Larry Scott and Pat Quintana winning the beard growing contest.

Pam Grissom, daughter of Mr. and Mrs. Leon Grissom, won out over 13 other candidates in the queen's contest.

In the first professional wrestling matches ever held in Bovina, Terry Funk and Lynn Miller won over The Bull Towner and Jose Moto. The matches were held at the football stadium with a good crowd attending.

In 1967, an artists show and auction benefiting the Bovina

Medical Clinic fund and pony express races were added to the card along with a western dance.

Trimble was general chairman of BTD, assisted by Tom Caldwell, Barron, president of the Roping Club, and Tom Beauchamp, president of the chamber, assisted the duo in planning the '67 show.

Some 4000 pounds of barbecued beef was prepared to feed the 3200 people in town on Friday, 250 attended the chuck wagon breakfast, over 800 attended the variety show, 93 entries were recorded in the seventh horse show, 98 attended the ex-students banquet and over 500 were on hand for the wrestling matches.

Mrs. Buck Ellison, Mrs. Ed Hutto and Mrs. Bob McMeans won the cow calling contest for women and Wilbur Charles, Looney and Owen Patton won the men's division. Scott, Trimble and James Williams of Plainview won the beard growing contest.

La Nelle Christian (now Mrs. Bill Polley of Austin), daughter of Mr. and Mrs. Wendol Christian, was selected BTD Queen over 12 other contestants.

Over 700 people enjoyed a male "Miss America" contest in the school auditorium with Harley "Harlene" Sherrick winning the title. Mrs. Hawkins again directed the very successful show.

Mr. and Mrs. Steven Handley of Washington, D.C., won the prize for traveling the farthest distance to the celebration while Hastings again received the old-timers award. The art auction raised over \$600 for the Bovina Medical Clinic fund with Bartow Riley of Olton winning the fiddlers contest.

Wendol Christian was chairman of the 1968 celebration with the featured event the dedication of a state historical marker in Bovina. Also added were carnival rides and bingo games.

Some 2800 people were served in the barbecue lines with 30 contestants in the jackpot roping event, 300 attending the breakfast, 112

entries in the horse show and 105 attending the ex-student banquet.

Mrs. Hutto, Mrs. Ellison and Mrs. McMeans won the cow calling contest for women with Frank Ford of Hereford, Dolph Moten and Pat Quintana winning the men's division. Quintana, Tom Sloan of Williamsburg, N.M., and Keith Scott of Texico won the beard growing contest.

Nancy Mitchell (now Mrs. Ronnie Sudderth and chairman of this year's BTD Queen contest) won out over eight other girls in the queen contest. She is the daughter of Mr. and Mrs. Dean McCallum.

Over 1000 people gave a tremendous ovation to the "Red, White and Blue Follies," directed by Mrs. Hawkins with local talent as members of the cast. The event was held in the school auditorium.

Mr. and Mrs. Bob Kelley of Salinas, Calif., were honored for traveling the farthest distance to the celebration and Hastings again received the old-timers award. Charles Woodburn of Amarillo, president of the Texas Historical Society, presided at the dedication of the historical marker noting Bovina's place in history as the largest cattle shipping point in the world at the turn of the century. W.F. Whatley of Lake Arthur, N.M., won the fiddler's contest.

Toni Rose and Nick Bockwinkle were matched against Fifi La Rue and Karl Von Brauner in a woman-man tag-team wrestling match. The Knights of Columbus netted \$170 for the clinic fund at bingo games during the three-day event.

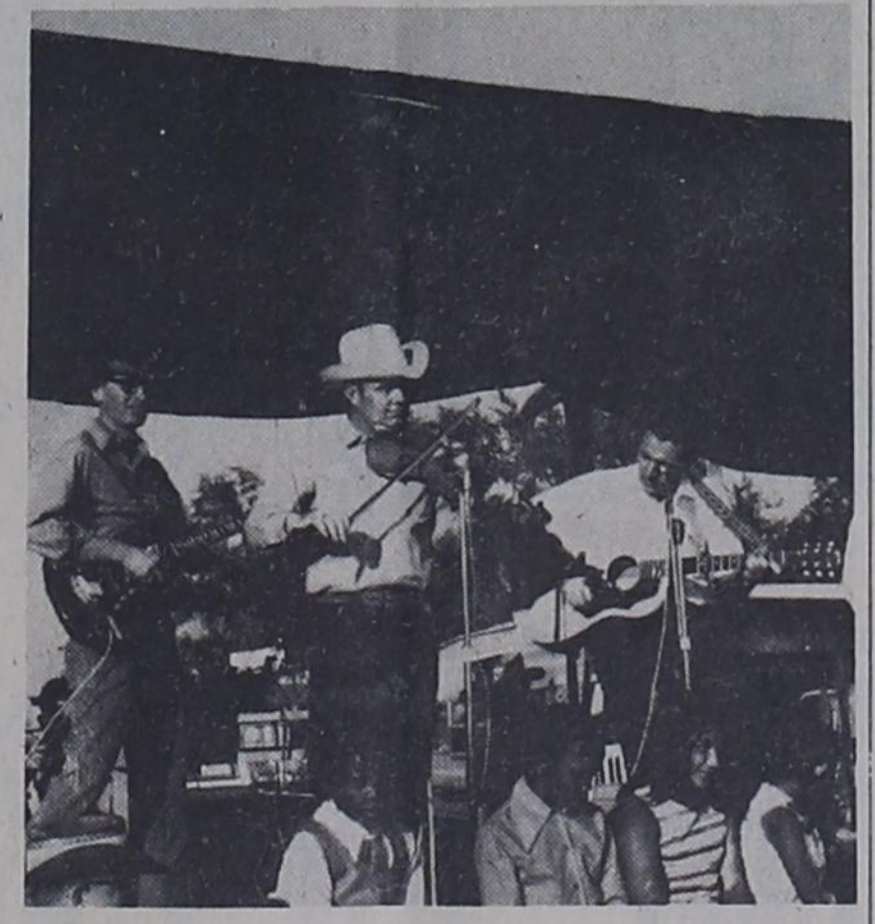
In 1969 with Christian again serving as chairman, featured event was the dedication of a bull statue near the historical marker on Highway 60. The 1500-pound, six-foot tall statue of a longhorn bull with a horn spread of 40-inches was sculpted by Jim Richards, a Texas Tech graduate student. Bovina's Roping Club was responsible for financing the statue.

(Continued on Page 3)



PARADERS...Features of the BTD parade usually include antique cars, buggies, floats, riding clubs, marching bands, pretty girls, decorated bicycles and hundreds of horses. Shown above in an old BTD photo is Mrs.

Herman Estes and her twin granddaughters, Arlene and Darlene Smith, all decked out in the proper attire to match the antique buggy.



FIDDLERS...Another of the more popular features during the annual BTD celebration is the old time fiddlers contest on Friday evening. Shown above in a past contest is Bovina's own Al Kerby, accompanied at left by Larry Webb. Even the younger music fans enjoy the old-time toe-tapping fiddle music.



PRETTY GIRLS...Pretty girls riding handsome horses are one of the main attractions in the annual celebration. The above 1965 photo is of Gwen Christian, center, the BTD Queen. At left is first runner-up, Carol Kirkpatrick, and at right is the second runner-up, Carolyn Wilkerson.

IN NEW MEXICO,

Mountain View Ranch Offers Trip Variety

Located in Cowles, New Mexico, at the gateway to the Pecos Wilderness, is historic Mountain View Ranch.

James R. (Tommy) Tomlinson and Jiggs Riley, formerly of Amarillo, leased the ranch from the Cowles Corporation, and are in the process of re-furnishing and modernizing the ranch, which has played host to thousands of outdoor lovers for a number of years.

There are 10 cabins available for renting at the ranch. They accommodate from two to eight persons. Guests at the ranch may eat family style meals at the main dining room, or prepare their own meals, as each cabin has a complete kitchen.

Outdoor lovers will enjoy the Pecos Wilderness. Fishermen will thrill to their catch of the native Brown Trout in either the mountain streams or in the ranch's lake.

There are two ponds at the

ranch headquarters, both of which are stocked with Rainbow Trout. One of the ponds is specifically for children 12 years of age and under. It is one of only three such "children's ponds" in the state.

In the old days, this smaller pond was the ranch's "ice pond" in the winter.

Hunters can satisfy their quest for such big game as bear, deer, elk, cougar, and the Rocky Mountain Bighorn Sheep.

Tomlinson and Riley own a pack of trained hunting dogs. Special hunting and fishing package trips are offered by the ranch, including the three day fishing trip, designed for the avid fisherman who wants to get into the high country and a native habitat.

For the hunter, there is the five-day elk hunt in October, the five-day deer hunt package, and other special package hunts

for bear, cougar and Bighorn sheep.

The ranch will furnish any type of guided trip, including one for photographers, or just for loafing.

"We try to tailor our tours to individual preference," says Tomlinson. "We welcome and want inquiries that will not only challenge us but will make our customers feel as if we have done a job for them and them only," he adds.

The ranch headquarters includes a well-stocked general store. The store features packaged goods, fishing tackle and bait, food, candy, tobacco and other merchandise. It is open seven days a week, from 8 a.m. to 5 p.m.

There is also a bar which features a person's favorite drink, which is open until 2 a.m.

The recreation hall features pool tables and pin-ball machines. A country and western dance is held every Saturday night, featuring a live band.

A special fall package offered by the ranch is designed for the couple that would really

appreciate the true glory of the Pecos Wilderness in all of its color, and at the same time enjoy a guided shopping tour in historic old Santa Fe. With this package, the ranch offers five days of carefree living in a comfortable cabin, all meals, and two special days of horseback picnicking in the Pecos Wilderness. This trip is called "A real photo bug's dream."

Also available is a Christmas package, designed especially for two couples who would spend Christmas at the historic old lodge with its roaring fireplace. It features wining, dining, lodging and a special last-minute shopping day in historic Santa Fe.

The middle portion of the old ranch house was built around 1918. Tomlinson has guest books that date as far back as 1921. So, Mountain View Ranch has a rich tradition of entertaining people.

The ranch was first begun as a homestead, then was a working cattle ranch, later a dude ranch, and presently is a guest ranch.

It is figured that in the days



BIGHORN COUNTRY....The area near Mountain View Ranch is noted for its game, and hunters can find everything from bear to Big Horn Sheep, such as this fine would-be trophy.



ENJOYING A RIDE....In addition to horseback rides, youngsters visiting Mountain View Ranch can be treated to a ride in a harness rig, pulled by a burrow.



CAMPING OUT....Camping, and enjoying meals cooked in the great outdoors is one of the things to be enjoyed in the Pecos Wilderness near Cowles, N.M.



PACKING TRIPS....One of the treats available at Mountain View Ranch at Cowles, N.M. is a packing trip, which can be completely arranged by the ranch.

of the trail drives, some of the famous old cattle barons visited

Cowles, grazing their herds on the way to market.

Tomlinson has been with the ranch since April of 1973. He managed it a year for the Cowles Corp., and then leased it beginning on May 1 of this year.

The ranch maintains a stable of horses, and features guided rides by the hour or day.

Ranch employees will also pack campers to any point in the Pecos Wilderness and will return to pack them out on a designated day. They also have available a complete guided camping trip into the wilderness, which can last for a week or more.

For these packing trips, the ranch provides the horses, food, cooking utensils, tent, etc. The

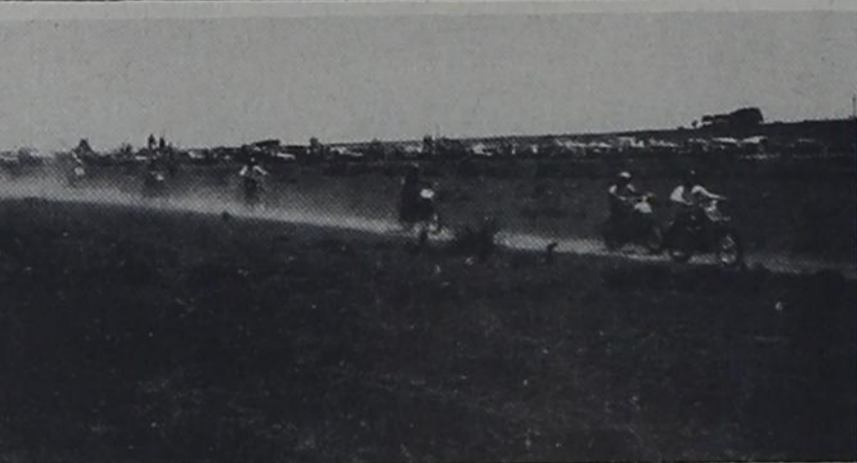
guest is only requested to provide his own bedroll.

"We are attempting to gear our operation so that we can work with anyone who wants to communicate with nature, and serve them the best way possible. Service is the main thing we are stressing," Tomlinson says.

Located in north central New Mexico, the ranch is in the midst of some of the most spectacular scenery in New Mexico, and the visitor can see any number of species of birds and other wildlife.

The Cowles area also began receiving its normal rains during July, so that the area, after a dry start earlier in the summer, has returned to the cool, relaxed atmosphere which folks expect when they crave a trip to the mountains.

If you haven't ever visited Cowles, or if you haven't been there in a number of years, call Tommy Tomlinson at (505) 757-6217. He will be happy to discuss with you a week or a weekend trip that you're certain to enjoy. The mailing address is Route 3, Terrero, N.M.

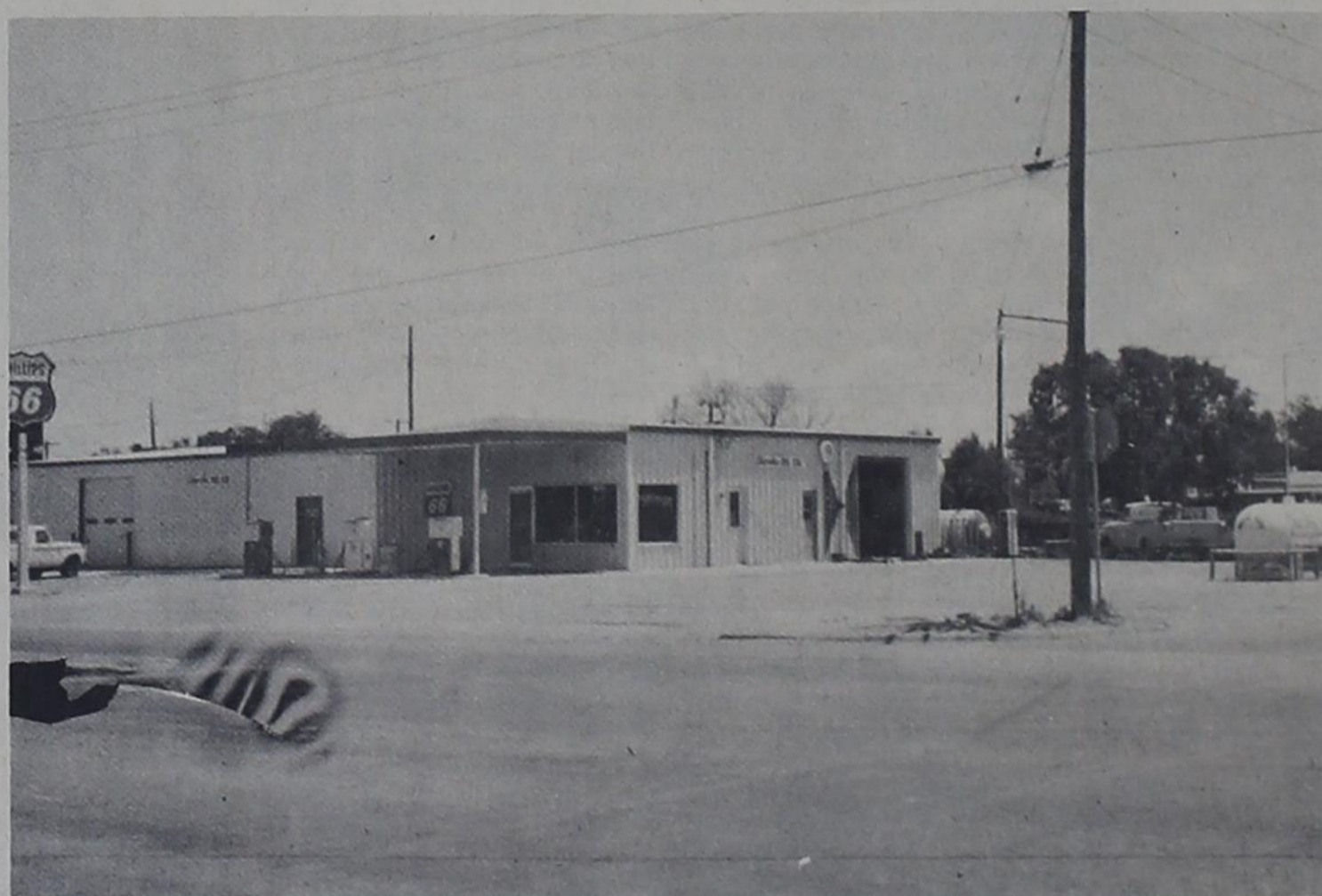


CYCLE RACES....One of the newer additions to the schedule of LTD events is motorcycle races. Sponsored the first year by the chamber, the event proved to be highly successful. Bovina's Jaycees is sponsoring the races this year with \$700 in prize money being offered.

