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THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

WEDNESDAY, JANUARY 8, 1964

BOVINA, TEXAS

VOL. VIII, No. 28

WHITTLIN'

BY DOLPH MOTEN

We keep wondering how much longer Lyndon Johnson's presidential honeymoon will last. Up to now, of course, there's been no great disagreement with his actions as the nation's chief executive that we are aware of.

In a way this seems strange to us. He pledged, you'll remember, in his first speech to Congress to carry out Kennedy's programs just as they were designed. Still, it seems to us up to now, that Kennedy's opposition has "laid off" Johnson and have yet to scream "foul."

No doubt such a scream is forthcoming, probably in the form of a series of them.

The Republicans had best hurry, though, because it isn't long until election time -- just some 11 months.

Unless we've been misled, if the election were held this month instead of in November, President Johnson would receive 95 per cent of the votes from people we know.

That sounds almost too good to be true. That's why we're wondering about the duration of the "honeymoon."

The soreheads are bound to start complaining. It's just a matter of time.

Often, newspaper reading individuals are a hard-to-please group.

We've been aware of that for years.

Billy Whitecotton gave us a fine example a few days ago.

Commenting on the geometric picture which appeared on The Blade's page one, one week last month showing the view looking from the ground up through the 500-foot cable TV tower Whitecotton said:

"That was fine and I appreciated that picture. Now I'd like for you to go to the top and make a picture from the top down instead of from the bottom up."

We appreciated his humor, but told him the best we could do along that line would be to reverse the negative of the bottom up view. That would be as close as we could, or would, come to complying with the request.

Our cowardly theory is that the view would be the same from either end. It's just a question of how you want to label the picture.

We have great admiration for people who have nerve enough to climb and construct towers such as this one.

We hope they keep their life insurance premiums paid. That is, if they're eligible for life insurance.

Probably people who do that kind of work, don't think it's anymore dangerous than writing critical local editorials, but it looks scary from here.

After an absence of two issues of The Blade, Weatherman Willie Williams is slated to return this week with his regular weather prediction.

We talked over the fact that the weather had been missing for two weeks with Willie the other day and he agreed that the people had been in the dark about local weather for long enough and this week would be the time again to let them in on the know.

You'll remember that Willie predicted a White Christmas for the area back early in December.

And what did we have? A White Christmas, of course.

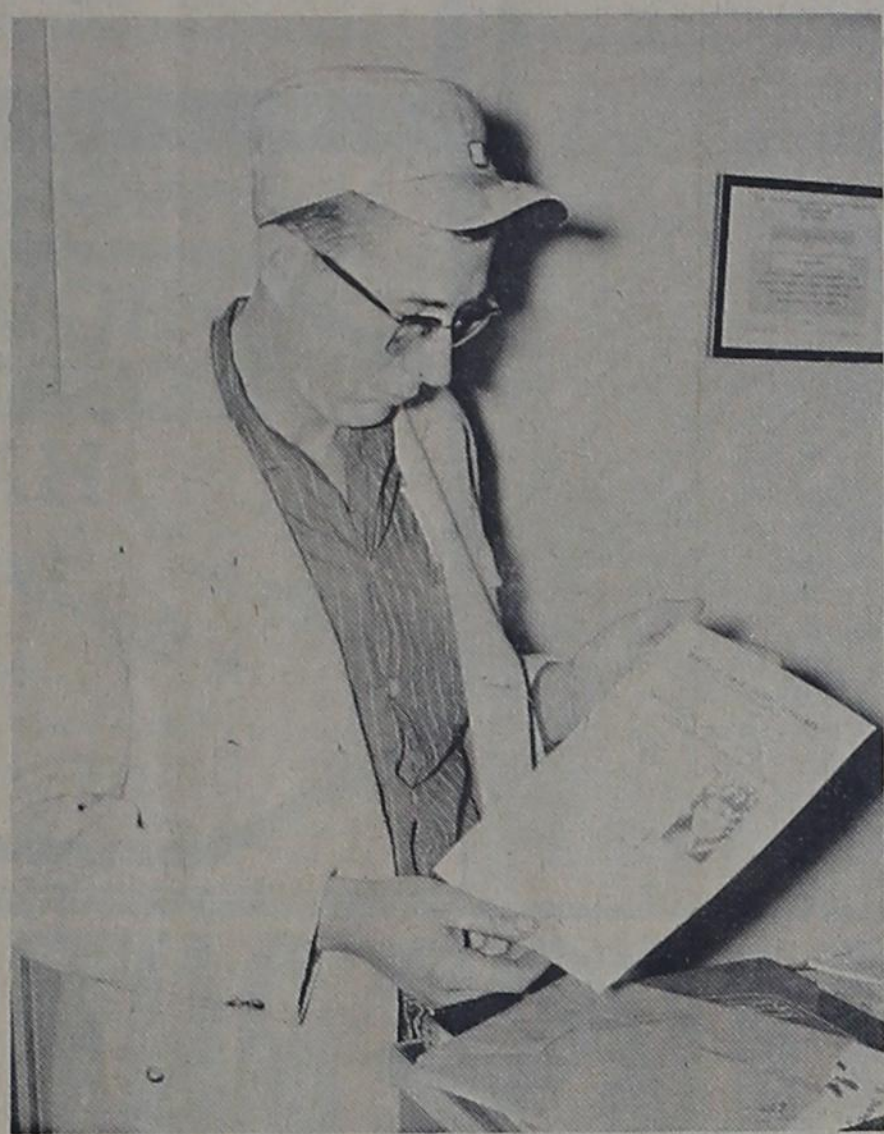
Even we were a little skeptical when he made that prediction, but it was just as right as a good, slow rain would be this month.

Deadline for paying your 1964 poll tax is just 23 days away. This is a highly important election year and you're bound to get your dollar-six-bits worth during the next 12 months.

In addition to the general election which comes next November, of course, there will be the first and second primaries as well as city and school elections and possibly some called elections for various reasons.

This just isn't one of those years when you can afford

(Continued on Page 2)



MARCH OF DIMES CHAIRMAN--Leland Gustin, who will serve as March of Dimes drive chairman in Rhea Community is shown looking over some publicity for the campaign. The annual drive is slated to begin in Parmer County in the next few days.

CARL REA BOVINA CHAIRMAN --

Dimes March Begins Soon

Parmer County's 1964 March of Dimes campaign is slated to kick off within the next few days.

Conducted during the month of January each year, the drive will begin when supplies arrive from the National Foundation, Jack Patterson, county chairman of the drive, announces. He expects the supplies to arrive within a week. This will be the second year for Patterson to serve as county chairman.

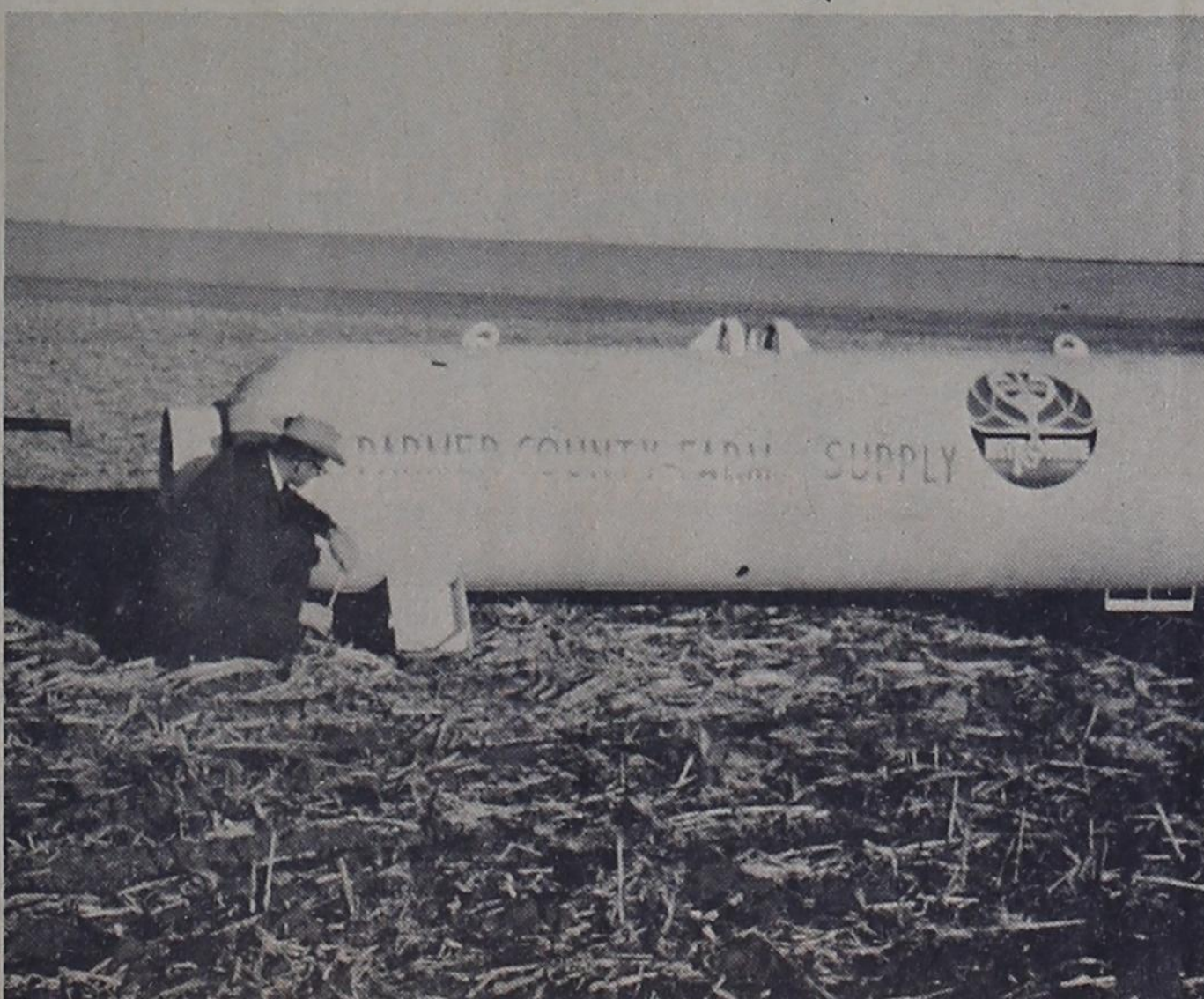
Plans for the drive were made and community chairmen announced at a dinner meeting Thursday night of last week in Farwell.

Scooter Wreck Results In A Broken Toe

Ricky Kunselman, son of Mr. and Mrs. Pat Kunselman and a freshman in Bovina High, suffered a broken toe on his left foot in a motor scooter accident Sunday.

The mishap occurred on First Street. He was taken to a Clovis hospital for treatment and released.

The scooter overturned when it struck a board in the street.



THEFT INSPECTION--Parmer County Deputy Sheriff Henry Minter checks an ammonia tank trailer at the Buck Ellison farm three miles west of Bovina where thieves Saturday night removed four wheels with new tires. The trailer belongs to Parmer County Farm Supply.

Poll Taxes Available In Bovina

Poll taxes may be paid in Bovina, Mrs. Mary Martin, city secretary, has announced.

Mrs. Martin said that the poll tax forms had been received from Hugh Moseley, Parmer County tax assessor in Farwell, and residents around Bovina might pay them at the city office here.

Deadline for paying the poll tax is Jan. 31.

New Fire Truck Due "Any Day"

Bovina's new fire truck is slated to be ready for delivery "any day," Chief Bill Denney says.

The \$19,000 vehicle was scheduled to be delivered in the latter part of December and there has been no notification of delivery date since that time.

The truck is being assembled in Anderson, Ind. A member of the fire department may go there to get the truck or it may be delivered to Amarillo, Denney says. That will be decided when the truck is ready for delivery.

BY CHAMBER --

"New Bovina" Meeting Set

The "New Bovina" project, which could bring about the construction of a block of new downtown business buildings, will possibly get a shot in the arm tomorrow (Thursday).

A meeting of property owners in the block concerned and the contractor will be conducted in Bovina Restaurant. The session, which will be the first time for all the property owners to be called together since the plan was originated, will begin at 10 a. m. in banquet room of Bovina Restaurant and will continue through the noon hour.

Decision to schedule the meeting to discuss details of the project was made at a session of directors of Bovina Chamber of Commerce and Agriculture Thursday afternoon. Property owners present will be guests of the chamber for lunch.

Don Stone, L. M. Grissom, Jim Ware and Edward Isaac were named to arrange the meeting. Stone said this week that all of the nine property owners in the block who had been contacted had agreed to come to the meeting or to go along with the project.

C. W. Parker of Hereford, who is to be the contractor for the project, met with chamber

directors and helped arrange the meeting of property owners. He will also be on hand at that meeting to explain the plan to property owners.

The block in question is the northwest side of Main Street from Third Street east.

Nine property owners are involved. Parker said last week that two of the nine had signed and were ready to go ahead

with the project. Parker has been working on the project at various intervals since April.

In other business, the chamber directors scheduled the annual banquet for third Thursday in March. Plans for a speaker and entertainment were discussed.

Jack McCracken, chamber manager-secretary, will be general chairman of the banquet.

Five new directors to the 15-member board will be elected by mail this month. A ballot for electing the new directors and a statement for 1964 dues will be mailed to members this month.

McCracken and Merlo Trevino, recording secretary, are in charge of the election.

Directors whose terms expire are Bedford Caldwell, Warren Embree, both past presidents; Jack Kesler, Bud Crump and Tom Bonds. They have each served three-year terms on the

(Continued on Page 2)

OVER 1962 --

Postal Receipts Show Increase

The more than \$3,000 increase in postal receipts during 1963 over the previous year at the Bovina post office is attributed more to the increase in price of the postage than in the number of pieces mailed, Postmaster Gene Ezell stated this week.

A total of \$17,437.70 was received at the post office compared with \$14,231.34 during the calendar year of 1962. The amounts pertain only to stamps, box rent and second-class mail. This was an increase of approximately 20 per cent.

During 1963 a five-cent stamp was required to mail a letter

and four cents for a post card. Each item increased one cent over the cost in 1962.

Ezell said that there was a slight increase in the amount of mail and number of parcels handled during 1963 than in 1962.

City Taxes Now Half Collected

Slightly more than half of 1963 city taxes have been paid in Bovina, according to calculation of Mrs. Mary Ruth Martin, city secretary. Collections are running behind compared with the same date last year.

Tax roll for the city totals \$20,791.28. Of this amount \$11,796.60 had been paid by the first of this week. Mrs. Martin explained, however, that most of the larger tax-paying firms pay during the month of January.

Deadline for payment of taxes without a penalty is January 31.

