## BAB Bull Town Bulletins <br> By Bill Ellis

MAIL FROM THE Texas Press Association this week included the
results of "Texas Consumer Survey '84," the largest and mos
comprehensive study eve conducted on readership, list Since we have habits. Since we have a major
investment in the local news and advertising business, we thought advertisers some of the highlights of the report.
The survey showed that: *86.3
per cent of Texans read a per cent of Texans read a
newspaper every week, with 80 per cent reading their local community newspaper; * 70 per cent of Texas
newspaper readers usually read local merchant ads, and $* 87.6$ per cent of the readers say that the ads
in their local newspaper are in their local newspaper
important to them personally. Other findings of the survey showed: *72 per cent of local
newspaper readers responding were married; "over 50 per cent of the families subscribing to local papers comprise three or more
people and ${ }^{* 79.4 \text { per cent of Texas }}$ people and *79.4 per cent of Texa
newspaper readers own their own homes.
The
The survey indicated high
readership and interest in readership and interest in local
news: $* 82.8$ per cent of Texans news: *82.8 per cent of Texans
read all local news in their read all local news in their read the state news.
Local merchant ads are by far the most thoroughly read
advertising matter, as seen by these advertising matter, as seen by these figures: *89 per cent of Texas
newspaper readers usually or at least sometimes read all local merchant advertising; *85.4 per cent usually read all grocery ads; * 85.8 per cent usually read all the inserts in the newspapers, and store advertising.
The survey also outlined the
strengths and weaknesses of direct mail along with radio and
Direct mail advertising in Texas Direct mail advertising in Texas,
much of it conducted by out-of much of it conducted by out-of
state firms, is usually read by 43.7 per cent of the addresses, with only 31 per cent of that number reading all of a single mailing.
Radio and television, while
being listened to by per cent of Texas consumers and seen by at least that many people, nevertheless, must divide those
numbers by dozens of stations and channels. And the most watched cable television channels of al
don't even accept advertising don't even accept advertising.
Texas Newspaper Advertisin Bureau (TNAB), explained that an analysis of the massive survey easily reveals numerous additional
newspaper assets that may be overlooked at first glance.
Taylor explained:
Taylor explained
dues payer to its community an
state, as well as a major Texas newspapers, better society. and staffs have spent publishers creating communities that justify the investment of dollars by major
retailers.
"Our newspapers represent
major local payrolls and substantial taxpayers to the local,
county and state And in all cases, one newspaper dominates the markets which the serve.
 quite a choice from the majo direct mailers who often don' even pay state taxes, and the
electronic media which must share its hour-by-hour audience with about 50 competitors.
The massive survey was under the supervision of Dr. Ernes
Larkin, director of the Journalism Research Center, University of Research
Oklahoma

Use Bovina Blade
Use Bovina Blade
Classified Ads.


FLEA MARKET....Shown is a skyview many local residents also had booths. shot of the Trade Days held over the past Many came for the good bargains and weekend. Several came from out of town enjoyed visiting with their friends and to display their items at their booths and neighbor

## Suit Names Local, County Lawmen

A suit filed in U.S. District and cursed him, and drove him
Court in Amarillo last Thursday, September 20, alleges four law alleys of Bovina," the petition enforcement officers from Bovina states,
and Parmer County kicked down a Boor, pointed guns at citize threatened them.
Without identifying or explainit themselves, according to the Peace Wayne Spears. Sheriff Ron Avirett, Bovina Police Chief Rodney Bachman and police
officer Mel Clark kicked down a
door to an apartment where Willie
Stewart was sleeping. The suit alleges they then held guns o apartment
The incident, which names the
The officials as defendants,
occurred on or about May 10,
according to the suit. It was one of several incidents that occurred that been drinking, the suit states.
The suit asks for compensatory damages of $\$ 250,000$, punitive damages of $\$ 250,000$, reasonable and further relief as this court may deem appropriate."
The suit was filed on behalf of Stewart and five others who cam in contact with the four men that
night. According to the suit, before
ing to Stewart's apartment, the oing to Stewart's apartment, the the child, and Bachman "shoved without arrested a minor Adam Lumbrera to the wall with a hough they knew he was not the suit alleges, while some of the individual for whom they others pointed guns at the two While the minor was under

