



HOMEcoming PARADE--The floats judged best in Friday's homecoming parade are shown above. Left is Seventh Grade's first place entry, "The Cow Jumped Over The Moon." In center is Ninth Grade's, "Mary Had a Little Lamb". At right is Seniors' "The Old Woman Who Lived In A Shoe."

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The Bovina Blade

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THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

WEDNESDAY, OCTOBER 23, 1963

BOVINA, TEXAS

VOL. VIII, NO. 17

WHITTLIN'

BY DOLPH MOTEN

For people who are interested in working and helping out there are always plenty of non-paying, often thankless, jobs available.

The one we have in mind at the present is non-paying, but does have some thanks to go with it.

The job is filming Bovina Mustang football games.

Before Caldwell has been handling the chore since the idea was originated here some four years ago.

We don't envy him a bit. The games are filmed in good weather and bad--and that bad weather is sometimes uncomfortable to say the least.

Superintendent Warren Morton pinch-hit for Caldwell in the filming department at the Meadow game this year. He now has a greater respect for the chore, we're sure, though he probably didn't figure it was an easy task before he tried.

Coach Hallie Gee, for one, is appreciative of their efforts. He's gone on record at Quarterback Club meetings as saying that our films are as good as any and better than most.

Coaches, incidentally, probably see more films of football games than the average fan realizes. Not only do they look at films of their own games, they look at last year's film of the game played with the upcoming opponent and they might even borrow a film or two from schools which have played the forthcoming opposition.

We didn't say they did borrow these films. We said they might.

Films are invaluable, coaches tell us, as coaching aids. And we've heard that football mentors who lose their positions are always qualified to become movie projectionists in case another coaching job doesn't make itself available.

That joke probably isn't overly funny to coaches. Though he doesn't complain about his non-paying job, Caldwell says you can't see a whole lot of the game through a camera's sight and certainly there's no time to allow yourself the luxury of talking over the game with someone.

James L. Weir, a regular Blade subscriber from Galesburg, Ill., was a visitor to The Blade office this week. Weir owns some land west of town and was down to see about

(Continued on Page 4)

AT 7:30 P.M. --

Spanish Course Meeting Monday

A meeting for people interested in a course in conversational Spanish has been called for Monday night.

The meeting will be in science room of Bovina High and will begin at 7:30. Jack McCracken, manager - secretary of Bovina Chamber of Commerce and Agriculture, announces.

The chamber is sponsoring

Weather by Willie

More warm weather for this time of year. Looks like a little more moisture the next three to five days.

--Willie

IN FIRST EFFORT --

Lazbuddie Coach Contest Winner

Entering for the first time, Charles Walton, head coach at Lazbuddie High, was first place winner in Bovina Business Cotton Bowl Football Contest last week.

Walton named nine of 10 winners, missing only the T. C. U.-Texas A&M tie, as did 10 others, to earn \$5 first prize for his efforts.

Jack Patterson won second place and \$3 while Emmett Tabor, last year's overall winner, took third and \$1.

Walton was nine points off on the tiebreaker score, Patterson was 10 points off and Tabor 11.

Last week also saw Paul Jones drop out of the lead for the grand prize after being tied for it for five of the seven weeks of the contest.

Taking over the top spot with a total of 55 points out of a possible 70 was Ellen Smith. That's a percentage of .785.

Jones is now tied for second place with Ed Hutto. They each have 54 points.

Neil Smith has 53. Those with a total of 52 are Larry Webb, Pat Whitecotton, Allen Cumpton and C. R. Brandon.

the course. About 20 people have indicated an interest in the course, McCracken says, but more are expected to attend the meeting.

Mario Trevino, office manager of Gateway Produce Co. here, will teach the course. Mrs. Edward Isaac will assist in the instruction.

Spanish books which are used by the Border Patrol have been ordered from Washington. Cost per book is \$1 and the course is expected to cost less than \$2, including the book, per student.

Everyone who is interested in taking the course is welcome to attend the meeting, McCracken says. Details of the course will be decided at that time.

BATTLE OF ONCE-BEATENS-

Mustangs, Cowboys Meet Here Friday

In District 1-B, it's two strikes and you're out of title contention.

With one strike each against them, the Bovina Mustangs and the Happy Cowboys, who compose one of the district's strongest rivalries, square off against each other here Friday night to determine which of the two stays in the race and which joins the also rans.

This will be final homegame of the season for the Mustangs. Kickoff time is 7:30. The Mustangs will also be attempting to even their dis-

trict record to 1-1 and their season record to 4-4.

Bovina lost last week to Hart, 16-0, while the Cowboys were edged by Vega in a close one, 18-13.

For the past two seasons, the Happy-Bovina game has decided the district championship. Happy beat the Mustangs, 7-0, last year and won the district championship. In '61, the Mus-

tangs, won 39-6, and went on to get the title flag with ease.

Happy has a record of 2-4 coming into this year's game. They've won from Kress, 14-8, and from Turkey, The Cowboys'

losses have been to Vega, Claude, Silverton and Friona.

Score of the Friona-Happy game was 44-13 while the Mustang-Friona game came out 38-0. Friona has been the only mutual opponent of the two clubs though Bovina did scrimmage Kress in a pre-season exercise. Sickness and injuries were hampering Bovina at that time and the outcome of the bout was not considered indicative of either team's strength.

"The Battle of The Once-Beaten" is the way the tilt could be billed.

Happy will have a weight advantage of about 10 pounds per man, Mustang Coach Hallie Gee says. Their offense features a pair of backs who weigh about 130 pounds each, he says.

Bovina wins during the season have been from Amherst, Whitharral and Meadow. The losses have been to Farwell, Springlake, Friona and Hart.

Due to the rivalry between the two schools and the fact that

(Continued on Page 2)

SEVENTH GRADE WINS PARADE --

Mary Ann McKinney Homecoming Queen

Miss Mary Ann McKinney was crowned homecoming queen of Bovina High School for 1963 at halftime ceremonies of Bovina-Hart football game here Friday night.

Tally Kelso was named football hero.

★ ★ ★



MARY ANN MCKINNEY ... Homecoming queen

Miss McKinney, a senior, was selected by members of the football squad while Kelso was named by the Pep Club. He is also a senior.

Some 70 ex-students and their immediate families attended a banquet in their honor in the school cafeteria prior to the game.

There was no formal program for the banquet--"just a

good meal and visiting," according to a spokesman for the ex-students' association.

Seventh Grade was winner of float contest during homecoming parade Friday afternoon. Title of the winning float was "The Cow Jumped Over The Moon."

Taking second place in parade (Continued on Page 4)

County Farm Supply and Cicero Smith Lumber Co.

Supper Friday

A fried chicken supper will be served to the public in school cafeteria Friday prior to the Bovina - Happy football game.

Bovina Woman's Study Club members will prepare the meal which will include, in addition to fried chicken, mashed potatoes, gravy, hot rolls, cold slaw, green beans, a salad, fruit cobbler and coffee or tea.

Cost for the meal will be \$1.25 for adults and 75 cents for children, Mrs. Warren Morton, president of the club, announces.

Serving will begin at 5:30 and will continue until 7, Mrs. Morton says.

Also, after the game, club members will serve pie and

(Continued on Page 4)

Tom Bonds Wins Shotgun

Tom Bonds was winner of a new 16-gauge shotgun which was given away during halftime of Friday night's football game here.

Quarterback Club gave the gun away as a fund-raising promotion. A total of 425 \$1 donations was accepted by members of the club for chances on the gun, J. W. Harris, club treasurer, reports.

The shotgun was donated to the club by Three-Way Chemical.

The Quarterback club recently purchased 33 sideline jackets for use at sporting events. The maroon covers with BOVINA printed on the back in five-inch white felt letters were used for the first time at Friday night's football game. The jackets cost \$13.25 each for a total of \$437.25.

Quarterback Club also pays the cost of filming the football games.

Leona Moss Announces For Assessor-Collector

The third candidate for a county-wide elective office announced her filing this week.

Leona (Mrs. Bill) Moss is running for the office of tax assessor-collector of Parmer County.

Mrs. Moss was formerly employed in that office and worked there for seven years. She is a resident of Farwell, and her husband is a Farwell businessman.

The other two candidates who have announced for county-wide offices are Charles Lovelace, sheriff, and Hurschel Harding, county attorney. Both are incumbents.

Mrs. Moss' announcement is as follows:

TO THE PEOPLE OF PARMER COUNTY:

I take this means of announcing my candidacy for nomination to the office of Tax Assessor-

Collector, subject to the voters' wishes in the Democratic Primary in May.

Friends have urged me to run for this office, and I made the decision to do so after carefully considering the fact that my experience in the office as an employee for over seven years has provided me with the qualifications that I believe one should have who is seeking this position.

Through the knowledge gained in performing my duties as a deputy in the office, I am sure that I could serve capably as your Tax Assessor-Collector.

Your support and influence will certainly be appreciated, and if elected to this office I will serve honestly and efficiently, keeping the best interests of the people of this county uppermost in my mind.

LEONA MOSS



MORE FLOATS--Left to right are Rainbow Girls' "Mistress Mary", Eighth Grade's "Humpty Dumpty", Sophomores, "Little Miss Muffet", and Mrs. Fred Langer's "Rub-A-Dub-Dub."

TEXAS PRESS ASSOCIATION 1962 PRIZE WINNER

NEWSPAPER CONTESTS

The Bovina Blade

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

Dolph Moten Publisher & Editor
Sue Moten Women's News

FIRST DISTRICT TILT --

Blanks Bovina Hart Has None;

Fumbles, frustration and a ferocious Hart Longhorn defense were the undoing of Bovina's Mustangs in their opening District 1-B football game before a homecoming crowd of 750 here Friday night.

Featuring their best team in years—possibly the best in the history of the school—Hart

scored first and fourth period touchdowns while blanking the host team and that was about the story of the game.

The Longhorns got their first tally, which was enough to win, early in the first quarter, the second time they had the ball. They took over on downs on Bovina's 48 after a fake punt

run on fourth down failed for the Mustangs, to gain the necessary yardage for a first, Hart scored on the first play from that point on a pass from Quarterback Gary Heller to Kenneth Fincher.

Dennis McLain ran for the two extra points and the score was 8-0.

Fullback Tally Kelso led Mustangs in the ballcarrying department. He had 61 yards in 15 attempts, Johnston, also carrying 15 times, made 45 yards. Anderson completed three passes, one to Kelso for three yards and 10 and 11 yarders to End Al Shamblin.

STATISTICS

Bovina	Hart
6 First downs	7
44 Yards gained rushing	62
8 Passes attempted	8
3 Passes completed	5
24 Yards gained passing	120
68 Total offense	182
1 Passes intercepted by	1
6 Number of punts	5
36 Punt average	38.4
4 Number of fumbles	3
2 Opponent's fumbles recovered	2
8 Number of penalties	11
82 Yards penalized	115



GIFT CERTIFICATE—H. J. Charles, Phillips 66 jobber in Bovina, is shown receiving a \$100 gift certificate from the company at a recent jobber appreciation sales meeting in Santa Fe, N.M. Making the presentation is L. E. Blossom, assistant division manager in Amarillo.

J. P. Macon Hospitalized

J. P. Macon is hospitalized at Parmer County Community Hospital in Friona with pneumonia. He is reported to be improving.

It is not who is right, but what is right, that is important.

You can tell when you are on the right road—it's upgrade.

One of the hardest secrets for man is his opinion of himself.

Reflections From The Blade

SIX YEARS AGO
September 25, 1957

Bovina can claim another "first" for the area. It will soon have the only cotton warehouse in Parmer County.

Fred Underwood of Lubbock last week closed a whirlwind business deal with George McKinney for purchase of 48 acres west of Sherley Grain Company in the "triangle" between Highway 60 and the Santa Fe tracks.

Bidding in the proposed paving project for the City of Bovina at a meeting of the commission Friday afternoon was the West Texas Construction Company of Lubbock.

Tumbling backward across the goal line with the ball clutched in his arms, Ramey Brandon, Bovina end, landed in the Vega end zone to put a Cinderella finish on a night of evenly matched football and gave the Mustangs their season's first win, 12-6.

Ardis Barton of Earth spoke informally to members of the Jaycees Thursday evening.

Cotton belonging to Bob Sudderth was processed Monday evening into the first bale of the year for the Bovina area.

THREE YEARS AGO
September 28, 1960

Work on new Highway Department headquarters scheduled for construction in Bovina will probably begin soon and the structure will be completed within 90 working days of the date the contract was let.

Bovina businesses Cotton Bowl football contest had its largest following ever last week as an even 100 entry blanks were turned in.

An ambulance has been secured to stand ready at each of the Bovina home football games, a member of the Quarterback Club announces.

Bovina's Mustangs refused to be counted out Friday night and fought back to overcome an explosive Amherst team 19-14.

Volunteer firemen will launch their bingo games project Saturday night in the American Legion Hall, with the session scheduled to run from 8-1:30 p.m.

Judge Glen Williams of Bailey County will be guest speaker at a special meeting of Bovina Woman's Club Thursday evening at 8 p.m. in the Woman's clubhouse.

SIX YEARS AGO

October 23, 1957

Homecoming for ex-students of Bovina High School and Parents' Night will be observed at Friday night's District 3-B football game between the Bovina Mustangs and Kress Kangaroos.

Queen candidates selected by varsity players are Avis Williams, junior; Nickle Woelfel, junior; Cella Berry, sophomore, and Judy Roach, sophomore.

After being dismissed for four days because of a flu epidemic that swept through the student body, Bovina schools started classes again Monday morning under near-normal conditions.

Annual financial drive for Boy Scouts will get underway in Bovina Tuesday morning at 6:30 with a breakfast in Bovina Restaurant.

Weather permitting, Bovina Boy Scouts will play hosts this week end to some 200 Scouts from five different area towns.

Alfred White, former minister of Church of Christ at Canadian, has been named minister of the local Church. He assumed his duties last week. He and his wife and three children have moved here.

THREE YEARS AGO

October 26, 1960

An organizational meeting for a chamber of commerce for Bovina will be Thursday at 8 p.m. in American Legion Hall.

Hoodlums broke into Bovina School over weekend. Money totaling \$6 was stolen from Grade School Principal Grace Paul's office and damage was done to doors in the building.

Three new winners broke into select money circle in last week's Bovina Businesses Football Contest which appears weekly in The Blade. Hylton Moore captured \$5 first place award as he and Glen Hromas second place winner, each picked nine of 10 winners missing only a tie game.

Virgil Tritsch is Bovina's new city secretary.

He was signed at a special meeting of Bovina City commission last week and began his duties Wednesday.

Bovina Volunteer Firemen will entertain their wives with a supper Monday night.