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Bull Town Days Past & Present...

(Continued from Page 1)

Some 3000 people were served barbecue on the Main Street of Bovina, 17 entered the jackpot roping, 10 girls competed in the queen's contest, some 900 people attended the variety show, 217 ate breakfast at the Bovina Gin yard, 225 were registered at the old timers' reunion and community basket luncheon, 82 entries were received in the horse show and 125 attended the ex-student banquet in Bovina Schools cafeteria.

Mrs. Ellison, Mrs. Hutto and Mrs. Looney won the women's cow calling with Redge Priest, Trimble and Quintana winning in the men's division. Eugene Jackson of Happy, Scott and Carl Bryan of Happy were winners in the beard growing contest.

Loy Beth Christian became the third daughter of the Wendol Christians to win the **BTD Queen** title.

A western-style shotgun wedding was the feature attraction in the western variety show, directed by Mrs. Mike Barraza, W.F. Whitley again won the fiddlers contest.

1970

Moten, then editor and publisher of *The Blade*, was chairman of the 1970 Bull Town Days which featured a mock gun battle by the Amarillo Gun Fighters Club as the new addition to the slate of activities. The club staged three mock shoot-outs on Main Street while the crowd of 3000 persons were going through the serving lines.

Some 24 participated in the jackpot roping event, eight girls competed for **BTD Queen**, over 800 attended the variety show, 200 ate a chuck wagon breakfast, 100 youngsters competed in the horsemanship activities, a record 164 entries competed in the 10th annual horse show and 100 attended the ex-students banquet.

Looney, Patton and Barron won the men's division and Mrs. Glenn Hromas, Mrs. McMeans and Mrs. Edwin Lide won the women's division in the

cow calling contests. Truman Trim, Flea Garza and James Roach took the prizes in the beard growing contest.

Holly Davis, daughter of Mr. and Mrs. Brooks Davis, was crowned the '70 **BTD Queen**.

Mrs. Barraza again directed the variety show which had as its theme "The Roaring 20's to the Roaring 60's."

Edith Sheppard of Hereford received the old-timer award with Lou Walling of Fair Oaks, Calif., traveling the farthest that year. Dink Essary of Floyd, N.M., Bovina's own Al Kerby and Don Lancaster of Floyd were the winners in the fiddlers contest.

1971

In 1971 with Tom Bonds as general chairman, an unexpected addition was added to Bull Town Days with the wedding of "Big Nick" Trienen and Mrs. Leitha London, complete with the traditional wedding music at the piano, wedding cake and punch, at the Bovina Roping Arena prior to the parade on Friday.

New additions to the slate

were the Floyd, N.M., Lions Club Grand Ole Opry Show, an open cutting contest and carnival booths sponsored by local civic and church organizations.

Some 3000 were lined up for barbecue, six competed in the queen's contest, 800 attended the show at the school auditorium, 200 ate a chuck wagon breakfast, 40 teams entered the jackpot calf roping, seven were entered in the cutting contest, 50 attended an ice cream and cake social for ex-students, six competed in the fiddlers contest and for the first time in **BTD** history, the Quarter Horse Show was not held during Bull Town Days.

The 11th annual show was forced into a postponement by the widespread **VEE** epidemic that year. The American Quarter Horse Association notified the Bovina Roping Club on Thursday before the show on Saturday that the event would have to be postponed.

Moten, Patton and Trimble won the men's division and Mrs. Ellison, Mrs. McMeans

and Mrs. Hromas won the women's division in the cow calling contests. Roy Lee Stowers, Joe Mac Dutton and Lupe Salazar won the beard growing contests.

Bonny Jones [now Mrs. Rick Sorensen] was named **BTD Queen**. She is the daughter of Mr. and Mrs. Sonny Jones.

Pearl Singletery of Texico received the old-timers award with Mary Charles Kaminski of San Jose, Calif., received the award for traveling the farthest distance to attend the celebration.

Darts, dunking boards, fishing, horseshoe pitching, cake walks, coin toss, bingo, homemade pie and ice cream and soft drink booths were sponsored on the sidewalks of Main Street by various civic and church organizations.

In the open cutting contest, Doyle Stowe and Ricky Meason were winners in the junior division with Ted Waldhauser and Leon Spears winners in the senior division. Dink Essary of Floyd, N.M., won out over six

(Continued from Page 4)



CANTALOUPE FOR MEAL...The first Produce Company annually provides the loads of cantaloupe in the Bovina area is usually harvested just several days prior to the mid-August celebration. Gateway



Come One,
Come All
To Bovina's
Bull Town Days

Horn
Insurance
Welcomes
Everyone

Come and be a part of our
annual celebration in Bovina!

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SALUTING BOVINA

DURING ITS
11th Annual

BULL TOWN DAYS

August 15-16-17

MAY IT BE THE BEST YET!

GATEWAY FARMS, Inc.

R. R. Lusk, Mgr.

**Bull Town Days
Past And Present.....**

(Continued from Page 3)

other fiddlers in that contest.
1972

In 1972, Bonds again served as general chairman with Lewis McDaniel serving as assistant chairman. Added to the slate of activities that year were the Roosevelt County Good Times Grand Ole Opry Show, motorcycle races and doubleheader slow-pitch softball games pitting the Clovis city champs against the Bovina city champs.

Some 2500 ate free barbecue, 11 entered the cow calling contests, five entered the queen's contest, 700 attended the Grand Ole Opry show, 215 ate a chuck wagon breakfast, 140 registered at the old timers' reunion and luncheon, 21 entered horsemanship activities, a record 13 contestants vied for cash prizes in the fiddlers contest, 16 entered the jackpot calf roping, 112 entries were recorded in the 12th horse show, 50 attended the ex-student social and 1000 persons were on hand for the cycle races.

Moten and Patton won the men's division and Mrs. Bill Bradshaw and Mrs. Ellison won the women's division in the cow calling contest. Elton Venable and Lupe Salazar won the beard growing contest.

Christi Trimble, daughter of Mr. and Mrs. C.E. Trimble, was named 1972 **BTD Queen**.

Eb Randall of Farwell received the old-timer award with Mrs. June Wilcox Sisoc of Modesto, Calif., received the award for traveling the farthest distance to attend Bull Town Days. Bartow Riley of Olton won the fiddlers contest with James Lee Calaway and Tex Garnet of Clovis winning pots in the jackpot calf roping. At the ex-student social, Mr. and Mrs. B. Vassey of Bangor, Wis., were honored for coming the farthest distance from Bovina and Minnie McGee, class of 1917, was the oldest ex-student present.

In the slow-pitch games, Wade's Sporting Goods of Clovis won both ends of a doubleheader over Jesko's

Jackrabbits, Bovina's champions.
1973

McDaniel took over as general chairman in 1973 with Stanley Robison serving as co-chairman.

The only new addition this past year was a fashion show, presented by The Browsabout, Inc., at First State Bank of Bovina. An overflow crowd of spectators was on hand for the showing of the new fall styles.

Some 2500 ate free barbecue, 14 entered the cow calling contests, five girls competed for **BTD Queen**, a disappointing crowd of 200 turned out for the Grand Ole Opry Show, 200 persons ate a chuck wagon breakfast cooked over left-over coals from the barbecue pits, 80 registered for the old timers' reunion, 82 youngsters competed in the horsemanship activities, six fiddlers competed for cash prizes, 102 horses were entered in the 13th annual show and 100 attended the fashion show.

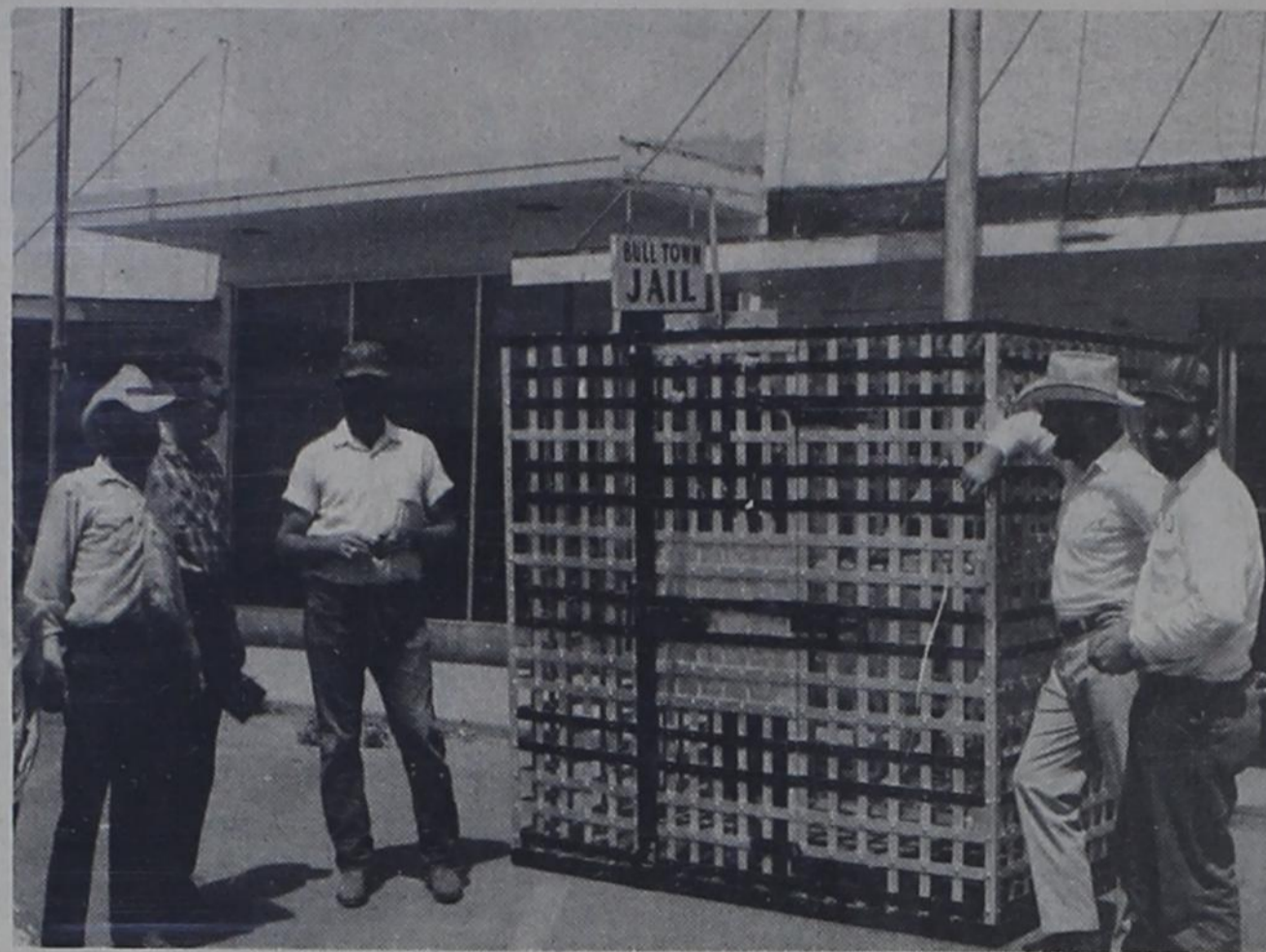
Tammy Christian made it a clean sweep for the Christian family, being the fourth and final daughter to claim the **BTD Queen** title.

Patton, Moten and Trimble won the men's division and Kathy Williams, Mrs. Houston Bartlett and Mrs. Clifford Leake won the women's division in the cow calling contests. Burry Thatcher and R.B. Riley won the beard growing contest.

Minnie Wells of El Paso received the award for the oldest old-timer and Mrs. Christine Norton Doherty of St. Louis, Mo., received the award for traveling the farthest distance. Henry Lester of Idalou captured first in the fiddlers contest.

In a pair of slow-pitch softball games at the city baseball park, 4-S Real Estate and Big Nick's Traders split a pair of games. The Traders were champions of the Bovina league.

10-Year Success
In listing the events of the past 10 celebrations, it would be impossible to compile a list



BTD JAIL....The old jail cell from the original Parmer County jail is used on at least one occasion each year when clean-shaven men who have failed to

purchase a shave permit are summarily tossed into the cell to repent of their failure to abide by the "BTD laws."

of people who have contributed their talents, as well as their money, to ensuring the success of the celebration.

Perhaps the most time consuming item on the slate is

the barbecue. Residents of the community handle every phase of the work—from beginning to end. During the first few years of the celebration, beeves were purchased from local cattlemen.



WOMANLESS WEDDING....Another variety show, directed by Mrs. Betty Hawkins, featured a womanless wedding with "Wilsana" DiCuffa the bride and Sonny Spurlin as the reluctant groom. Other themes of past variety shows included a male "Miss America" contest and the "Red, White and Blue Follies." Casts of the shows were made up almost entirely of residents of the community.



MEAT SLICERS....Working at a fast and furious pace until the last person in the four serving lines has their plate of delicious barbecued beef Friday night is a crew of slicers in the old Bovina fire station building

on Main Street. The beef is transported from the gin yard to the old fire station, as is the pinto beans, cantaloupe and onion slices, with a crew of men also keeping the serving lines replenished.

breakfast, man the soft drink booths (the only item one must purchase for Friday's supper), cook the pinto beans, slice the cantaloupe and onions, work behind the scenes in the variety shows and the queen's contest and the old timers reunion and the community basket luncheon and the parade and the fiddlers contest and the carnival booths and the square dance and the teenage dance and the western dance and the horse show and the cycle races and the carnival and any other activity which might be on the schedule any given year.

For a community of less than 2000 adults to host a four-day fete for between 3000 and 4000 people is quite an achievement with Bull Town Days probably turning out to be the largest

such celebration for a town this size anywhere in the country.

Sure—some people grumble about the inconvenience, the noise, the litter, etc. But, when all is said and done, almost every resident of Bovina can point back to some part of the celebration which made it worthwhile—whether it was watching their own youngsters in the queen or horsemanship

events, winning a plaque in the cow calling or beard growing contests, enjoying the good ole' toe-tapping, foot-stomping fiddle music, or visiting with an old-timer or ex-Bovina Schools student one hasn't seen in a number of years.

All in all, it's quite a celebration for quite a community!

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To Bovina's
Bull Town Days**

See
BOVINA PUMP CO.

- For -

- ★ Gearhead & Pump Repair
- ★ Machine Work & Welding



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

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FUN For EVERY ONE

Thursday - Friday - Saturday

August 15-16-17

BOVINA PUMP CO.

Kenneth Cary, Mgr.

Located West On Hiway 86 In Bovina



for **BULL TOWN DAYS**
ANNUAL COMMUNITY CELEBRATION



REMEMBER.....

WE'RE ALWAYS WORKING

FOR YOU



BEARD GROWERS...It takes more than a couple of weeks to grow the type of facial adornment that wins prizes in beard growing contests, as this 1967 photo illustrates.

Winners that year were, from left, Larry Scott, C.E. Trimble and James Williams of Plainview.

Rubio Promoted In Marine Corps

Marine Cpl. Rene Rubio Jr., son of Rene Rubio of Bovina was recently meritoriously promoted to his present rank at the Marine Corps base at Camp Pendleton, Calif., according to information received here.

A meritorious promotion is a special promotion awarded only to those Marines who have distinguished themselves through work, military bearing and leadership.