## Mustangs Fall To Friona Chieftains

The Borina Mustangs dropped He potent Friona Chieftaians at Mustan Field last Friday, by a
score of 3 3-7. Although they threatened a
couple of times earlier in the game couple of times earlier in the game
he Mustangs were never able to push across a score until late in the game, with the Chiefs leading 53-0. Bovina hooked up on a 71 -yard,
three-play drive, to get on the hree-play drive, to get on the
coreboard and avoid the shutout. Johny Villarreal ran 33 yards
to move the ball into Chieftain erritory at the 38 , and two plays later, Doug Johnson raced 44 Todd Ware kicked the point after But most of the game belonged

Lo taliback Alfredo Mata, Frion's
alt
allorpose runningabek, who
socred thee scored three times, including two Chieftains hiked their record to 3-0 Mata scored with the game le than a minute old, and Friona ran for two points to grab an 8 -0 lead.
However, after However, after Friona drove again to the Mustangs' eight-yard-
line, Bovina buckled down to the Friona attack on downs and ook over the ball at their own ten.
The running of Doug Johnson moved the ball quickly out of point a holding penalty took the steam out of the drive, and Bovina
was forced to punt. Mata fielded

## Good Turnout For Trade Day

## he Bovina Bull Town Trade Days Trade Days,

 flea market held last Friday, The public auction heldSaturday and Sunda. There were Saturday afternoon was a
a lot of shoppers present and this succesful event and ato $\begin{array}{ll}\text { time there were more vendors. } & \text { was a chance for people to donate }\end{array}$ cotton, president of the Trade people to pick up some good Days committee, there is a definite bargains. It was a lot of work for
need for the booths to be located many and Keith Knight did a on land along the highway to really tremendous job of auctioneering.
make it work. They will be looking Men who helped Keith were Billy into this possibility.
The leaders felt that perhaps with the Lubbock Fair in process, Whitecotton, Don Bandy, Roy Lee Stowers and Bud Venable. This project netted $\$ 415$. The
auction was to be a one-time event
Team Plays At Farwell

Names moies that wert tho
 took place were $\$ 64$ for the turtle
races and also 17 turtles were sold. The Parmer County 4-H Trap Shoot paid 20 per cent of their second intra-county foe in as many earnings to Trade Days and that
weeks, when they travel to Farwell amounted to $\$ 32$.
this Friday for a game against the
The Booster Club sponsored the
Steers.
Farwell has a $1-2$ season record,
Possom Ronanza, which paid $\$ 25$ to second intra-county foe in as many earnings to Trade Days and that
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The Booster Club sponsored the
Steers.
Farwell has a $1-2$ season record,
Possom Ronanza, which paid $\$ 25$ to Farwell has a $1-2$ season record, Possom Richards and Jeffrey
having defeated Wilson, $16-0$, but Steelman, another $\$ 25$. They lost to Petersburg and Seagraves. divided the $\$ 50$ pot. The Booster The Mustangs are expecting Club profited $\$ 50$ from this event. a tough game. Coach Hill said the The next dates for the Bovina team had a good workout on Bull Town Trade Days Flea
Monday, and their attitude Market will be October 19, 20 and