Mustangs --

(Continued from Page 1)

this is the final home game for the Mustangs a large crowd is expected to be on hand for the tilt.

Mustangs lost no players to injuries in the Hart loss and are expected to go with the same personnel who played last week.

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- ★ Breaking Plows
- ★ Breaking Plows
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Mrs. Glover Notes 80th Birthday, Sun.

Mrs. Ether Glover celebrated her 80th birthday Sunday with a family dinner at Bovina Woman's clubhouse.

The honoree was presented with several gifts and a money tree by friends and relatives.

The refreshment table was laid with a white cloth and featured a centerpiece of white mums and a birthday cake.

Those attending the festivities were her sister Mrs. P. E. Terpin of Amarillo and Mr. and Mrs. Thomas Terpin and family, Amarillo, Mr. and Mrs. Milton Authur and family of Amarillo, Mr. and Mrs. Leon Glover of Tatum, N. M.; Mrs. Art Vinyard and family of Glenrose, Mr. and Mrs. Gene Hutto of Tulla, Mr. and Mrs. Joe Tarter of Lazbuddie.

Local guests were Mr. and Mrs. Ernest Englant, Mr. and Mrs. Bobby Englant and family, Mr. and Mrs. A. F. Steelman, Mr. and Mrs. Dickie Steelman and daughter, Mr. and Mrs. E. G. Steelman and family, and Mr. and Mrs. A. L. Kerby and son.

Band Parents Meet Monday

Regular monthly meeting of Band Parents organization will be Monday night in auditorium, Richard Vaughn, president of the group announces.

All parents of band students are urged to attend the meeting.

Caldwells Host Bridge Party

Mr. and Mrs. Tom Caldwell entertained several couples with a bridge party Tuesday evening at their home.

Refreshments of chips, dips, cherry pie, coffee and tea were served to guests.

Attending were Mr. and Mrs. Gene Ezell, Mr. and Mrs. Johnnie Horn, Mr. and Mrs. Bedford Caldwell, Mr. and Mrs. Dean McCallum, Mr. and Mrs. Vernon Estes and the hostesses.

Classes Install Officers Thurs.

Mary-Martha and Friendly Circle Sunday School Classes of First Baptist Church had installation of officers Thursday evening at church.

Mrs. Don Murphy was installing officer and she chose as her theme "Scholar Symbols."

Mrs. John Ferguson and Mrs. Travis Dyer were installed teachers for the two classes and the Bible was used as their symbol.

Preceding the installation ceremonies the group had dinner at a Clovis restaurant.

Mary-Martha class members present were Mrs. Ferguson, Mrs. Billy Don Read, Mrs. Dickie Steelman, Mrs. Bob Holcomb, Mrs. Tommy Williams, Mrs. Norman Taylor, Mrs. Jim Heard, Mrs. Kent Glasscock and Mrs. Weldon Moody.

Those from Friendly Circle class who attended were Mrs. Dyer, Mrs. Henry Spicer, Mrs. Keith Garner, Mrs. Wendol Garner, Mrs. Jim Russell, Mrs. J. B. Barrett, Mrs. Cy Hall, Mrs. Jerry Rogers and Mrs. Charlie Owen.

Local Couples Return From Lengthy Trip

Mr. and Mrs. Scotty Barry and Mr. and Mrs. Ed McGuire returned recently from a lengthy tour of several states and Canada.

During their tour they visited relatives of both couples which included Capt. and Mrs. John B. Kincaid of Nebraska; Mr. and Mrs. Walter Thompson of Pierre, S. D.; Capt. William B. Sides at Grand Fork, N. D.; and Mr. and Mrs. A. B. Cain of Kansas.

States they toured were South Dakota, Nebraska, South Dakota, Minnesota, Missouri, Kansas, Oklahoma, Colorado and others.

They visited points of interest in Canada as well as Mt. Rushmore and the Blackhills of South Dakota and Big Bemidji Lake which heads the Mississippi River in Minnesota. They visited several farming areas in these states as well as other sights.

Local Ministers Meet Monday

"Voice From The Deep," a film which will be shown at school auditorium Thursday at 11:30 a. m., was previewed by local ministers of Ministerial group Monday morning in Fellowship Hall of Church of Christ.

Jerry Myers, high school science teacher, also previewed the film with the group and discussed plans for its showing.

Don Stone, Church of Christ minister and spokesman for the group, said the association will be happy to assist with community problems.

Ministers will meet Thursday, November 7 at St. Ann's Parish Hall at 2:30 p. m.

Attending the conference were Claver Giblen, S.A.; St. Ann's Catholic Church; Rev. Harold Morris, Methodist Church; Rev. John Ferguson, First Baptist Church; and Stone.

Shower To Fete Recent Bride

Mrs. Morris Reed, formerly Claudia O'Hair, will be honored with a post nuptial shower, Saturday, October 26, in Fellowship Hall of First Baptist Church.

The come and go courtesy will be between the hours three and five p. m.

Hosting the occasion are Mrs. Buster Cochran, Mrs. F. O. Turner, Mrs. F. M. Crook, Mrs. A. E. Crump, Mrs. Boyd Gilreath, Mrs. John Sikes, Mrs. Robert Pegram, Mrs. W. A. Moore, Mrs. Monty Barrett, Mrs. J. E. Owens, Mrs. James Taylor, Mrs. Chester Rogers, Mrs. Carrie Mlear and Mrs. Jack Morris.

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PAPER TOWELS
Giant Roll **29¢**

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14 Oz. Bottle

Comet
RICE 45¢
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AUSTEX
No. 300 Can
CHILI 49¢

Spaghetti No. 300
Meat Balls 25¢

Tamales No. 300
25¢

BEEF STEW 35¢
No. 300 Can

Hunt's Whole No. 2 1/2
Unpeeled APRICOTS 29¢
Can

BAKE-RITE
SHORTENING 3 Lb. 59¢
Can

Soflin
TOILET TISSUE 4 Roll 29¢
Pkg.

Lux
DETERGENT 22 Oz. 59¢
Plastic



First Quality Meats Always

Fresh, Lean
BEEF RIBS 29¢
Lb.

Pinkney, Sun-Ray Cured
HAMS 49¢
Half or Whole Lb.

Armour Star
FRANKS 49¢
Lb.

Fresh
SPARE RIBS 49¢
Lb.

Shurfresh Saline
CRACKERS 23¢
1 lb. Box

Shurfresh
Sliced Cheese 49¢
American or Pinento
2 6 oz. Pkgs.

Libby's Cut
Green Beans 19¢
No. 303 Can

None Such
MINCEMEAT 35¢
9 oz. Pkg.



Banquet

Meat Pot Pies

8 Oz. Size
19¢
Of Your Choice

Colonial
Fresh Banana
Or
German Chocolate
CAKES 89¢
24 oz. Size

Gorton
FISH STICKS 69¢
1 Lb. Pkg.



Idaho Red 10 Lb. Bag
POTATOES 49¢

Johnathon
APPLES 19¢
Lb.

Large, Nice
Avocados 19¢
each

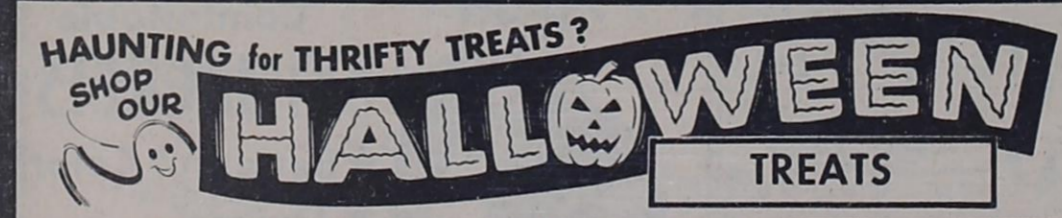
Tokay
Grapes 19¢
Lb.

Shurfresh
Stuffed Olives 49¢
7 1/2 oz. Jar

Welch
GRAPELADE 39¢
20 oz. Jar

V-8
Cocktail Juice 39¢
46 oz. Can

Morton's
Potato Chips 33¢
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BOVINA NEWS

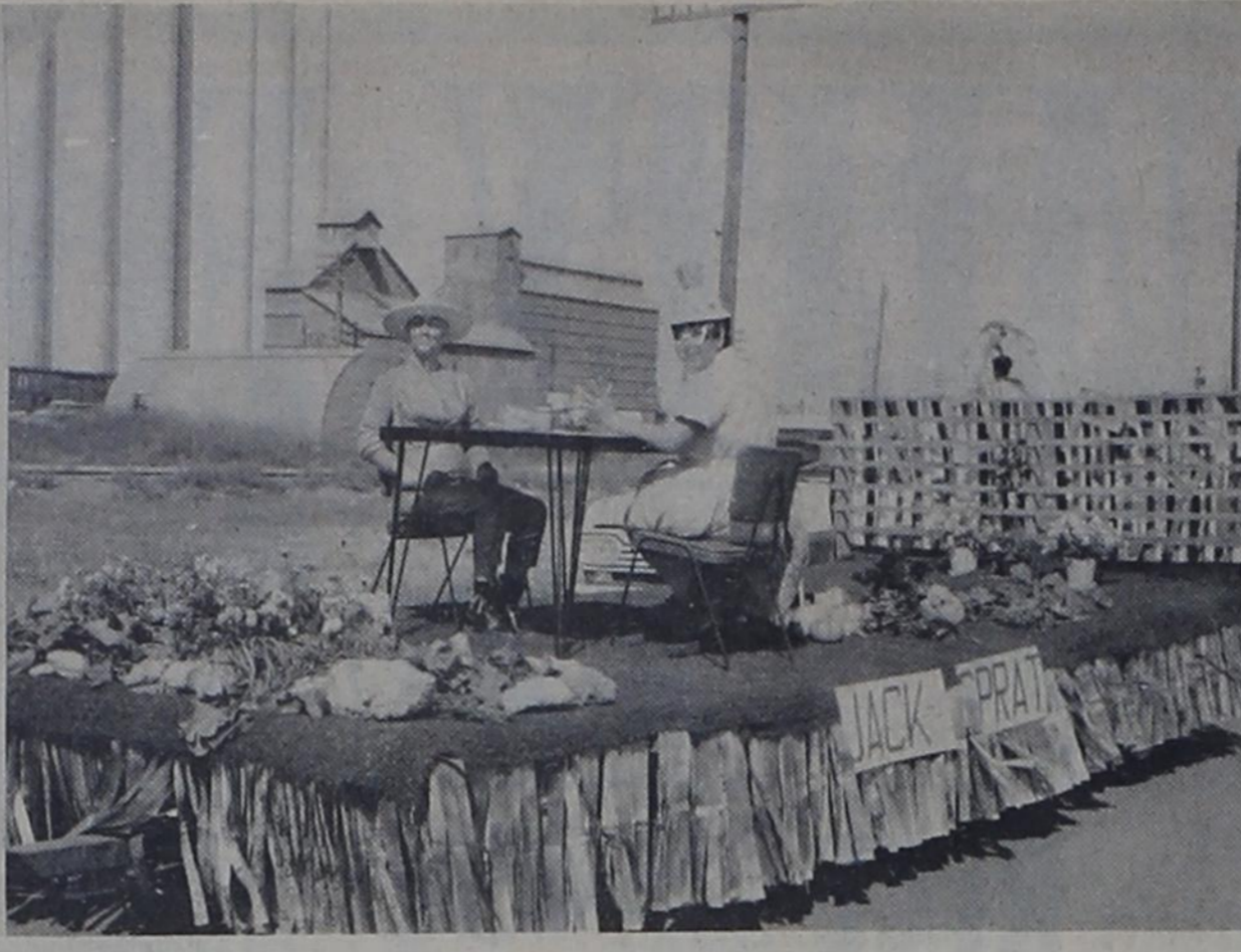
Christmas LAYAWAY

Yes, It's Time Now To Make Christmas Plans! Come In And Make Your Selections And Place Them On Our Easy Layaway. Be Ready When Santa Is This Year.

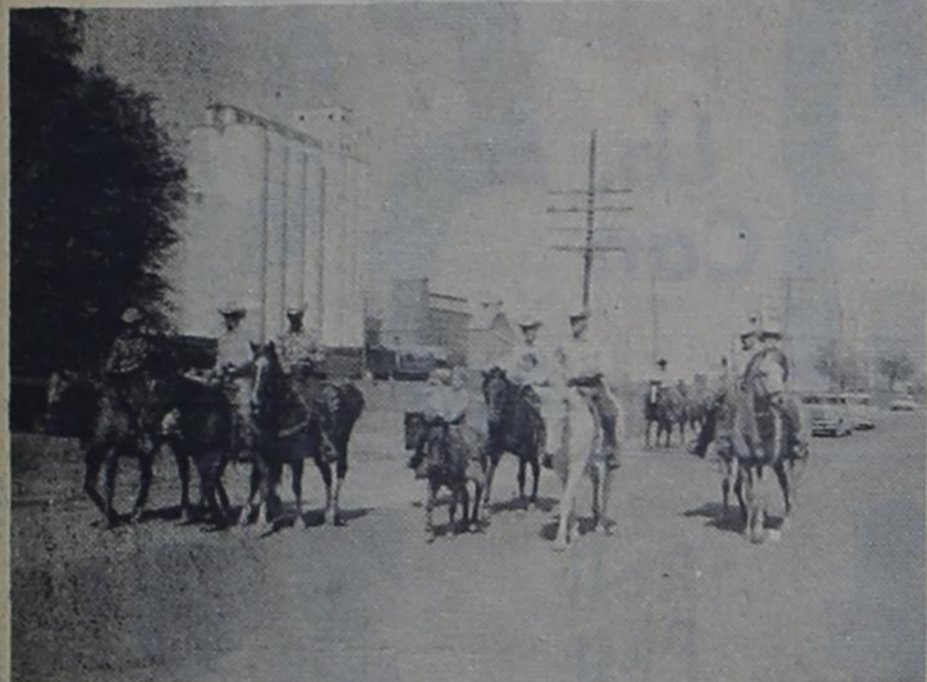
"ALWAYS SOMETHING NEW"

BOVINA VARIETY

Main Steet
ALICE MOORE--OPAL BOWEN



HOMEcoming PARADE FLOATS--Left, Bovina Woman Study Club's, "Peter, Peter, Pumpkin Eater"; center, TOPS Club's "Jack Spratt"; and right, Cicero Smith's "Old King Cole".



HORSES, TOO . . . were a part of the homecoming parade.

Colts Blast Clovis Team

Bovina's Junior High Colts evened their season record at 3-3 here Thursday as they ran away with a game with Marshall Junior High of Clovis, 50-8. The Colts had a field day in blasting the boys from the big town.

Clovis drew first blood, but once the Colts got rolling there was no stopping them.