Morton To Meeting In Austin

Warren Morton, superintendent of Bovina Schools, left Tuesday afternoon for Austin where he will attend the Annual School Administrators' Conference. He was accompanied by Supt. W. M. Roberts of the Farwell Schools, and Alton Farr, superintendent of the Friona Schools.

Supt. Morton said that he planned to attend three sessions of the conference: High School Accreditation Program, School Organization and Vocational Education. The group plans to return home Friday night.

This year will mark the 15th consecutive year that Supt. Morton has attended the state school administrators' conference.

Weather

by Willie

At least a little snow this week and a wet moon to go with it

--Willie

JACK YOUNG --

DA Seeking Re-Election

Jack Young of Muleshoe has announced that he will be a candidate for the office of district attorney in the Democratic Primary this year.

Young was elected to office in 1960 and has served since then. His opponent then was Bill Sheehan of Friona, Parmer is

one of three counties in the 154th Judicial District, the other two being Bailey and Lamb.

Young went to school at Muleshoe, received a BA degree from Texas Tech, and his law degree from the University of Texas.

TAKE CONSOLATION --

Mustangs Win Trophy At HC

Bovina Mustangs won the consolation trophy in the Hale Center invitational basketball tournament last weekend by defeating Olton, 38-30, in the finals. The Fillies lost two out of three contests in the tourney and were eliminated.

In the boys' first game, the Mustangs lost to Lockney, 33-52. Jerry Roach, Eddie Reeves and Gene Pruitt tied for

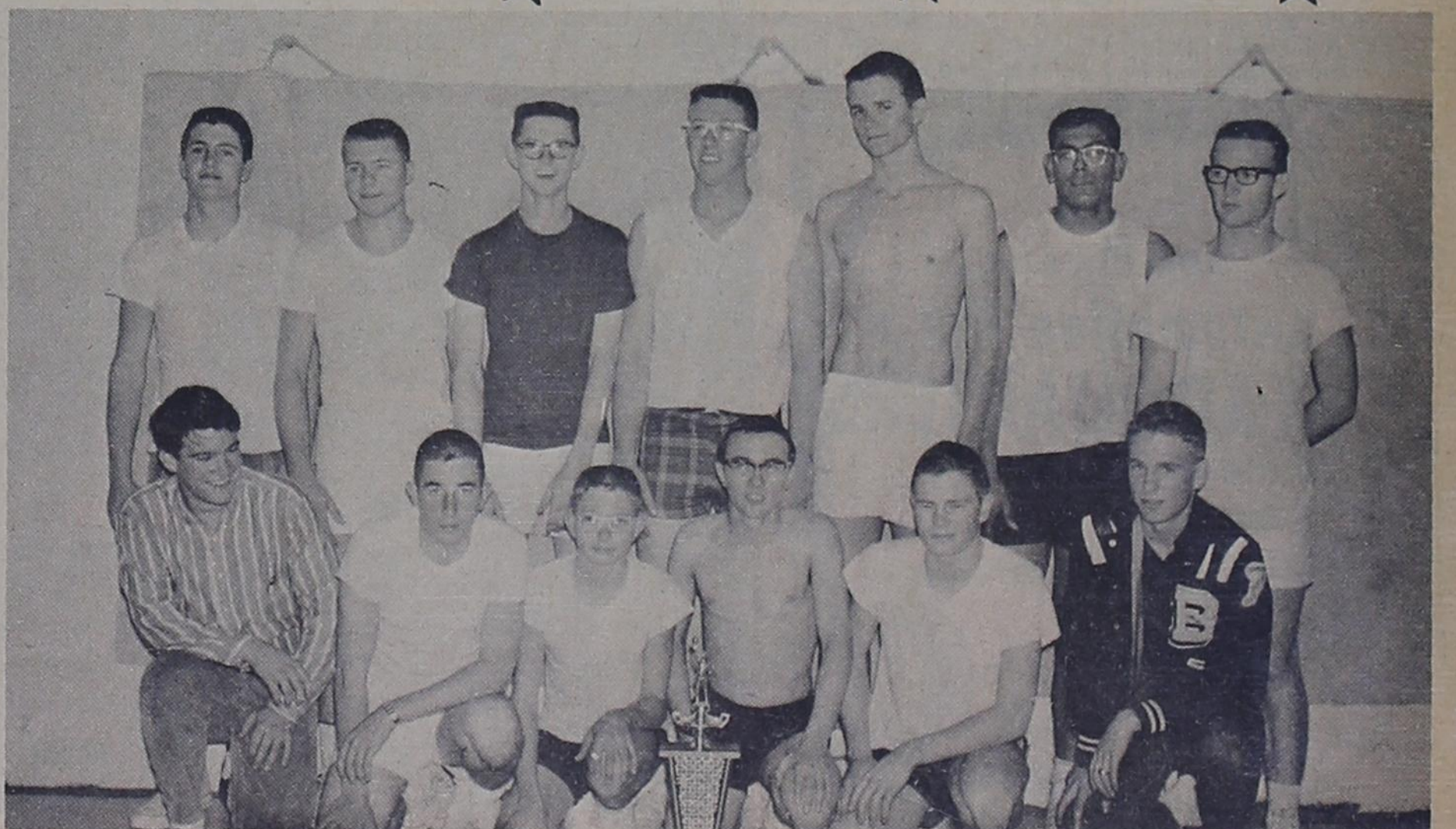
high point honors with seven each.

Bovina downed Cotton Center, 61-27, in the first game in the consolation bracket. Tally Kelso was high with 23 points followed by Eddie Reeves who garnered 19.

In the consolation finals, Kelso hit 17 points and Pruitt hit 11.

Sandra Patterson and Judy Strawn scored eight points each in the tourney opener Thursday for high honors in the losing contest. Sandra hit 23 and Judy garnered 18 in the victory over Petersburg Friday.

Cotton Center girls defeated the Fillies 41 to 33 in the consolation tilt Saturday when Sandra scored 14 points and Judy 13.



TROPHY WINNERS--Coach Malcolm Kennedy's Bovina Mustangs earned their first trophy of '63-'64 season as they took the consolation end of Hale Center invitational tourney last weekend. Members of the squad are shown with the handsome trophy. Left to right, bottom row, are Billy Charles,

manager; Billy Marshall, Randy Jones, Richard Carson, David Anderson, and Scotty Rundell. Standing, left to right, are Dennis Johnston, Gene Pruitt, James Roach, Tally Kelso, Eddie Reeves, Roman Ramirez, and Dean Mayhew.

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 Dolph Moten Publisher & Editor
 Sue Moten Women's News

Reflection

From
The Blade

SIX YEARS AGO
 January 8, 1958
 Work on "signing up" Bovina owners for paving got underway Thursday. J. T. Hammonds, who is representing West Texas Construction Co., has contacted "about 20" property owners and reports "good" response.

The first baby of 1958 was born at Parmer County Community Hospital in Friona at 9:20 a.m. Sunday. The nursery had been dark and empty for several days awaiting the appearance of the "New Year's Baby." She was born to Mr. and Mrs. Billy Mayfield of Bovina.

Miss Charlotte Hromas was named Worthy Advisor for Bovina Chapter of Rainbow for Girls, Monday evening.

The statement of condition of First National Bank of Bovina at the close of business December 31 shows an increase in deposits, total assets and loans over a year ago.

Mumps are in Bovina Schools. Six cases of the infectious disease which is characterized by swelling of the salivary glands, have been reported among students, Warren Morton, superintendent, says.



"Behind every successful man stands a woman who couldn't be more surprised."
 —Lynn Denn, Linden (Calif.) Herald.

"Through the years man has been making enormous strides in producing weapons of war—from headbusters, to fortbusters, to blockbusters, to citybusters, and he's well on his way now to producing countrybusters."
 —Olin Miller, Thomaston (Ga.) Times.

"I'd just like to have 1951 wages, 1935 prices, 1928 dividends and 1900 taxes."
 —Jim Kelly, Marquette (Mich.) Weekly Progress.

"A small town is where everybody knows what everybody else is doing, and they all buy the weekly paper to see how much the editor dares to print."
 —Bob Witt, Muncy (Pa.) Luminary.

"The meek may finally get the earth, but we'll wager the internal revenue boys will be there to collect the inheritance tax."
 —Lynn Denn, Linden (Calif.) Herald.

free. There are no whistles to turn from a cast, no check cords, no steadying to shot and wing. In other words, no work. It's simply a matter of lolling back and listening to the thrilling, primordial, spine-tingling squall of hounds, engaged in a chase in which the quarry is seldom sighted.

Strange again is the fact that this does not work in reverse. The dyed-in-the-wool foxhound fan seldom has any time for any other breed. Fox hunting is his sport, first, last and all the time. Certainly there are exceptions, and many of them. But try to break up any hound-talk session by injecting the subject of bird dogs, and your efforts will go for naught. True, many hound men own bird dogs and are enthusiastic bird hunters, but their real interest lies in that foxhound pack.

School Tax Collections Ahead Of '63

School district tax collections are approximately \$10,000 ahead of the same date last year, according to Mrs. Pearl Dodson, assessor-collector.

for this district is \$141,000. A total of \$95,296.57 has already been paid, as of last Monday.

At the same date last year \$85,296.06 had been paid.

Meeting --

(Continued from Page 1)

board. They were named as a nominating committee for new directors.

According to by-laws of the organization, a director may not succeed himself.

Chamber members who would like to nominate an individual for a directorship should contact a member of the nominating committee this week.

Whittlin --

(Continued from Page 1)

to save you \$1.75 "because there isn't going to be anything to vote on."

Payment for the voting right can be made at the city hall here in Bovina as well as in Friona or at the office of the county tax assessor-collector, Hugh Moseley, at the courthouse in Farwell.

We even heard one fellow say that he certainly did want to pay his poll tax this year because there might be some Republicans running who he would want to scratch! If it were legal, we'd have been tempted to pay his poll tax for him.

We'd like to see our community and our county vote in record-breaking numbers in 1964. We can't do that unless we pay poll taxes in record-breaking numbers.

We hope this will be the year when the Republicans hold their own primary here. We doubt that it will, though.

SPORTS AFIELD

By Ted Kesting

Prevention, not cure, is the answer to gun shyness, one of the greatest tragedies that can befall a potentially good hunting dog. Regularity in feeding time can be turned easily into a valuable training asset in many ways, says Henry P. Davis, Sporting Dogs Editor of Sports Afield Magazine.

Particularly is this true when introducing the young dog to the gun. The system is simply this: approach the kennel with the dog's food at the same time each morning and night. The youngster will come to anticipate these visits, and his own built-in alarm clock will alert him to your expected arrival.

Let plenty of noise accompany your feeding trip. This can be done by pounding on a board, banging on tin pans and the like. The puppy will come to associate these unusual noises with his regular meals and will soon overcome any fear he might have had of them at first. After he has become accustomed to these noises, the trainer should substitute the blast from a cap pistol or even from a .22-caliber pistol or rifle for the usual noise. At first the gun should be fired some 40 to 50 yards away from the kennel; then the distance should be gradually reduced.

When the puppy has become accustomed to such gunfire, a blast from a .410-gauge shotgun should be used as a signal, again the first firing being quite some distance from the kennel.

Finally, graduate to a 20-gauge shotgun and, if the puppy shows no fear of this—and he shouldn't—you may feel fairly confident that he will not show signs of gun shyness when his education in the field begins. But care should still be exercised, until the young dog comes to associate the gun with the killing of game birds. One should not, under any circumstances, fire a 12-gauge gun over a puppy's first point. To any experienced sportsman, such a thing is unthinkable; but it happens many, many times every season and

THREE YEARS AGO

January 11, 1961

With no-penalty deadline just 20 days away, payment of taxes is running pretty well on par with last year.

Bovina School Superintendent Warren Morton, attended annual Mid-Winter School Administrators Conference in Austin January 4-5-6.

Potential Bovina voters are getting off to a slow start in payment of their poll taxes for 1961.

Applications for poll taxes are being accepted at City Hall here by City Secretary Virgil Tritsch and as of this week Tritsch said he hadn't had a single request.

Natural gas rates in Bovina are going up. Effective January 28, Pioneer Natural Gas Co., which serves the city, will get a 10 per cent increase in its rate.

Miss Judy Roach was elected Bovina F.H.A. Chapter representative to state choir, Monday evening at Homemaking cottage.

Bovina Starlighters, composed of Charlotte Hromas and Kay Looney, won first place in ensemble division of talent show at Muleshoe Friday evening.

would have his fill of canine company when night falls. "But," says Henry P. Davis, Sporting Dogs Editor of Sports Afield Magazine, "I have spent many long days with a number of bird-dog trainers, riding behind candidates for quail-questing proficiency, only to wind up, in the small hours of the next morning, sitting around a woodland fire, listening to a pack of hounds drive a stubborn old gray fox around the loop of his range."

Wherever professional bird-dog trainers gather, whether at field trials or at social functions, it is only natural for bird-dog talk to be the matter of the moment. Yet many times you break up almost any bird-dog conversation by the mere mention of foxhounds.

Yes, it's a strange thing, this love of foxhounds which seems universal in the hearts of professional bird-dog trainers. I know that their paramount interest is in the work through which they gain a livelihood. But, when it comes to personal recreation, the foxhound gets the call with many. I suppose it is because the hounds are running

Firemen On False Alarm Sunday Aft.

Bovina Volunteer Fire Department answered a false alarm Sunday afternoon. Chief Bill Denny says that a report, evidently made by a motorist travelling on Highway 60, said there was a fire between Bovina and Farwell. Firemen raced all the way to Farwell without finding a blaze. A small grass fire which had

already been extinguished was seen.

Attend Sun Bowl

Mr. and Mrs. Buck Ellison and Mr. and Mrs. I.W. Quicquel attended Sun Bowl football game recently at El Paso. They also visited relatives of the Ellisons at Truth or Consequences, N.M.

Moore Joins Blade Staff

Howard Moore, associated with the State Line Tribune in Farwell, will be in Bovina each Monday to assist in news writing of the Blade.

A veteran newsman, Moore has been with newspapers throughout the Southwest. He comes back to the High Plains area from Missouri where he worked for The Joplin Globe.

Prior to his moving to Missouri in 1949, Moore was with the Clovis News-Journal. He was a high school principal and basketball coach in Roosevelt County, New Mexico for three years.

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Dimmitt, Texas, 647-3485

Jim McCullough Dies Monday

James (Jim) M. McCullough, 53, died of a heart attack Monday morning at Parmer County Community Hospital in Friona. A farmer, he was born February 2, 1910 and was a resident of this area four years, moving here from Butler, Okla. Survivors are his wife, Noma, a daughter, Mrs. Weldon Tatum

of Texco; his mother, Mrs. W. P. Griffin; and a sister Mrs. Thelma Waters of Idabel, Okla.; three brothers, Gus of Kirkland, Clint and Woodrow of Whittier, Calif. and two grandchildren. Funeral arrangements are pending at Claborn Funeral Home in Friona.