## Canyon Man Wins Football Contest

Howard Card of Canyon Scoring 39 for a total are Kathy championship of the annual Burnett, Diskie Clayton, Jim Bovina Businesses' Football Cockerham, Wes Cockerham Contest, proving to be the best of Jerry Goodwin, Dorothy Harris, $\begin{array}{ll}\text { Erith Hawkins, Doug Johnson } \\ \text { Card picked } 19 \text { of the } 20 \text { games } & \text { Jeanne Kerby, R.J. Keyes, Blak }\end{array}$ isted and the only game he missed Scaff, Donna Teague, Wayne was the Minnesota-Detroit game, Thatcher and A.M. Wilson. making him winner of the firs prize of $\$ 10$.
Second place and a check for Second place and a check for Card, Penny Johnson, Al Kerby
$\$ 7.50$ went to Lowell Boozer, who picked 18 right and won by the tie- Sudderth Lance, Tony Neal, Scot breaker. Third place was claimed Those with Killiams. by Roger Harris, who also picked Patrick Baca, Tommy Deleon 18 right and missed the tie-breaker Chet Hawkins, Frances Johnson, The tie-breaker determined Ola Lee Jones, Kathy Lanham, second and third places this week. Martha Schilling, Trish Sherrill, Michael Shepherd also picked 18 and Mary Jane Wilson.
right but came in fourth place
because of the tie-breaker.
The only one scoring 45 points
The only one scoring 45 points Crooring 36 points are Nellie
during the three weeks is Howard during the three week 44 points are Mike Morris, Carl Rea, Mike Card. Those scoring 44 points are Read, Rick Royal, Olga Serna,
Jay Sherrill and Nicky Villarreal. Billy Shepherd and Opal Wine With a score of 43 are Ronnie Totaling a score of 35 are Cary, Brad Lance, Marks Barbara Cockerham, Doyle
Lanham, Steve Sherrill, Dean Garner, Patsy Lance, Mike Stanberry and Richard Villarreal. London, Audie Mancillas, Libby Schilling, Patsy Sherrill, George Shepherd and Betty Shepherd Villarreal and Larry Wiseman. Scoring 34 points are Bonnie Those with a score of 41 are Clayton, Edna Minyen, Joyce
Roger Harris, Joe Olvera, Marie Read, Flossie Rhinehart, Terry Pesch and Don Spring. Schilling, Todd Schilling, Valerie Scoring 40 are Danny Harris, Shepherd, Vanessa Shepherd and
Daniel Hernandez, Judy Hromas, Dorothy Stowers Wendy Jones, Rhonda Keyes and Totaling 33 are

ELUSIVE CHIEFTAIN....Friona's Mark Coronado (80) tries to get away from the unidentified Mustang tackler on the ground, but Chet Hawkins (34) comes up to finish him off. Friona won the game between the two Parmer County
 foes.



## 90-Year-Old Reports On European Tour

By P.O. DIXON The day was sunny and so we my spirits on June 21, 1984, as I would start a ten-day trip to Germany and Austria. expected to have the opportunity to see the wonders and beauty of countries overseas. I served in France in WW-I but that was no way to see a country at its best.
Last June, my son, Robert, and his Last June, my son, Robert, and his
wife, Pearl, made this opportunity wife, Pear
possible.
It started in May. I had to have a passport and to get the passport, I had to have a birth certificate. Birth records in Texas were not
required until I was nine years old and they had no knowledge of me. Mrs. Bonnie Warren was excited about helping me. She kept saying, "Oh, I've never done this before for a 90 -year-old person." She collected all the material I could present (two old Bibles,
discharge papers and children's recorded births) and called the Texas Bureau of Vital Statistics. They asked why a person my age wanted a birth certificate. She told
them, "Well, because them, "Well, because he needs a
passport." Pearl walked it through passport." Pearl walked it through
and notified me. "This will last until you are 100 then we will renew it."
Pan American Flight 52 took my Pan American Flight 52 took my
son, his wife and I to Kennedy Airport. We arrived at $5: 30$ p.m.

## If you knew

what SPS is doing to keep your cos of electricity as low as possible ...You'd be impressed.