The press is the mistress of intelligence and intelligence is the mistress of the world. --Benjamin Constant

Our destinies are decided not by chance but by choice--our choice. --Anonymous

IN CANYON --

Band Plays In Contest

Bovina Mustang Band earned a Division II rating in competition at Canyon Tuesday morning.

Contests were held in Buffalo Bowl.

Fifty-four members strong, the Bovina band is directed by Joe Wayne Harper.

Three judges graded the

maroon and white band with the group receiving rating of one, two and three--a different rating from each judge--for an average of two.

The band competed against a standard instead of competing with other bands.

Comments of the judge who gave the Bovina band the first division rating were: "Entrance of band well executed. Uniformity of step very good. Posture and playing generally good. The band made a good appearance. Uniforms would add to the appearance."

The second judge said: "Very impressive field entrance. All didn't step on yard lines in same manner. On the whole, a well-planned show of precision marching most of which was executed in good style."

Band has good sound and plays well on field. Excellent performance. Uniforms would help appearance."

The judge giving the band a third division rating commented: "This band is capable of Division One performance."

Too many mistakes here today. Band sounds good. Some out of step. Good spirit. Just too many goofs today."

The band will march in homecoming parade at West Texas State University Saturday afternoon.

Whittlin--

(Continued from Page 1) it and the crops, etc.

We asked him if he made regular annual or semi-annual trips here.

"No," he replied, "this is the first time I've been here for six years."

We both agreed that a lot of changes have been made here in the past six years.

He said that a good crop was made in his section of Illinois this year, too, and he was properly impressed with the good crops here.

We enjoyed his visit and hope he'll come back before six more years and that he'll continue to be a Blade subscriber, too. He indicated that he would. "I just kinda like to know what's going on around here," he said.

Mention of this year's Meadow football game reminds that several Bovina fans who attended the game got lost trying to get to the South Plains community.

We suspected that it might be hard to get to so we got the best directions we could obtain prior to leaving here. But Ray Carter, who was one of four making the trip in our car, became a self-appointed navigator when we got to Levelland and insisted there was a shorter way to go than the directions we had.

There was some reasoning to his argument and we figured we had plenty of time to get to the game, anyway, so we tried the "new" directions which were obtained from a Levelland service station attendant. Sure enough, we were lost in less than 20 minutes. After that much longer all we knew about our whereabouts was that we were in the area where they have huge cotton allotments.

But we kept going down the cotton patch turnrows in the general direction of southeast, figuring that was probably the right direction to get to Meadow.

About the time we all decided we were hopelessly lost and might even be too far southeast, we saw a road sign pointing to SMYER, "SNYDER!" one of the back



BOVINA MUSTANG BAND, which earned a Division II rating in contests at Canyon Saturday, led the homecoming parade.

seaters asked in half-believing bewilderment.

Snyder was too far southeast for us to be nearing even that trip, but we thought it was a good joke, anyway.

Being lost down in that flat cotton country isn't helped any by the fact that you can see for miles and miles in all directions. In that distance you're bound to see lights of several towns, but you have no idea of which one is the one you're trying to find.

And lonesome! We didn't see one moving vehicle from the time we left Levelland until we finally reached Ropesville and figured out the right road to Meadow.

Carter didn't much want the blame for our getting lost, but we insisted that he take it. But all's well that ends well and we arrived in time for the kickoff.

Homecoming --

rade competition was Ninth Grade's "Mary Had A Little Lamb." Seniors were third with their "The Old Woman Who Lived In The Shoe." (See pictures of parade floats in this issue of The Blade.)

The parade consisted of about a dozen floats, Bovina Mustang and grade school bands, horsemen, bicyclers and commercials.

A crowd estimated at 750 was on hand for the football game which climaxed the day's activities.

Other homecoming queen candidates were Tonya Ivy, Connie Vaughn and Carolyn Wilkerson.

Football hero candidates included David Anderson, Phillip Lloyd and Al Shamblin.

Pheasants Need Cover

County Agent Deryl Coker this week encouraged farmers, especially those who had turned pheasants loose on their farms, to leave some stubble during the harvest operations for the birds to use for winter cover.

"Farmers should leave some stubble and other cover, for the birds to protect themselves from wind and moisture during the winter," Coker said. "If everyone takes care of the wildlife, then we can build up some game in the county," he added.

The county agent pointed out that this winter is a critical one, and a good start is necessary. He pointed out that he had seen several of the pheasants, some with young birds, so it appeared that they will multiply in the county.

Coker reminded persons who purchased birds who still have the crates to return them to him or one of the committee members, so they can be returned to the game farm from where they came.

Also, he added, he urged farmers to watch out for snipers, and get a tag number if possible. "It's against the law for anyone to shoot the pheasants," Coker reminded.



"I'll always sing the praises of C and J Hobby. Their shop is tops when it comes to hobby supplies and advice. Go in and see for yourself!"

C and J Hobby and Craft Shop 902 Ninth - Bovina -

Ladies' Year Round DRESS COATS Most Are Laminated Only 11 Left Regular \$29.95 to \$34.95 Your Choice Only \$19.95 Williams Mercantile-Co. "Pioneers In Bovina"

GIVE a GIFT of GLASS GAINES HARDWARE CO. 'Nothing Knocks On Bovina But Opportunity'

Blade Sawdust by SUE MOTEN Homecoming day has reached the point of being quite a day in Bovina and we are happy about this success.

It seems that an air of excitement prevails over all the town making everyone a part of homecoming. It even makes concentrating on writing a column rather difficult.

Last week we spoke of foliage tours. When you are driving be sure to drive by the L. M. Grissom home and view the beautiful chrysanthemums.

When attending a college ball game recently we were amazed to see the sights. One fellow was trying to watch the present game, listen to another on his transistor and asking his wife about the scores announced by the loudspeaker. Now it really is a mind-wearing thing trying to keep up with all the games at one time and we noticed this fellow had a rather harassed look on his countenance at the game's end.

There are so many new houses being built in Bovina that the day is fast coming when a person asks you to come see him you're going to have to ask for his street address. Now always before in a small town when you're giving someone directions the proper procedure is to tell them to go to Aunt Mary's turn left, go to the school and turn right at Jake's then proceed to a white house with a green roof, now this isn't it, but go on until you reach the next paved street and it is the third house on the left, you know, just past Mrs. Brown's. Now this may sound familiar or far fetched to some of you but we have heard directions given in this manner quite often.

Teresa Kay Loflin Born In Hereford

Mr. and Mrs. Jerry Loflin became parents of a baby girl at 2:37 p. m. Thursday, October 17, at Deaf Smith County Hospital in Hereford.

She was named Teresa Kay and weighed 8 lbs, 10 ozs. She is the first child for the couple.

Grandparents are Mr. and Mrs. J. A. Loflin and Mr. and Mrs. Clyde Weatherly.

Mr. and Mrs. C. F. Loflin Friona, and Mr. and Mrs. T. B. Weatherly, Greenville are great-grandparents.

WMU Women To Muleshoe District Meet

Several local Baptist Women attended District Nine W. M. U. meeting Tuesday at First Baptist Church in Muleshoe.

Dr. McClung of Wayland Baptist College in Plainview was one of the speakers.

Mrs. Vernie Towns, district W. M. U. president presented a talk on her tour of Japan. Those attending from Bovina were Mrs. Joyce Lide, Mrs. Bobby Englant, Mrs. Ovid Lawlis, Mrs. Don Murphy and Mrs. W. W. Wilcox.

Hospitalized

Mrs. Charlie Jefferson was hospitalized Monday afternoon at Memorial Hospital in Clovis.

Warm-Dry-Comfortable SKI JACKETS Beautiful Colors Quilted Ladies' and Girls \$9.98 Men's and Boys \$17.98 BOVINA DRY GOODS 'THE STORE WHERE YOUR MONEY'S WORTH MORE'

Get Your Home Ready FOR WINTER With Aluminum Storm Windows and Doors High Quality Self-Storing Check With Your Farmer County Dealer Before You Buy Free Estimates, Of Course! Bovina Glass and Paint Co. Highway 60-Bovina-Pho. 238-4421

FRYER SALE Fresh Grade A FRYERS Lb. 28c Please Make Deepfreeze Orders In Advance BEEF By Half or Whole Cut, Wrapped and Frozen 49c STEELMAN'S QUALITY MEATS Phone 238-4281 First Street Bovina

BOVINA BUSINESSES 1963 Cotton Bowl FOOTBALL CONTEST

Join The Fun!
★
WIN
The Prizes



You May Win
Weekly Prizes
Of
\$5-\$3-\$1
PLUS
Grand Prize
Of Expense-Paid ★
Trip For Two
To Cotton Bowl
Game, Jan. 1, 1964

- ★ Expenses Include
- 2 Tickets To Cotton Bowl Game,
- Paid Hotel Reservations For 2 And \$55.
- For Food And Traveling Expenses

★
You Don't
Have To
Be A
Football
Expert!

★
Anyone Can Win!

Contest Rules

1. There are 10 high school and/or college football games listed in ads on this page.
2. Pick the team you think will win in each game and place the WINNER'S NAME beside same advertiser's name in the contest entry blank at bottom right of this ad.
3. Pick the score of the tie breaker game and place your guess in the appropriate blanks on the entry. The tie breaker game will not count on your won-lost record. It will be used only in case of a tie.
4. Winners will be named by the Monday following the contest deadline each Friday and they will be named by Saturday, if possible. Cash prizes of \$5 for first, \$3 for second, and third prize of \$1 will be awarded.
5. Tabulations of individual entrants will be kept all season and at the end of the season a grand prize winner will be named. Grand prize winner will receive two free tickets to Cotton Bowl games plus hotel, food and traveling expenses to Dallas and the January 1, 1964 football classic.
6. There is nothing to buy. No requirements other than to bring the entry blank, filled out, to the Blade office by 5 p. m. Friday of each week.
7. Only one entry blank may be submitted per individual. If more than one blank is submitted by an individual, all will be disqualified.
8. Tabulations will be available for public inspection. Members of Blade staff will serve as judges for contest.
9. Everyone, except employees of this newspaper and their families, is eligible to enter.

Turn This Blank Into Blade Office By 5 P. M. Friday

Bovina Businesses Cotton Bowl Football Contest ENTRY BLANK

Contestant's Name _____
 Address _____
 Tie Breaker (Pick Score) Bovina Happy at Bovina _____

Bonds Oil Co. _____	Charles Oil Co. _____
Parmer County Farm Supply _____	Bovina Wheat Growers, Inc. _____
Sherley Grain Co. _____	Okla. Lane Farm Supply _____
Cicero Smith Lumber Co. _____	Bovina Dairy Freeze _____
Bovina Gin Co. _____	3 - Way Chemical Co. _____

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 Member Of The Gulf Family Of Quality Petroleum Products

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 Hwy. 60 238-2271
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For All Your Farming Needs
PARMER COUNTY FARM SUPPLY
 "YOUR COMPLETE FARM SUPPLY STORE"
 Bud Crump, Mgr. - Pho. 238-2621
 BOVINA
 Vega at Lazbuddie

SHERLEY GRAIN CO.
 "Serving Parmer County Farmers The Year 'Round"
 Phone 238-2211
 Bovina
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REPAIR! REMODEL!
 Nothing Down - 60 Months To Pay
 Complete Line Building Supplies
Cicero Smith
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 Friona at Dimmitt

BOVINA GIN CO.
 • Top Quality Ginning
 • Fairness In Every Dealing
 • Sincere Appreciation For Your Business
 FM Road 1731 North
 Don Sides, Mgr. 238-4801
 Springlake at Kress

CHARLES OIL CO.
 Phillips '66' Jobber
 Philgas - Oils - Greases
 Gasoline - Tires - Batteries
 Phone 238-4531
 H.J. Charles - Bovina
 Texas Tech at SMU

Bovina Wheat Growers, Inc.
 "We Serve To Serve Again"
 Jim Russell, Mgr. 238-2411
 Not Everyone Belongs To A Co-op -
 But Everybody Benefits
 Baylor at A&M

Oklahoma Lane Farm Supply
 PHONE THARP 225-4366
 IT'S TIME TO TEST CASE.
 ... And When You Do We'll Present You With A Handsome, Dependable Timex Wrist Watch
 • Case Farm Equipment
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 Tulia at Canyon

Good Food And Drinks Reasonably Priced
 ★ Meet Your Friends Here Often
 ★
 Mr. And Mrs. Boyd Gilreath
 Hwy. 60 - Phone 238-2662
BOVINA DAIRY FREEZE
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3 WAY CHEMICAL CO.
 Call Us For
 Anhydrous Ammonia - Phosphoric Acid-Phosphate Extra - Dry Fertilizers
 OILS-GREASES-TIRES-BATTERIES
 --FARMERS' HEADQUARTERS--
 Bovina - Pleasant Hill Rhea
 Ed Hutto - Jay Harris - Joe Allen
 Arizona U. at West Texas

THE HIGH PLAINS FARM AND HOME

MRS. J. D. SANDERS IS BOOSTER OF HD CLUB WORK

BY CRYSTAL MOSS

A great booster of Home Demonstration Club work is Mrs. J. D. (Phyllis) Sanders of Friona, who is a charter member of the Friona Club. The club was organized some ten

years ago when Corrine Stinson was appointed HD Agent by the Commissioners Court, says Mrs. Sanders.

The county had been without the services of an HD agent for a number of years at the time and she recalls that it was through the combined efforts of Parmer County women that the services of Miss Stinson were secured.

Mrs. Sanders has served the Friona Club in each of the local offices and for the past two years has been serving as chairman of the county council. She also has served as council delegate and has recently been selected to serve as a member of the county executive board.

The old idea of club work being all cooking and sewing is a thing of the past, says Mrs. Sanders, adding that all phases of living are covered by the club program. Everyday problems are discussed by club members, helping the teen-ager meet and solve problems, classes on child care, and the latest in cooking and sewing are also a part of the club program.

In addition to the interesting designs for 200-600 hogs, From Farrow to Finish Behlen Pork Factory, Elevator Financing Available, Grain - Showrooms Farm Buildings, FRAMELESS METAL BUILDINGS, Spru-Gro Construction Co. PO2-4443 - 2208 N. Prince Box 48 Clovis See Howard or Andrew Chitwood

From Farrow to Finish Behlen Pork Factory

Elevator Financing Available

Grain - Showrooms Farm Buildings

FRAMELESS METAL BUILDINGS Spru-Gro Construction Co. PO2-4443 - 2208 N. Prince Box 48 Clovis See Howard or Andrew Chitwood

programs planned for the club members, one has an opportunity to meet new people, and do something for others in the community through club work. The Sanders family first came to Parmer County fifteen years ago, when Mr. Sanders, who is employed by the Department of Agriculture as an advisor to farmers in the area, was transferred to Friona from Littlefield.