By Vern Sanford

A pair of binoculars is invaluable to the outdoorsman. Yet few sportsmen know what to look for in binoculars. This whether the binoculars are used in hunting or boating or maybe just to watch a football game. With telescopic sights coming more into vogue, you see fewer hunters lugging binoculars about the woods. But have you noticed that a great majority of the blue-ribbon hunters usually have a pair handy?

There is a good reason, of course. The top notch hunter is a meticulous individual. He spends more time looking and less time traveling. Get on a knoll or hillside or even up in a tree — with a pair of binoculars — and just spend your time looking. You'll be surprised how much more you can see.

A high quality pair of binoculars has the ability to almost penetrate brush. The lenses capture and intensify the light, making it easy to see under feeble light conditions.

Today's binoculars come in many different sizes and price ranges. There has been an increased output from Japan. Most of Japan's binoculars are economical and acceptable. But like anything else you get just about what you pay for.

The big idea is to know what to look for before you purchase binoculars. Most people simply wander into a sporting goods store, put a pair to the eyes, adjust the focus, look around for a moment, and then say, "I'll take them."

But later you might find that you can't look through the glasses for any length of time without your eyes protesting. Although everything may appear all right, the glasses may be out of alignment and put a strain on your eyes. A quick check for alignment is simple. Focus the glasses on some distant object, such as the top of a building, and slowly push the binoculars away from your eyes. As the glasses get toward arm's length, if you see two distinct images, the glasses are not aligned properly. With good alignment, both images will merge into one even when the binoculars are at arm's length.

A pair of binoculars has many advantages over the scope-sight of a rifle for the job it is intended to do. For one, it is tiring to hold a rifle up to your shoulder for any length of time. Binoculars are much lighter. For another, binoculars have a wider field of view, thus permitting you to study a larger area at one glance. For instance, a good six-power binocular will have a field of view at least 450 feet wide at 1,000 yards. A seven-power job won't be far behind, something like 400 feet.

Compare this to a six-power scope which has a view of roughly 200 feet at the same distance.

Contrary to popular belief, a number such as 6X30 and 7X35 does not in any way indicate the field of view of that particular glass. Instead, the first number indicates the power of the binoculars while the second is the diameter of the objective, or forward lens. The larger the number, the larger the objective lens.

A larger objective lens will permit the entrance of more light and consequently you'll be able to see better in weak light conditions. A 7X50 pair of binoculars, for example, will permit much more light to reach your eye than will a 6X30 glass.

In a few instances, the field of view may be indicated on the binoculars. Usually it is indicated with a figure like 7° + 12°, which, of course, is an angular measurement. Since one degree field of view is 52½ feet at 1,000 yards, you can compute the field of your instrument by some simple mathematics. In the above case, it would mean multiplying seven times 52½, then adding 12 more feet.

Binoculars are focused to the user's eyesight in two ways. With the center focusing unit you can adjust both eye pieces at once. Individual focus is achieved by adjusting the focusing knob on each eye-piece.

There are several things which determine the price of any particular pair of binoculars.

Power of magnification and size of the objective lenses combine to make one. The stronger the power and the larger the objective lenses, of course, the higher the price. Durability and type of construction also have a lot to do with price, along with the quality of the lenses.

Important to consider, however, is that the stronger the power and the larger the objective lenses, the more the instrument will weigh. A pair of 6X30 binoculars will be considerably lighter than the 8X50 size.

If you're going to carry a pair slung around your neck all day, it may be wise to sacrifice some power for lighter weight. This again is a matter of choice. So, pick a pair that suits your own individual needs and desires.

"College kids away from home consider the family telephone a collector's item." —S. E. Mekeel, Ovid (N. Y.) Gazette and Independent.

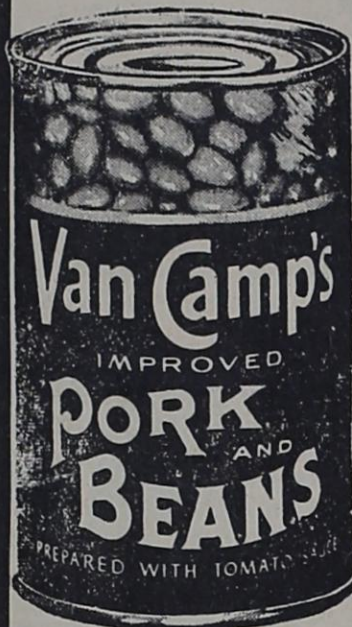
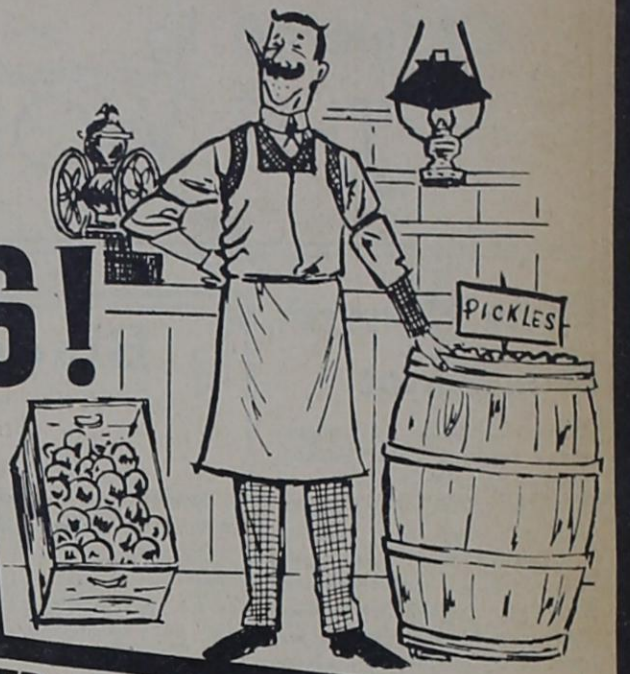
"TV cowboy personalities are eating so regularly these days it's becoming difficult to find anyone to play the role of Slim." —Gerald K. Young, Blakesburg (Ia.) Excelsior.

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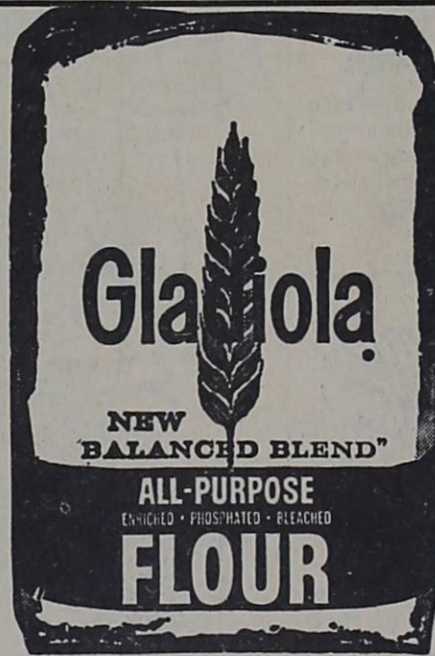
Nabisco Premium CRACKERS 1 Lb. Box **27¢**

Shurfine Grape Jelly 18 oz. Tumbler **35¢**

Shurfine STUFFED OLIVES 7 1/2 oz. Jar **49¢**

Shurfine Early Harvest PEAS 2 No. 303 Cans **35¢**

BAKE-RITE SHORTENING 3 Lb. Can **59¢**



5 Lb. Bag **55¢**



1 Lb. Can **69¢**

Scott Toilet Tissue 2 Rolls **25¢**

Mazola Corn Oil OLEO Lb. **39¢**

Del Cerro Shelled PECANS 1 Lb. Bag **\$1.19**

Shurfine Cut Spaghetti 12 oz. Cello Bags **35¢**

Scotkin LUNCHEON NAPKINS 50 ct. Box **19¢**

Sunshine HI HO CRACKERS 1 Lb. Box **39¢**

FRESH WINTER PRODUCE

Russet POTATOES 10 Lb Bag **49¢**

Fancy California TANGERINES Lb. **19¢**

Waxed Mexico CUCUMBERS Lb **12½¢**

Fancy Mexico TOMATOES US No 1 pack **29¢**

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



WILSON'S

Phone 238-4781

PARMER COUNTY'S FINEST



SUPER MARKET

BOVINA

Bovina Wheat Growers, Inc.

Jim Russell, Manager Ph. 238-2691

See Us Now For Your 1964 Fertilizer Needs

"Not Everyone Belongs To A Co-Op- But Everybody Benefits"

-Bovina and Rhea-

Of Interest To THE WOMEN

Party Honors Mrs. Marot

Mrs. Lou Marot was honored with a farewell party Tuesday evening by several friends. The group had dinner in Farwell and then went bowling. Attending were Mrs. Odie White, Mrs. Bob McMeans, Mrs. Joe Wilson, Mrs. Earl Stevenson, Mrs. Herman Estes, Mrs. W. C. Mayhew, Mrs. Reagan Looney, Mrs. Bob Johnston and the honoree. Mr. and Mrs. Marot are moving to Colorado.

Caldwells Host Bridge Party

Mr. and Mrs. Bedford Caldwell entertained several couples Friday evening with a bridge party at their home. Refreshments of chips, dips, relishes, pie, cake, coffee and tea were served to guests. Attending were Mr. and Mrs. Dean McCallum, Mr. and Mrs. Johnnie Horn, Mr. and Mrs. Tom Caldwell, Mr. and Mrs. Gene Ezell, and Mr. and Mrs. Vernon Estes.

Club To Hear Book Review

"Spiritual Growth" is the theme chosen for next Women's Club meeting Thursday at 3 p.m. in club house. A book review titled "The Future is Upon Us" will be presented by Mrs. Ovid Lawlis. Hosting the meeting will be Mrs. Frank Turner and Mrs. Earl Richards.

Blade Sawdust by

SUE MOTEN

Most people connect age and absent-mindedness, but we have ceased to believe the two are partners. The other day we witnessed a woman - not old, either - looking for her hairnet and she was holding it in her hand.

We also recalled a similar instance when searching frantically for our spectacles only to discover we were wearing them. Mustang Theater has received a face lifting and it certainly looks nice. It seems like it was only a few years ago that the theater opened. Remember the night vividly because it came a regular gully washer. Even in all the downpour the theater was full and overflowing. Another aspect we remember of theater life is when they showed serials for youngsters on Saturday afternoons. They provided a good two and half hours of entertainment plus the fact that it was a social gathering for youngsters.

Have you noticed that there are trophies for everything these days. Can remember when a trophy meant something, but not anymore, one is as liable to get one for having the largest light bill as well as being able to participate in sports. Maybe our attitude toward trophies is wrong but they certainly seem like a worthless lot of dust catchers.

A pleasant surprise awaited us the other day as we waited in the dentist's office for that dreaded appointment. This office was not filled with old, old, magazines but new ones and some books. One was a real clever edition written by a little girl at the turn of the century.

The book contained a number of humorous essays written on various subjects and in a child's language. Eventhough the book was written at the turn of the century the subject matter was timeless. It told how children think about religion, education, etiquette and many other subjects. The book was so full of humor that we hated to see our dental appointment end.

However, we finished the book and must say it was a pleasant relief to have something funny to read while waiting instead of the worn out reading material which usually consists of how to keep from having ulcers and what to do about your education, and the inevitable trivia on husband-wife relationships.

DeFevers Visit H. D. Bradshaws

Mr. and Mrs. Larry DeFever from Denver Colo. visited in the home of her parents, Mr. and Mrs. H. D. Bradshaw, during the holidays.

-SAVE NOW
On Quality Meats
Homemade Whole Hog
SAUSAGE Lb. **45¢**
Special This Week Only
Half Or Whole
BEEF Lb. **47¢**
STEELMAN'S
QUALITY MEATS
First Street Phone 238-4281 Bovina

Propane Torch
... Ideal For Thawing Frozen Water Pipes
ALSO
* Cooks
* Heats
* Grills
* Light
Has 101 Uses
Refill Drums And Other Replacement Parts In Stock. See This Torch Now. See Just How Handy It Can Be!
Reg. \$8.88 Now \$7.88
Save One Dollar
GAINES HARDWARE CO.
"Nothing Knocks On Bovina But Opportunity"

Visit Sudderths

Mr. and Mrs. Billy Bob Alverson visited recently in the home of his sister and family, Mr. and Mrs. Glendon Sudderth. The Alversons are returning from Hawaii where he was stationed in the Navy and are enroute to New York.

Children Visit In Dixon Home

Mr. and Mrs. R. R. Dixon and family of Omaha, Neb. visited recently in the home of Mr. and Mrs. P. O. Dixon and also the home of Mr. and Mrs. John Dixon.



"A lot of men who complain about the stupidity of their boss would be out of a job if he were any smarter."

ENJOY Greater Comfort
In Your Home With
Aluminum Storm Windows and Doors
★ High Quality
★ Self-Stringing
They Help Keep The Sandstorms OUTSIDE And Offer Many, Many Other Advantages. Free Estimates, Of Course!
BOVINA GLASS AND PAINT CO.
Highway 60----Phone 238-4421

Missionary Speaker At OL Church

Rev. William Andrews, missionary to Brazil, will speak at Oklahoma Lane Methodist Church at 7 p. m. Sunday, Jan. 19. Members of all the neighboring churches, and others are invited.

Rev. Andrews is scheduled to be in this district during the week of Jan. 13-19.

TOPS Club Meets Thurs.

TOPS club will meet Thursday evening at 7:30 p.m. at Fantasy Beauty Salon, according to Mrs. Art Mast, chairman of the group.

A program is planned and new members are welcomed according to Mrs. Mast.

Hemkes Visit In Nebraska

Mr. and Mrs. Jim Hemke and daughters returned Sunday following a holiday visit with her parents and relatives, Mr. and Mrs. Forrest Raikes of Ashland, Neb.

Visitors In Gaines Home

Mr. and Mrs. W. C. Bryant of California, Miss Lady Roberta Bryant of Abilene and Mrs. Lannie Wayne Bryant and family of Colorado visited recently in the home of Mrs. J. Sam Gaines and Mrs. Lady Armstrong.



9373 2-10

Thirty-five cents in coins for this pattern - add 15 cents for each pattern for 1st-class mailing and special handling. Send to 170 Newspaper Pattern Dept., 232 West 18th St., New York 11, N. Y. Send 50¢ for our Spring-Summer Pattern Catalog. Includes coupon good for One Free Pattern.