In England, the left eye of the hedgehog fried in oil was a remedy for insomnia in the 17th century.



In Prussia, they say that if you cannot catch a thief, beat a piece of his clothing with a hazel switch, and he will fall ill.

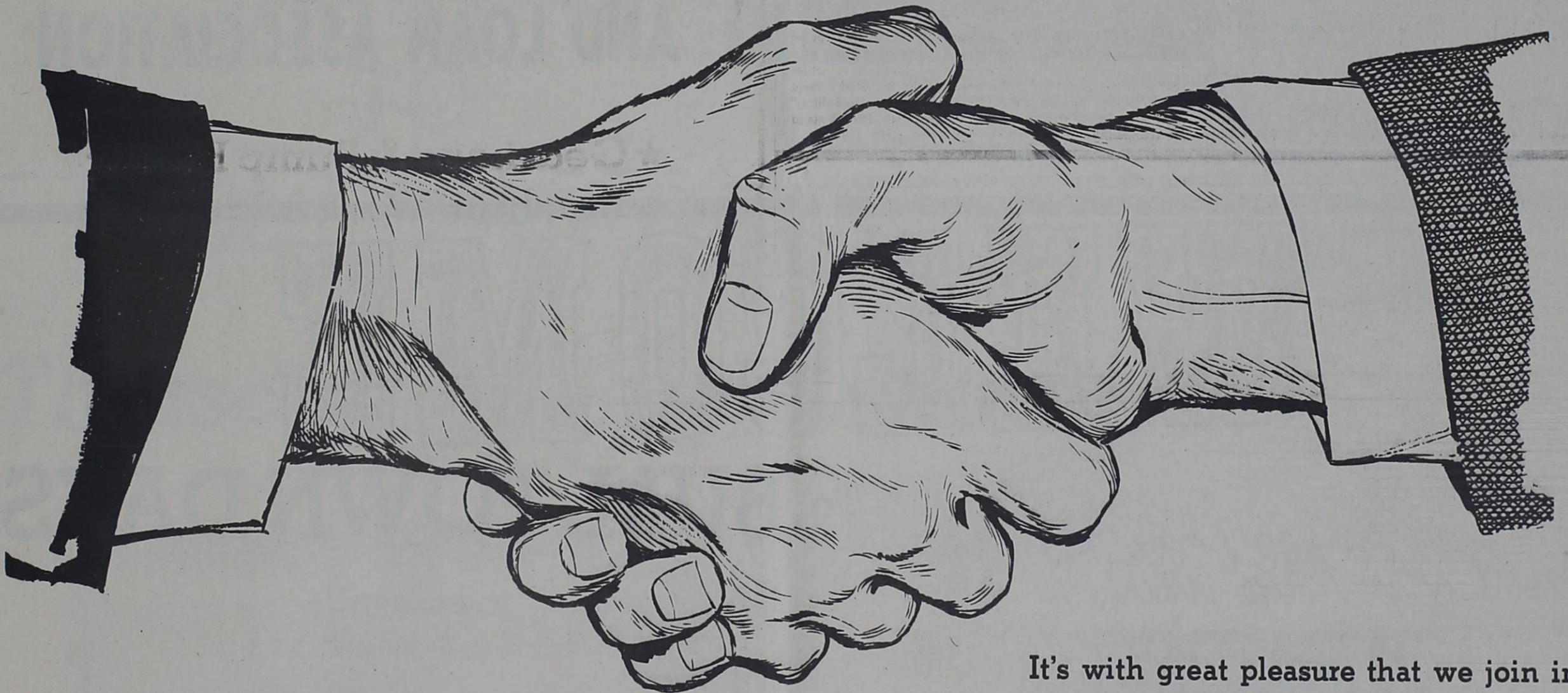


ROBBIE STOWERS...Five-year-old Robbie is the daughter of Mr. and Mrs. Roy Lee Stowers. She has blonde hair, green eyes and is 3'11" tall. A resident of Bovina the past two years, Robbie will enter kindergarten this fall. Her hobby is Barbie dolls. Her grandparents are Homer Loving and Mrs. LaMuriel Stowers. Robbie is sponsored by Fantasy Beauty Salon.



STACEY JARVIS...Eight-year-old Stacey is the daughter of Mr. and Mrs. Billy Whitecotton. She has resided in Bovina five years and is in the third grade in Bovina Schools. She has green eyes and blonde hair. Sponsored by Bovina Supermarket, Stacey's grandparents are Mr. and Mrs. Jim Lawson.

WELCOME, FRIENDS TO BULL TOWN DAYS-1974



Friday, Aug. 16

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

We're Especially Glad To Have The Chuck Wagon Breakfast At Our Gin Yard



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

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

We'll Welcome The Opportunity To Serve You!

"Your Satisfaction Is Our First Concern"



BOVINA GIN CO.

Dwight Cox, Manager

Phone 238-4801 - FM Road 1731 North



SONYA MAYFIELD...Seven-year-old daughter of Mr. and Mrs. Leroy Mayfield, Sonya has brown hair and eyes and is in the second grade in Bovina Schools. She likes to read, draw and help her mother cook. Her grandparents are Mrs. Bruce Cobb and Mr. and Mrs. L.F. Mayfield, all of Plainview. Sonya is sponsored by Bonds Oil Co.



MELISSA GLASSCOCK...Seven-year-old daughter of Mr. and Mrs. Kent Glasscock, Melissa has lived in Bovina since her birth. She has blue eyes, brown hair and is 3'11" tall. She likes animals and singing. Melissa, who will be in the second grade this year, is sponsored by Chuck's Spraying Service, Inc. Her grandparents are Mr. and Mrs. H.J. Charles and Mr. and Mrs. A.L. Glasscock, all of Bovina.



HOLLI CLAYTON...Sponsored by Bovina Pump Company, Holli is the six-year-old daughter of Mr. and Mrs. Dickie Clayton. She has brown eyes and hair and her hobbies are coloring and swimming. She is the granddaughter of Mr. and Mrs. Jack Clayton and Mr. and Mrs. E.L. Cochran, all of Bovina.



GAIL TURNER...Eight-year-old daughter of Mr. and Mrs. Bob Turner, Gail has blue eyes, light brown hair and is a third grade student here. She likes animals and reading. Her sponsor is Spears Handi-Stop. Gail's grandparents are Mrs. Maggie George of Clovis and the late Orvall George, and Houston Turner and the late Maggie Baker Turner. Her great-grandparents are Mr. and Mrs. E. Baker of Tulia.



Celebrate Progress In Bovina

At

**Bull Town Days
ATTEND EVERY
EVENT!
TRI-COUNTY SAVINGS
AND LOAN ASSOCIATION**

Muleshoe

WELCOME

To **BULL TOWN DAYS**

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**SIX MUNCES AGO, I COULDN'T SPIEL
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 TO
 BULL TOWN DAYS**



Thursday - Friday - Saturday

-Directors-

- L. M. Grissom, Chairman
- Jack Kassahn
- Jim S. Kassahn
- Robert E. Wilson
- G. F. Trimble
- Jane Kassahn
- Jerry Wright

-Officers-

- L. M. Grissom — Chairman of the Board
- Jack Kassahn — President
- Jerry Wright — Vice President and Cashier
- Jane Kassahn — Vice President
- Ernesteen Minter — Assistant Cashier

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MISTI BOOZER...Seven-year-old Misti is the daughter of Mr. and Mrs. Lowell Boozer. She is 4'7" tall and has brown eyes and hair. Her hobby is playing the piano. Sponsored by The Brownsabout, Inc., she is a second grader in Bovina Schools. Her grandparents are Mr. and Mrs. O.H. Jones of Bovina.



KIM McCLARAN...Kim has blue eyes, brown hair and is 4' tall. Six-years-old, she is the daughter of Mr. and Mrs. Wayne McClaran. She will be in the first grade this year and enjoys swimming. Her grandparents are Deryl Tapp and Melvin McClaran. Kim is sponsored by Isaac's Department Store.



KARA MILLS...The 12-year-old daughter of Mrs. Polly Mills and the late Alfred Mills, Kara has blue eyes, dark blonde hair and is 5'6" tall. Her hobbies include swimming and playing the piano, which she will do in the competition. She is the granddaughter of Mrs. Bessie Webb and is sponsored by Riverside Chemical Company.



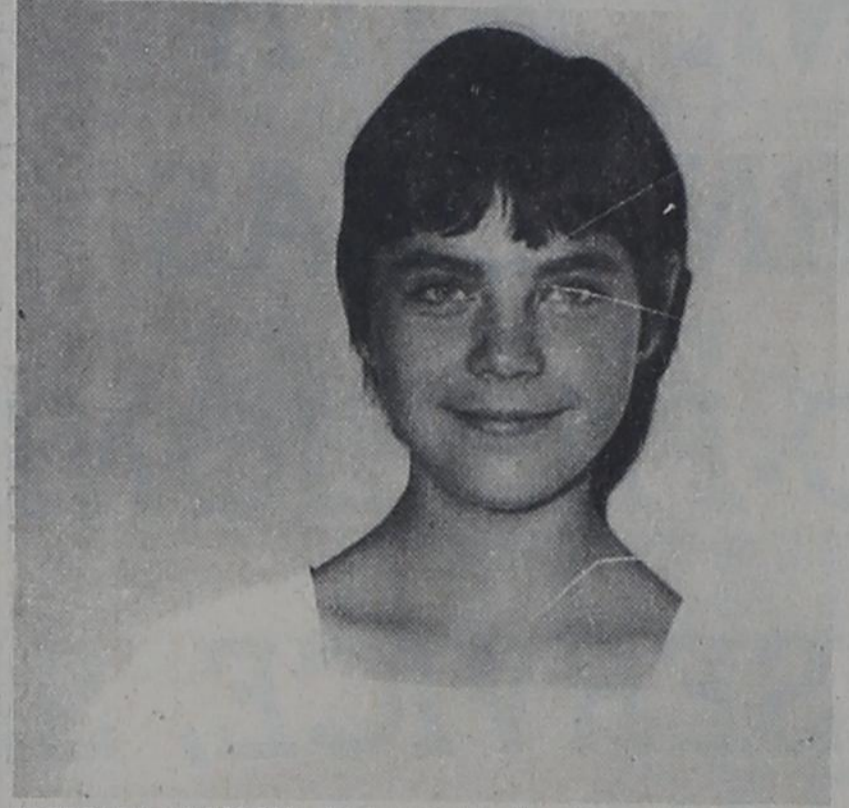
ELYESE MOODY...Elyese is the 11-year-old daughter of Mr. and Mrs. Weldon Moody and is sponsored in the pageant by Bovina Wheat Growers, Inc. She has blonde hair, blue eyes and is 5'3" tall. She enjoys water painting and will perform a vocal solo in the talent portion of the pageant. Her grandparents are Mr. and Mrs. Travis Lloyd and Mr. and Mrs. E.H. Moody. Elyese is in the sixth grade.



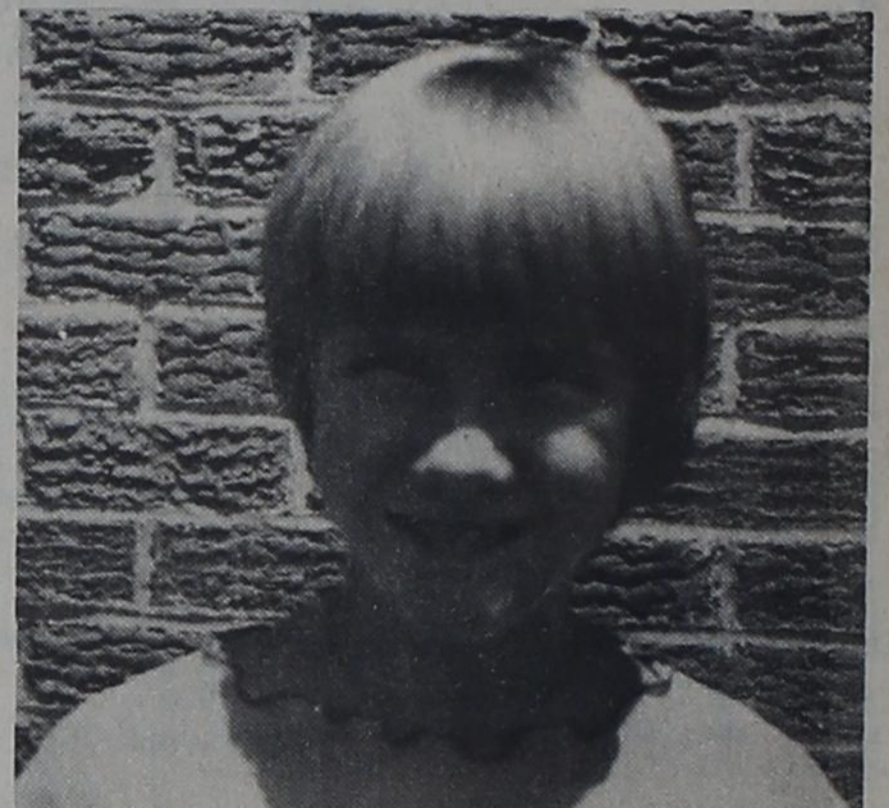
SHARON STEELMAN...Sharon is the 12-year-old daughter of Mr. and Mrs. Dickie Steelman and has blue eyes, blonde hair and is 4'10 1/2" tall. She is sponsored by Don's Medicine Chest. Sharon's hobbies include reading and she will play the piano and sing in the talent portion of the contest. She is the granddaughter of Mr. and Mrs. J.D. Vaughn of Mangum, Okla., and Mr. and Mrs. A.E. Steelman of Bovina.



MARY ROSE ENGLANT...The 10-year-old daughter of Mr. and Mrs. Floyd Englant, Mary Rose has brown hair and eyes and is 5'1" tall. She likes pets and cooking and will perform a vocal solo in the talent portion of the pageant. Her grandparents are Mrs. Bessie Webb and Mr. and Mrs. Ezra Englant. She is sponsored by Englant's Laundry.



MELISSA ALLISON...Melissa is the daughter of Mr. and Mrs. Winston Allison. The 11-year-old has brown hair, blue eyes and is 5'3" tall. She is in the sixth grade and enjoys sewing, softball and basketball. In the talent competition, Melissa will perform a vocal solo. She is sponsored by Three-Way Chemical Co. of Bovina. Her grandparents are Mr. and Mrs. Maedgen Rainwater of Anson and Mr. and Mrs. Gerald Allison of Muleshoe. Melissa has lived in Bovina the past three years.



DONNA BETH LIDE...Donna Beth, 10, has green eyes, brown hair and is in the fifth grade. Her hobbies are stamp and rock collecting. She will play the piano in the talent portion of the pageant. The daughter of Mr. and Mrs. Edwin Lide, Donna Beth is sponsored by Allsup's 7-11. She is the granddaughter of Mr. and Mrs. Jim Roberts.

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Hospital Is Pillar Of Pride In Area

BY LILAH GAY GEE

Tuesday night at the appreciation dinner for the three Friona doctors, reminiscing was in order for many of those attending the affair.

The struggles, the victories and the defeats, the perseverance and "dogged" patience of Friona area residents who built Parmer County Community Hospital and who helped staff it with qualified doctors could make an interesting epilogue.

"Nowadays, people here often just take our medical facilities for granted," was the comment of one who had seen the hospital grow from a "dream to a reality."

Out-of-towners sometimes are more appreciative than local people, both of the medical services and prices at the local hospital. But to those who

remember Friona without a hospital and doctors prior to 1945, it is a different story.

October 4, 1945, is the date on the charter granted Parmer County Community Hospital as a non-profit organization. Signatures on this document are those of Joe Poindexter, Pete Buske, Sloan Osborn and Frank A. Spring.

Built by community donations and memberships, this is a "believe-it-or-not" type medical facility—without county or state funds allotted. Generally, short term success is applied to this type of set-up.

In its early history, dire financial straits became a part of the record. Only due to the generosity and loyal support of a dedicated group of backers was it possible to keep the

doors open. This was true more than once.

This heritage of excellent doctors and hospital facilities is something to be considered, supported and cherished. While many hospitals in the Panhandle are closed because of having no doctor, Parmer County Community Hospital is fortunate to have a staff of three MDs—plus excellent nurses, hospital facilities and equipment.

From a small two-room building, located just south of Plains Hardware, to the upstairs of the old, old, bank building (now a church), then on to a barracks building, and finally to its present location, the hospital has an interesting history.