At that time family members numbered four, her husband, Jay, Mrs. Sanders, and two sons, Ted and Tommy, David, the eight year old, was born in Friona.

Ted, the older son, is now teaching in Mountain Home, Idaho and is married to the former Beverly McSwain. They are the parents of a one year old daughter, Audrey Kaye, whom Mrs. Sanders says is too far away for the grandparents to have much chance to spoil.

The second son, Tommy is a sophomore at Wayland College and is majoring in mathematics. David is a third grade student in the Friona School.

In addition to club work Mrs. Sanders is an ardent church worker and has worked with Cub Scouts and Boy Scouts. The family are members of First Baptist Church in Friona.

Upon being asked the question "Did you work before marriage or did you attend college?" she replied that her mother was a widow and she was more help by staying home after she had completed high school and caring for two younger children in the family in order that her mother might work.

On numerous occasions she helped the family finances by working at clerical jobs in various stores before her marriage.

"I always had a desire to be an interior decorator or an architect," said Mrs. Sanders and with this in mind she took all available courses in art and mechanical drawing which were offered in high school.

Since joining the HD Club and



Mrs. J. D. Sanders, an ardent HD Club worker, is shown with a portrait of her young son, David, and on the easel a still life painting on which she is still working. She has recently completed the portrait, using a ladle knife for the work. In the other picture, Mrs. Sanders is hard at work on a landscape scene.

moving to Friona she became interested in painting as a hobby and she along with Jimmie Lou Wainscott, who was agent at the time, was able to enroll for a series of art classes with Julian Robles, well known artist from New York City who at the time was living in Amarillo.

She has since taken art instruction from Dr. Amello Cabellero, head of the art department at WTSU, Canyon, and is presently studying with Jean McGee, Hereford.

Although art is a hobby she has been able to finance all of her art studies through the sale of paintings, which consist of landscapes, still life, water scenes and portraits. Her home is filled with beautiful art work which she has done in the past few years. At the present time she is working on several still life paintings.

Other hobbies include cooking for the family and sewing. She especially likes to make desserts, adding that a favorite of her small son is chocolate cake, while other members of the family like only two kinds of cake and pie "hot and cold."

"Since I am five feet eleven inches in height it is extremely hard to buy clothing," said Mrs. Sanders and for this reason she makes most of her clothing.

In former years she made many clothes for her sons, especially shirts; however when they began wearing western shirts which are tedious to make and may be bought for the cost of making one, she discontinued the practice except for special occasions.

Last year Mrs. Sanders was named "Woman of the Year" by the Friona Chamber of Commerce and was presented with a bronze plaque of which she is justifiably proud.



Winners Announced In PP&K Contest

Winners in the annual Punt, Pass and Kick Contest sponsored by Friona Motors, Parmer County Ford dealer, were revealed last week.

In this contest youngsters of the area ranging in age from eight through 11 pit their knowledge of the game of football against one another for prizes. With a whole lot of skill and a little pinch of luck, the boys find out who is best.

A set of prizes for each age group was made last week, according to Oscar Baxter of the firm. First prize was a football jacket with the Dallas Cowboys emblem on it, second place winners took home regulation football helmets, and third place contestants were given footballs autographed by members of the Dallas Cowboys players.

Thirty-three boys participated in the contest this year. Following are the winners in each classification: EIGHT - YEAR - OLDS: Kevin Hargrove, first; Curtis Gable, second; Randy Snyder, third.

NINE - YEAR - OLDS: Grant Dukes, first; Brett Hargrove, second; Tommy Long, third. TEN - YEAR - OLDS: Don Fortenberry, first; John Hoover, second; and Willard Gene Snyder, third. ELEVEN - YEAR - OLDS: Gregg Hargrove, first; Billy Ross Proctor, second; and Jeff Price, third.

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See your LOCAL WELL MAN and let him get you some cheap water with a DRY ACID treatment.
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Complete Brake And Bear Front-End Service
TIRE TRUING
WHEEL BALANCED AND OVERLOAD SPRINGS
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Guaranteed Mufflers
20 Yrs. In Clovis
BOYD'S BRAKE SHOP
221 W. Grand PO3-4326

ADAMS DRILLING CO.
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LAYNE PUMPS, INC. DIAL 2921 PUMP & GEAR HEAD REPAIRS
Sales & Service Friona ALL MAKES Texas

Complete Automotive Machine Shop SERVICE
Valve Work - A Specialty
Crankshaft Grinding
MOTOR LAB
At Rear Of Elliott Auto Parts
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COLORS GOOD ENOUGH TO EAT!
CHERRY-BLUE-LEMON-DOUBLE KNIT
Justin McCarty serves up a youthful new fashion in the Robin Hood poncho suit. The three pieces are all 100% worsted wool imported double knit. The blouse with its interesting cuff and collar treatment is white. The zippered back jacket and skirt are delicious colors. Sizes 6 to 16.
THE FASHION SHOP
6th And Main Clovis
See Our TV Fashion Show Ch-12 10:10 P. M. Tues.

FOOTSAVING EDUCATION
by James E. Edwards

Were The Shoes Misfitted?

When we started sending reminder cards a doctor told us that it was an excellent idea. He said that he made a practice of asking patients when they had their last physical examination and the answer would be "oh you remember, Doc, a year and a half or two years ago."

The patients' record card would show that it was three, four, five or six years, Time files.

Recently a customer brought back a pair of shoes that, he said, were purchased six weeks ago. The shoes were too small and it seemed that we must have misfitted them. When we checked the child's record card we found that they were fitted more than four months ago.

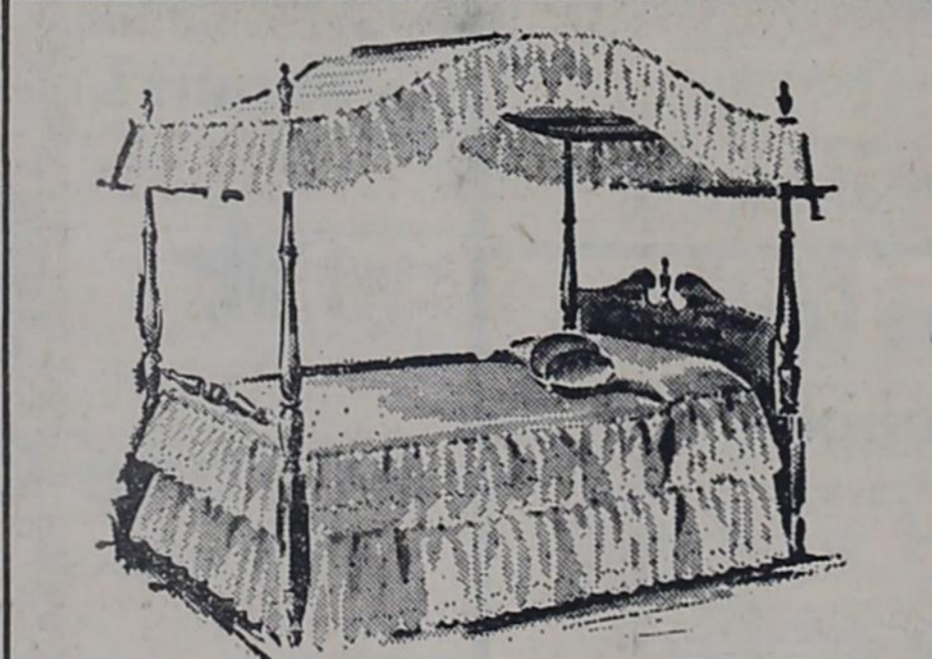
The father was flabbergasted. He said that he had been bragging about how fast his son was growing and had been happy to replace other outgrown clothing. He would have been happy to have replaced the shoes, too, but he just didn't realize that four months had passed so quickly.

Robin Hood Shoes.
Designed for Young America
Orthopedic Shoes Fitted To Your Doctor's Prescription
Edwards' SHOE STORE
512 MAIN
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5th at Mitchell PO 3-5581 Clovis, N. Mex.



Decorator Gittings...
This enchanting Ethan Allen Tester Bed is a direct descendant of the Tester Bed of the early 18th Century. Prior to 1730, American beds were merely simple frames strung with rope to support a mattress. After that the more fashionable Tester Bed, from which a valance was hung, came into use. The Tester Bed enjoyed a great popular vogue well into the 19th Century.
The Ethan Allen Tester Bed has a demure and welcoming warmth that make it a perfectly lovely addition in a girl's room, a master bedroom, or a guest room.
For open stock Ethan Allen Early American furniture by Baumritter and all the charming unusual accessories that go so wonderfully well with Early American, come in and see our vast collection for every room in your home. You'll find our staff is well informed and most interested in helping you solve your decorating problems. You'll enjoy planning for a delightful future in the past!

Shop Our Anniversary Sale ----- Now!
Buy Quality Furniture With Confidence
McGEE FURNITURE
511 N. Main Hereford

what's it COST?
Women, who before buying their electric ranges, thought it cost too much to cook electrically, have been pleasantly surprised at the bargain they bought. Some have noticed no difference in their electric bills. Composite figures compiled by engineers, however, show that the average is about 7¢ a day which includes breakfast, lunch and dinner for an average family — truly the kind of family bargain you've come to expect from modern electric service.
7 cents a day
ELECTRIC SERVICE...
the biggest bargain in your family budget!!!
SOUTHWESTERN PUBLIC SERVICE COMPANY



Perfect Partners For Your Plowing.
The New Farmall 706 Diesel Tractor
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Come By For A Demonstration. We Will Be Glad To See You!
PARMER COUNTY IMPLEMENT COMPANY
Friona Ph 2201

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 & GEAR
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 y

COURTHOUSE NOTES
 OCTOBER 7, 1963
 WD, H. Y. Overstreet, Western Way Homes, Lots 17 & 18, Blk. 45, Farwell
 Dr. William Beene
 Optometrist
 Phone 4051 13th. & Cleveland
 Friona, Texas (South Of Hospital)

REAL ESTATE LOANS
 • HOME LOANS
 Conventional
 F.H.A.
 G.I.
 Home Improvement
 • BUSINESS BUILDING LOANS
First Federal Savings & Loan
 HOME OFFICE 4th & PILE CLOVIS, N.M.
 BRANCH OFFICE 2nd & ABILENE PORTALES, N.M.

Hardt, Sect. 34, T2N, R2E
 WD, J. R. Sublette, Roy G. Clements, Sect. 34, T2N, R2E
 Abst. Judg., Metal Pro. Co., Inc., L. D. Gallini, S. R.
 DT, Gilbert Schueler, First Natl. Bank, Bovina, S. 120 A of N1/2 Sect. 36 & SE1/4 Sect. 37, Rhea "C"
 DT, William E. Thornton, Conn. Gen. Life Ins. Co., S1/2 Sect. 3, Synd. "A"
 ML, I. T. Graves, Floyd Brookfield, 65 A. of NW1/4 Sect. 18, T4S
 DT, Elvin O. Johnston, Prudential Ins. Co., W1/2 Sect. 3, Rhea "A"
 DT, Dee Owen, Hi-Plains, Lots 21 & 22, Blk. 21, Farwell
 WD, A. L. Glasscock, et al, Medlock Invest. Corp., Lots 11 & 23, Blk. 4, Ridgela Sub., Bovina
 DT, M. H. Feed, et ux, Prudential Ins. Co., W1/2 & part E1/2 Sect. 81, Kelly "H"
 OCTOBER 14, 1963
 DT, Parmer Co. Impl. Co., Amarillo, Natl. Bank, 4.81 A.

New & Rebuilt Electric Motors
 For All Purposes
 Electric Motor Rewinding General & Starter Service
Crown Electric
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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.

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

The Cottage
 SERVING "THE WEST'S BEST FRIED CHICKEN"
 Also Steaks And Sea Foods
 Boxed Orders To Go PO 3-4605
 Hiway 60 2 Miles West

NEWS FROM THE FARM BUREAU
 BY RAYMOND EULER
 "It is indeed appalling that some members of our society continue to deplore and criticize those who stress the Communist danger. What these misguided 'authorities' fail to realize is that the Communist Party, U.S.A., is an integral part of International Communism . . . public indifference to this threat is tantamount to national suicide. Lethargy leads only to disaster." (Quoted from an address to law enforcement officers by J. Edgar Hoover, Director Federal Bureau of Investigation on March 1, 1960)
 The American Farm Bureau, in the policy book of 1963, and several years previously, makes the following statement concerning Communism: "International communism is both an internal and external threat to the private competitive enterprise system. Communism is foreign to all the ideals of the free world. It would deny man's faith in God, his heritage of freedom, and his belief in justice and mercy. Farm Bureau is dedicated to the defeat of communist ideology." (This is only the first paragraph on this subject)
 Now we come to the Walter Reuther Memo (actually written by Victor R., his full brother) for Attorney General Robert Kennedy. One of the most unbelievable suggestions, which has already been implemented in some areas of the United States, was that the Federal Communications Commission be instructed to force radio and TV stations that carried anti-communist and religious programs, to give equal time to any organization that requested

it, in order that they might present 'their side of the story.' (We are very happy to be able to report that our Rep. Walter Robers and Sen. John Tower have voiced their opposition to this movement, and we hope you will write them your appreciation and request even stronger opposition).
 We would like for people of this area to know more about the above movement. We feel that this subject is important enough to merit your deep study, because it must be corrected before we concern ourselves with more trivial matters that may not even be publicly discussed if the directives of the Reuther Memo are carried out.
 CONSIDER THIS: A wicked man taketh a gift out of the bosom to pervert the ways of judgment. Proverbs 17:23.
 Most people would succeed in small things if they were not troubled by great ambitions.
 --Longfellow
 We have really everything in common with America nowadays, except, of course, language.
 --Oscar Wilde, English Author
 Steel buildings and other buildings insulated with rigid foam. Stops sweating 100%. Self extinguishing. Sound deadening, water proof. Recognized as the greatest insulation known to man. Guaranteed 20 years.
 Tank lining material. Stops all leaks. Prevents rust forever. Anyone can apply or we contract. Guaranteed 20 years.
 Stop all leaking roofs. For metal, concrete, wood and built-up roofs. Succeeds where all others fail. Guaranteed 20 years.
 Supplied only by Virden Perma-Bilt, 4014 Bowie, Amarillo, FL 6-2761 - serving 5 states with Fiberglass, Epoxy Coatings, Polyurethane liquid foams, Polystyrene foam boards any size.