Printed Pattern



9089 SIZES 12½-24½

Printed Pattern 9089: Half Size 12½, 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ takes 2½ yards 35-inch fabric.

FIFTY CENTS in coins for this pattern - add 15 cents for each pattern for 1st-class mailing and special handling. Send to 170 Newspaper Pattern Dept., 232 West 18th St., New York 11, N. Y. Send 50¢ for our Spring-Summer Pattern Catalog. Includes coupon good for One Free Pattern.

Sisters Visit Mrs. Williford

Visiting in the home of Mr. and Mrs. R.N. Williford New Year's Day were her sisters, Mrs. I.D. Norman of St. Louis, Mo. and Mrs. Audette Harkins of Lubbock.

Webb Family To Oklahoma

Mrs. Bessie Webb, Larry, Sammy, June and Pam, visited in the home of Mr. and Mrs. Alfred H. Webb and family of Laughton, Okla., during the New Year's holiday. During their trip they visited Mt. Scott and other points of interest around Laughton.

Class Of 63 Has Reunion

Bovina High class of 1963 was honored with a reunion at the home of Miss Vicki Strawn recently.

The group spent the evening visiting. Refreshments of punch, cake and nuts were served from a

table decorated with a holiday theme.

Attending were Nellie B. Crook, Dixi Hartzog, Mr. and Mrs. Jimmy Wright, Jerry Wright, Carole Jean Hastings, Linda Nelson, Butch Wolton, Elaine Fuller, Mac Glasscock Mr. and Mrs. Gene Hutto, Pat O'Brien, Butch Riddle, Bonnie Cockran, Dickie Clayton, Carolyn Wilkerson, Gary Stevenson, Mr. and Mrs. Delbert Morris, Mr. and Mrs. Joe Jones, Don Cumpston, Wendol Davies and Vicki Strawn.

Club Meets In Bradshaw Home

Mrs. H. D. Bradshaw entertained Quilting Club Thursday at her home. Members brought a covered dish luncheon to compliment the hostess meal.

During the afternoon the group quilted a quilt for the hostess.

Attending were Mrs. Levi Johnson, Mrs. J. E. Owens, Mrs. Mel Gunn, Mrs. E. H. Moody, Mrs. F. O. Turner, Mrs. Reagan Looney, and Mrs. J. R. Caldwell.

Visits Parents

Mr. and Mrs. Lowell Cook and family from Pritchett, Colo. visited recently in the home of her parents, Mr. and Mrs. N. E. Bonds, and also her brother and family, Mr. and Mrs. Tom Bonds and children.

Gene Halls To North Carolina

Mr. and Mrs. Gene Hall and children and Dean Mayhew visited with Mr. and Mrs. J.R. Hall in Goldsboro, N.C. recently. They returned home Sunday evening. While on the trip they also visited other southern states.

Visitors In Caldwell Home

Several couples spent New Year's day in the home of Mr. and Mrs. Tom Caldwell. They were Mr. and Mrs. Roy Clark, Mark, Jimmy and Andy of Lubbock, Mr. and Mrs. A. M. Wilson, Pam and Suzanne, Mr. and Mrs. Leon Grissom, Pam, Jeff and Mike; and Bedford Caldwell and Bruce.

Hospital Notes

Mrs. Howard Ellison is hospitalized at Parmer County Community Hospital in Friona.

Wayne Davies, son of Mrs. Mildred Davies, is hospitalized at Parmer County Community Hospital in Friona.

Bob Sisk underwent surgery Friday at Parmer County Community Hospital in Friona. He is reported to be in good condition.

Mrs. H. J. Charles was released from Parmer County Community Hospital in Friona, Friday. She is in good condition.

Dave Wines is hospitalized at Amarillo with a back injury.

Dilger's CLEANERS
Parmer County's Finest Cleaning
BOVINA, TEXAS

Willie's Year End CLEARANCE!
Closes Saturday, January 11 - Hurry!
Here Are A Few Real Bargains;
Boys Odd & End **JEANS 79¢**
Ladies' Slips **\$1.59**
Boys **SWEATERS 59¢**
LADIES Sweaters 1/3 OFF
Solid Color Value \$4.95 **\$3.99**
Blankets \$4.95
Williams Mercantile Co.
"Pioneers In Bovina"

COLOR TV
Yes, Color TV Is Available At Its Best At Superior Electric In Bovina. The New Cable System Here Offers Wonderful Reception- We Invite You To Come In Our Place And See A Demonstration!
New Admiral Color TV Sets **\$399.95** with trade
As Low As
Color TV Service Is Available By Glen Mayben, A Qualified Technician With Several Years Experience. He Can Take Care Of Your Color TV Servicing As Well As Black And White.
Come In And See Color TV Now At-
Superior ELECTRIC CO.
Industrial - Commercial - Residential Wiring
Main St. - Bovina - 238-2751

U.S. Establishes New Emergency Broadcast Net

An imminent or actual attack on the United States would find the Nation better prepared than ever to get official information and survival instructions to the people through the Emergency Broadcast System (EBS) established by the Federal Communications Commission.

EBS allows selected AM radio stations to continue broadcasting on their normal frequencies and with regular power even after an attack emergency is declared in order to get vital warning and survival information to the public. It would carry essential news and official information from the President and officials of Federal, State, and local governments.

EBS SUCCEEDED the old CONELRAD system on August 5 after the Department of Defense determined that the continued operation of the Nation's broadcasting stations no longer constituted a significant navigation aid to enemy bombers and missiles. The new EBS system permits stations to begin broadcasting emergency information almost instantly after an attack warning is received.

Stations not affiliated with EBS, and all FM and television stations, would go off the air. Some of these facilities will be incorporated into future refinements and extensions of EBS.

To assure that vital emergency broadcasting is not interrupted by fallout sufficient to force evacuation of the stations, the Office of Civil Defense, Department of Defense, is providing fallout protection, emergency generators, and emergency radio program links to selected emergency broadcast stations.

In an Emergency . . .

If there is a nuclear attack on the United States, or the imminent threat of one, tune your standard AM radio to your local stations at their normal places on the dial until you hear the one that is part of the Emergency Broadcast System. That station, which will identify itself by location but not by call letters, will be on the air with official information, news and instructions on things you and your family can do to survive. Be sure you are prepared for an emergency by getting a battery-operated radio and spare batteries.

Farm Facts

A few years ago many fruits and vegetables were available only in season. A U.S. Department of Agriculture bulletin reminds us, however, that we can now enjoy crisp lettuce, garden-fresh sweet corn, tree-ripened peaches, and many other fruits and vegetables the year around.

This farm freshness comes to us as a result of modern marketing, handling, and transportation methods.

A carload of lettuce shipped from California to eastern markets used to consist of 20,000 pounds of lettuce and 40,000 pounds of ice. Vacuum-cooled lettuce now is shipped in refrigerated trucks and rail cars. Savings in packing and shipping more than offset cost of the new cooling method.

Improved handling and marketing not only give us better food but save us money on our food bill. New cooling and packaging methods cut shipping costs of Texas carrots by \$1 million a year.

Research on refrigerating California grapes brought savings of \$780,000 a year. Better refrigeration and containers cut tomato costs.



We can buy "farm fresh" foods all year

than offset cost of the new cooling method.

Improved handling and marketing not only give us better food but save us money on our food bill. New cooling and packaging methods cut shipping costs of Texas carrots by \$1 million a year.

Research on refrigerating California grapes brought savings of \$780,000 a year. Better refrigeration and containers cut tomato costs.

WANT ADS

FOR SALE -- Three-bedroom home in Bovina. Well located. On pavement. Has large lot. Priced to sell. Warren Morton, phone 238-2011. 25-tfnc

FOR SALE: New Hale tandem-wheeled stock trailers, 12, 14, 16 and 20 feet. Robert Calaway, Phone Sharp 225-4438, 22-tfnc

HOWARD GRIFFIN
General Contractor
Building, Painting,
Plumbing & Repairs
Ph. 238-3451
Bovina

LOST OR STRAYED -- Six Whiteface calves weighing about 450 pounds each. Branded "Spear L" on left hip. Jack Clayton, phone Sharp 225-4140, 27-2tp

FOR SALE -- 1952 Chevrolet pickup. Runs good. Good tires. 4-speed transmission. Gary Kent Glasscock, phone 238-3421. 25-tfnc

CUSTOM Carry-All dirt work. Eddie Redden, Phone Sharp 225-4147. 23-13tp

FOR SALE -- Large water storage tank with pressure pump. Can be used in connection with irrigation well for domestic use. Practically new. A. L. Glasscock, phone 238-3231. 28-tfnc

2-Edged Sword

Thurman Sensing, executive vice-president of the Southern States Industrial Council, has requested a luxury hotel to quit soliciting his organization for convention business because of the hotel management's pressure on legislators to abolish Florida's "Right-to-Work" Law.

In his December News Bulletin, Mr. Sensing made public his letter to Charles J. Monohan, national sales manager of the Hotel Americana, Bal Harbour, Fla. He said in part: "I have just read a copy of your letter . . . addressed to the Hon. John L. Ducker of Winter Park, soliciting his assistance in abolishing the Florida Right-to-Work Law.

"In view of this attitude on your part, please discontinue soliciting the Southern States Industrial Council to hold its annual meeting in your hotel."

CARD OF THANKS

We wish to take this opportunity to thank all our friends and neighbors for their many acts of kindness during my recent illness and stay in the hospital. A special thanks is sent to those who brought food, flowers, gifts and money to our home. The visits and cards will long be remembered and appreciated.
Mr. and Mrs. Ira Wellborn 28-1tc

Am interested in making loans and buying first and second lien notes secured with farm or ranch lands.
J. J. Steele
Citizens Bank Building
Clovis, New Mexico
Dial: Po 3-3521 or Po 3-6455 28-4tc

FOR SALE OR LEASE-- OK Tire Store and Service Station. See Tom Bonds, phone 238-2271 or 238-2631. 16-tfnc

PHONE 5282, Friona Plumbing, for plumbing, electrical service, gas line piping, ditching service. 39-tfnc

WANT TO BUY 10,000 to 20,000 pounds each of thresher-run millet, red top cane and sudan seed. Write Barney Groves, Box 561, Lampasas, Texas, or phone Lampasas CHapel 2-3009. 27-3tp

NOW OFFERING WORK
With Electric Root Raider Machine
★
Ditching Service
★
BOVINA ELECTRIC
Odis White - Pho. 238-3871

Political Announcements

The Bovina Blade is authorized to make the following political announcements subject to action of the Democratic Primary in May, 1964:

FOR SHERIFF, Farmer County
Chas. Lovelace (Re-Election)

FOR ATTORNEY, Farmer County
Hurschel R. Harding (Re-Election)

FOR TAX ASSESSOR-COLLECTOR, Farmer County
Leona Moss
Hugh Moseley

FOR DISTRICT ATTORNEY
Jack Young (Re-Election)

My Neighbors



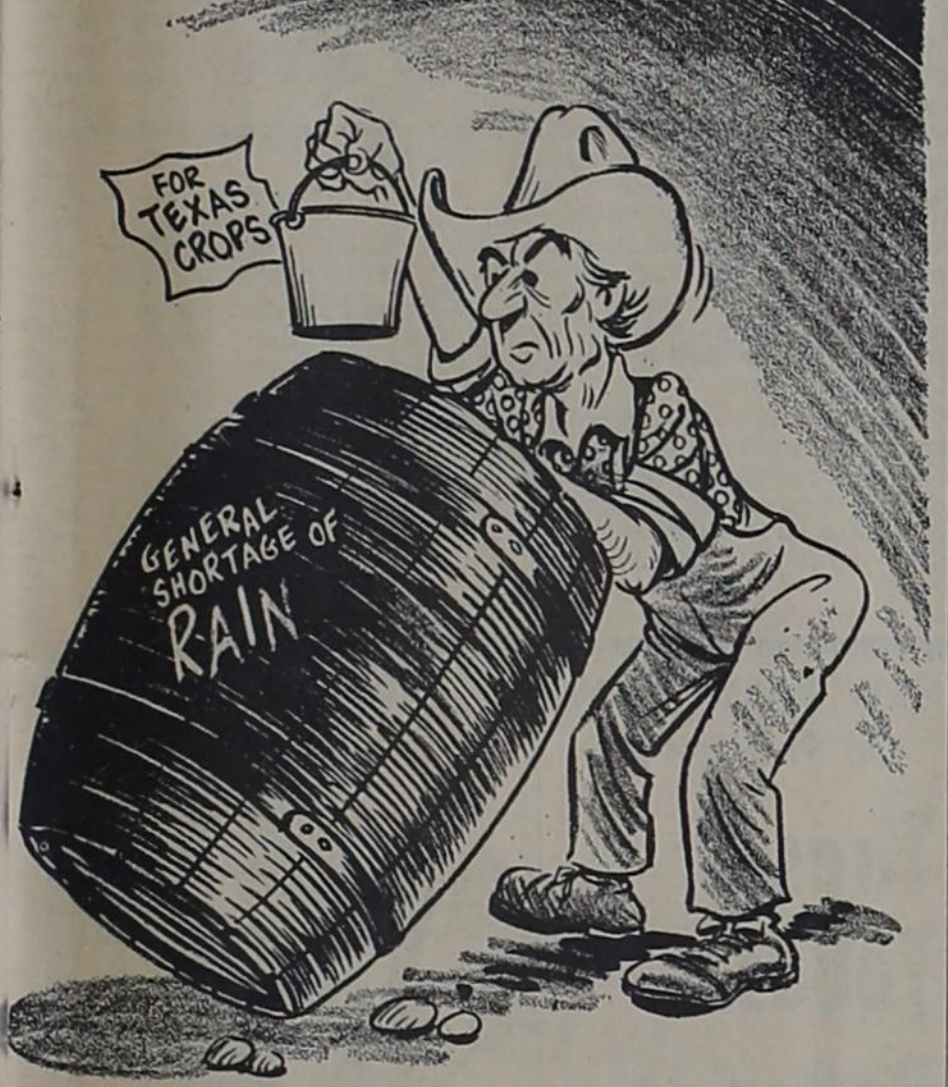
"Watch this!"

A man is old when he scans the menu without first looking at the waitress.



"These days, young man, does anyone know where he's going in such a mad rush?"

Columnist Sylvia Porter has summed up the findings of a study concerning the dollars-and-cents value of education. On the average, men with less than 8 years of schooling will have lifetime earnings (from age 18 through 64) of \$143,000. The average steadily rises with more schooling, and reaches \$417,000 for those with four or more years of college.