"We do hereby petition the authorities in charge of medical equipment at Cactus Ordinance Works....." was the beginning sentence of a document signed by some two hundred and fifty-two local people in the '40s, requesting that barracks buildings and medical equipment be allocated to house Parmer County Community Hospital, Friona, Texas.

This petition was honored, and the army barracks buildings were moved to a location between Highway 60 and the present location. These were sold on the auction block when the new building was completed in 1956.

In early fall of 1956, the present building (minus two later building programs) was dedicated and occupied in connection with Friona's 50th anniversary celebration.

February 8, 1954 was the

date of the kick-off banquet for the building fund drive. Some 15 years ago, another building fund drive made the clinic possible.

Newest addition is the McFarland Wing, built in 1965. The late Mr. J. B. McFarland was one of the staunchest supporters of the hospital, both with his money and time.

The late Floyd Schlenker, who served on the hospital board many years, was another of the staunch supporters.

Many local and county organizations have made it possible for Parmer County Community Hospital and its staff of doctors to render medical services needed.

Annually, Progressive Study Club of Friona sponsors the "Money Doll" project at Maize Days for the hospital's benefit.

Modern Study Club's "Project Christmas Card," also is an annual affair, and has contributed over \$20,000 in equipment and funds to the hospital through the years.

The Hospital Auxiliary organizes and sponsors the Memorial Fund, and also sponsors other projects to benefit the hospital.

The Appreciation Night dinner and program should call attention to how lucky Friona and Parmer County citizens are to have the medical staff and these facilities.

Continued support from the community and the county will carry on the work begun by that group 30 years ago, so that future generations may continue to enjoy the very best in medical service.



HOSPITAL...Parmer County Community Hospital, the home base for the three medical doctors who were honored in Friona Tuesday night with a Doctors Appreciation dinner, is a great source of pride for this area, having

been built entirely through personal donations and memberships. The hospital has always preferred to be self-sufficient, rather than depending upon government programs for financing.



CHUCK WAGON BREAKFAST...One of the more popular events, with early risers at least is the chuck wagon breakfast, presided over by head cook Vernon Estes. Held at the Bovina Gin Yard on Friday morning, the event annually draws well over 200 diners.

FRIONA MOTORS

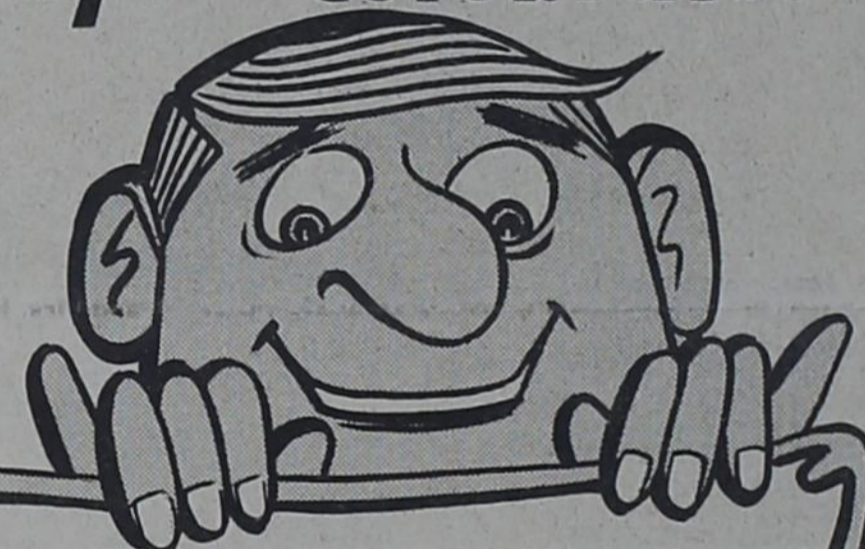
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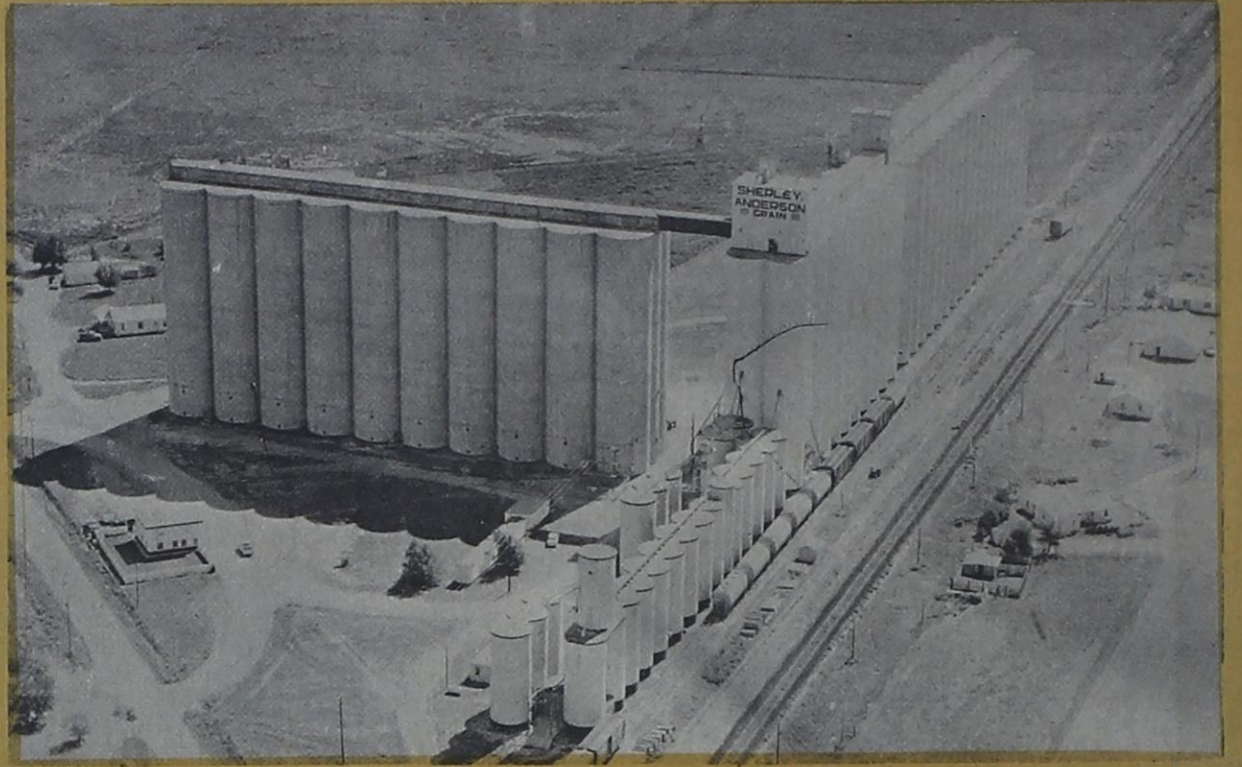


WORLEY GRAIN

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Farwell, Tex. - Bill Thigpen



SALUTING BOVINA ON BULL TOWN DAYS



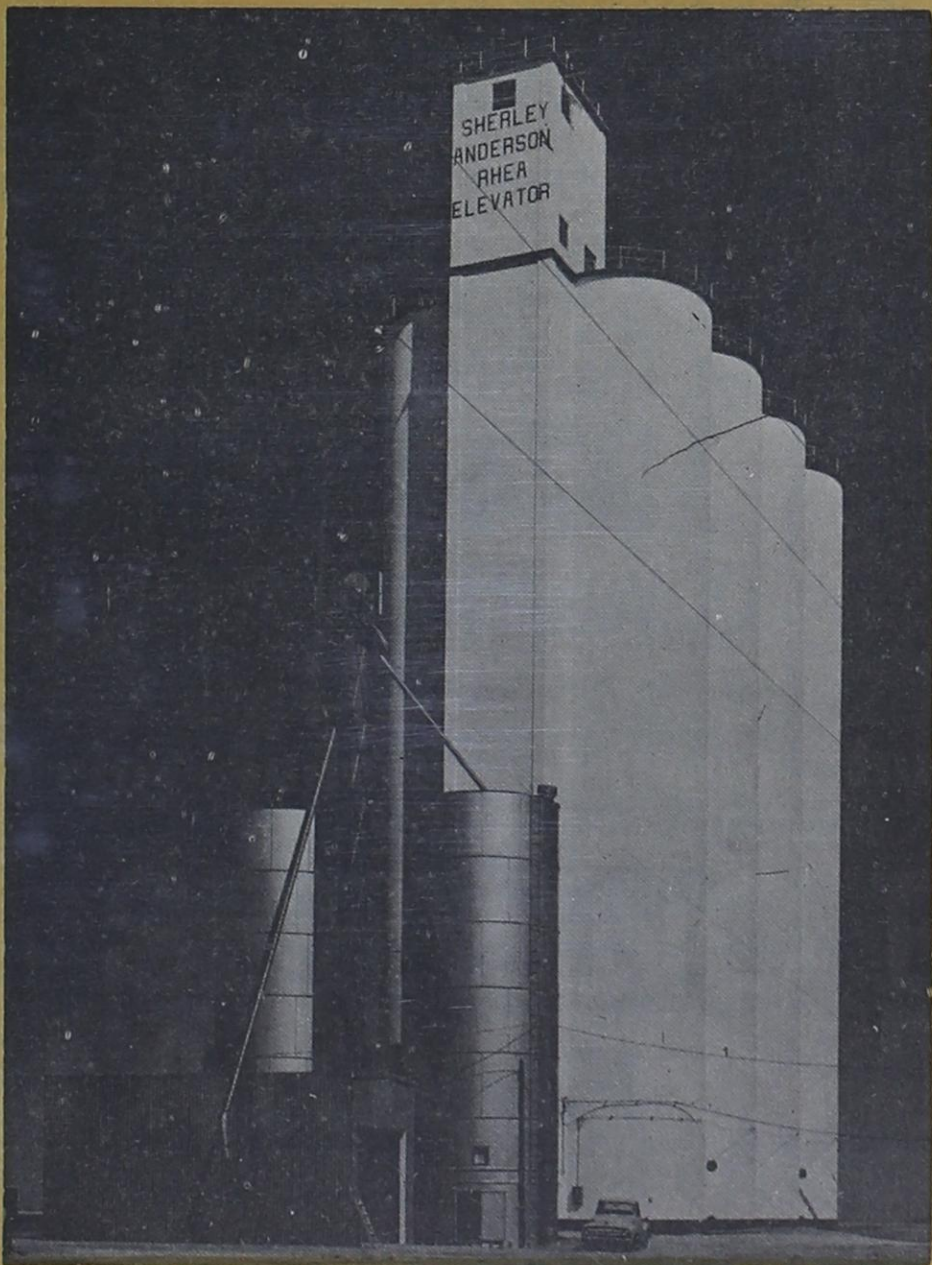
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**Sherley-Anderson
LAZBUDDIE ELEVATOR**
JOE MOORE



Eight Girls To Vie For Queen's Title

--See Story, Page 2

BOVINA Wheat Growers, Inc.

WELCOMES YOU
During The Harvest Season

To Bovina's

Bull Town Days 1974

Bovina Wheat Growers, Inc. Sincerely Solicits Your Grain Business. You'll Find Elevator Service Second To None And A Staff Of Friendly Folks Eager To Be Of Service To You! You're Assured Of The Top Price For All Your Crop During The Forthcoming Harvest

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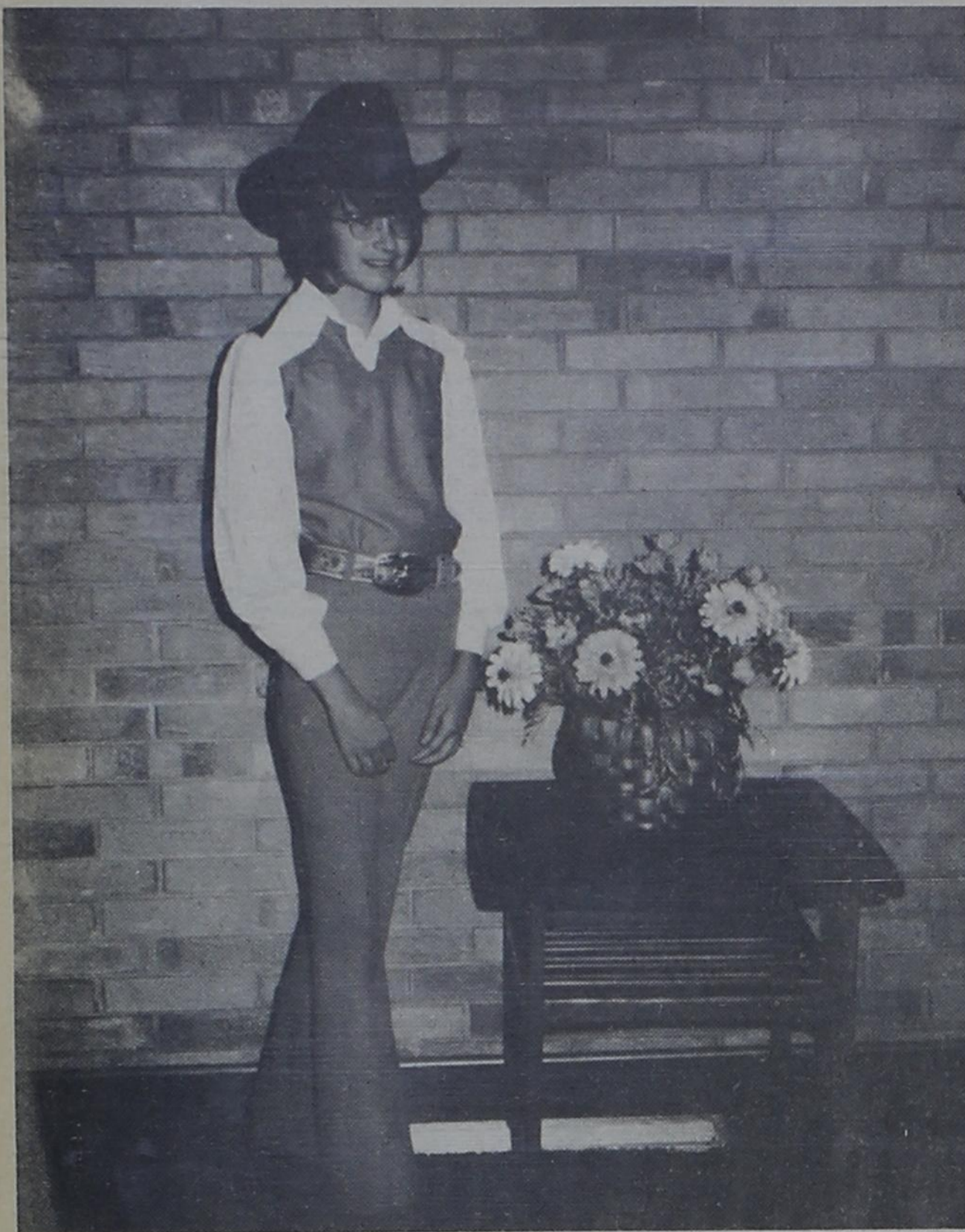
Bovina And Rhea



Larry Webb, Manager
Earl Dean Boyd, Rhea Manager

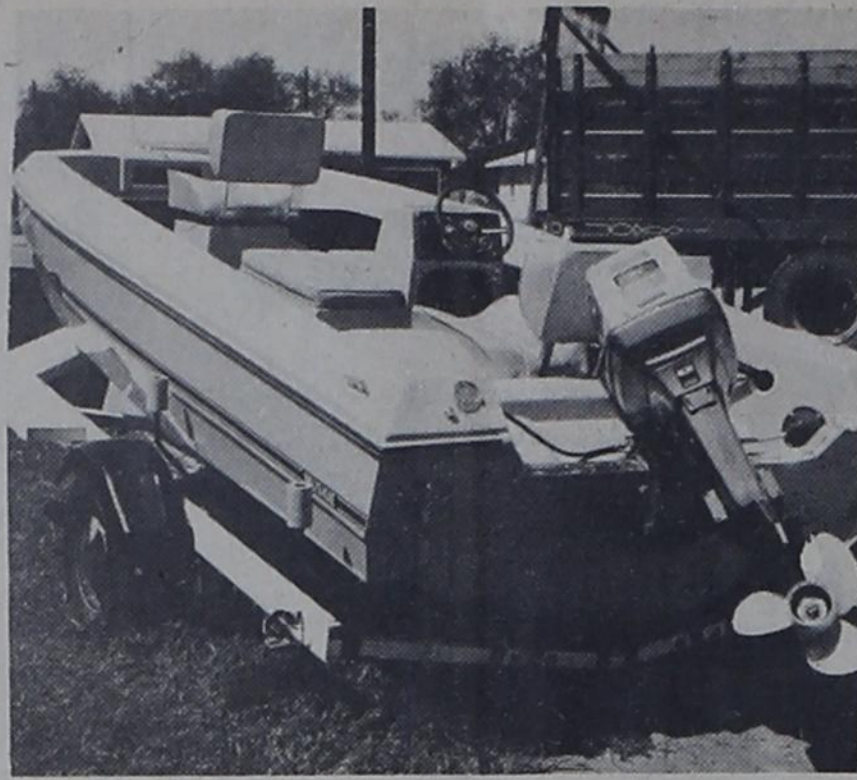
Best Deal In The Country!