PRE-HOLIDAY EXPANSION

Money Saving Sale

MEN'S CREW SOX
 * Orlon and Nylon
 STRETCH SOX
 *Regular Price \$1.50 Pair
 3 Pair \$2.88

Nylon Hose
 * SEAM OR SEAMLESS
 *Regular or Stretch 3 Pair \$2.44

ABSTRACTS
 See JOHNSON ABSTRACT COMPANY in Farwell Fast, Accurate Ph. 481-3878 Box 88

DOUBLE YOUR YIELD
 With Feed Lot Manure - Have 12,000 Tons Available From Farwell Feed Lots - From \$2.75 To \$3 Per Ton, Spread on Your Farm, Depending On Distance.
 Call M. T. Brown - RE6-6434, Portales, New Mex. Or Farwell Feed Lots - 481-3495.

WOMEN'S FLATS
 * One Rack Of Better Flats and Ties
 * All Wanted Sizes And Colors
 Now Only \$4.99
 * Values To \$10.95
 2 Pair \$9.00

PURSES
 \$2.99 To \$12.88
 *New Fall Styles and Colors
 *Every Purse In Stock Repriced To Sell At Once

WOMEN'S DRESS SHOES
 * New Wanted Fall Styles Reduced To Clear
 *All Wanted Sizes and Widths
 *Values To \$14.95
 Now Only \$6.88

MEN'S DRESS OXFORDS
 *Mens Higher Priced Oxfords Reduced To Clear
 *See These Values Today
 *Values To \$16.95
 Now Only \$7.44

BOYS' DRESS OXFORDS
 * Reduced To Clear
 * Sizes 3 1/2 to 6
 * Values to \$9.95
 Now Only \$7.44

Men's Wellington Boots
 Fine Quality Long Wearing Buy Now and Save \$11.77

WOMENS CANVAS OXFORDS
 *US, Kedettes In Many Wanted Styles
 *Values To \$5.95
 Now Only \$2.99

Edwards' Shoe Store
 512 MAIN ST. CLOVIS NEW MEXICO

Everything Goes * Nothing Held Back * Nothing Reserved

TAX PAYERS OF PARMER COUNTY TAKE ADVANTAGE OF YOUR DISCOUNT

3% IF PAID DURING OCTOBER
 2% IF PAID DURING NOVEMBER
 1% IF PAID DURING DECEMBER

This Discount Is On All State And County Taxes Collected By The County Tax Collector

Poll Taxes Now Due And Payable At Tax-Assessor's Office Or At Ethridge-Spring Agency In Friona

HUGH MOSELEY
 Tax Assessor And Collector
 Parmer County, Texas

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, Parmer County Chas. Lovelace (Re-Election)

FOR ATTORNEY, Parmer County Hurshel R. Harding (Re-Election)

For County Tax Assessor-Collector: Leona Moss.

Two Candidates Join Rainbow

Pat Taylor and Camille Hobbs were initiated into Rainbow Monday evening at Masonic Lodge Hall.

Following initiation refresh-

Club Meets

In Webb Home

Mrs. Bessie Webb entertained members of Good Neighbor Sewing Club Thursday afternoon at her home. During a short business session the group planned to make quilts for Girls Town as one of their projects.

They spent the afternoon completing tea towels to be sent to Girls Town. Refreshments of Spudnuts and coffee were served to guests. Those attending were Mrs. Earl Dean Boyd, Mrs. Alfred Mills, Mrs. Fred Langer, Mrs. T. J. Hopingardner, Mrs. Mable Newberry, Mrs. H. R. Looney, Mrs. Grady Hall and Mrs. Webb.

MYF To Conduct CROP Campaign

As has been the custom in Bovina for the past several years some Halloween "trick or treaters" will be working for CROP, Christian Rural Overseas Program, instead of conducting mischief.

Announcement that donations for CROP would be accepted again this year by Methodist Youth Fellowship was made by Mrs. Leon Ware, youth director.

The program will be conducted Tuesday evening, October 28.

Preceding the campaign the group will have a pizza supper at 6:30 p. m. at the church.

Mrs. Ware stresses that as little as 25 cents will give 10 children bread and milk every day for a month and as much as \$1 will provide over 300 pounds of food under this phase of the program.

ments were served. Halloween decorations were featured on the serving table from which cake and punch were served. Attending were Mary Coffey, Martha Coffey, Janice Prince, Peggy Eason, Carol Mast, Linda Johnston, Brenda Dinger, Linda Langston, Donna Dunn, Lindsay Staley, Mrs. A. M. Wilson, Mrs. Jimmy Wright, Mrs. Clifford Leake and Mr. Langston.

Mrs. Edens Hosts Widow's Club

Mrs. C. O. Edens hosted a covered dish luncheon for members of Widow's Club Friday at her home. During the afternoon guests visited.

Those attending were Mrs. Stella Stephens, Mrs. Ola Free, Mrs. Mel Gunn, Mrs. Pearl Walden, Mrs. Lillian Wheeler, Mrs. J. R. Caldwell, Mrs. J. Sam Gaines, Miss Ellen Reminsnyder, Mrs. Margaret Caldwell, Miss Rita Caldwell and guests, Mrs. Lady Armstrong, and Rev. and Mrs. Harold Morris.

Club To Have Art Program

"Appreciation In Fine Arts" is title of Bovina Woman's Study Club program Thursday to be presented at 3 p. m. at club house.

Mrs. J. H. Bartlett of Amarrillo will present the Art of Flower Arrangement and Mrs. Reagan Looney will present an exhibit of paintings from area artists. Roll call will be answered with "A Texas Woman Artist."

Hosting the meeting will be Mrs. Earl Stevenson and Mrs. Jack Clayton.

Visits Parents

Mrs. Art Vinyard and family visited recently in the home of her parents, Mr. and Mrs. A. E. Steelman.

160 A. Castro Co., improved . . . \$425
640 A. Sherman Co. Half section, Parmer Co. 240 A. Floyd Co., 66 A. cotton, \$465
3 bdrm. house in Bovina on paved street.
7000 A. ranch in SE Colorado. Cheap.
Half section New Mexico dryland, 6-inch water. Have other listings and will appreciate your listing. See . . . call

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Bovina Pho. 238-4451
17-tfnc

FOR SALE: One owner 1959 Ford pickup, F-100, 6-cyl., 3-speed, long wheelbase, wide bed, custom cab, trailer hitch, recent overhaul, good tires, priced to move. Phone 238-4273. 17-tfnc

FOR SALE: House to be moved. See Mrs. Pearl D. Hastings or Dean Hastings. 17-2tp

THE SEWING BASKET . . . now open at 410 Ave. F. Gifts, alterations and hand mending. Give us your orders for custom work. Polly Venable and Opal Venable. 15-tfnd

WANT ADS

N. E. Texas ranch, beautiful location on pavement with \$150,000.00 home, large lake around home with Pine trees, 1500 acres in ranch that is running 600 mother cows year round, \$430,000.00 with \$100,000.00 or less down, owner carry balance on long terms. Has additional 140 acre feedlot complete mill, etc. full capacity on yardage, cost plus basis. \$150,000.00 with terms. Can buy either or both.

320 acres in Okla. Lane, excellent land and water, well improved with large loan available. \$450.00

640 A. in Lazbuddie area for \$425.00 with large loan

320 A. with 2-8" wells, lays good, 106 milo base, one quarter just broken out. Area, \$285.00

640 with one 8" well, all grass to be broken out, half lays good, All waters. More to be rented, \$175.00 with 29% down, N. plains.

160 for \$200.00 within 3 miles of good town, good water area, fully allotted, lays good. \$10,000.00 down.

3 bedroom, 2 baths with garage, on pavement, good location, \$15,000.00 with \$13,000.00 loan approved.

See or call Jim Ware 238-2081
Leon Grissom 225-4368
Durward Bell EV9-2320 (Pleasant Hill)
Dean McCallum 239-2081

McCallum Agency First National Bank Bldg

FARMS FOR SALE

160 A--New 3-bedroom house, 8" well, tiled, well allotted. In perfect water-district.

160 A--Strong 8" well, tiled. Well allotted. Good terms, 5% interest.

160 A--On pavement, 8" well, 39 a. cotton, 19 a. wheat, 95 a. maize.

160 A--Strong 8" well, waters from one ditch. \$26,000 down, terms.

317 A--On pavement. Two sets improvements, 1 8" well, 1 10" well, tiled, 29% down, terms.

320 A--On pavement, 2 8" wells, tiled, 46 a. cotton, 94 a. wheat, balance maize. Priced right.

380 A--All in cultivation, 3 8" wells, tiled, Two-bedroom house, 29% down, terms.

315 A--2 8" wells, waters from one ditch, 20 years pay, 5% interest. . . .

All Listings Appreciated RAY SUDDERTH REAL ESTATE

Highway 60 Bovina, Texas Bus. Ph. 238-4361 - Bovina Res. Ph. 481-9064 - Farwell

Electrical Installations And Repairs

★ Plumbing Repairs

BOVINA ELECTRIC

Odis White - Pho. 238-3871

WHEAT PASTURE WANTED . . . R. T. Harbour, Bovina, 14-4tc

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

FOR SALE - 640-acre irrigated farm, directly by owner. Exceptionally choice, 3 irrigation wells. Approximately 4500 gals. per min. Rich soil; extremely level. 150 acres sugar beets; also corn, milo, wheat. 2 modern houses; large quonset; feed lots; etc. \$350.00 per acre. Liberal terms. P. O. Box 127, Sharon Springs, Kansas; or phone 852-4444, mornings or evenings. 17-1tc

Wheat Pasture Wanted

★

TRIPLETT CATTLE CO.

Pho. 238--2711--Bovina

FOR SALE Small Chest - type deep-freeze. . . . \$50, Upright Piano. . . . \$150, Lounger. . . . \$50, 2 Marble - Top Tables each. . . . \$15, 48-cup Coffee Maker. . . \$12.50 Howard Griffin, Ninth and C Avenue, Bovina. 16-2tc

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

FOR SALE--Used Kelyinator automatic washing machine in good condition, \$30, Mrs. Robert Edens. 16-2tc

BUY YOUR KRAUSE At Bovina IMPLEMENT CO. BOVINA IMPLEMENT CO. Hwy. 60 - 238-2541

FOR SALE: Turquoise formal, complete with hoop-size 5. like new.--Phone 238-2552. 17-3tc

FOR SALE: Good four room house with bath. To be moved, 26'x30'. Phone 5592, Friona, tfn

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For A Better Deal On A New Irrigation Motor, 413 Chrysler, Olds, Pontiac, GMC, Chevrolet or Case, and All Your Motor Repair See--

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Highway 60 East - Bovina

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Phillips Tips

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Bank Building
Phone 238-4381

Bovina Wheat Growers, Inc.

Jim Russell, Manager Ph. 238-2691

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Built with rugged Diene rubber

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Service Station
Highway 60 Bovina Phone 238-4331

Select Your Size and BARGAIN PRICE

Size 6.00-13 For Chev., Oldsmobile, Pontiac	1569* Black Tubeless Whitewall . . . 1869*
Size 6.50-13 For Buick Special, Lancer, Olds F 85, Corvair, Valiant	1669* Black Tubeless Whitewall . . . 1969*
Size 6.70-15, 7.50-14 For Chevrolet, Kaiser, Dodge, Mercury, Edsel Ford, Pontiac, Hudson, Studebaker	1569* 6.70-15 Black Tube-Type Whitewall . . . 1869* TUBELESS Size 6.70-15, 7.50-14 Blackwall . . . 1869* Whitewall . . . 2269*
Size 7.10-15, 8.00-14 For DeSoto, Mercury, Dodge, Nash, Edsel, Olds Hudson, Packard, Chrysler, Pontiac, Thunderbird	1969* 7.10-15 Black Tube-Type Whitewall . . . 2269* TUBELESS Size 7.10-15, or 8.00-14 Blackwall . . . 2169* Whitewall . . . 2569*
Size 8.00-15 For Cadillac, Lincoln, Continental, Olds, Packard, Chrysler, Buick Electra	2669* Black Tubeless Whitewall . . . 3169*

*Plus Tax and Trade-In Tire

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Charles Corn, Owner-Manager
Jon Lin Riddle

Phone 238-3181
Bovina

THE HIGH PLAINS FARM AND HOME - A SUPPLEMENT TO PARMER COUNTY NEWSPAPERS



MEMO-----

From The Desk Of
Douglas Land Company

To: All Business Men
Subject: Land In Parmer County,

We Believe That An Investment In Parmer County Land Will
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Our Company Is One Of The Oldest Real Estate Companies In
Parmer County. We Can Show You The Choice Farm or
Ranches As They Are Put On The Market. We Handle Loans
On Commercial, Farm And Ranch Property. Mr. Joe Douglas
And Mr. Ed Hicks Believe In Their Slogan

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THE HIGH PLAINS FARM AND HOME

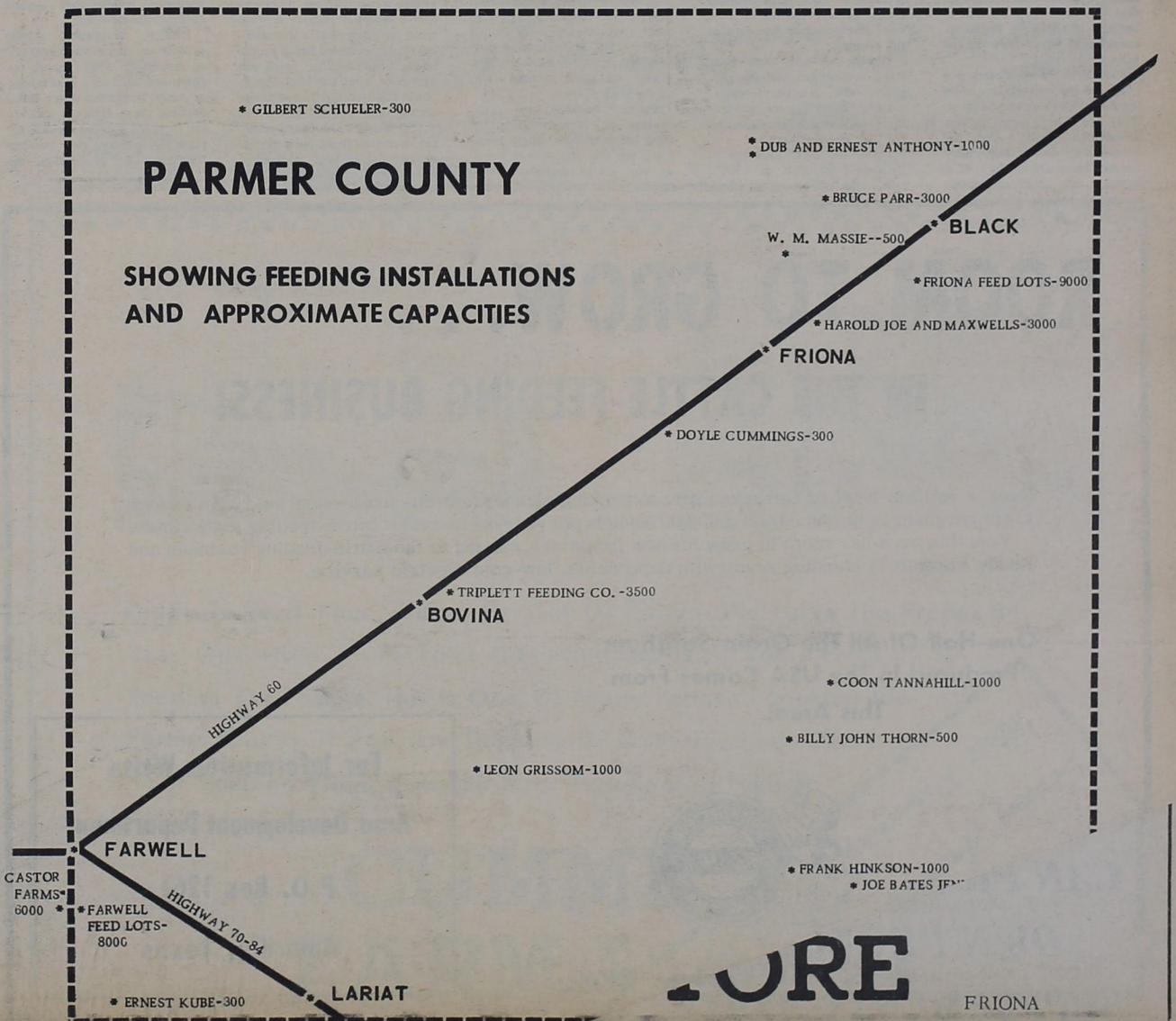
AGRICULTURAL SUPPLEMENT OF THE PARMER COUNTY NEWSPAPERS

Proudly Presents

THE 1963

FEEDERS SPECIAL

COINCIDING WITH THE 1963 CATTLE FEEDING TOUR OF THE WEST TEXAS CHAMBER OF COMMERCE



BEEF CATTLE RETURN: BUT IN A CHANGED WAY

By W. H. GRAHAM

The year was 1889. The cowboy reined his horse to a stop, stood up in the stirrups, and looked out across the vast expanse of open plains country.