BOTTOM OF THE BARREL? AVAILON-2 FEATURES

Just Arrived Ladies' & Girls' Spring Dresses
Select Yours Now \$6.98
From **Bovina Dry Goods**
"The Store Where Your Money's Worth More"

SHORT AND SWEET

Americans have a taste for sweets—the average person eats more than 17 pounds of candy a year . . . Candy has a higher consumption in cold areas—for instance, in the high altitude states of Utah and Wyoming the rate is 34 pounds a year while in sweltering Mississippi the figures show a low eight pounds per year . . . Its intake also seems to be highest among young boys from 10 to 17 who eat from 2 to 5 or more candy bars a week . . . Candy takes its name from the Persian word for sugar, *kandisefid* . . . The earliest recipe on record is in the files of the Egyptians who used honey and spices and herbs as candy 4,000 years ago . . .

The world's smallest republic, San Marino, is in the heart of Italy and covers only 38 square miles.

TAKE THE WHEEL! YOU'LL LIKE OUR DEAL

USED CAR SPECIALS

'58 PONTIAC 2-dr. Hardtop Chieftain Automatic Transmission, Radio, Heater, New Tires.	\$650
'58 FORD 4-dr. Sedan Automatic Transmission, Radio, Heater	\$495
'56 MERCURY Station Wagon 9-Passenger, Power Steering and Brakes, Automatic Transmission	\$350
'57 OLDSMOBILE 4-dr. Hardtop, Power Steering & Brakes, Automatic Transmission, Radio, Heater	\$350

Several Others To Choose From—
Bovina Auto Sales
Burl Spears, Manager
Highway 60 - Next To Northside '66' Service Station

a step ahead of TOMORROW

... An Improved Automotive Repair Service With A New Name—
Bovina MOTOR LAB
(Formerly H&M Garage)

We Are Pleased To Announce Our Name Change And Pledge To Give You Quality, Guaranteed Automotive Repair Service In 1964 And The Years To Come. Call Us For Your Next Repair Job

Bovina MOTOR LAB
Gene Hall, Owner
Grady Hall And Bob Burnett, Mechanics

Same Location:
Highway 60 East
Phone 238-2041

Irrigation Motor Headquarters
For A New Motor, Or Service On Your Present Ones, Come To BOVINA MOTOR LAB

District Action Starts Tuesday

The Bovina Mustangs and Fillies begin the regular district basketball schedule next Tuesday, Jan. 14, at Lazbuddie. All cage contests this far in the season have been non-district play.

Coach Malcolm Kennedy says that Hart would be a strong contender for the district crown in the boys division while Nazareth would have "an inside track." In the girls bracket Kennedy said that Happy, last year's champions, was favored.

The Mustangs and Fillies play one more contest before the district schedule begins. The Mustangs meet Price College of Amarillo here Friday night and the Fillies will play St. Mary's of Amarillo.

Friday, Jan. 17, with Happy boys and girls teams. The remainder of the district schedule is as follows:

Jan. 21 - Hart - there
Jan. 24 - open

Jan. 28 - Nazareth - here
Jan. 31 - Happy - there
Feb. 4 - Hart - here
Feb. 7 - open
Feb. 11 - Nazareth - there
Feb. 14 - Lazbuddie - here
All games begin at 6:30 p.m.

The Big Bites

The drastic inroads of taxes and inflation over the past 23 years are graphically demonstrated in the following table compiled by the Tax Foundation:

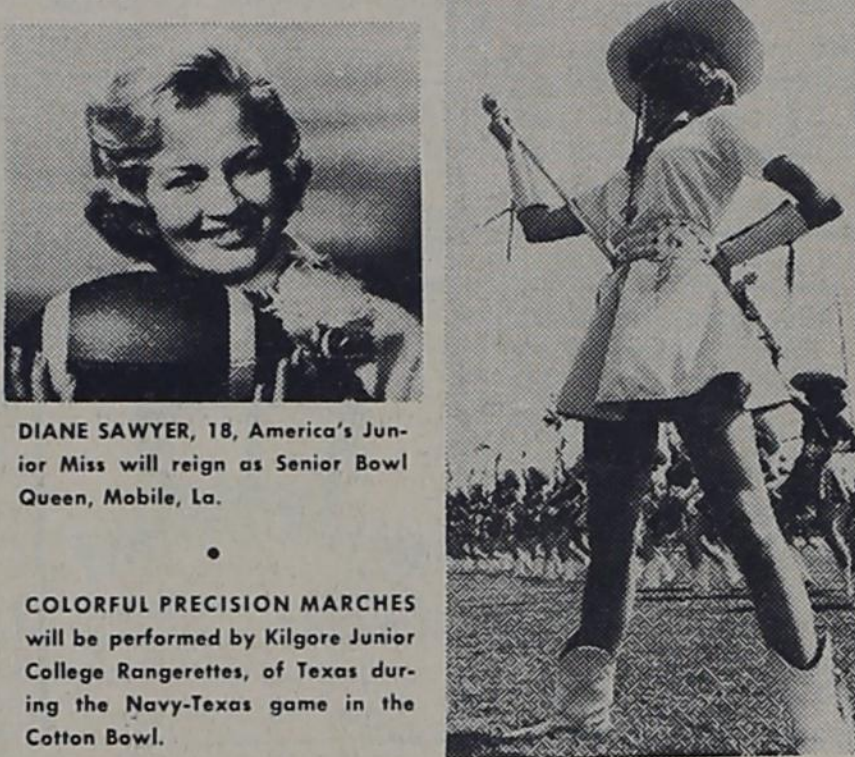
If Your 1940 Income Was —	You Now Must Earn —	An Increase, Just to Stay Even, of:
\$3,000	\$7,451	148%
5,000	12,832	157%
7,500	19,896	165%
10,000	26,888	169%

HAIL to the QUEENS



ROSE BOWL QUEEN—Nancy Kneeland, 19, of San Gabriel, Calif., was selected Queen of the 1964 Tournament of Roses.

ORANGE BOWL QUEEN—Jeanne Hefinger, 20-year-old blonde University of Miami student, crowned Queen of the 1964 Orange Bowl Festival, poses on her official car in preparation for Jamboree Parade January 1st.



DIANE SAWYER, 18, America's Junior Miss will reign as Senior Bowl Queen, Mobile, La.

COLORFUL PRECISION MARCHES will be performed by Kilgore Junior College Rangerettes, of Texas during the Navy-Texas game in the Cotton Bowl.

Sister of JFK Urges Increase In March of Dimes Research

(Ed. Note: Mrs. Shriver, the former Eunice Kennedy, was asked by National Foundation volunteers what interested her most about the organization, founded by Franklin D. Roosevelt when he was President of the United States. This is her reply, given at a March of Dimes luncheon.)

By Mrs. Sargent Shriver

The Bible asks the question: "Who by taking thought can add one cubit to his stature?"

Today, the answer is "the biologist"—tomorrow the answer may be every human being.

For example, at the Kennedy Research Laboratories at Stanford University where we are trying to discover some of the causes of mental retardation, biologists are searching for the biochemical basis of memory. How does nature store information in our human brain? What proteins actually retain the information that we have in our heads? At the moment, no one really knows the answers to these questions, but brilliant men are occupied with this task.

Future Holds Promise

Only four years ago, science learned that mongolism—one of the most widespread forms of mental retardation—is caused by mistakes in our genes. Can these genetic errors be controlled in some way? Not yet, it is true, but the future holds much promise that they shall be.

The moral of my brief article is simple:

We have moved beyond the days when we need to attack single disease entities. Today medical and biological research looks forward not only to the eradication of single diseases, like measles, but to the prevention of biological conditions which permit "diseases" to exist.

To me the main promise of the magnificent new Salk Institute for Biological Studies, supported by The National Foundation-March of Dimes, will be not only new knowl-

edge about human development, but application of this new knowledge to the forgotten problem of the mentally retarded.

Mental retardation in many cases is caused by faulty development of the nervous system in infants, a birth defect. It is not a simple disease like measles, which we know is caused by a virus. There are over 200 causes for mental retardation. It is a serious personal matter to one of every 12 Americans. It affects 10 times as many people as diabetes, 20 times as many as tuberculosis, or more than 600 times as many persons as polio before the Salk vaccine.

Of all birth defects, mental retardation is the most widespread, the most severe and the most crippling. It is in fact the number one birth defect among children today.

The National Foundation is world-famous not only for its past success in research, but for pioneering efforts in physical rehabilitation. I hope that funds will permit The National Foundation to extend its concept of medical research to enter a much wider area. I hope these efforts will, in time, include mental as well as physical rehabilitation.

I realize that in suggesting that National Foundation research and rehabilitation efforts broaden their scope to include the mentally retarded, I am asking much from a group



Mrs. Sargent Shriver

which has already assumed great burdens with limited resources.

Praises March of Dimes

But I ask this from a foundation which has a record unequalled by any other voluntary health agency in history.

And much of what is already being done can be of direct benefit to the mentally retarded, with only a small additional effort. I realize that this effort will demand more skills, more trained people, more funds.

And your help is badly needed. For perhaps in no other field of disease are so many being aided by so few. With your help, and with the help of scientists, doctors, institutions and private citizens all across this country, we can look forward to the day that birth defects can be eliminated—when a fresh sunrise will illuminate the lives of millions of today's Americans, and of millions yet unborn.

Bovina Insurance Agency

Bank Bldg. -- Ph. 238-4381

In Order To Better The People Of The Bovina Area, Wishes To Announce The Association Of

Bob Fillpot

As Life Insurance Representative. Call On Bob For Information On Retirement Income, Family Income, Educational Plan, Mortgage Cancellation And Life And Hospitalization Insurance At

Bovina Insurance Agency

Bank Bldg. Ph. 238-4381

TIPS FOR OUTDOORSMEN

by Vern Sanford

Natural Lure Selector
If you, as a fly fisherman, are uncertain which lure to use at a particular place, on a given day, hang several pieces of fly paper overnight near the water you are to fish. Next morning examine the bugs stuck to the paper and select a lure closely resembling the live bugs.

To Blaze A Trail
Trail-blazing trees with a hand axe is arduous work. Also it may injure valuable trees.

A new and better way to mark your trail through the woods is to carry a small pressure can of orange-colored luminous paint. Mark the trees, as you walk, by squirting a spot of bright paint on them.

This not only doesn't injure the tree, but the luminous paint easily can be seen during the day. Furthermore it will glow brightly in a flashlight beam at night.

To Remove Fish Smell
After handling or cleaning fish your hands are apt to smell mighty disagreeable. Usually this odor is hard to remove.

Try rubbing your hands with toothpaste. Smear the paste on liberally, rinse, then

dry, and the fishy smell will be gone.

Keep Sleeping Bag Clean
Take along an old mattress cover when going camping. Slip the cover inside your sleeping bag before crawling in.

Mattress cover will absorb perspiration and dirt, thus keeping the sleeping bag clean and fresh.

When Tying Flies
Amateur fly-tyers can speed up production by slipping a small mirror under the fly vise. This enables you to see the under side of the fly. It also makes the fly-tying more professional-looking.

Unsnarling Lures
When the monofilament line on a spinning reel does get fouled up it sure makes a mess of itself.

Such a "birdsnest" snarl usually takes tedious and laborious work to untangle. Simplify the job by using a good strong toothpick. Or better still, carry with you a small crochet needle. The notched point burrows deep into the birdsnest to lift out the crossed line.

Name On Wood
Any piece of outdoor equip-

ment, partly made of wood, easily can be marked permanently and attractively with your initials and address by painting with fingernail polish.

Then light a match to the moist nail polish!

Burning polish chars the letters into the wood underneath.

Catching Crawdads

Don't waste too much time trying to catch crawdad bait. They are mighty slippery little critters.

Instead, cut the top and bottom from a rather large tin can. When a crawdad is spotted, plop the can over the little booger, then leisurely pick him up.

By using this method the bait can be gathered quickly and neatly.

Transparent Bait Boxes
Keep lures, hooks, sinkers and other items of fishing tackle neatly separated, yet easily accessible, by packing them in transparent plastic containers such as your neighborhood druggist gets his drug supplies packed in.

Lures always will be visible. The containers will fit neatly in your tackle box. And the druggist most likely will be glad to save them for you.

Fishing With Hellgrammites

When baiting your line with hellgrammites, let the bait sink to the bottom so it can drift or crawl away in a natural manner.

Do this and you will get more strikes.

Mark Your Equipment

Equipment not only can be lost or stolen on a camping trip, it can become mixed with that of your companions or left at camp when you depart. It is wise to plainly mark each piece of your property with name, address and phone number, using a ballpoint pen to keep markings waterproof.

A laundry marking pen is ideal for such purposes.

Best Line For Bass

Puzzled as to which weight line is best for bass fishing? The heavier line is hard to cast.

Consensus of opinion leans toward the 12-pound line as the heaviest to use for good casting. The lighter your line, the easier and farther you cast, all else being equal.

GUARANTEED TO GO thru ice, mud, or snow or WE pay the tow

PLUS
Guaranteed Against Road Hazards in all 50 States and Canada

Guaranteed Against Road Hazards in all 50 States and Canada

Firestone Town & Country TIRES

Now Only

15.95

Plus tax and tire off your car regardless of condition - 6.70-15 Blackwall tube-type



18 MONTH Road Hazard Guarantee RAYON

21 MONTH Road Hazard Guarantee NYLOW

PAUL JONES TEXACO SERVICE STATION

Highway 60

-BOVINA-

Pho. 238-4331

The Mary Marr's Annual January CLEARANCE CONTINUES... Savings Up To 33 1/3 % In Every Department!

Children's DRESSES 1/2 PRICE

Close Out On BLOUSES \$2.00

Annual Hanes Hose Sale Starts Saturday

THE MARY MARR SHOP

Margaret Minter - Jessie Williams

Third Street

Bovina

NEW EASY TERMS On Phillips 66

Phillips Tips

Tires... Tubes... Batteries... Stop In Today, Let Us Explain



"What. only a Fan Belt?"



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Families Upgrade Food Purchases

The average American family is upgrading its food purchases, although members now spend only 19 per cent of family income after taxes for food. This compares with 25 per cent spent immediately after World War II.

Most foods have increased in price during the past 10 years, but so have other consumer goods and services, says Mrs. Gwendolyn Clyatt, Extension Service consumer marketing specialist.

During the last decade, food marketing costs rose about 10 per cent, and during the same period, housing costs rose 32 per cent, medical care went up 57 per cent, and take-home pay of the average American rose 59 per cent.

Today's family is buying more meat and fruits and vegetables and fewer cereals and other lower priced foods.

With increased income, the average family chooses to buy more convenience-type foods, including prepared mixes, frozen foods and heat-and-serve meals. New and better packaging and marketing methods now provide produce all year. Through research, processors are continually providing new products that American consumers are requesting.