 Due to air traffic congestion, we One violin was only a frame,
didn't leave until9:15. I was a little another a flat board. Several
disappointed in not being able to airplanes of various sizes and ages disappointed in not being able to airplanes of various sizes and ages the clouds were so heavy, I didn't ceiling. We were entertained by a
see a thing. I was impressed with player piano, saw glass blowers, see a thing. I was impressed with the good food on all of our flights. The flight attendant gave us
peanuts in a little silver bag for us peanuts in a little silver bag for us
te eat, , ut the nuts were very few
in number. I told her I might as well chew the bag. She laughed and handed me another one.
Thirteen hours after Kennedy, we arrived in Munich, the city looking for our motel. We returned to the airport to meet my grandchildren and great-
grandchildren: Billy Paul, Cathy rrandchildren: Billy Paul, Cathy,
Koren (12) and Corbett (8) Dixon from Norway. Bill quickly rented a mus that was to be our traveling
That day erst of the trip. Alte Penak day we toured Munich. At people saw the painting young 4th through the 18th century, I ested downstairs. We drove past . Paul's Cathedral (now being the 1972 Olympic games were held) and ended the eventful day with dinner at
restaurant.
The Dutches Museum in Munich of science and technology. They have a very interesting display of
musical instruments which are 100 years old or older
 saw the horrors of Dachou thousands of people were killed while the inhabitants of Dachou
were unaware of these events. We vere unaware of these events. We
saw the gas chambers, the furnaces where bodies were racked and slipped into the fire, the famous howers that became torture hambers, and the Logerstrasse, the camp road lined with poplar rees planted by prisoners. The
camp office files show a total of more than 206,000 prisoners registered between 1933 and 1945 . And, there were many who were never registered.
Before leaving the camp, we saw "This will never happen again." And I pray with all my heart no person will ever again be forced to
suffer this inhuman suffer this inhuman treatment.
Sobered by the ugliness of
reality, worse than most horror reality, worse than most horror
stories, we were glad to move out stories, we were glad to move out
into the beautiful city of Munich It is clean, with green grass on every inch of the ground that isn't covered with trees or flowers.
These colorful dots of ber These colorful dots of beauty
could be seen on road-sides, in gardens, in windows and window boxes. I could have hoed the weeds
myself. There weren't any. The countryside was so perfect that we
felt we were constantly driving felt we were constantly driving
through picture post cards. through picture post cards.
Monday, we drove from Munich Monday, we drove from Munich
to Salzburg, stopping in Chimsee to visit a castle built by King was just too rich for my eystle was just too rich for my eyes. I
could not comprehend it all. The king had more money than good sense, it seemed to me.
Every space on the Every space on the huge walls in
every one of the numerous rooms every one of the numerous rooms
was covered with some sort of gold
decoration. The rooms were lighted with massive crystal
chandeliers filled with candles. It must have taken numerous people to get all the candles burning
before the king entered the room. And then we discovered we had
lost our reservations to the passion lost our reservations to the passion
play at Oberammergau. Bill and Cathy, after a lively discussion, unloaded the suitcases on the side
of the road and still didn't find them. A call confirmed their location, so, after settling us in our
pension (a room with breakfast pension (a room with breakfast
like a small hotel), they went back to Munich and returned with the to Munich and
tickets in hand.
Tuesday opened with a beautiful day. After an Austrian breakfast
of rolls, vienna sausage spread, cheese, jelly, juice and coffee, we took the "Sound of Music" tour seeing the castles, churches, lakes climbed 85 steps (one flight, then more than 66 steps), completing