What he saw he liked. The buffalo grass was good that spring. There was an abundance of grazing for the ranch's herds of lean Texas cattle.

This is a great cowcountry, he thought to himself.

More than two generations later, in what is called The Space Age, the cowboy's vision still holds true. It is great cowcountry, though not quite in the sense that he had imagined it.

Beef production is returning to the High Plains, and in a way that would amaze the ranchhands of another century. The whinney of the horses is being replaced by the snort of the diesel truck, and the open range that stretched from horizon to horizon is shrinking to the dimension of board planking and steel cable.

The horns from the cattle are gone and the animals are of an entirely different configuration. They are short, wide, and domesticated-looking. But the beefsteaks that they carry around even the cowboy of a bygone era could appreciate

with one casual glance.

The history of the High Plains is ridiculously short when compared with other parts of the world, or even much of this country. But amazing transformations have taken place in the past 60-70 years.

Until the great western movement of the nineteenth century in America, the High Plains was a vast sea of grass—a land of the Indian and buffalo. It was nature and man in perfect balance, with the grass supporting the buffalo and the buffalo supporting the Indians.

Man's first utilization of the High Plains was open range ranching, and the first fences to define private and political boundaries were run by the famous XII ranch, of which Farmer County was once a part.

In later years after the break-up of the enormous ranches of the Plains, settlers moved in, most of them encouraged by promotions coincident with the laying of railroad track. That was shortly after the turn of the century.

During this era, homesteads were staked out and the pioneers—who are the forerunners of today's generation of high efficiency farmers—put the plow to the Plains.

From the first attempts at cultivation through the 1930's row crops and broadcast wheat

took dominance in cropping practices, the High Plains earned its reputation as a good place to get rich or go busted—depending on whether it rained and how much.

In the 1930's there came a series of dry years (not unlike those of the 50's) which, coupled with the nation-wide depression, rocked the ranching-farming economy of the High Plains, but farming continued in spite of adverse conditions to make gains as the principal money-making activity at the expense of cattle production.

Really big wheat production came into importance during that era, with the advent of the combine, rubber-tired tractors, and large-scale planting rigs that fit ideally into the big-farm pattern of the High Plains.

This trend continued into the war years of the mid-forties and high prices for all crops accelerated the trend.

In the late 1940's there appeared the beginning of the most revolutionary development of all—irrigation—and it actually pushed livestock of all kinds just about off the map on the High Plains.

Farmer County's new generation of farmer—many of them in their 20's—came back from the war and went to work on the job of tooling up the family farms to highly efficient,

highly mechanized, and highly specialized production units.

They discovered that with the application of irrigation water to grain sorghum and cotton that yields could be increased amazingly. Overnight, the production of the High Plains was doubled—then tripled.

All of this time less and less emphasis was given to true farm diversification, and all of this time farm animals were diminishing in number. Horses, cattle, livestock, swine, sheep, poultry—just about everything that walked, ate, and required constant attention—appeared on the way out.

This trend reached its peak in the early 1950's when irrigation drilling rigs were running three shifts, seven days a week developing the tremendous underground water resources of the country.

During a period from 1953 through 1959 when farm crop prices were slipping, there was some agitation heard for the need to encourage a broader-based agriculture. Some people were beginning to catch the vision of what the High Plains could really become, and it was during this period that a few voices began to be heard pointing out the great built-in advantages that beef production offered an area such as ours was becoming at that time.

Nevertheless, things went along pretty much on the same theme of greater and greater concentration on cash crop farming and interest in beef production continued to lag.

In the late 1960's and into the 60's more and more was written and spoken about the astounding potential that was building up in the nation's demand for red meat—beef.

Several things began slowly to dawn on farmers, developers, and investors of the area. They realized, first of all, that the High Plains had become the greatest concentration in the world of feed grain growing specialists.

With expert cropping practices and the highly efficient agriculture that was developed on the Plains, they watched not only the acreage continue to rise, but the per-acre production as well, ever higher and higher to heights that seemed almost unbelievable.

Before irrigation, 1000 pounds per acre was regarded as average, 1500 pounds as good, and 2000 as a real bumper crop. Irrigation water itself doubled these figures, and after farmers started fertilizing, planting heavier, and pushing for maximum production, the

(CONTINUED ON PAGE K)

ROOM TO GROW... IN THE CATTLE FEEDING BUSINESS!

Over a million head of cattle are sent to packing plants from this area every year, yet enough grain sorghum is produced (250,000,000 bushels per year) to increase cattle-feeding eight times.

Yes, this area has room to grow for new industries related to the cattle-feeding business and Reddy Kilowatt is standing ready with dependable, low-cost electric service.

One-Half Of All The Grain-Sorghum
Produced In The USA Comes From
This Area!



For Information Write
Area Development Department
P.O. Box 1261
Amarillo, Texas

CATTLE FEEDING MEANS BETTER UTILIZATION OF ALL OUR RESOURCES



It's chowtime at Triplett Feeding Company in Bovina, and there's a long line of hungry faces for a ration calculated to produce fast gains at the least expense.

RETURN OF BEEF CATTLE

yield climbed and climbed.

Hybrid grain sorghums were introduced three years ago, and the yields took off on another amazing cycle. They are now hovering around the 5500-pound mark.

Farmers, in considering the possibility of getting back into beef production, also saw some other "naturals". They looked at the burgeoning markets of the West Coast and realized that this was the closest area able to serve that market with an almost unlimited amount of feed.

They noted the beef production of the Midwestern states and compared conditions there with those of this area and found the comparison more than favorable. All producers of the

Midwest must hazard a hard winter. In this part of the Southwest, on the other hand, winters are generally open and not anything like as rough as the producers in the Cornbelt must contend with.

They ticked off advantage after advantage, and more and more came to the conclusion that feeding out fat cattle was a "natural" if there ever was one.

Like all trends in agriculture, this one began slowly. And like most others, it is picking up momentum with each passing year. But the pendulum is definitely swinging toward the return of the cows to the High Plains, and even though circumstances are undeniably different, still it must be admitted that history is once again repeating itself.

Progress does seem to travel in circles rather than in a straight line.

FORWARD WITH FRIONA

- ★ Largest Town In Parmer County
- ★ Largest Business Community In Parmer County
- ★ Largest Selection Of Business Activities
Mercantile • Service • Agricultural
- ★ Largest Growth Rate In Parmer County
• Three New Business Openings In Past 30 Days.

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Ask Any Of Our Bank Officers.

FRIONA STATE BANK

FRIONA

"Serving A Great Irrigated Area"

TEXAS

SWPS Representative Sees Bright Future

Sam Thomas, agricultural development manager for Southwestern Public Service Company, Amarillo, believes this area has a very bright future in terms of cattle feeding possibilities.

Last year he conducted a survey for his company in the area it serves and found 396,229 cattle on feed at that time. An estimated 845,000 head of cattle were fattened last year in feed lots in SWPS trade territory.

Thomas is now in the process of making a new survey, and hopes to have it completed by the end of November. He expects a big increase in the number of feed pens and cattle being fed in them.

Last year Farmer County was one of the area's leading counties in this development, and he expects it to continue to be one.

Thomas estimates that there are over a half-million cattle on feed on the High Plains at the present time.

"The future for agriculture in Farmer County is one of the brightest in the area," points out Thomas, and he emphasizes that the potential in feeding cattle offers one of our greatest opportunities.

"At the present time we ex-

port a large part of our grain and a lot of it goes to California. I think the feeding industry in California is going to reach a saturation point because of the shortage of feed grain grown there, and that will give us a good chance."

He says the California operators, although they have numerous advantages, are troubled by high taxes, labor problems, and the high cost of real estate.

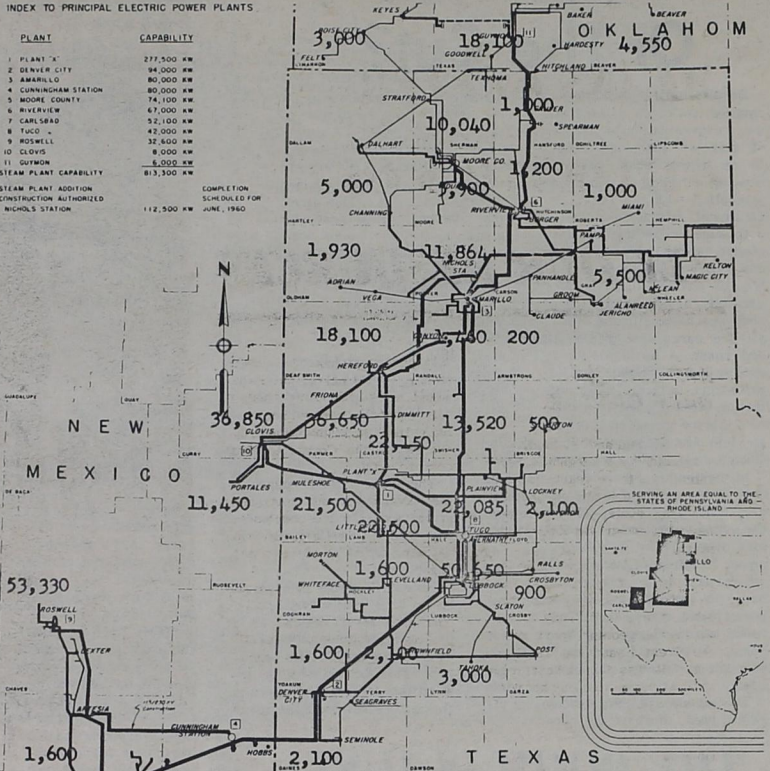
"And what's more those citizens out there don't like the smell of the feed lots," Thomas says, pointing out that isolation is a big problem in metropolitan areas.

Some of the problems that will have to be overcome here include a deficiency in roughage and protein. Also, Thomas says more killing plants are needed in this area.

But, generally speaking, Thomas is emphatic in forecasting a bright future for agriculture and especially cattle feeding in Farmer County. "Sitting right astraddle the Santa Fe and with all these other factors I don't see how you can miss," he says.

INDEX TO PRINCIPAL ELECTRIC POWER PLANTS

PLANT	CAPABILITY
1 PLANT 'X'	277,500 KW
2 DENVER CITY	94,000 KW
3 AMARILLO	80,000 KW
4 CUNNINGHAM STATION	80,000 KW
5 MOORE COUNTY	74,100 KW
6 RIVERVIEW	67,000 KW
7 CARLSBAD	55,100 KW
8 TUCU	42,000 KW
9 ROSWELL	32,600 KW
10 CLOVIS	8,000 KW
11 OUTRUM	6,000 KW
STEAM PLANT ADDITION	813,300 KW
CONSTRUCTION AUTHORIZED	
NICHOLS STATION	112,500 KW
COMPLETION SCHEDULED FOR	JUNE, 1960



TOTAL FEED LOT CAPACITY IN THE COUNTIES SERVED BY SWPSC 396,229 head.

THIS WAS S.W.P.S SURVEY IN LATE 1962

Farmer County ranks fourth in the Plains area according to number of feed lots, capacity, and number of cattle fed, according to a survey recently by Southwestern Public Service, which stated that it furnishes power to 59 of 225 feed lots surveyed, completed the survey November 28. This does not include the new feed lot now under construction near Friona, which would boost the county's standing at least one notch in each category when completed.

Farmer County was tied with Castro County with 14 feed lots in operation. Leading the list was Chaves County, New Mexico, with 29. Curry County, also in New Mexico, had 22, followed by Hale County with 16.

Chaves County also led in lot capacity with space for 53,330 head of cattle. Next came Lubbock County, 50,650; Curry County, 36,850; and Farmer County, 36,650.

Lubbock County led all in the number of cattle fed with 121,850. Second was Chaves at 95,415, and third was Curry with 92,075. Farmer County's figure was 84,600.