Protein In Winter

"Protein is usually the first limiting nutrient for cows wintered on native range pasture," reports the Oklahoma State University Experiment Station.

Authorities said native grass falls critically low in protein from November to April, and the availability of that protein which remains in the plant is quite poor. Ruminants will not eat more of a low protein diet in order to meet their needs.

This is because the rumen bacteria have a critical requirement for protein (or nitrogen) in order to grow and multiply, and thereby break down fibrous feeds.

If protein is lacking, fibrous feeds are poorly digested and remain in the rumen for a much longer period of time. It appears that ruminants consume feed so that a certain level of dry matter is always present in the reticulo-rumen at any given time.

Hence, if the ration is low in protein, a slow rate of digestion occurs, the animal is "half full" at all times, and forage intake is reduced. Cattle often see evidence of this in the appetizing effect of a small amount of cottonseed meal when it is fed to cows on dry grass.

COURTHOUSE NOTES

DEC. 2 to 6

W.D., James L. Green, J. C. Hilburn, S/2 Sect 19 Synd "13"
W.D., F. S. Truitt, Frank S. Truitt Jr., S/2 Lot 3 Lots 4&5 Blk 48, Friona
D.T., A. L. Glasscock, First Fed Sav. & Loan, Part Lot 2&3 Blk 74 Bovina.

W.D., R. L. Fleming, A. L. Glasscock, Part Lot 2&3 Blk 74 Bovina.

W.D., Friona Lanes Inc., J. E. Hicks, Blk 1 O. F. Sub Lot 15 Blk 3 Lakeside Add. Friona.
D.T., W. H. Graham, J. E. Hicks, Lots 1 thru 6 Blk 3 O. F. Sub of Lot 15 Blk 3 Lakeside Friona and Blk 1 O. F. Sub Lot 15 Blk 3 Lakeside, Friona

W.D., J. E. Hicks, W. H. Graham, Lots 1 thru 6 Blk 3 O. F. Sub of Lot 15 Blk 3 Lakeside Friona and Blk 1 O. F. Sub Lot 15 Blk 3 Lakeside, Friona
D.T., W. F. Steinbock, Fed. Land Bank, SE/4 Sect 89 Kelley "H"

D.T., Myrtle M. Steinbock, Fed. Land Bank, NE/4 Sect 89 Kelley "H"

W.D., Bainum Butane Co., Danny Mac Bainum, E.46 ft Lot 16 & W 29 ft, Lot 17 Blk 1 Lakeside, Friona.
D. T., Adolph Haseloff, Friona State Bank, W/2 Sect 1, SE/4 Sect 2 & S/2 Sect 7, T15S, R2E

D.T., Western Way Homes, Citizens Nat. Bk., Lots 17 & 18 & part 19 Blk 45, Farwell
D.T., Adolph Haseloff, Hubert Haseloff, W/2 Sect 1, SE/4 Sect 2 & S/2 Sect 7 T15S, R2E

W.D., John Gammon, John Aduddell, All Lot 3 Blk 1 Daniel & Gammon Sub. No. 1 out SW/4 Sect 1 Blk H, Kelley.
W.D., A. C. Steelman, A. L. Glasscock, Lots 9 & 10 Blk 21 Bovina
D.T., B. V. Hughes, First Fed. Sav. & Loan, Lots 20, 21 & 22 Blk 35, Farwell

THE HIGH PLAINS FARM AND HOME

Excellent Variety Offered In January Plentiful

Plenty of variety should be the keynote to meal planning for Texas homemakers during the first month of 1964. Meat, vegetables, fruit and nuts are included in the U. S. Department of Agriculture's January plentiful foods list, says the Texas Agricultural Extension Service.

Featured among plentiful this cold-weather month are two versatile vegetables, canned corn and potatoes. For the meat dish, beef and pork supplies are expected to be very large. Apples remain abundant, and pecans and peanuts once again are on the list.

Continued large marketings of cattle and hogs during December are expected to keep prices noticeably lower than last year. Live beef prices in late November were running about \$5 per hundredweight below prices of a year ago and hog prices were about \$2 lower.

A record 283 million-pound pecan crop is holding market prices 10 to 15¢ per pound below those of last fall. Last year's crop was only one-fourth as large as the 1963 production.

Although apple supplies are slightly less than a year ago, peanut crops exceed last year's output and the 1963 crop is 15 per cent above average. These abundant foods listed by USDA's Agricultural Marketing Service usually are more economical and offer better selection for quality, reminds the Extension Service.

Texans' love for horses has made them worth 31 million dollars, an amount larger than our farm value of hogs, or goats, or even mohair production, says Uvacek.

Nature does its best to teach us. The more we overeat the harder she makes it for us to get close to the table.

Lower Production Costs For Cotton Farmers Told

Advances in research to lower cotton production costs and improve raw fiber quality have been revealed by the Cotton Producers Institute.

Progress of the farmer-financed research was contained in an announcement of the renewal of six projects initiated by the Institute in 1963. It was made by Roy B. Davis, Lubbock; Leroy Durham, Plainview; Roy Forkner, Lubbock; and Jack Funk, Harlingen, Texas trustees for the Institute.

Two of the projects deal with insects which, on a Beltwide basis, now cost growers the equivalent of seven cents per pound of lint cotton.

Scientists at the University of California, Riverside, are seeking more effective systemic insecticides under a \$50,000 Institute grant. To date they have found at least four different groups of compounds that show outstanding systemic activity and effectiveness against all

test insects for 10 to 16 weeks. A related project at Stanford Research Institute is aimed at getting facts to improve penetration and absorption of systemic insecticides and other agricultural chemicals by cotton leaves. The renewal grant totals \$35,000.

Under another \$35,000 grant SRI scientists are working on the final designs for a laboratory model of an instrument to measure fiber strength accurately, rapidly, and automatically. This is a vital step in determining spinning and performance value of cotton and in improving its competitive position.

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Hay May Be Costly Feed

"Farmers must keep the winter feeding costs as low as possible, but it is false economy to starve the herd through the winter and then rebuild on pasture next spring," advises A. V. Allen, extension livestock specialist at North Carolina State.

According to Mr. Allen, low quality roughages can be fed successfully instead of higher priced hay if they are properly supplemented with a mixture of two pounds of cottonseed meal or other protein meal; 1.5 lbs. dehydrated alfalfa meal; one pound of molasses; and steam bone meal and a trace of mineral salt as a mineral mixture.

"This formula should help keep feeding costs down by using less hay. Hay is likely to be the most expensive feed for beef cows this winter," the specialist said.

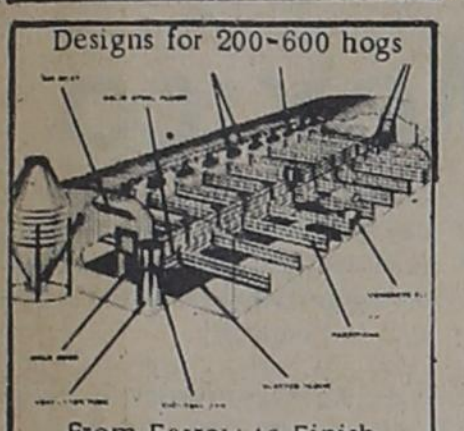
"Winterize" Livestock

Prevent winter losses by keeping livestock dry, clean and well fed, advises Dr. Bill Perryman, extension veterinarian, North Carolina State.

Worm cattle and spray for lice to avoid feeding parasites through the winter. Have dry, clean houses, especially for baby pigs.

"It is extremely important that livestock be given a balanced ration during cold weather. If the animal is well fed, it will fight off disease and will be difficult to parasite," Dr. Perryman said.

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Dr. William Beene Optometrist
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Friona, Texas (South Of Hospital)

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FIRST FEDERAL Has Another Year Of Record Growth; Assets Increase \$5 1/4 Million-

Statement of Condition

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LYNN L. MARTIN, Exec. Vice President
REX HUDSON, Vice President
DIXIE HOGG, Ass't. Vice-President - Secretary
RUFUS FREEMAN, Vice President
CHARLES RUTLEDGE, Vice President
NEIL McBRIDE, Ass't. Vice President
BILL BOONE, Ass't. V.P. (Branch Manager)
FAYE FARROW, Ass't. Secretary & Treasurer
HAZEL B. TRAUGHBER, Ass't. Sec. (Branch)

ATTORNEYS
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George P. Baxter
Clyde Rayl
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Roy Keeler
Reese Cagle
Scott McGehee
E. T. Hensley, Jr.
E. C. Kelso

HOME OFFICE
Fourth and Pike St. - Clovis, New Mexico

BRANCH OFFICE
2nd and Abilene - Portales, New Mexico

DECEMBER 31, 1963

ASSETS	LIABILITIES
First Mortgage Real Estate	Capital (Members' Shares).....\$34,726,763.55
Loans.....\$34,738,086.11	Advances, Federal Home
Home Improvement Loans.....50,402.09	Loan Bank.....800,000.00
Loans to Members, Secured by Their Shares in Association.....614,677.79	Loans in Process.....353,093.96
Cash and U. S. Government Bonds.....2,533,003.87	Payments by Borrowers for Taxes, Insurance, etc.....302,314.18
Stock in Federal Home Loan Bank.....435,900.00	Other Liabilities.....3,559.53
Other Investment Securities.....600,000.00	Reserve for Unearned Discount...118,227.44
Office Sites and Buildings.....211,769.97	Reserves and Surplus.....3,113,987.66
Furniture and Fixtures.....55,001.53	
Prepaid Federal Insurance Premium.....135,726.50	
Other Assets.....43,378.46	
Total.....\$39,417,946.32	Total.....\$39,417,946.32

Pyramid Your Savings With First Federal

Assets

December 31, 1960	\$26,981,111.00
December 31, 1961	\$30,082,975.00
December 31, 1962	\$34,120,510.00
December 31, 1963	\$39,417,946.00

FIRST FEDERAL SAVERS
Received During 1963,
\$1,451,581.00 Dividends
At 4 1/2% Per Annum



Accounts Opened by January 10th, 1964 will receive A full 6 months Dividend on June 30th - First Federal's next Dividend payday!

CURRENT DIVIDEND 4 1/2% PER ANNUM



An estimated 300 persons are expected to be employed at the Holly Sugar Corporation plant when it is completed and begins operation for the sugar beet harvest next September.

The plant will slice 6,000 tons of beets daily and will turn out 2 million 100-pound bags of sugar annually.

A view of the Holly Sugar Corporation Merrill E. Shoup plant from the northwest. Buildings accompanying the silos and refinery cover a large area. Signing of contracts for

25,000 acres of sugar beet growing is expected to begin shortly by growers in four counties.

Holly Sugar Corporation Plant At Hereford Assures Beet Industry In West Texas And Eastern New Mexico

Sugar beet production is assured Farmer, Deaf Smith, Castro and Curry counties by the construction of the multi-million dollar Holly Sugar Corporation plant at Hereford.

The enthusiasm for growing sugar beets in Western Texas and Eastern New Mexico was well defined by applications signed last winter. During the three-day sign-up period prior to 1963 acreage allocations more than 100,000 acres of sugar beets were requested from the Holly Sugar Corporation by farmers in West Texas and Eastern New Mexico.

D. W. Lillie, manager of the Merrill E. Shoup plant in Hereford, said that only 25,000 acres would be contracted during the first year of 1964. A larger acreage is expected soon as the business expands.

Lillie said that a farmer would be allowed to plant a total acreage in beets not to exceed 20 percent of his farm land. For example if a farm contains 500 acres the beet crop can not exceed 100 acres.

The arrangement is in order to carry out the five year rotation program which will be a must, Lillie said. Such rotation is necessary to prevent diseases which accumulate

from continuous cropping. In other words beets can be grown one year out of five on the same land.

Lillie said that it was evident that this section of the country is in need of an additional cash crop and that farmers are wanting to include the sugar beet crop in their rotation. He said that some of the farmers will be disappointed this year as it is impossible to accept all the requests for acreage.

A Holly field staff has been busy since early summer contacting prospective growers and surveying their farming operations and intent to grow beets. Farms selected will be those with sufficient irrigation water, farms free from weeds, and those where farmers show an aptitude for growing a vegetable row crop such as beets.

The American Crystal Sugar Company has been contracting beet acreage in the area for some 17 years but their operation was discontinued after the last harvest was completed in November of 1963.

W. S. Fisher, assistant manager, said that \$20 million had been invested in the project. He said that the sugar beet industry in the four counties

should provide an income of from 12 to 15 million dollars annually. Fisher said that no contracts have been signed as yet with the prospective sugar beet growers.

The plant will be completed in time for the next sugar beet harvest which will begin in September of 1964. The price scale will be on the basis of the sugar content in the beet. A total of 20 meetings have been held already among company officials and prospective beet raisers.

Planting time for the sugar beet usually begins around the first of March. The seed will be distributed to the growers from a centrally located warehouse. The growers will be notified by their respective field men. The field man in the Farmer and Curry county area from Bovina to Clovis is Bill Askman of Clovis.

Officials said that there would be three receiving stations in the four counties - one at Dawn, one at Bovina and one at Clovis - all situated on the railroad for direct shipment into Hereford.

Fisher said that the average income on an acre of sugar beets was comparable to that of raising a bale and a half of cotton. The average yield of sugar beets per acre is 20 tons.

Authorities warned against over use of nitrogen in their fertilizer. No more than 100 pounds of phosphate.

Sugar beets is an ideal bi-product for the area, officials declared. The beet pulp is an excellent cow feed. The Holly Sugar Corporation has already begun construction of feed lots just west of the Merrill E. Shoup plant that will feed 15,000 head annually or 7,500 twice a year. The pulp is said to sufficiently replace grain pound for pound, up to 50 percent of the ration.

The sugar mill was named after Merrill E. Shoup who formerly was president of the Holly Sugar Corporation and who is now chairman of the board of directors. The president of the corporation at present is Dennis O'Rourke, who visited in Hereford recently along with Congressman William R. Poage of Waco.

"The plant," O'Rourke said, "is definitely a pilot plant, a place where we can prove how well we can operate that monstrous machinery which we are installing out there."

"Even so, we are still aiming for opening in 1964 in time to handle the beet crop from our four county area next autumn." He predicted that Lamb, Hale,

Bailey and maybe counties farther north eventually be sugar beet territories. He said the industry's outlook was never better, and he pointed to the side products from the sugar beet industry as another reason for its expanded growth.

"Here in West Texas," he explained, you produce many cattle and cattle feedlots are springing up all over the Plains. The sugar industry fits right into that feeding program; the pulp and the beet molasses are liked by cattle. This means that not only can the beets themselves be turned into sugar right here where they are grown, but side products can be produced which boost the livestock industry - all right here in the same territory."