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TAMMY HUTTO...A sophomore in Bovina High School, Miss Hutto, 15, is the daughter of Mr. and Mrs. Ed Hutto. She has brown hair, blue eyes and is 5'4" tall. Her hobbies include quilting, knitting and sports. She was

selected the "Most Witty" in the freshman class last year. She will ride "Apache" in the competition and her escort will be Dana Harris. Tammy is sponsored by Bovina Woman's Study Club.



BASS BOAT...Bovina's Jaycees will raffle off a 17-foot Arrowglass bass fishing rig, complete with 50 h.p. Johnson motor and a trailer during Bull Town Days. Tickets are being sold at \$2.50 each and may be bought from any member of the organization. Proceeds from the raffle will be donated to the Grace Paul Memorial Educational Fund and the South Plains Kidney Foundation. The boat features seating for six persons, live-bait well, built-in ice chest, twin fuel tanks, padded swivel seats and benches and is carpeted.



GINGER GUEST...A junior in Bovina High School this year, Miss Guest, 16, is the daughter of Mr. and Mrs. Jim Guest. She has brown hair, green eyes and is 5'5" tall. She lists her hobbies as animals, track,

basketball, cooking, cleaning house and entertaining people. Sponsored by the Bovina Jaycees, she will ride "Stranger" in the contest.

Fiddlers Compete Friday

Old-time fiddling, which is enjoying a revival of interest among some members of the younger generation, will be in the spotlight of LTD activities Friday at 1 p.m.

Invitations have been sent to a number of fiddlers, according to Al Kerby and Rouel Barron, co-chairmen of the event.

Six contestants entered last year with Henry Lester of Idalou winning first place and

\$50. Second place went to Dink Essary of Floyd, N.M., and third place was won by Don Lancaster of Lake Arthur, N.M.

A band composed of local talent will provide accompanying music during the contest.

Previous winners have included such well known artists as Denzil Boyter of Lubbock, W.F. Whatley of Lake Arthur, Essary, Lancaster and Loretta Rhinehard of Hobbs, N.M. Bovina's own Al Kerby placed second in the 1970 contest. Judges for the contest will be from out of town.



Eight Girls Vie For Queen Title

One of eight candidates in the 1974 Bull Town Days Queen Contest will be crowned to reign over the week-long celebration during Thursday night's show at the Bovina Schools auditorium.

Crowning the new queen and presenting her a silver belt buckle, a hand-tooled leather crown and a bouquet of roses will be Miss Tammy Christian, 1973 LTD Queen.

Trophies will be presented the first and second runners-up in the contest.

The eight girls will be judged at 7 p.m. tomorrow (Thursday) at the Bovina Roping Arena on the eastern edge of the city limits.

Judging will be based 60 per cent on horsemanship and 40 per cent on beauty, personality and appearance.

Queen candidates and their sponsors are Cathy Trimble, Horn Insurance Agency; Lezli Williams, Bovina Roping Club; Dianna Naegle, Parmer County Cattle Company; Trudy Falkenberg, Young Homemakers

Club; Michelle Bonds, Gaines Hardware; Tammy Hutto, Bovina Woman's Study Club; Mandy Roach, Bovina Supermarket; and Ginger Guest, Bovina Jaycees.

Mrs. Ronnie Sudderth, an ex-LTD Queen, is in charge of this year's contest.

Rules of the event specify that candidates must be between 14 and 18, never married, have been a resident of Parmer County for the past six months. Past LTD Queens are ineligible to enter again.

The candidates will compete at the roping arena in simple western attire but will be allowed to wear more colorful western attire at the presentation tomorrow night.

Past Bull Town Days Queens include LaNelle Christian Polley, 1964; Pam Grissom, 1965; Gwen Christian Corn, '66; Lynn Looney Cabe, '67; Nancy Mitchell Sudderth, '68; Loy Beth Christian, '69; Holly Davis, '70; Bonny Jones Sorensen, '71; Christie Trimble, '72; and Miss Christian, '73.



**Y'all
Come
To
Bovina's
Biggest**

**BULL TOWN
DAYS**

Thursday- Friday- Saturday
Good Clean Fun
For Everyone

FRIONA CONSUMERS

Friona, Texas

Save \$\$\$ Now!

**1974 Model
Close-Out**

- ★ Chevrolets
- ★ Buicks
- ★ Opels

"Congratulations,
Bovina Friends,
on your annual
Bull Town Days
Celebration!"



AL JOLLY
-Gen. Mgr.

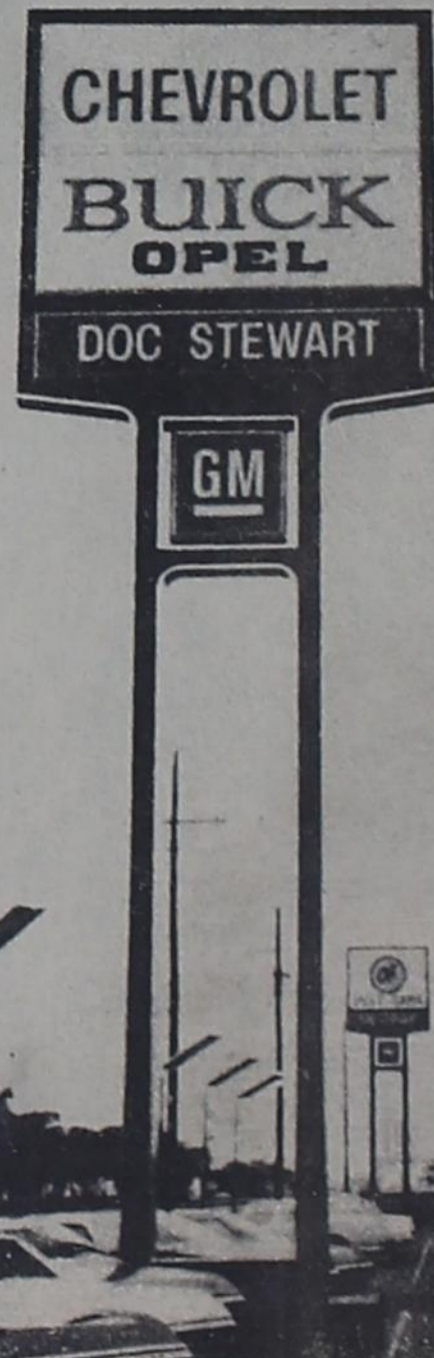


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Clovis' Largest Volume Dealer By Far For Over 31
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Clovis, N.M.





CARNIVAL BOOTHS...Helping make Bull Town Days the success it has been the past 10 years are carnival booths such as the coin toss booth above. The booths are sponsored

by local civic and church organizations with a portion of the net profit going into the general LTD fund.

NEXT FRIDAY

Sidewalk Art Festival Slated At Littlefield

The seventh annual side-walk art festival in Littlefield has been set Friday, August 23, according to a spokesman for "We, the Women," one of the sponsoring organizations of the event. The group is the women's division of the Littlefield Chamber of Commerce. Acting as co-sponsors for the festival are the chamber, Hart-Thaxton Hardware, Littlefield Glass Works, The Gallery, Perry Brothers Variety and the Art Association of Littlefield.

Area artists who have completed work within the past year, not supervised by an instructor, are invited to exhibit their work for professional judging, cash prizes and gift certificates.

Registration will begin at 1

p.m. in the 500-block on the west side of Phelps Avenue. Number of entries is limited to five per person and each exhibitor must furnish display stands.

Two divisions will make up the show—painting and arts and crafts—which will be divided into adult, junior and intermediate groups.

Each division will be judged by professionals with a best of show to be selected. Popular vote will determine the recipients of cash prizes and gift certificates. Announcement of winners will be made before the close of the show at 8 p.m.

Along with a concession stand, a section will be provided for the sale of works not entered in the contest. Visiting artists will have an

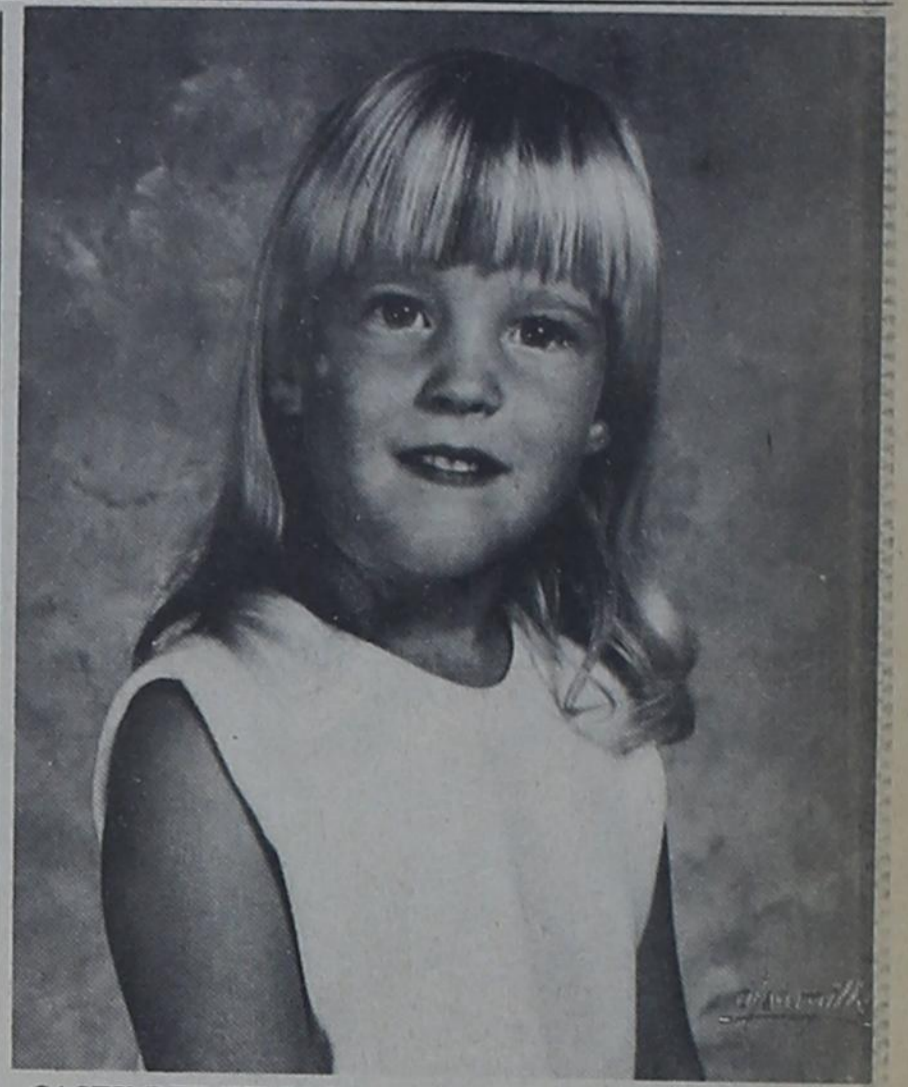
opportunity to sell their works with a limit of five per exhibitor. Works for sale must have artist's name, address and price on the item.

Co-chairmen for the art festival are Mrs. Dee Dee Davis and Mrs. Carol Wallace. For additional information, Mrs. Davis may be contacted at 385-4774 and Mrs. Wallace at 385-5667 in Littlefield.

Very Clear

Two women were standing in the snow discussing the fuel shortage.

"Yes, that's it," said one. "If we'd have got the cold winter in the summer when it's warmer instead of in the winter, we'd be able to do without a fire and save fuel."



CASEY DEE RIDDLE...The seven-year-old daughter of Mr. and Mrs. Jon Lin Riddle, Casey enjoys playing the piano, swimming and the trampoline. She has blonde hair and blue eyes. Casey's grandparents are Harley Riddle and Mr. and Mrs. O.H. Jones. She is sponsored by Sherley Grain.



PREPARING FOR VISITORS...Bovina's volunteer fire department washes down the main block in downtown in preparation for the LTD barbecue on Friday evening. After the street is cleaned, it is roped off and benches and hay bales are brought in for seating.



COW CALLERS...The above photo, taken in some long-past LTD celebration, was snapped at a cow calling contest in the old arena west of town. Note that some of the women and the girl are dressed in old-time costumes for the occasion.

Attend Bovina's Bull Town Days Activities

MEMO

for an exciting
Weekend for
EVERYONE!

LAWLIS GIN CO.

Ovid Lawlis Bovina

Highway 86 East

COW CALLING CONTEST

OLD TIMERS' REUNION

JACKPOT CALF ROPING

FIDDLERS CONTEST

BEARD GROWING CONTEST

SQUARE DANCE CONTEST

Free Barbeque

BULL TOWN DAYS PARADE

HORSEMANSHIP ACTIVITIES

CARNIVAL

All This—
—And More
During
BULL TOWN DAYS
Thur. - Fri. - Sar.
Aug. 15-16-17

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Friday August 16

9

KING SIZE
WALLET
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PORTRAITS
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Extra Charge for GROUPS NO LIMIT

GET PICTURES MADE OF GRANDPA, GRANDMA, DAD, MOM AND ALL THE LITTLE ONES AT THESE SAME LOW PRICES!

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BOVINA BLADE

3rd & Main

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★



DIANE HEARD...Diane is the daughter of Mr. and Mrs. Jim Heard and has lived in Bovina all her life. She enjoys playing the piano and singing. She will play the piano in the talent portion of the contest. She has brown hair, brown eyes and is 5'1 1/2" tall. She is sponsored by Gaines Hardware.



PAM RHODES...Pam, 13, is the daughter of Mr. and Mrs. Gaylon Rhodes. She has brown hair and eyes and lists her hobbies as basketball, twirling and horseback riding. Pam will sing in the talent competition and is sponsored in the pageant by Agri-Sprayers, Inc. Her grandparents are Mr. and Mrs. O.C. Rhodes of Friona and Mr. and Mrs. F.R. Kinlaw.



KAREN HUGHES...The daughter of Mr. and Mrs. Robert Hughes, Karen, 11, has blue eyes and light brown hair. She is in the sixth grade and lists all sports as her hobbies. She will play the saxophone in the talent competition. Her grandparents are Mr. and Mrs. F.R. Burnett and Mr. and Mrs. T.C. Hughes. She is sponsored in the pageant by Bob Hughes Custom Welding, F.R. Burnett and Atwell Plumbing in Clovis.



KAY McCLARAN...The 10-year-old daughter of Mr. and Mrs. Jerry McClaran, Kay has brown hair and eyes and is 4'11" tall. She will sing in the talent portion of the pageant. She enjoys reading and crafts work. Kay's grandparents are Mr. and Mrs. Wesley Ferguson and Mr. and Mrs. Melvin McClaran. She is sponsored by Gateway Produce.

Social Security Benefits Vary

"Of the 1,035 individuals in Parmer County who draw social security benefits, many are over age 72. These individuals can earn any amount of money and still receive full social security checks," William Ent, social security field representative, stated today.

"Working people under 72 who are getting social security payments should report any changes in their 1974 earnings estimates as soon as possible. Individuals who find they are earning less than they originally estimated may get additional social security payments during 1974 if they report the change. However,

people earning more than they originally expected, and who don't report the change, may get payments not due them, and have to pay back some money at the end of the year," Ent cautioned.