Following is a table showing the total by county:

NUMBER OF LOTS	
Armstrong	1
Bailey	4
Beaver (Okla.)	11
Briscoe	1
Castro	14
Chaves (N.M.)	29
Cimarron (Okla.)	4
Crosby	1
Curry (N.M.)	22
Deaf Smith	10
Eddy (N.M.)	3
Floyd	6
Gaines	4
Gray	1
Hale	16
Hansford	1
Hartley	1
Hockley	3

Hutchinson	1
Lamb	3
Lubbock	9
Lynn	1
Moore	3
Morton (Kan.)	4
Oldham	2
Farmer	14
Potter	9
Randall	5
Roberts	1
Roosevelt (N.M.)	10
Sherman	6
Swisher	13
Terry	2
Texas (Okla.)	9
Yoakum	2

Lot Capacity	Number Cattle Fed*
Armstrong	200 600
Bailey	21,500 43,000
Beaver	4,550 12,600
Briscoe	500 500
Castro	22,150 43,450
Chaves	53,330 95,415
Cimarron	3,000 9,000
Crosby	900 400
Curry	36,850 92,075
Deaf Smith	18,100 36,200
Eddy	1,600 2,200
Floyd	2,100 4,050
Gaines	2,100 4,200
Gray	5,500 12,000
Hale	22,085 38,285
Hansford	1,000 5,000
Hartley	5,000 11,000
Hockley	1,600 3,950
Hutchinson	1,200 3,000
Lamb	22,500 53,000
Lubbock	50,650 121,850
Lynn	3,000 6,000
Moore	5,900 21,500
Morton	1,200 3,400
Oldham	1,930 2,800
Farmer	36,650 84,600
Potter	11,864 21,815
Randall	1,460 2,050
Roberts	1,000 2,500
Roosevelt	11,450 25,100
Sherman	10,040 13,600
Swisher	13,520 21,300
Terry	2,100 4,300
Texas	18,100 41,700
Yoakum	1,600 3,200
TOTALS	396,229 845,640

The PICK of The PLAINS is
PARMER COUNTY
 The PICK of The COUNTY is
FRIONA

For Your Future Investment In Land In
 Parmer County Or In The Friona Area
 Let Us Assist You. Our Firm Is Owned
 And Operated By Men Who Know
 And Understand LAND And PROPERTIES

**DEAN BINGHAM
 LAND COMPANY**

Ph. 8711

Main St. and US 60

Friona, Tex.

**GRAIN-FED BETTER
 THAN GRASS-FED**

Chamber Visits Parmer Operations

Officials and members from the West Texas Chamber of Commerce will be the guests of Parmer County next Tuesday, when the annual Livestock Feeding Tour sponsored by the Chamber tours this area.

Six busloads of delegates will leave from Lubbock Monday and travel toward this part of the Plains. They will spend the night at the Holiday Inn in Clovis and leave to have a look at Parmer County Tuesday morning.

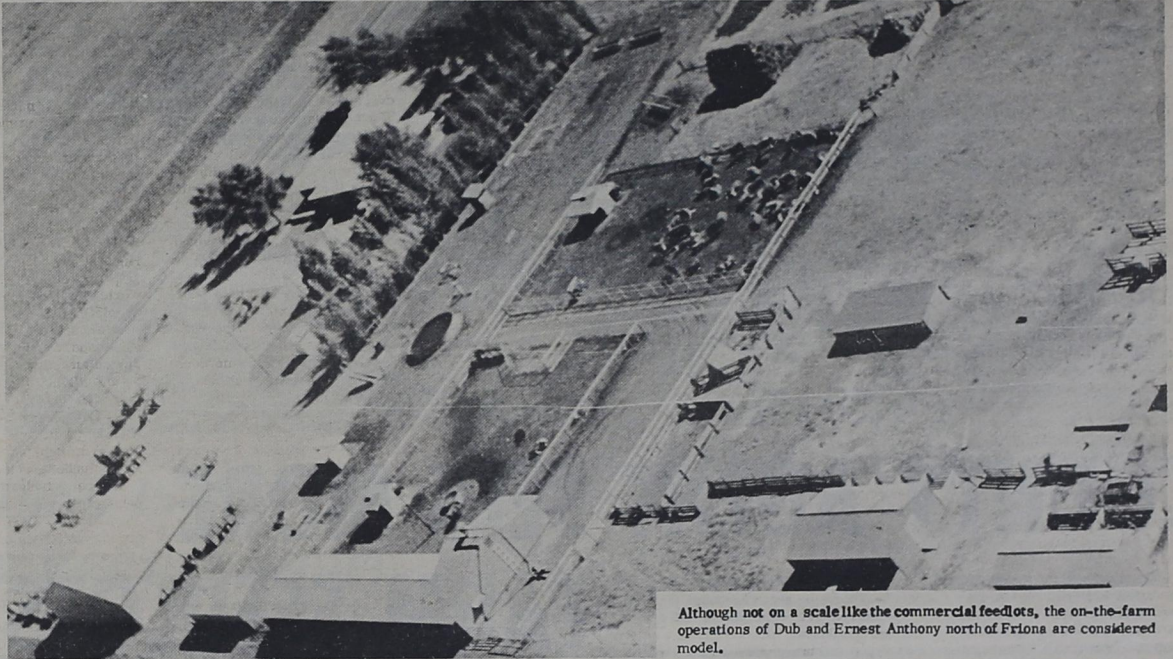
The visitors will tour the Farwell Feed Lots and Castor Farms at 8:30, and at 10:15 are scheduled to be at the Anthony feed lots north of Friona. From there the tour will continue to Hereford. After lunch it will go on to

Amarillo.

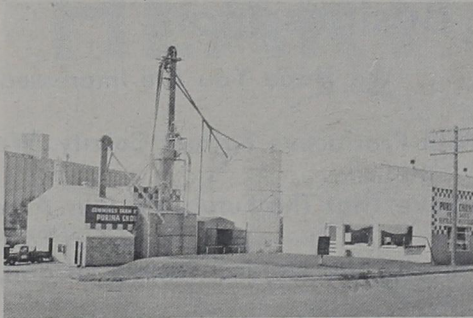
A fee of \$57.50 is levied on those who wish to go, and includes transportation, lodging for two nights, lunch for three days, reception and dinner for two evening, tips and gratuities.

Breakfast is not included.

Area people who might like to get in on the inspection can make reservations by writing or calling the West Texas Chamber of Commerce office in Abilene.



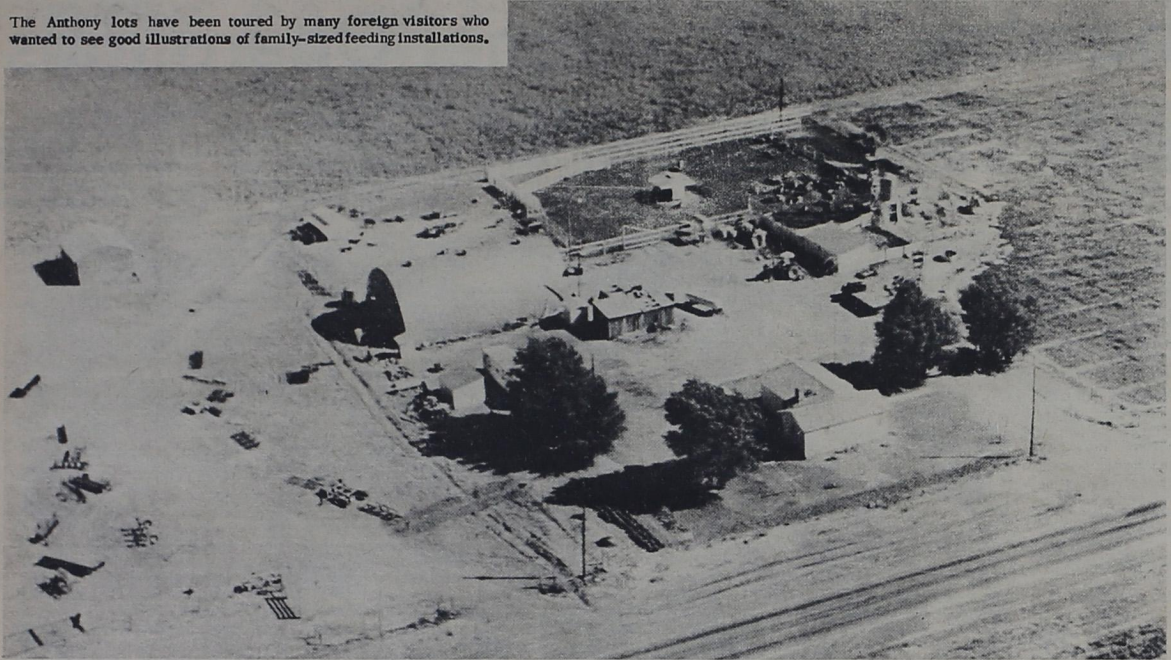
Although not on a scale like the commercial feedlots, the on-the-farm operations of Dub and Ernest Anthony north of Friona are considered model.



Ready To Feed Your Cattle-- Dry Lot Or Pasture We Have The Proper Ration For Your Operation. Many Folks Are Increasing Their Cattle Profit By Supplemental Feeding On Pasture. This Is One Of Many Forward Looking Ideas Underway In Parmer County. If You Are Thinking Of Cattle Feeding--Dry Lot Or Pasture Discuss Your Feeding Plans With The Most Experienced Feed House In Parmer County.

CUMMINGS FARM STORE

The Anthony lots have been toured by many foreign visitors who wanted to see good illustrations of family-sized feeding installations.



COUNTY AGENT SEES MORE FARM FEEDLOTS

"The biggest thing wrong with the cattle business in our area is lack of education. People just don't jump in without some experience."

That is the thinking of Deryl Coker, Farmer County agricultural agent, when asked about the future of beef production for his area.

He feels that this is one of the main limitations of development of cattle feeding (though not the only problem), but that it will be a matter of time until the growth pattern can feed on itself from experience.

However, he doesn't diminish the prospects for the development that is now underway.

"We're going to have a lot more farm feedlots," he says flatly, "We have an abundance of feed, and as things become more competitive, we will utilize this feed more through cattle."

"We have wheat pasture. We can raise ten times as many head of stock as we raise now."

The county agent points out that wheat pasture alone will command a price of around \$10 an acre for grazing. Taking the county's 100,000-acre wheat planting, that income alone can account for a million dollars of gross farm income if completely utilized.

The county agent also points out that there are other things already "built in" Farmer County farms that fit perfectly into a cattle feeding program. He mentions that stalks can be grazed before being plowed down.

He adds that soon the area will be producing sugar beet tops for ensilage and will have the pulp for roughage.

Sugar beet production, as it has proved in other areas, naturally fosters the production of beef. It fits hand-in-glove with a feeding program.

"Our farmers will really have a good chance at this thing with beet tops, pulp, and our big grain sorghum supply," he predicts.

Coker, like others watching the trend to cattle feeding, senses the emphasis that will be placed on grass as well as lot feeding.

"With the allotment programs we now have, we are going to have some idle acres every year," he says. "These can be planted to improved grasses and the average farmer can grow calves up to feedlot size and then move into the feedlot to finish them."

Feedlots like a calf that weighs around 600 pounds. They will finish him out at from 850 to 900 pounds.

Coker emphasizes the strong basic agricultural economy that underlies Farmer County and has made it the state's leader in wheat, grain sorghum, and cotton production, on an acre-yield basis, and the leading county in the state in per capita farm income.

From this springboard it is only natural to expect progressive farmers to branch into profitable diversification such as beef cattle production.

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Beef By The Side Or The Cut?

Despite today's trend toward smaller packages of food and more convenient foods, the sale of quarters and sides of beef is on the increase, says Ed Uvacek, livestock marketing specialist, with the Texas Agricultural Extension Service.

In some cases, says the specialist, buying beef in this form can save the consumer money, but he advises them to look carefully at the economics of such purchases. Unfortunately, all the carcass is not steak and roast. A large portion is cutting loss, fat, bone and low price cuts. In fact, Uvacek says that it takes about 2.16 pounds of a Choice grade live animal to yield just one pound of U. S. Choice beef in a retail store.

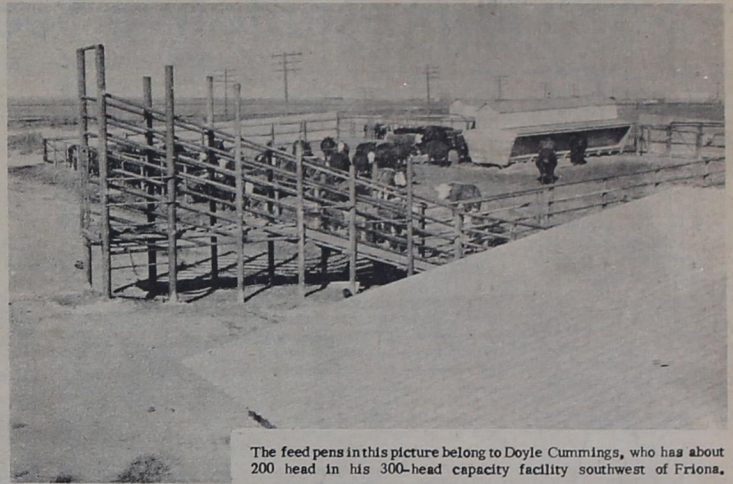
In making the decision whether to buy a side of beef, first determine the price of each of the major retail cuts at the local food store. These cuts are rib roast, 8 percent of the carcass; chuck roast, 19 percent; ground beef, 18 percent; T-bone and porterhouse steak, 6 percent; round steak, 10 percent; rump roast, 5 percent; sirloin, 8 percent; and stew beef, 6 percent.

To compute the total cost of retail beef, multiply the per-

centage of each of the cuts by the price of that cut in the retail market, explains Uvacek. Then add these individual costs and divide the total by 80 percent, the carcass minus bone, fat and cutting loss. This gives the average retail cost per pound if the beef were purchased over the retail counter.

To compare this price with the one quoted for beef by the side, first divide the price per pound of side by 80 and add the price for storage of the meat, about 5 cents per pound. To decide if buying beef by the side is really a bargain, compare this figure with the retail price per pound, says the specialist.

Other factors to be taken into consideration when buying a side or quarter of beef are to make sure that the same grade is priced in both cases, storage costs may vary tremendously, and remember that processing, cutting and wrapping is assumed to be included in the original quoted carcass price given by the dealer. Also, many low priced cuts, such as flank, plate, brisket and short ribs are included in the ground meat or stew meat percentages, says Uvacek.



The feed pens in this picture belong to Doyle Cummings, who has about 200 head in his 300-head capacity facility southwest of Friona.

High Grading Not Always Highest Selling

High grades of beef do not necessarily sell for more than lower grades, says a new publication of the Texas Agricultural Extension Service.

Cattlemen know that in most cases the price for "Choice" cattle is higher than the price for "Standard" grade cattle, though the price ranges of each grade overlap the others. L-607, "Effects of Grades, Weights, Buyers on Beef Carcass Prices," explains that this means that some lower grade cattle bring better prices than the next higher grade.

Reasons for this difference, according to the publication, include the fact that if one grade

of beef is desired more than another, the price bidding for that grade increases. This desire depends on how much each type of buyer wants that particular quality carcass, it says.

The method of carcass distribution also has a tremendous effect on the final wholesale price. Beef sold through restaurants, chain stores and small butchers normally sell for different prices and though the final destination of some beef is not known, the type of buyer purchasing it gives a clue.