One of the features of the contract is a "kick in" system in which the growers must pay a \$1-per-ton contribution toward the plant's cost. This fee will be charged until \$5 million has been paid in. Fisher said. The fund is not repayable, he explained.

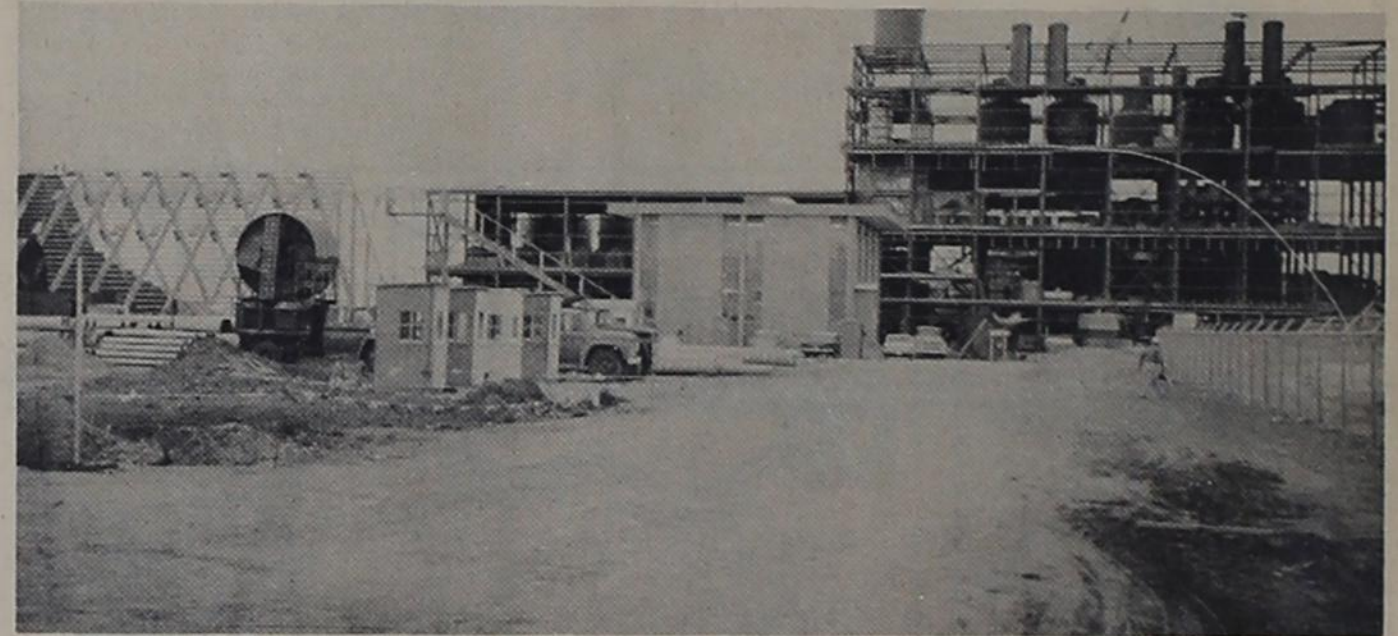
In addition to O'Rourke, other board members who recently visited the Hereford plant were Merrill E. Shoup, chairman of the Holly Corporation board and for whom the plant was

named; Henry C. Breck of New York; B. Barrett Griffith, Colorado Springs, Colo.; Ben H. Slothower, engineer from Salt Lake City, Utah; Russell T. Tutt, Colorado Springs; and Walter H. Ziegler, Woodland,

Calif. Fisher said that the Hereford sugar plant would employ around 300 persons after completion and it starts operation. He said the plant would slice 6,000 tons of sugar beets per

day and that it would manufacture two million 100-pound bags of sugar per year when it gets into full capacity.

H. K. Ferguson is in charge of the plant construction.



A wooden frame building may be seen at extreme left where the sugar beet pulp will be stored to be used for cattle feed. Some 15,000 cattle are expected to be fed annually by the Holly Sugar Corporation at feed lots now under construction just west of the sugar plant.

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Rose Color, Heavy Nylon Cover, Coil Spring Construction. Would Expect To Purchase At \$469.95.

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With good nylon covers. Very good construction. Reg. Price \$139.95

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ROCKERS
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USED REFRIGERATORS
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NICE USED BABY BED
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Out of Very Nice Suites
Choice **\$59.95**

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Nice Modern Rocker, Foam Backs, Arms, & Cushions, Saddle Tan Color
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This A Very Nice Suite

2 Pc. Walnut Suite
Champagne Color, Double Dresser, Bookcase Bed, Center Guided & Dust Proofed, Serpentine Front.
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McDaniels Price **\$125.00**

2 Pc. Walnut Suite
Center Guided, Large Plate Glass Mirror, Life Time High Pressure Plastic Finish - Triple Dresser, Bookcase Bed.
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McDaniels Price **\$110**

A REMINDER

JANUARY IS THE LAST MONTH TO PAY YOUR PROPERTY TAX WITHOUT PENALTY.

DEADLINE FOR PAYING YOUR POLL TAX IS JANUARY 31st

POLL TAX RECEIPTS MAY BE OBTAINED AT ETHRIDGE-SPRING AGENCY IN FRIONA OR AT THE COUNTY OFFICE IN FARWELL.

BOVINA RESIDENTS MAY MAKE APPLICATION AT THE CITY OFFICE IN BOVINA. RECEIPTS CAN THEN BE MAILED.

HUGH MOSELEY

TAX ASSESSOR-COLLECTOR
PARMER COUNTY



Ingredients for the high-concentrate rations fed at Cattle Feeders, Goliad, include vegetable fat, dehydrated alfalfa pellets, cottonseed meal or similar supplement, cottonseed hulls, milo, corn, minerals, and vitamins.

FEEDING HIGH-CONCENTRATE RATIONS

Feed Conversion and Subsequent Costs Per Pound of Gain Are Important Factors in Determining Concentrate Ratio in Cattle Feeding

By KENNETH O. LEWIS, Livestock Specialist National Cottonseed Products Association, Inc. Research and Educational Division

HIGH-CONCENTRATE rations for beef cattle are those rations which contain 80 to 90 per cent concentrates. Standard, normal, or conventional rations are those made up of 65 to 75 per cent concentrates. All-concentrate rations, which are not included in this discussion, are completely devoid of roughage except for the fiber that is furnished by grain.

Concentrates commonly used in Southwestern rations are grain, protein supplement, molasses, fat, minerals, vitamins, and other feed additives. Roughages fed are hay, silage or other forage crops, dehydrated alfalfa, and cottonseed hulls.

The economic value of this feeding system is dependent on the relative costs and feeding values of concentrates and roughages. It is best adapted to those areas where there is an abundance of feed grain and a shortage of low-cost roughage.

Feed conversion (pounds of feed required to produce a pound of beef) and

subsequent costs per pound of gain are the two most important factors to consider in determining the amount of concentrates to feed at a given location.

Under most feeding conditions, average daily gains will be comparable for both standard and high-concentrate rations, but less feed will be required per pound of gain when the high-concentrate ration is fed. Normally, a pound of steer gain can be produced with 9.5 to 10.5 pounds of a standard ration. Eight to 9 pounds of feed are required to produce a pound of gain when high-concentrate rations are fed to steers.

By applying the costs of local feed ingredients to feed conversion estimates, the feeder can determine which concentrate-roughage ratios will produce lowest-cost gains.

Cattle to be fed high-concentrate rations will require a 30-day preliminary feeding period. The first week on feed, they should receive a light mixture of 40 per cent concentrate-60 per cent roughage. This mixture might contain 10 per



Labor-saving self-feeders at Cattle Feeders, Inc., Goliad, are filled two or three times weekly with 10,000 to 12,000 pounds of mixed feed.

cent cottonseed meal or similar protein supplement; 5 per cent molasses; 5 per cent dehydrated alfalfa; 25 per cent grain; and 55 per cent cottonseed hulls or comparable roughage; salt; minerals; and 20,000 I.U. of Vitamin A per head daily. Additional green hay may be fed for a few days on top of this ration to accustom cattle to eating from bunks or feeders. With the percentage of protein supplement, alfalfa, and molasses remaining constant, the grain can be increased at the expense of roughage until the cattle are on the desired finishing ration at the end of 30 days. Steers should gain, when hormones are fed or implanted, 2.5 to 3.0 pounds per head daily for the entire feeding period. Fresh feed should be kept before the cattle at all times. They should be fed at least twice daily; some experimental work has indicated that more frequent feedings will increase gain and feed efficiency. The cost of labor and equipment will determine the most economical interval of feeding.

Cattle Feeders, Inc., Goliad, Texas, managed by Mr. Frank Jordan, specializes in custom-feeding cattle on high-concentrate rations. Mr. Jordan says that this system works well for them because high-energy feeds are available while roughage is in short supply. Their program is to start cattle on a high-roughage ration, gradually replace part of the roughage with grain, so that by the end of 30 days the cattle are on a ration of 80 per cent concentrates and 20 per cent roughages. Calves and light cattle remain on this ration until the last 30 days of the feeding period. At this time their rations are increased to 85 to 90 per cent concentrate. Yearling cattle receive this higher concentrate ration their last three weeks on feed.

The King Feed Lot, Muleshoe, Texas, also uses high-concentrate rations in their feeding program. According to Mr. Harold King, area-grown grains and roughages are blended into rations according to their efficiency and economy. Corn silage purchased on a contract basis from local farmers, alfalfa hay, and cottonseed hulls obtained from area oil mills furnish their roughage requirements. Concentrates fed include milo, cottonseed meal, minerals, and vitamins.

The majority of cattle at the King Feed Lot are contract-fed for one customer. Harold King plans to feed 5,000 to 6,000 head of their own cattle annually.

Know How Your Home Freezer Meat Is Handled

With the recent interest in buying large quantities of meat for home freezers, consumers are advised by Frank Orts,

meat specialist with the Texas Agricultural Extension Service, to seek more information on meat quality and proper processing methods.

Beef, lamb or pork which is to be stored in the home freezer should be frozen at a low temperature in order to retain the juiciness and flavor of the fresh product, he says. Rapid freezing also is an aid to tenderness, and meat should be frozen at a temperature of -20 to -30 degrees Fahrenheit.

The type of wrapping paper used is also an important factor to be considered when purchasing a side or quarter of beef, says Orts. Meat should be wrapped in a high quality 4 ply wax coated paper, polyethylene coated paper or aluminum foil to insure its keeping quality. Meat which is wrapped in a poor quality paper is subject to excessive dehydration or freezer burn, and double wrapping will not compensate

for low quality paper, he emphasizes.

The method of wrapping is also an important factor to consider when purchasing meat for the freezer. A "drug store" wrap is most efficient in excluding air from the package, according to Orts, and the flaps should be closed tightly with a good quality tape. Since turn places in a package will allow free entry of air, which will dehydrate the meat, these packages should be rewrapped.

Confidence in the processor or locker plant operator and the type of meat he handles will substitute for personal inspection and judgment in obtaining the desired quality of beef, lamb or pork for your home freezer, explains the specialist. But be sure to give the processor exact cutting and packaging instructions, or ask his advice if you are not familiar with cuts and cutting methods, advises Orts.

NEWS FROM THE FARM BUREAU

BY RAYMOND EULER

So that you know what Farm Bureau's program for cotton is, here, briefly is a summary: The proposal seeks to establish a price support for upland cotton at a level which will permit the market price to operate. This is to be accomplished by establishing a price support of 90% of the average market price during the three calendar years immediately preceding the calendar year in which the marketing year for the crop begins. The minimum price support established is as follows: (a) 30¢ per pound for middling one inch cotton in 1964 only, (b) 60% of parity price for 1965 and thereafter.

The program also calls for a \$10 million research program. This research program is to be a special one specifically for the purpose of reducing the cost of production.

This program, in the opinion of Bill Wedemeyer, TFB Research and Education Director, will gain support of Texas Cotton Growers when compared with any others being offered.

And here is FB's policy on meat imports: Imports of red meats have become a matter of vital concern to the nation's cattle and sheep producers. The Tariff Commission's investigation of the current situation in regard to the importation of beef and veal and the competitive effect on the domestic industry is necessary and timely. This investigation should be the basis for a determination as to further action under the Trade Expansion Act, which would establish whether these imports are injuring or threatening injury to the domestic meat industry. If injury or threat of injury is occurring, the Tariff Commission should recommend to the President the import restrictions necessary to correct the problem.

Your directors and officers welcome your questions regarding official Farm Bureau policies on any subject. Please ask them.

CONSIDER THIS: A man that hath friends must show himself friendly; and there is a friend that sticketh closer than a brother. Prov. 18:24.



At Home In Parmer County

By CRICKET B. TAYLOR County HD Agent

Homemakers in Parmer County and the surrounding areas will not want to miss the big event that is scheduled for February 12 at Farwell and February 13 at Hub. This event is the program on "Use of Cleaning Equipment and Carpet Care."

The up-to-date information will be given by trained resource people on such subjects as "Spot Cleaning of Carpets," "Demonstration on equipment use for all cleaning," and "Things to consider when buying carpet."

Be sure to put this date down and watch for further announcements and plans. This program is for all homemakers and not just Home Demonstration Club members.

Now that the new year is here, it's time for new resolutions, perhaps a resolution to save money may be for some. If so, then that involves planning and to do a good job of this, requires some bookkeeping too-

so that one may know their status as "where am I financially?"

A good book for that personal financial record is available in the Extension office and are free to those who would like to have one. The best way to plan successfully is to keep a record of expenditures in order to find the "leaks" in budgets.

Other information on family budgets and planning is available from the Extension office. These may be secured by calling 481-3619 or come by the home agent's office, on the second floor in Farwell court house. These may be mailed also.

Some of the mere puppets of the hour are playing only for money, and at a fearful trade. -Mary Baker Eddy

RITWAY JANITOR SERVICE Clovis, N. Mex. Carpet shampooing, Free estimate, Cleaning is our only business - not a sideline. Phone 763-6361.