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ort at Obersalz
was breathtaking! A large pile of ammunition was still there. It was perfectly carved
round rock cannon balls. They round rock cannon balls. They got
their water from a hand operged well. No telling how far down they had to dig, and through solid rock. Paul and Pearl treated us to an
Austrian dinner. They Austrian dinner. They were the Pearl, and very helpful with the language and a joy to have around.
We were We were served soft pretzels.
Wednesday mine enrosday we visited the salt no wheelchair accommodations I stayed outside and visited with Paul. We had cabbage rolls for lunch at a typical roadside
restaurant. Here they serve bread only if asked and the choice of juice was either apple or orange. Passing more exceptional mountain scenery, we went to
Hitler's hideout called "Eagle Nest,", high in the Alps. The
lookout frem ookout from here is said to be the Koren Lee brought her greatgranddad a gift she found in the crevice, some snow.
The next day we moved on to Oberammergau and settled in our
hotel. We had experienced some rain and my West Texas straw hat leaked. They encouraged me to buy another and went along to be sure I got the right one. They chose a Bavarian wool so I would blend
into the scene. Koren added a into the scene. Koren added a
typical Austrian feather and then she was satisfied.
In Lindou, we visited another King Ludwig castle. The grounds were beautiful and the horse
statues spouted water from their satues spouted water from their
mouth, nostrils and hooves. The next day we attended a German play and even though I recognized the scenes in Jesus' life, t was hard to understand. I was cold and wet. The rain continued
to fall. Rather than return to the

P.O. DIXON

## ANNOUNCING-WILLIAM T.GREEN, M.D.

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OCTOBER 1,1984 FARWELL CLINIC

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## Bret Whitten To Receive American Farmer Degree

Bret Whitten of Bovina has been gold keys are co-sponsored by J I agriculture instructors and FFA nominated to receive the American Case, A Tenneco Company, advisors are Lawrence Widner and
Farmer degree, highest degree Racine, Wisconsin; The Nation's Jack Dillard of Bovina. presented by the National Future Federal Land Banks, Denver, To qualify for the American Farmers of America (FFA) Colorado; The Nation's Farmer degree, FFA members
Organization. Production Credit Associations, must have advanced through a Organization. Bret was nominated for the Denver, Colorado; Na-Churs system of degrees unique to the
degree by the Texas FFA Plant Food Company, Marion, FFA organization. FFA members - degree by the Texas FFA Plant Food Company, Marion, FFA organization. FFA members approved at a recent meeting of the International, Inc., Des Moines, year of membership may be National FFA Board of Directors Iowa. in Alexandria, Virginia, virtually The American Farmer degree is ssuring the degree. One of 688 FFA members only presented to approximately The third degree, that of "State degree. One of 688 FFA members only presented to approximately Farmer is presented by the State
nominated for the American one member in 600 of the 451,722 FFA Association to not more than Farmer degree, Bret will receive member organization. It is three per cent of the State's FFA the degree in a special ceremony on presented only by the National Friday, November 9 , pending a FFA Organization to members ral vote of 118 student delegates who have demonstrated representing nearly half a million exceptional agricultural and FFA members.
Travel awards will be presented Travel awards will be presented Bret is the son of Mr. and Mrs. recipients to offset their travel currently attending West Texas expenses to the National FFA State University, Canyon, Texas. Convention in Kansas City. At the He earned the American Farmer convention each American degree on the basis of his
Farmer degree recipient will be supervised farming program of presented a gold key and beef cattle and sheep production. presented a gold key and beef cattle and sheep production.
certificate. The travel awards and Bret's high school vocational सn


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## Mustangs Fall....



## Colts Are 2-0 After Two Games

The 1984 Bovina Colts are off to
a super startl Two weeks ago, the
Colts opened. their season by Colts opened their season by hosting the Nazareth Swifts in an
impressive $30-0$ win.
Scoring in the first Scoring in the first game was led
by Billy Marquez, who rushed for


From 7:30-9:30 p.m.
(505) 762-9367
15 men Saturday afternoon the Parmer County 4-H 15 men Saturday afternoon at the Parmer County 4-H farm. Sammy Stormes presents the prize.

| ower |
| :---: |
|  |  |
|  |  |
|  |  |

WHOLESALE: 4TH \& EUCLID

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Six 2-hour lessons (weekly)
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Includes--Country/Western Two-Step, Waltz, Cotton-Eyed Joe, Polka, Schottische, Western Swing.