"Social security payments are not affected by earnings of \$2,400 or less for the year. Payments are reduced \$1 for each \$2 earned over \$2,400. But no matter how much an individual earns in a year, he can get full social security payment for any month in which he neither earns over \$200 in wages nor does substantial work in his own business," he explained.



SQUARE DANCERS...One of the highlights of the celebration Friday is the square dance contest and open square dance following the barbecue. A number of clubs from out-of-town compete in the annual event.

QUARTER HORSE COMPETITION **CYCLE EVENTS**



Y' ALL COME TO BOVINA

Yes, Everyone Is Invited To Bovina For The Big Bull Town Days Celebration. We Salute The Folks Of Bovina This Week

Our 40th Anniversary Year 1934-1974



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



All Accounts Opened By The 10th Will Earn From The 1st

During
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1974
 Oklahoma Lane
 Farm Supply
 and Gin
 Extends A Big, Western
"HOWDY"
 We'll see you during
 the celebration!

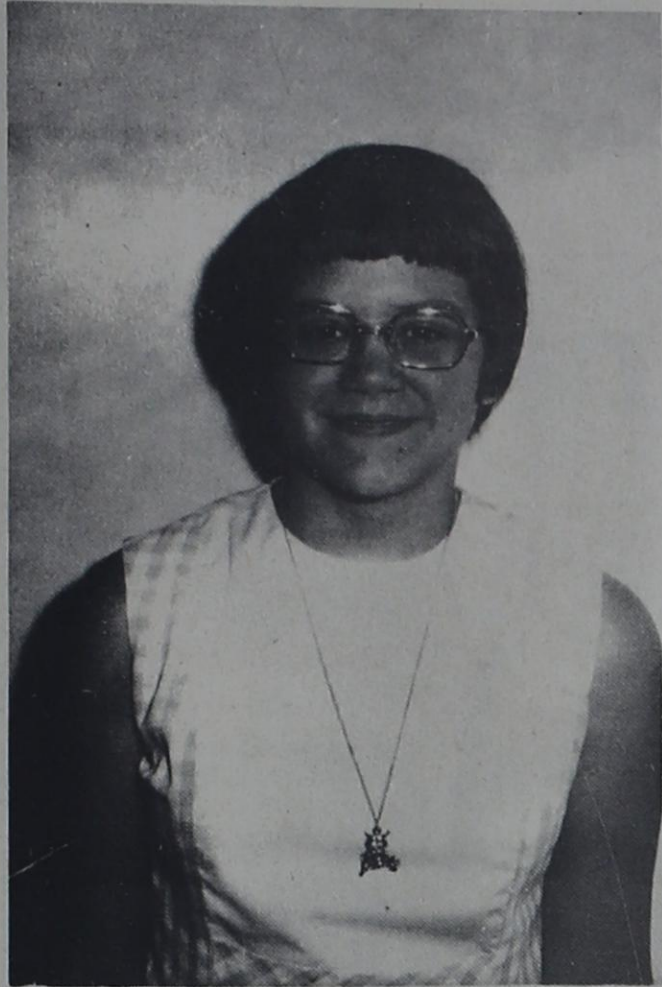
Serving Parmer County
 with the equipment and
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Better Farming

Remember -
No City Sales Tax
 At Oklahoma Lane

**OKLAHOMA LANE
 FARM SUPPLY & GIN**

"Owned by Farmers Who Know
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Phones: Okla. Lane 825-2345
 Tharp 225-4116



JO BETH MONK...Sponsored by The Bovina Blade, Jo Beth is the 12-year-old daughter of Mr. and Mrs. Curtis Monk. Her hobbies include reading, music and handcrafts. She will play the clarinet in the competition. Jo Beth has brown hair and green eyes. She is the granddaughter of Mr. and Mrs. A.D. Monk and Mr. and Mrs. Cecil Boyles.



CHERYL WHITECOTTON...Cheryl, 13, will present a dramatic reading in the Little Miss competition. She lists her hobbies as cooking and sewing. She has blue eyes, black hair and is in the eighth grade. Her parents are Mr. and Mrs. Kenneth Whitecotton and her grandparents are Mr. and Mrs. Glenn Mitchell and Mr. and Mrs. R.B. Burke. Cheryl is sponsored by the Mustang Drive In.

TO TOUR WORLD

Elbert Harp Heads Feed Grains Council

Elbert Harp of Lubbock was named chairman of the U.S. Feed Grains Council during the council's annual membership meeting in Stratton Mountain, Vermont, last week.

Harp is executive director of the Grain Sorghum Producers Association and the Texas Grain Sorghum Producers Board, both headquartered in Lubbock.

The U.S. Feed Grains Council, which represents virtually every sector of feed grain production and marketing, is one of the major organizations responsible for the development of foreign markets for U.S. agricultural commodities.

The council was formed in 1960 by the Grain Sorghum Producers Association and other agricultural groups. The

USFGC, a non-profit organization, works under contract with the foreign agricultural service of the Department of Agriculture to increase dollar sales abroad of U.S. feed grains.

The council has developed and is currently implementing marketing programs in 20 countries and has generated more than \$2 billion in direct sales during the past fiscal year.

Harp toured the council's marketing areas in Asia early this year and will travel worldwide later this year as a representative of the council.

Other executive officers of the USFGC are Harold E. Noren of Dekalb, Ill., Alan J. Noble of Wayzata, Minn. and Lyle P. Campbell of Chicago, Ill.

SCS Report

The Parmer County Soil and Water Conservation District held the regular monthly meeting in Friona on August 6.

Leon Grissom, chairman, conducted the meeting. Members, Jimmie Cockerham of Bovina, Leroy Johnson and Dick Rocky of Friona, and Dan Smith of Lazbuddie were all present.

The directors reviewed the new publication, Ogallala Aquifer Water-Level data, put out by High Plains Underground Water Conservation District No. 1.

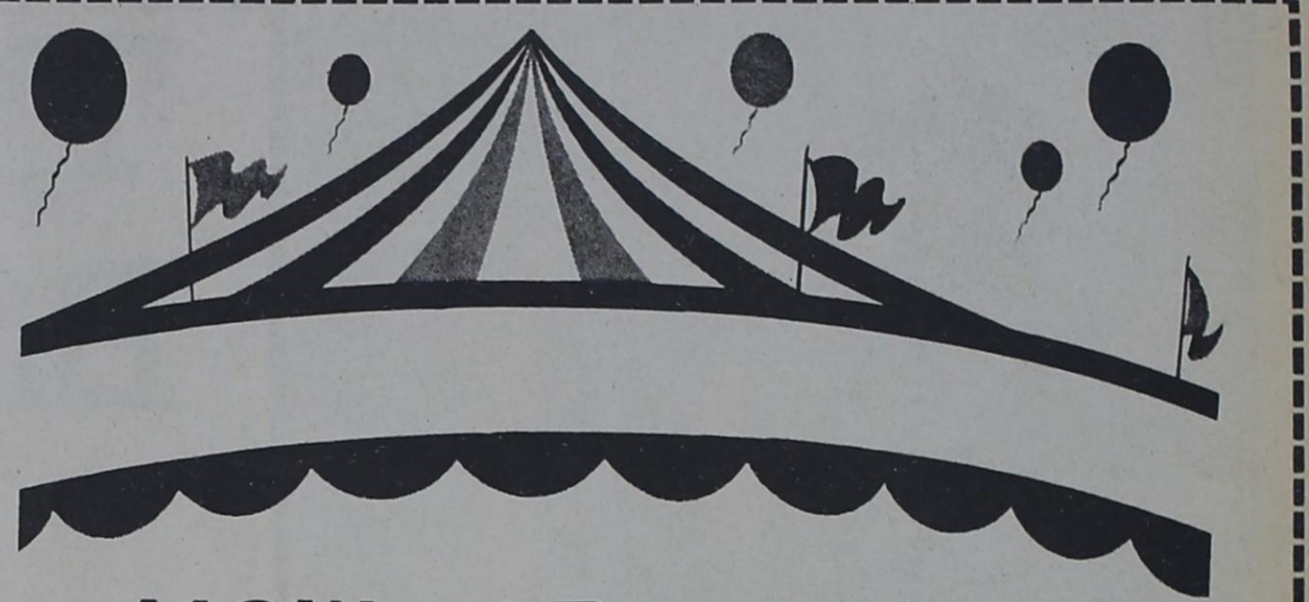
Herb Evans, of the SCS in Friona, informed the board that construction had started on

shed Project Site #1 at Clovis. Also, Evans informed the board that plans have been developed for the vegetation of Site #2 at Bovina.

The board re-affirmed their stand that they wanted to participate in the D.E. program with the Friona High School.

The board approved their annual plan and budget for 1975. They also made arrangements to prepare their 1974 annual report.

The meeting closed with a discussion of the District Directors election to be held in early October for Zone 1 which is the northwestern part of the district.



NOW - 6 Big Rides!

- ★ RIDES
- ★ COTTON CANDY
- ★ REFRESHMENTS
- ★ SNO-CONES
- ★ GAMES
- ★ FUN FOR ALL

Thursday, Friday, Saturday and Sunday On The Pee-Wee League Field-- Across From The Baseball Park

Sponsored By

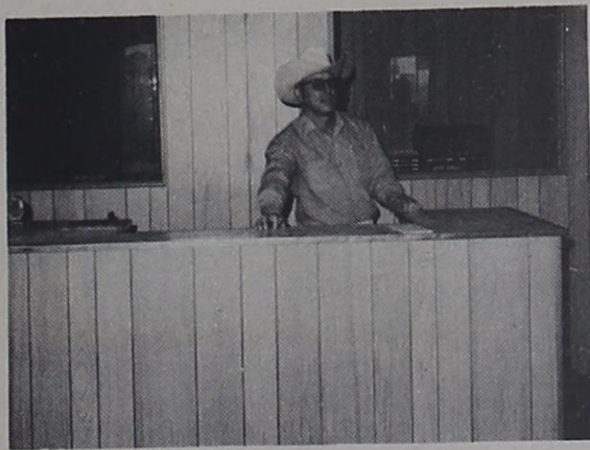
The Bovina Chamber Of Commerce

GREAT SOUTHWEST SHOWS



BULL TOWN DAYS 1974

All of us at Agri-Sprayers are proud to join in extending this invitation to our friends, neighbors and customers throughout the area and are proud to have a part in such a great community celebration

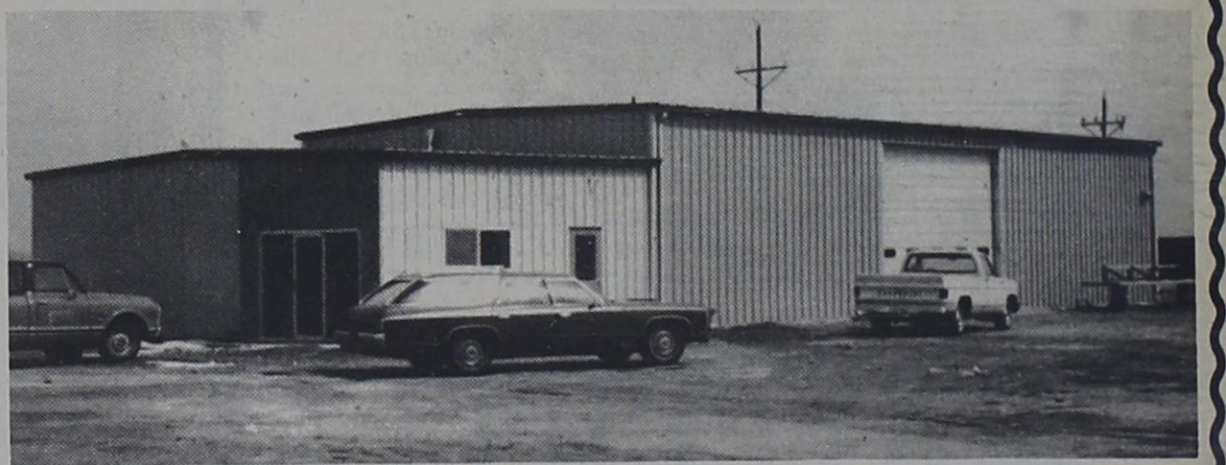


STOCKHOLDERS

- Durward Bell
- Tom Caldwell
- Troy Christian
- Leon Grissom
- Lawrence Jamerson
- Grady Sorley
- Vernon Willard
- Mrs. J. D. Kirkpatrick
- Wendol Christian

STAFF

- Gaylon Rhodes, Mgr.
- George Douglas
- Joyce Sikes
- R. B. Riley
- Jack Rains
- John Sikes
- Ron Hink
- Manuel Hernandez



BICA Application Service

If The Question Is Agriculture Chemicals, The Answer Is --

AGRI-SPRAYERS

In Our New Location On Dimmitt Highway

Gaylon Rhodes, Mgr.

Phone 238-1475



DIANNA NAEGLER...A sophomore this year, Dianna, 14, is the daughter of Mr. and Mrs. C.C. Naegle. She has blonde hair, green eyes and is 5'7" tall. Dianna participates in junior and Tri-State rodeos, is a cheerleader this year, a member of FHA and participates

in track, basketball and tennis. Her hobbies include playing the piano. Dianna will ride "Mike" in the competition and will be escorted by Kyle Jones. Her sponsor is Parmer County Cattle Company.

The Big Nick Traders



BIG NICK'S TRADERS...Winners of the traveling trophy in the city slow-pitch softball tournament, Big Nick's Traders ended regular season in a tie for first place with Sherley Grain. Team members are: back row, left to right, Big Nick Trienen, sponsor, Jackie Hight, Gary Cox, Kim

Rundell, Wilson DiCuffa, David George and Nathan Moore; bottom row, left to right, A.L. Nuttall, Billy Shelby, Ronnie Nuttall, Mike Spears, Manager Billy Shelby and Elbert Shelby. Not present were Donald Jones, Mac Glasscock and Jim Russell.

Bookmobile In Bovina Next Week

The High Plains Bookmobile will be in Bovina Thursday of next week from 12:30 to 3:15 p.m., according to Lorene Sooter, librarian.

Prior stops that day will be at West Camp from 9:15 to 10:15 a.m. and at Lariat from 10:30 to 11:30 a.m.

Co-2 Dangers

Carbon monoxide poisoning can be a wintertime killer.

The Texas Safety Association warns that homes using space heaters should be well ventilated. Burners in space heaters use up oxygen, and without ventilation, asphyxiation is a real danger, according to TSA.

In addition, TSA calls on drivers to have a careful check made of their car exhaust systems. An exhaust leak can mean death for occupants of the car.



DEBORAH WHITECOTTON...The 11-year-old daughter of Mr. and Mrs. Kenneth Whitecotton has blue eyes and light brown hair. She will do a tumbling routine in the talent competition of the Little Miss pageant. Her hobbies are sports, sewing and cooking. Her grandparents are Mr. and Mrs. R.B. Burke and Mr. and Mrs. Glenn Mitchell. Debbie's sponsor is Horn Insurance Agency.