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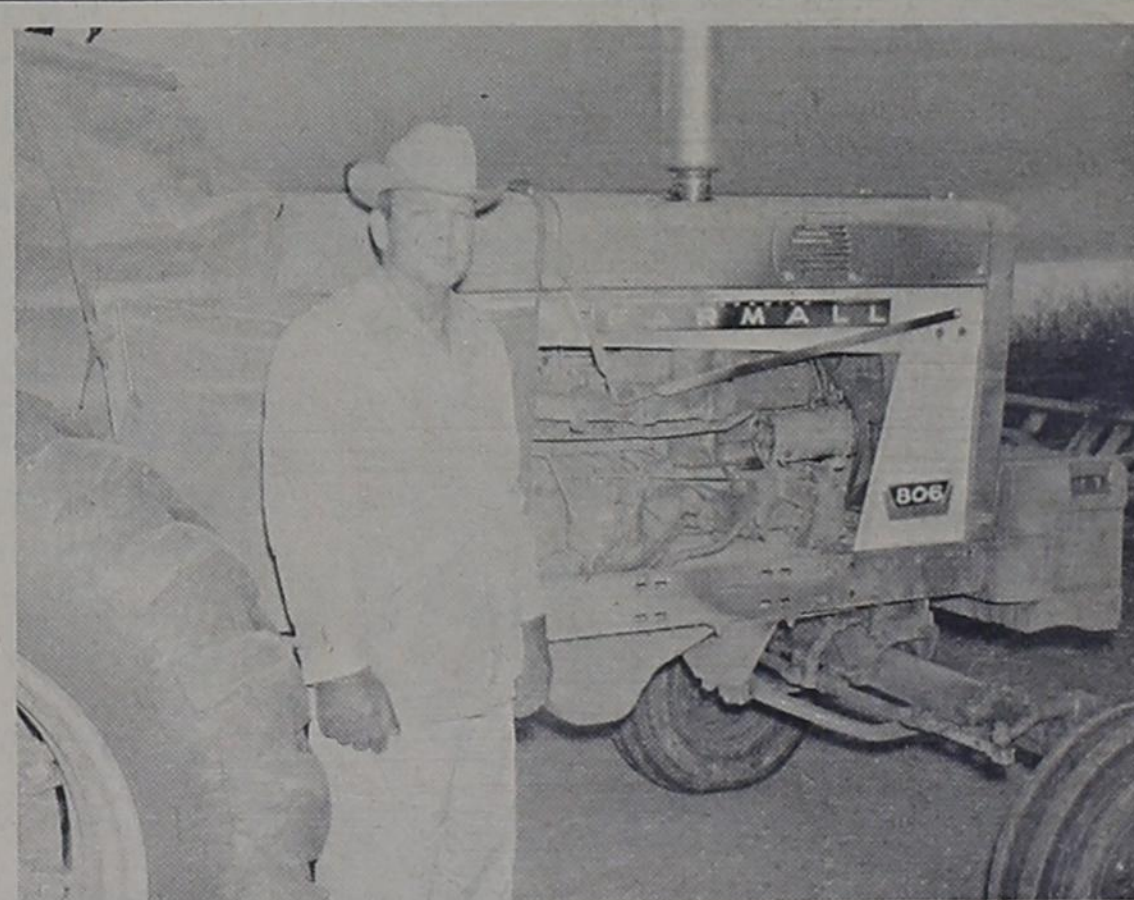
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ANNUAL ELECTION

BE SURE TO VOTE TUESDAY

JANUARY 14

High Plains Underground Water Conservation District No. 1



Ellis Tatum Stands Beside His New FARMALL 806 Diesel. Ellis Has Used Diesels Since 1951 And Is A Booster For Diesel Power. Try A New 806 Diesel On Your Farm.

PARMER COUNTY IMPLEMENT COMPANY

Friona

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FOOTSAVING EDUCATION



by James E. Edwards

Why Do Shoes Have Laces?

The fast answer is "Why, to hold them on," but there is more to it than that. In an earlier column it was pointed out that toes do not grow much -- the mass of the foot does most of the growing. Since the counter of a shoe prevents the heel from moving back, the front of the foot is forced forward by the slow but relentless force of growth.

When button shoes were the vogue, foot growth would make it necessary to move the buttons to allow room for the instep. Now the laces just spread.

Many parents believe that the wide-spread laces of an out-grown shoe indicate the need for more width but it usually means that the back of the foot is just too large for the back of the shoe.

Robin Hood Shoes

Designed for Young Americans Orthopedic Shoes Fitted To Your Doctor's Prescription

Edwards' SHOE STORE 517 MAIN CLOVIS, N. MEX.

KIRBY VACUUM CLEANER Sales and Service--Rebuilt Cleaners and parts for Most Makes. Box 612--909 W. Plains or Phone 762-2121 for Free Showing in Home. Clovis N. Mex.

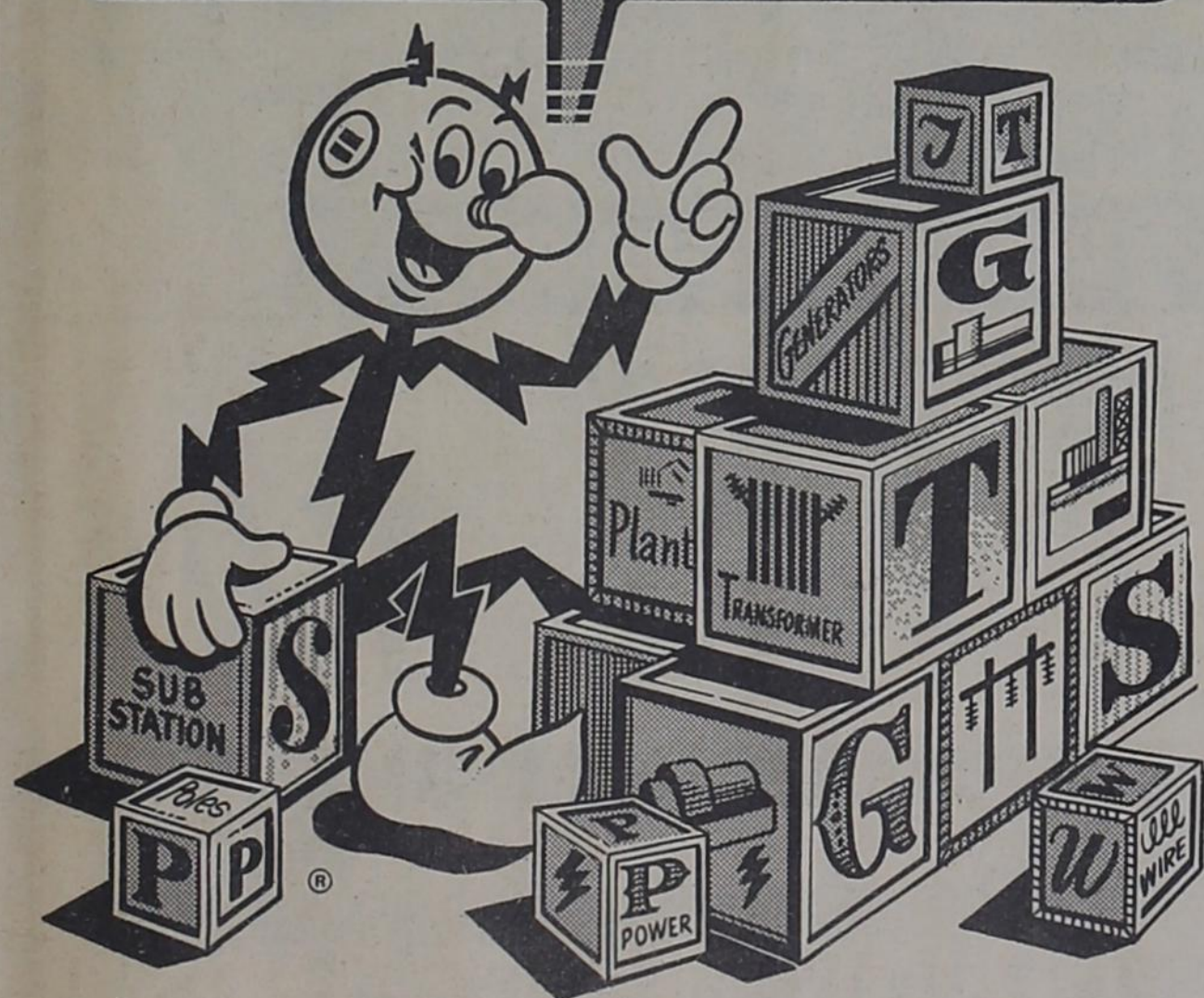
The Cottage

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And, every cent of this more than 30 million dollars designed to keep your service efficient and economical will come from people just like you -- investing their funds in the future of our growing area -- proving that free enterprise is capable, and willing, to help Americans help themselves.



WE QUIT!

COMPLETE BUSINESS CLOSE OUT

ALL STOCK MUST BE SOLD IMMEDIATELY! BUY NOW!

TERMS AVAILABLE
YOUR CREDIT IS GOOD!

SALE!

STARTS
JAN. 9
10 A.M.
SHARP!



PUBLIC STATEMENT
BY
JIM BOB SMART

I would like to emphasize that this is not a bankruptcy, warehouse clearance of discontinued lines, or factory close-out of a product that proved slow in the market place.

We are quitting business. Therefore, we have slashed prices on everything in the store. Nothing will be held back. We are selling out to the bare walls.

I have been appointed, and am now serving as Postmaster at Farwell, Texas. My new interests and responsibilities do not permit me to continue in the furniture business.

If you need furniture now, or if you will need furniture in the future, this is your last chance to buy this quality at these prices. DON'T MISS THIS SALE!!!

...it's a
FROM

CLEAN WALL TO WALL

COME EARLY!

SWEEP!

NOTHING HELD BACK!

BUY NOW AND SAVE!

SAVE up to 50% and more!



EARLY AMERICAN BARRELL CHAIRS
Foam Cushions
Reg. \$59.95
NOW ONLY **39⁹⁵**

CHAIR CLOSE-OUT

4-Pc. MODERN SECTIONAL
Foam Cushions, Nylon Cover
Reg. \$269.95
NOW **189⁹⁵**

OCCASIONAL CHAIRS

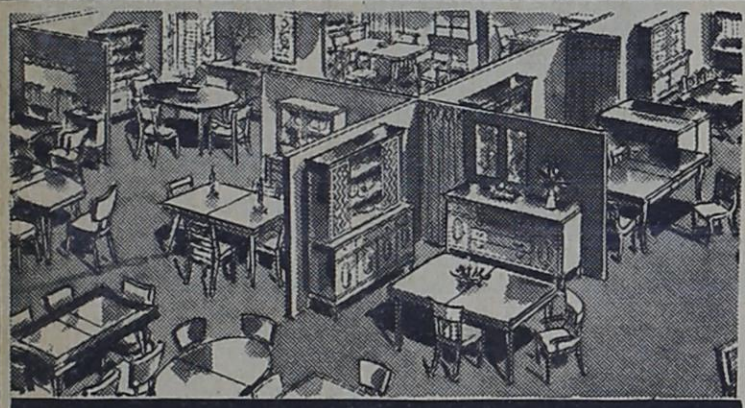
Choice Of Styles And Colors - Some Swivel, Some Barrel Black Drastically Reduced
24⁹⁵

MODERN SWIVEL ROCKERS
Nylon Frieze, Foam Cushions
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NOW ONLY **49⁹⁵**

EARLY AMERICAN SOFA
Foam Rubber Cushions, Brown Tweed Nylon Cover, Reg. \$219.95
IT'S A BEAUTY!
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Biege Cover, Foam Cushions And Back Slightly Damaged.
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Brown Tweed Nylon Cover, Foam Cushions.
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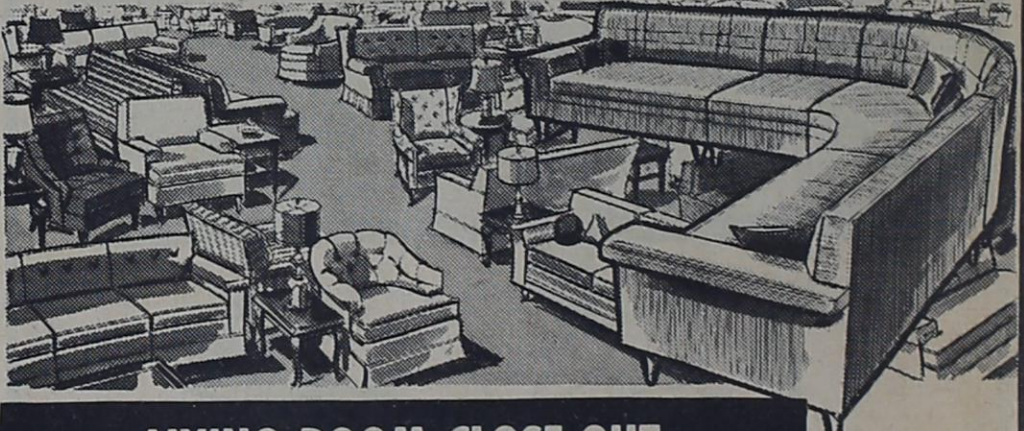
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Wood-grain Pressure Plastic Top, Choice of Chairs
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Modern, Tan Rose Wood Finish, Double Dresses, Bookcase Bed, And Chest.
Reg. \$129.95
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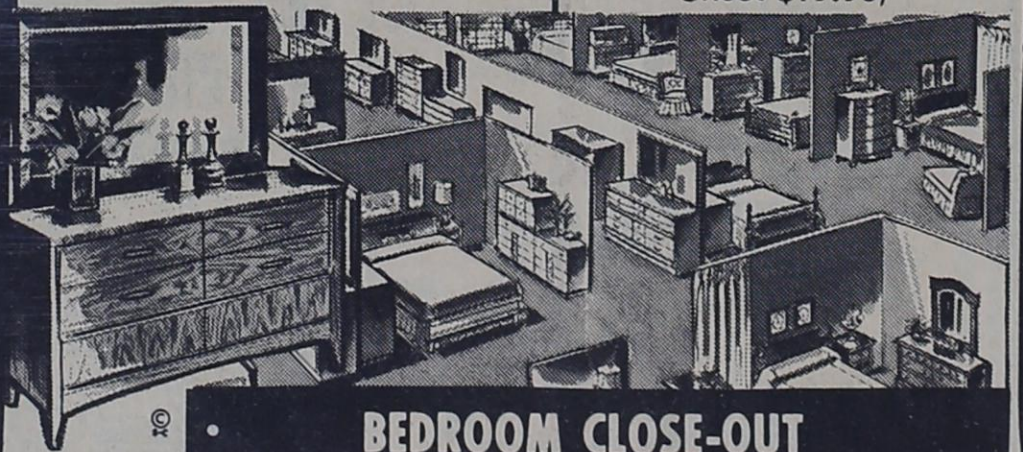
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Beautiful French Provincial Double Dresser And Solid Panel Bed. Solid Cherry, Dust Proof, Center Drawer Guide, Framed Plate Mirror (Matching 5 Dr, Chest \$79.95)
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Double Door, Large Freezer Across Top, Automatic Defrost
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