Fee: $\mathbf{\$ 2 5 . 0 0}$ per person for entire course. Each person must have own partner.

## For information, call Clovis



## Shelly Bonds, Benjamin Durham -United In Church Ceremony

 exchanged wedding vows in a candlelight ceremony Saturday evening, September 15 in the United Methodist Church, officiated by Scottie Johnson. Margaret was Church, officiated by Scottie Johnson. Margaret was
given in marriage by Carl Rea. Serving as best man was her son, Billy Jay Charles. Matron of honor was her daughter, Harriett Glasscock of Dallas. Her daughter-inlaw, Barbara Charles, was bridesmaid. Granddaughter, Brooke, was the ring bearer. Sonny Roach served as groomsman and Owen Patton was usher. After a honeymoon trip to points of interest in New Mexico, the couple will reside in Bovina.

## ORDER YOUR HOMECOMING !MUM NOW! <br> HOMECOMING IS OCTOBER 5TH.



CALL MRS. PAUL JONES AT 238-1499
OR CALL CLABORN FLORAL IN FRIONA
vore a silk gardenia
colored trim and lace. olored trim and lace.
The reception was Bell. Avenue Baptist Church Fellowship Hall. The hall was
decorated with flower decorated with flowers compliment the wedding colors.
The bride chose a two-piece lilac The bride chose a two-piece lilac Colorado.
Shelly is
Shelly is presently attending West Texas State University where she holds a Bachelor of Fine Arts Degree. The bridegroom has attended West Texas State
University and is assistant manager of Colbert's-Harry Holland in Amarillo.
Out-of-town guests were Mary Lou and Kay and also Kay's


Congratulations to winners in place goes to Howard Card of Canyon; second place, Pat Read; and third place to Lowell Boozer. Howard Card is overall winner in
the contest with a score of 45 . Trade Days was successful and a
Ther lot of fun, they are now thinking of putting the booths out on the highway to make it work even
better for Bovina better for Bovina.

## NEWS AROUND TOWN

## Hattie and Lawrence Gray have

been in the Clovis High Plains Hospital and both came home last Saturday. Hattie was hospitalized
three weeks ago and had surgery to remove a hernea. Lawrence suffered a light stroke and was this time Hattie's grandson, Jeff McCormick, and his family from Pampa were with them and also her oousin and her husband, Mr and Mrs. Carl Stokes of Star' City,
Arkansas. We want to express our
sympathies to Houston Bartlett, whose dad passed away on Monday of last week and services Methodist Church.

Mr. and Mrs. Odom Smith have
a great-grandchild in Arkansas a great-grandchild in Arkansas
that was born August 15 and has undergone surgery two times and will be having surgery again very
soon. Jeffrey Scott was born with soon. Jeffrey Scott was born with
his intestines on the outside of his little body and surgery is being done to correct this. His greatgrandmother said they thought he would be alright. The baby's
parents are Glenda and Jeff Kimes parents are Glenda and Jeff Kimes
of Springdale, Arkansas. His grandparents are Glen and Wanda Smith of Alma, Arkansas. This is meme
T-Bone and Mary Treinen have returned home recently from a trip you for helping with the Scoops.

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BUD RAINEY, MGR
JOHNNY MARS, JAMES CHADWICK : AGENTS

## Mrs. Benjamin Durham

## 

To Attend $A$
Home Accessories \& Gifts Party Hosted By
Lisa McLellan \& Vickie Copley Monday, October 1 Community Room Of Friona State Bank At 7:30 P.M.
${ }^{*}$ Christmas Gifts
*Bridal Gifts
*New Line of Christmas Decorations *Over 60 New Items Everyone Is Invited. Refreshments Will Be Served.

Hot news from The Earth Stove!


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