— Parmer County's Best Slow-Pitch Softball Team

Invite Everyone to

Bovina's

Bull Town Days

Celebration

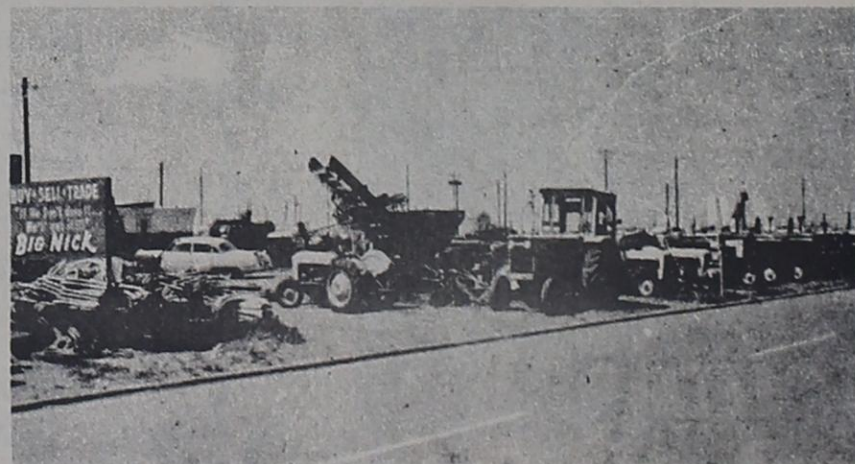
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Everyone To Attend Bovina's
Bull Town Days Celebration
Thursday-Friday-Saturday

August 15-16-17

Welcome, Old Timers - Come To See Us! -

—BOVINA—
Service Station
And Grocery

— on West Main Street —
Owned and Operated
By Joe Pesch



"One of Parmer County's
Oldest Businesses"

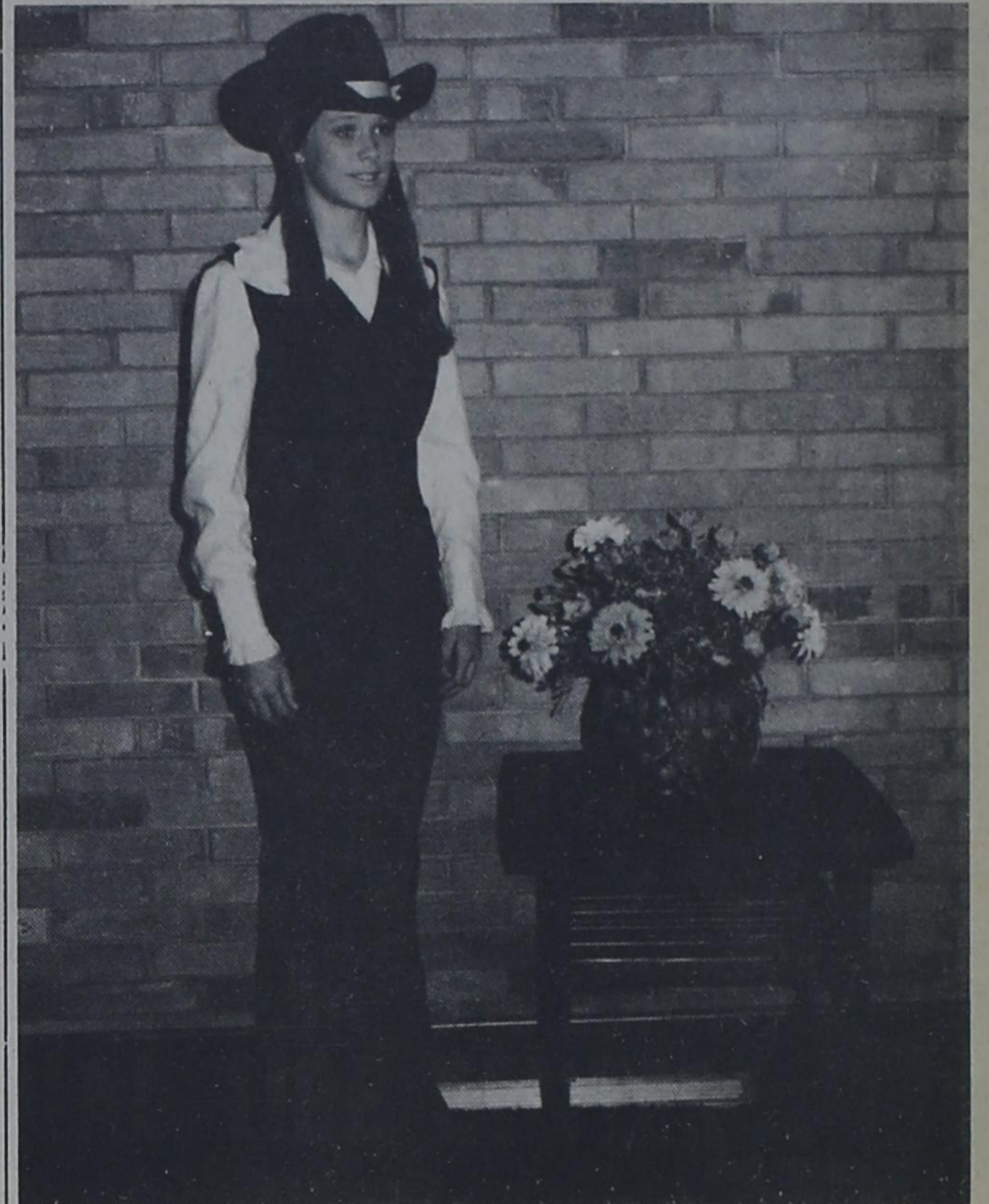


MANDY ROACH...A freshman this year, Mandy, 14, is the daughter of Mr. and Mrs. Buck Page. She has hazel eyes, blonde hair and is 5'6 1/2" tall. Her hobbies include

working with animals, cooking and knitting. Her escort in the competition will be Bobby Hix of Eunice, N.M., and her sponsor is Bovina Supermarket.



ARLENE SMITH...Sponsored by Big Nick Machinery, Arlene is the 10-year-old daughter of Mr. and Mrs. Billy Smith. She has blonde hair, blue eyes and is 4'6" tall. The sixth grade student lists her hobbies as cooking, collecting dolls and crocheting. She will play the piano in the talent competition. Her grandparents are Mr. and Mrs. Herman Estes and Mr. and Mrs. Odom Smith.



MICHELLE BONDS...A junior this year, Michelle, 17, is the daughter of Mr. and Mrs. Tom Bonds. She has blue eyes, blonde hair and is 5'7" tall. She enjoys horses, swimming,

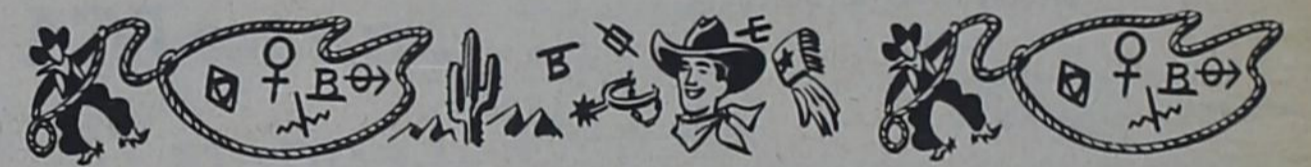
basketball and water skiing. She will ride "Rattler" in the competition and be escorted by Vernon Estes. Her sponsor is Gaines Hardware.

Don't Desert Kids In Pool

Even temporary absence of adult supervision can result in tragedy when children are in the pool, warns the Texas Safety Association.

A Public Health Service study cited by TSA shows that often parents, guardians, young adults or babysitters had left a child unattended for only a few minutes when drowning occurred.

Supervision is equally important even when youngsters are not actually swimming in the pool. In this case also, a momentary absence can be tragic.



GINGER GLASSCOCK...Ginger is the 12-year-old daughter of Mr. and Mrs. Kent Glasscock and is sponsored in the pageant by Charles Oil Company. A seventh grade student, she has blue eyes and light brown hair. Her hobbies are music and sports and she will play the piano and sing in the talent competition. Her grandparents are Mr. and Mrs. H.J. Charles and Mr. and Mrs. A.L. Glasscock.



TAMRA READ...The 12-year-old Bovina native is the daughter of Mr. and Mrs. Robert Read and granddaughter of Mrs. Nola Read and Mr. and Mrs. Buck Ellison. Tamra has red hair, brown eyes and is 5'2" tall. Her hobbies are horses and cooking and she will perform a twirling routine in the talent competition. The seventh grade student in Bovina Junior High is sponsored by Hawkins and Read.

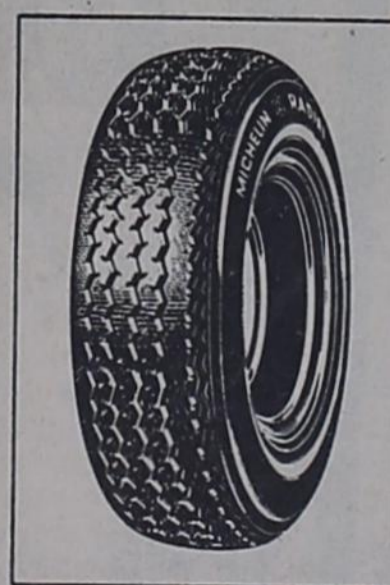
Howdy...

WE WANT TO WELCOME EVERYONE TO THE BIGGEST CELEBRATION OF THEM ALL . . .

Bull Town Days

Thursday- Friday - Saturday
And Remember, We're

The **RADIAL TIRE CENTER**



Michelin



Gulf



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BONDS OIL CO.

BOVINA

Ph. 238-1146

WELCOME

To Bovina's
Bull Town Days
Thur.-Fri.-Sat.
Aug. 15-16-17

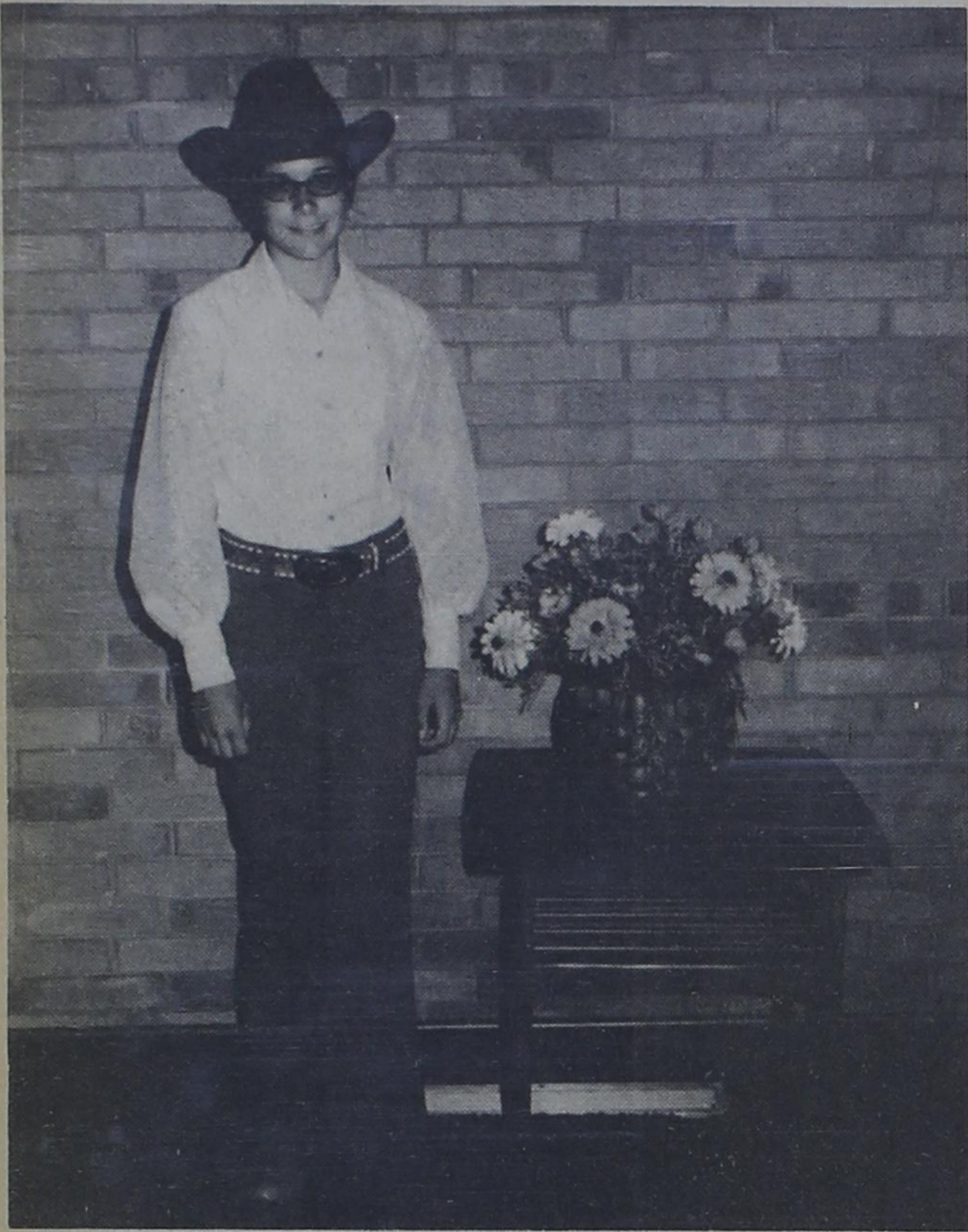
WHEN IN NEED OF LUMBER OR SUPPLIES, GIVE US A TRY!

Sherrill LUMBER COMPANY

Jay And Pat

Nicky, Steve And Terry

Phone 238-1173 - Bovina



LEZLI WILLIAMS...A sophomore in Bovina High School this year, Miss Williams, 15, is the daughter of Mr. and Mrs. Tommy Williams. She has brown hair and eyes and is 5'4" tall. She is active in the 4-H Club here,

shows Quarter Horses and lists her hobbies as working with animals and running track. Sponsored by the Bovina Roping Club, Miss Williams will ride "Maribelle" in the contest and will be escorted by her father.



BTD QUEENS...Tammy Christian, left, daughter of Mr. and Mrs. Wendol Christian, was named BTD Queen in 1973. She is shown with Christi Trimble, daughter of Mr. and Mrs. C.E. Trimble, who was the 1972 Queen.

Miss Christian will present a dozen red roses, a silver belt buckle and a handtooled leather crown to the new queen Thursday night at the Bovina Schools auditorium.



DARLENE SMITH...The 10-year-old daughter of Mr. and Mrs. Billy Smith has blonde hair, blue eyes and is 4'6 1/2" tall. A sixth grader, she lists her hobbies as sewing and stamp and coin collecting. Her grandparents are Mr. and Mrs. Herman Estes and Mr. and Mrs. Odom Smith. She will play the piano in the contest and is being sponsored by the Bovina Fire Department.

BACON WRAP AROUNDS

1 lb. liver cut 1/2 inch thick
1/2 lb. bacon

Cut liver into 1 1/2 inch cubes. Cut bacon slices in thirds crosswise. Wrap bacon around liver cubes and secure with toothpicks. Place on rack in shallow pan or on broiler pan. Bake at 350 degrees 30-35 minutes until bacon is crisp. Turn half way through baking time. Makes about 48 appetizers.

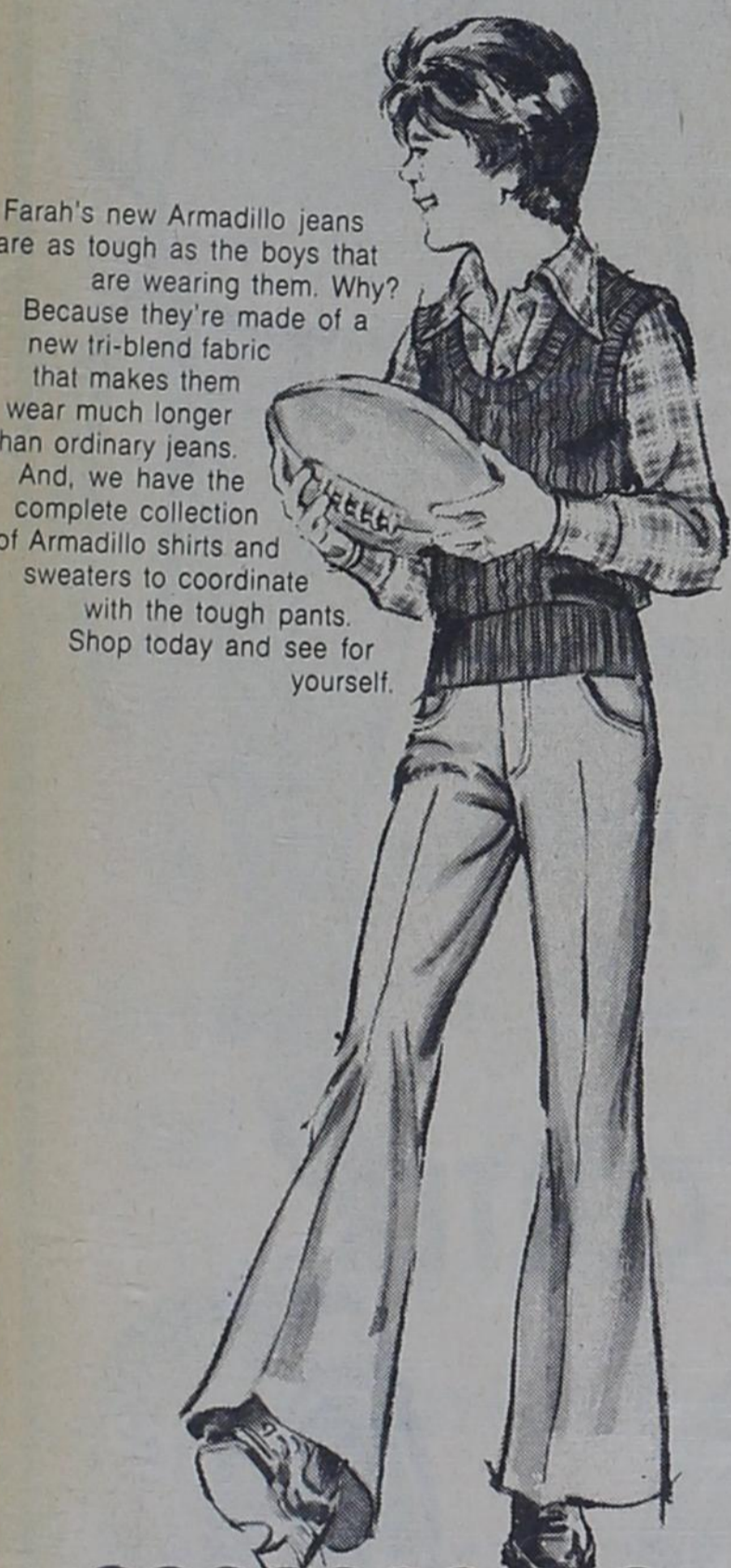
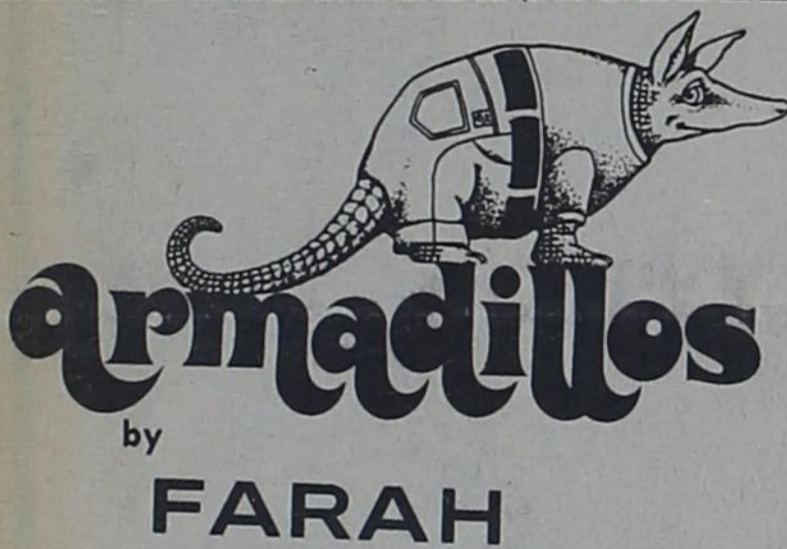
Parmer PCA Leaders To State Meet

Billy W. Carthel, vice president, and A.W. Anthony, Jr., both of Friona and members of the board of Plainview Production Credit Association, will join PCA officials throughout Texas in Houston Thursday for the Production Credit Association Directors' Conference.

James A. Rogers, Plainview PCA secretary-treasurer who will accompany the two directors, said the conference is designed to reemphasize policy and management functions of the Production Credit System and to bring the directors up-to-date on services provided to Texas' 32 PCAs by the Federal Intermediate Credit Bank of Houston.

Program speakers include W.H. Calkins, the bank's president; Bill Black, Texas Agricultural Extension Service economist; and J.D. Jackson, American Airlines Flight Academy instructor. "Innovate, Motivate, Communicate" comprise the conference theme.

Plainview PCA loans outstanding to area farmers and ranchers were \$59 million as of June 30, 1974. Plainview's charter territory includes Bailey, Briscoe, Castro, Floyd, Hale, Lamb, Parmer and Swisher counties.



Farah's new Armadillo jeans are as tough as the boys that are wearing them. Why? Because they're made of a new tri-blend fabric that makes them wear much longer than ordinary jeans. And, we have the complete collection of Armadillo shirts and sweaters to coordinate with the tough pants. Shop today and see for yourself.

During The Bull Town Days Celebration, Shop For Your Back-To-School Clothing. Isaac's offers quality, name-brand merchandise for everyone—from teachers to kindergarteners.

Isaac's Department Store
—Bovina—
Edward And Helen Isaac

3
Great Things in Bovina

1. Coffee
2. Conversation
3. Spudnuts

Stop in during Bull Town Days or Any Day.
The SPUDNUT SHOP
- Main Street -
Odis & Lula White

Now! A Circus of Savings

On New **1974** Model
Chevrolets, Oldsmobiles
And Chevrolet Pickups at
Reeve Chevrolet-Oldsmobile FRIONA

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Congratulations Bovinians, On Your Bull Town Days Celebration This Week

WE WILL HELP YOU FINANCE THE CAR OF YOUR CHOICE!

Service After The Sale!

REEVE
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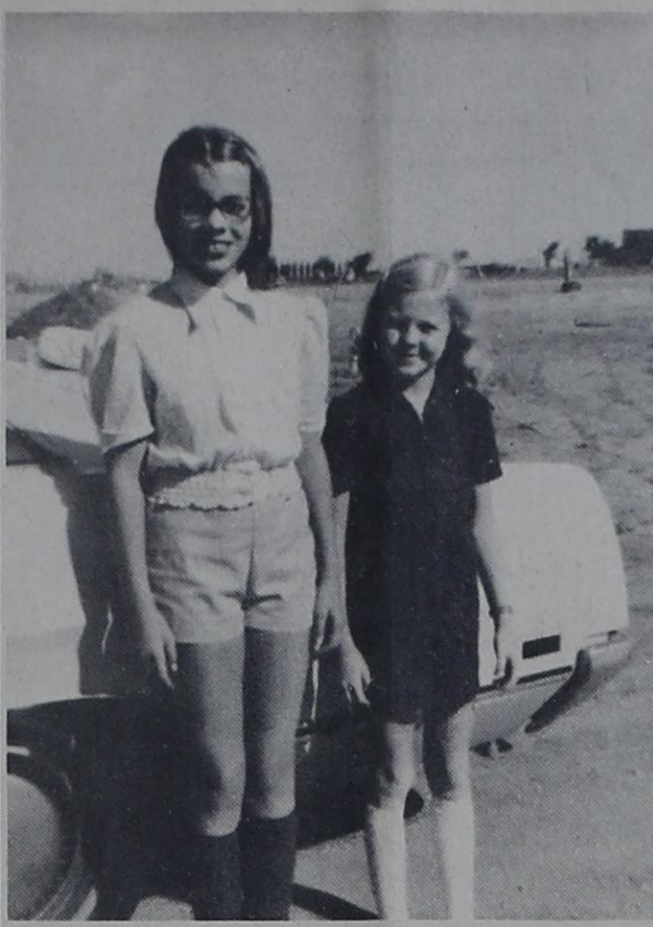
CATHIE High Scho Mr. and hair, blue include r cooking.

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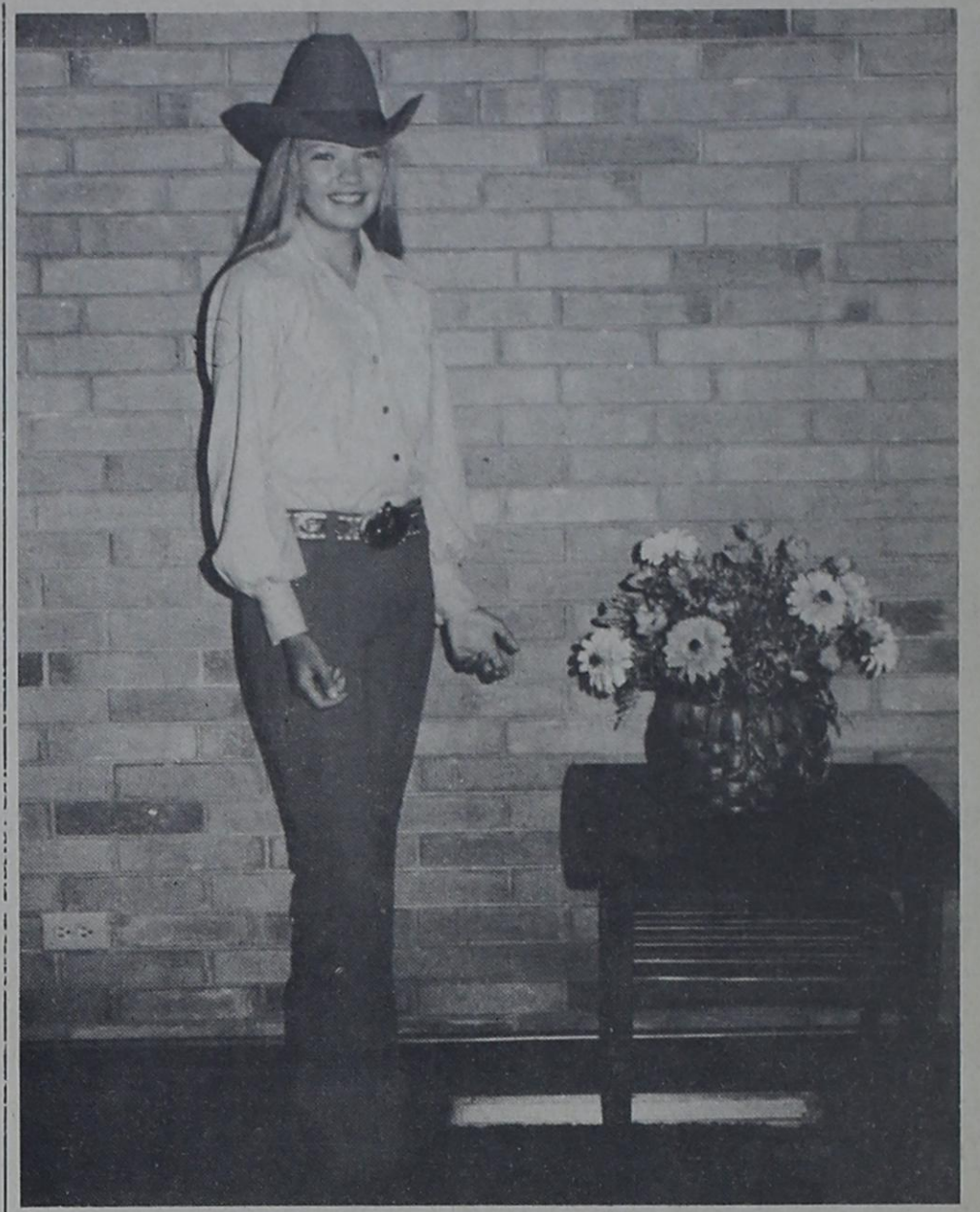


CATHIE TRIMBLE...A junior in Bovina High School, Cathie, 16, is the daughter of Mr. and Mrs. C.E. Trimble. She has blonde hair, blue eyes and is 5'6" tall. Her hobbies include riding, swimming, water skiing and cooking. She is a member of the Filly

basketball squad, will be head cheerleader this year and was FFA Plowgirl last year. She will ride "Pee Wee Straw" in the contest and be escorted by her father. Her sponsor is Horn Insurance Agency.



GIRL SCOUT CAMPERS...Pam Spring, left, and Darla Morris were among hundreds of area Girl Scouts attending a session at Camp Rio Blanco near Crosbyton recently. Darla, daughter of Mr. and Mrs. Richard Morris, was awarded a camp scholarship here for selling over 100 boxes of Girl Scout cookies. Miss Spring is the daughter of Mr. and Mrs. Don Spring.



TRUDY FALKENBERG...A junior in Bovina High School, Trudy, 16, is the daughter of Mr. and Mrs. Hugo Falkenberg. She has blonde hair, blue eyes and is 5-8" tall. She lists her hobbies as working with

horses, swimming and playing basketball. She will ride "Dunbar Easter" in the competition and will be escorted by James Clayton. Her sponsor is the Young Homemakers.

HOSPITAL REPORT

ADMISSIONS-

Chris Prince, Lubbock; E.E. Taylor, Friona; Edgar F. Johnson, Bovina; Emilio Nunez, III, Friona; Rocky Dupuy, Farwell; Vivian Quickel, Bovina; Gerald Vaughn, Hereford; Mrs. David Pearson and baby boy, Friona; Kent Cox, Bovina; Mrs. Phillip Box and baby girl, Tucumcari, New Mexico; Walter Riethmayer, Friona; Joe Castro, Friona; Mrs. Darrell Read and baby girl, Dumas; T.J. Hopingardner, Bovina; Carmen Vasquez, Bovina; Lupe Brailiff, Friona; Joe Buchanan, Friona; Mrs. Joe Bob Johnson and baby girl, Friona; Leticia

Vargas, Farwell; William Doris Buske, Friona; Barbara Henry, Friona; Diana Mejia, Bovina; Gilda Mejia, Bovina; and Arlin Leroy Hartzog, Bovina.

DISMISSALS-

Sophia Hromas, Donna Sue Shafer, Joe Wilson, Mikie Bishop, Margaret Romero, T.E. Wood, Chris Prince, Emilio Nunez, III, Vandra Milloy, Gerald Vaughn, Kent Cox, Rocky Dupuy, T.J. Hopingardner, Carmen Vasquez, Mrs. David Pearson and baby boy, Mrs. Phillip Box and baby girl and Joe Castro.



Parmer County Cattle Co.—
Modern Cattle Feeding
At Its Best!



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Between Bovina
And Farwell

P

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Cattle
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Manager
Residence Phone 238-1536

Sonny Jones,
Assistant Manager
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- ★ Automated Mill With Built-In Quality Control
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Welcome

To

BULL TOWN DAYS

**PARMER COUNTY
FARM BUREAU**

Milton Evans, Manager

BOVINA ☆ ☆ 1974

11th ANNUAL

BULL TOWN DAYS

BOVINA, TEXAS

August 15, 16, 17, 18

Bulltown Days Community REVIVAL Aug. 11-14 at 8:00 P.M.

Bovina Football Stadium

Thursday, Aug. 15

BOVINA SCHOOLS AUDITORIUM

3:00 P.M.—LaPetite and Jr. Miss Contest

8:30 P.M.—Senior Citizens Kitchen Orchestra

Admission—\$1.00 for Adults - 50c for Children

BOVINA ROPING ARENA

6:00 P.M.—Cow Calling Contest

6:30 P.M.—Beard Growing Contest

7:00 P.M.—Queens Contest

9:00 P.M.—Spanish Dance

Friday, Aug. 16

★ CHUCK WAGON BREAKFAST

7:00 a.m. to 9:00 a.m. --Bovina Gin

★ OLD TIMERS' REUNION

10:00 a.m. to 12:00 Noon--
Downtown Bovina

★ HORSEMANSHIP ACTIVITIES

10:00 a.m. to 2:00 p.m.--
At Roping Arena

★ BULL TOWN DAYS PARADE--

4:00 p.m. Downtown Bovina

CARNIVAL BOOTHS • • BAZAAR

Friday, Aug. 16--Free Barbeque--6:00 p.m.

DOWNTOWN BOVINA — EVERYONE WELCOME!

- ★ 1:00 P.M.—Fiddlers Contest - 3 Cash Prizes—\$50—\$35—\$15
- ★ 2:00 P.M.—Youth Activities—City Park
- ★ 8:15 P.M.—Presentation of Awards—Downtown Bovina
- ★ 8:30 P.M.—Square Dance Contest
- ★ 9:00 P.M.—Downtown Square Dance

TEENAGE DANCE—Wilson Supermarket Building—8:00 p.m. to Midnight \$3.00 per person
\$5.00 per couple

SATURDAY AUGUST 17th

14th Annual Bovina Roping Club

Quarter Horse Show

BOVINA ROPING ARENA

JUDGING BEGINS 10:00 A.M.

STYLE SHOW—First State Bank Community Room 3:00 p.m.—by The Browsabout

WESTERN DANCE

Jim Hill & The Boothill Boys

AMERICAN LEGION HALL — 9:00 p.m. to 1 a.m.

SUNDAY AUGUST 18th

MOTOCROSS RACE

\$700 in prize money Sponsored by the Bovina Jaycees
All Amateur and Expert Classes

THIS SCHEDULE Of Events Sponsored By:

BOVINA CHAMBER OF COMMERCE & AGRICULTURE