The weight of the carcass has an effect on the price as well, according to L-607. Buyers will pay more for top Good

carcasses than for average or low Goods, and will pay more for lightweight carcasses than for the heavier ones. Also, different buyers with different needs will demand different weights and grades of beef.

In establishing the final sale price demand for different grades, buyers, grades and weights all affect the selling price of carcasses. To the cattle producer, the packer-wholesaler and the retailer, these factors are important and their final goal is providing the consumer with fresh, wholesome, high quality beef at a price as close to the actual value as possible.

THE BOOM IS JUST GETTING STARTED

FARWELL--COUNTY SEAT OF PARMER COUNTY

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★ NEW INDUSTRIES

See The New Southwest Regional Plant Being Built By Gifford-Hill Western In Farwell.

★ NEW HORIZONS

See The First Large Scale Feed Lots In Parmer County Built South Of Farwell.

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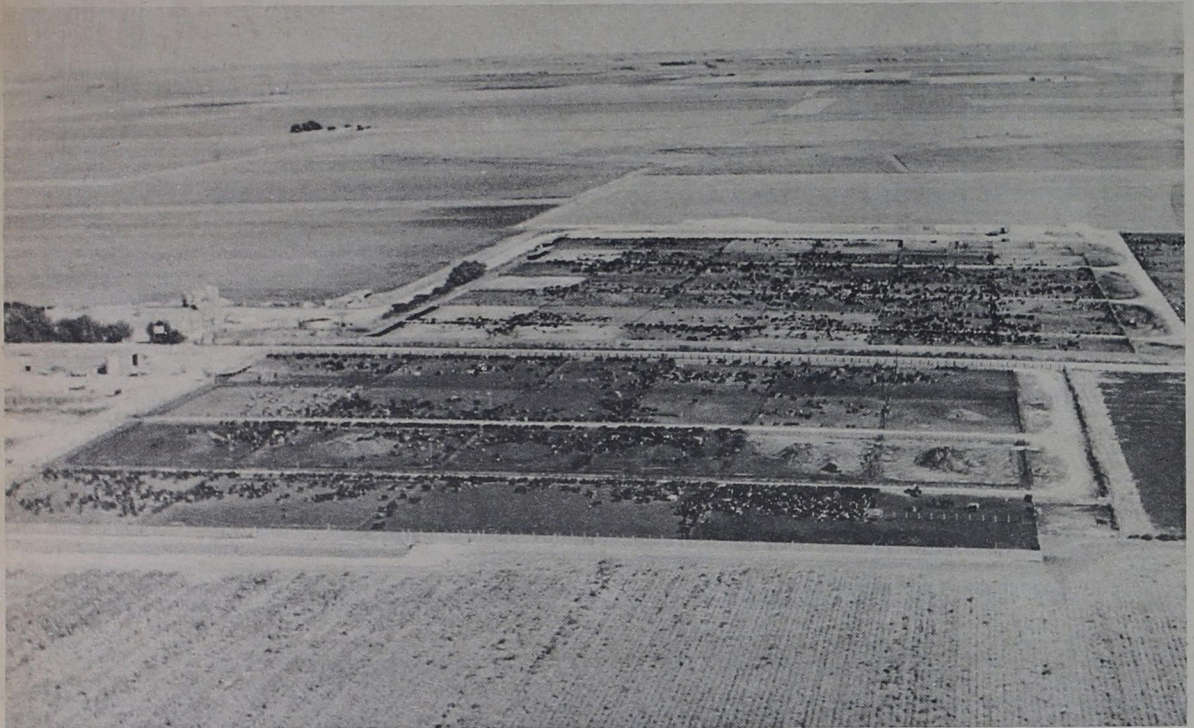
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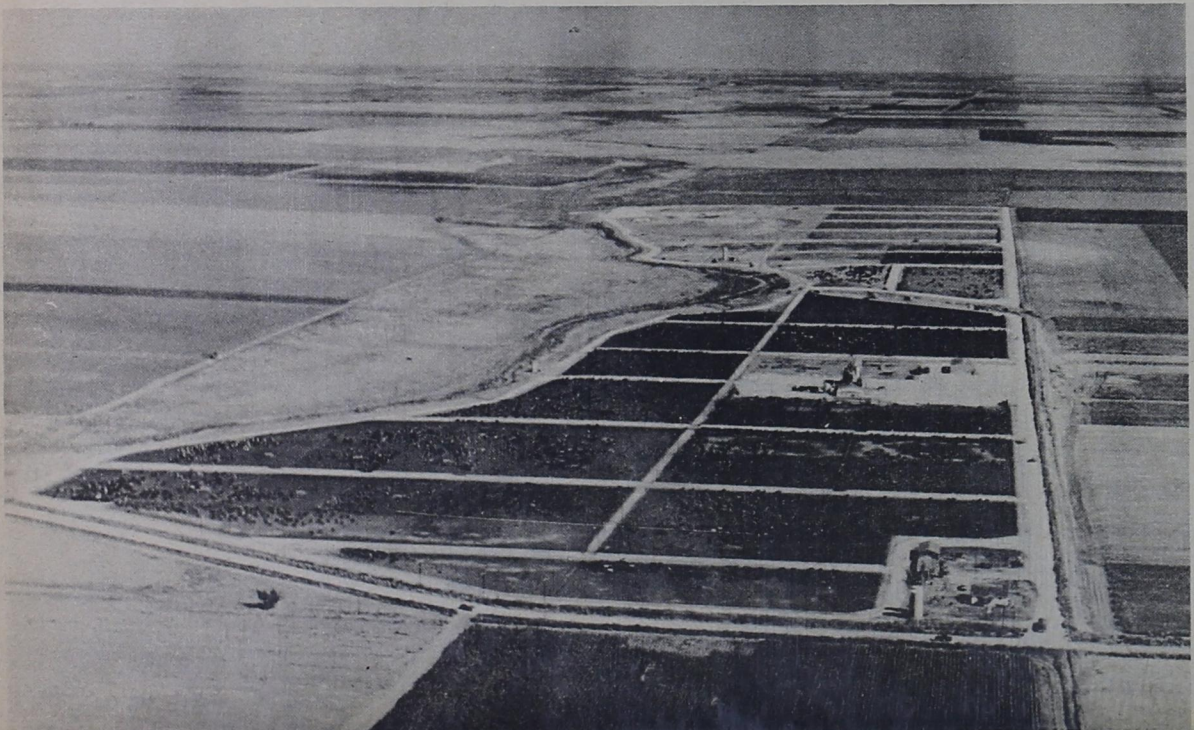
FARWELL, TEXAS



FEEDING IS OUR NEW AGRICULTURAL HORIZON



The "big daddies" of the cattle feed lots in Parmer County are the commercial installations, which do custom feeding on a highly specialized basis. Here feeding is reduced to a science although when working with any animal, there is still some of the "cowman's art" left in. The twin business of Farwell Feed Lots and Castor Farms, above, represent the biggest concentration in the area, with 14,000 head capacity. The state line divides the two enterprises. In the lower picture is a view of Friona Feed Yards, with a present capacity of 9,000 head. Note the expansion being built on near the top of the picture. When completed the Friona installation will boast 17,000 head.



Banks View Trend As Feeding Grows

The bulk of the production capital for all agricultural enterprise in the Farmer County area comes from commercial banks--known in their own industry as "country" banks.

Commercial banks have played a key role, therefore, in the farming changes that have taken place on the Plains, and they are especially sensitive to the needs, problems, and opportunities of the 1000-odd farming units in the county.

Banks have been taking note of the increasing interest in beef cattle production, both on a commercial feedlot and an on-the-farm basis. They have helped finance the development of both.

Joe Jones of Security State Bank in Farwell has the benefit of having come from the county agent's position to his present post and has been watching the trend to cattle feeding and production for several years.

Jones not only shares the general enthusiasm for this trend, but he has actively participated in it, having pastured and fed some cattle himself.

Looking to the future of cattle feeding in the area, Jones points out that limitations that might

restrict other parts of the country can be licked here.

"When we get to feeding a lot of cattle, roughage is going to get to be a big factor," he predicts. But he feels we can overcome that. Cotton hulls are now being consumed, but in a few years the need for roughage from that source may be fully developed.

"But a shortage of hulls needn't limit our production," he says. "The production potential of roughage is untouched."

Jones points out that the Farmer County area has already demonstrated its ability to produce large quantities of ensilage. Hay can also be grown with few problems, although it is a high water-use crop. Sugar beet production, which appears to be headed this way, will generate some roughage also.

These items in a feeding ration, coupled with home-grown grain sorghum, are key considerations in considering beef production.

The influence of the new Swift processing plant in Clovis, which is now slaughtering around 1700 head a week, is having a beneficial effect on the market, Jones

says, and such industrial installations as this are bound to have a permanent influence on development on this phase of our economy.

A recent survey of loans made by the Friona State Bank revealed that between one fourth and one third of all the notes held by the firm can be classified as cattle loans.

This is a big upturn from a few years back, says Frank

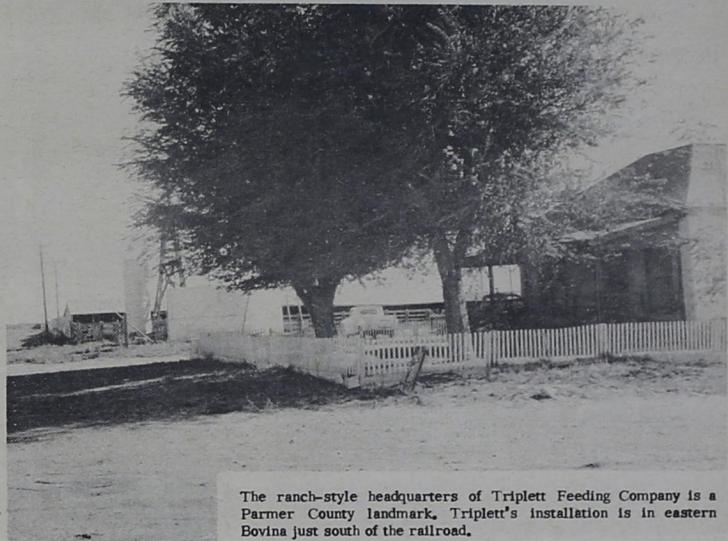
Spring, bank president. Most of the increase, he adds, have been in the "small" ventures where from 30 to 60 head of cattle are invested in.

"We'll see a lot more cattle go on grass and then go to the commercial lots for finishing out," predicts the official. He says, "Not many farmers want to go into commercial (or fat) feeding themselves. They find that the big feed lots can beat them and that the best thing to do is

to handle some pasture cattle and leave the finishing to the experts."

Spring also feels that some pasture will purposely be created for just this use. He says he has heard plans of several farmers to make use of shallow lakebeds and other rough areas unsuited to irrigation for this purpose.

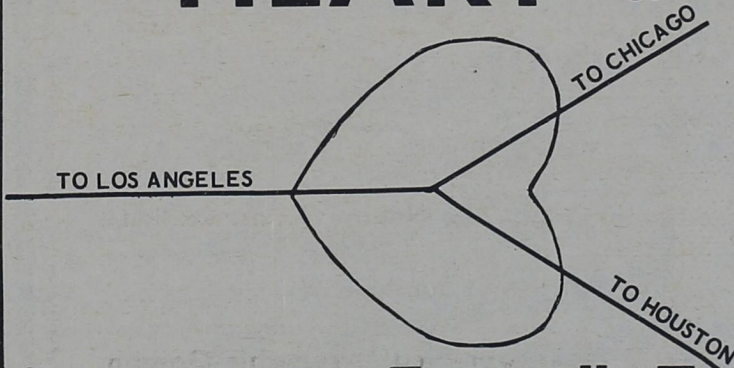
Of the trend to beef production, Spring says, "It's a good program," and feels that the country will benefit from it.



The ranch-style headquarters of Triplett Feeding Company is a Farmer County landmark. Triplett's installation is in eastern Bovina just south of the railroad.

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PROFIT POTENTIAL OF BEEF GOOD IN LONG PULL

Farm Store Rides Trend To Feeding

The cattle-feeding farmer has to have some sources of supply, and one of the businesses in the Farmer County area capitalizing on this fact--and counting on a growing demand in this field--is Cummings Farm Store of Friona.

Doyle Cummings, manager, says, "It's been plenty rough the past twelve months--but the interest is still good." He had particular reference to the cattle market, which has shown considerable weakness since reaching its peak early in the year.

A fluctuating market is one of the variables in producing beef that every farmer-stockman must contend with, and often there isn't a whole lot he can do to protect himself.

Unlike commodity prices for most crops, the beef cattle market is not supported directly by government activity, and a measure of stability that characterizes "land" farmers is traded for the pains and rewards of a price structure that ebbs and flows with demand and supply. It's a good bit different from straight farming.

An average pen of cattle grading good and choice steers now will bring from \$23.75 to \$25.00 per hundred, which is off more than a dollar from earlier this year.

Cummings says that on the average the market swing will be within a range of \$5.00 in a year's time--measuring the peak

from the bottom.

Cummings operates a general farm and supply store, as well as a custom grating and mixing mill. The latter was built as an addition to the business three years ago, and a farm delivery truck was purchased to enable the firm to deliver a formula of feed right to the feeding pens of its farmer-stockmen customers.

Right now the Friona business is servicing 10 finishing operations, and there are around 1100 cattle in feedlots in the customer area that Cummings serves.

The farm store's main business will be with the individual farmer, and Cummings sees a big upturn in what he calls the "pasture cattle business" which fits into the average-size farm's management planning quite well.

The store operator points out that with this type operation the average-size farmer can get into the beef production business on a moderate scale without great risk and investment.

He nearly always has some pasture and some stubble grazing on hand, and with these naturals he can run a few head of cattle up until they are ready to be finished, and then deliver them to a commercial feed lot for finishing out for the fat cattle market.

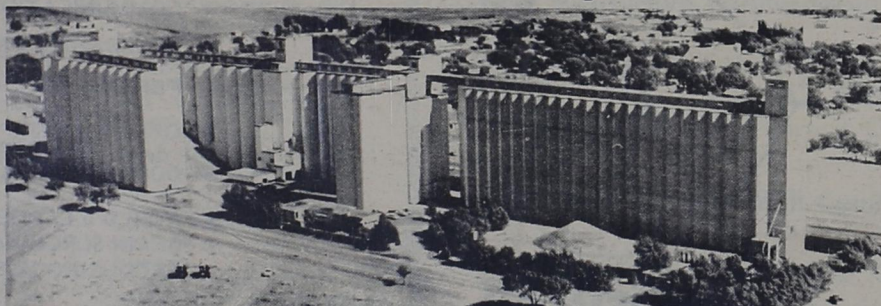
In this way, his investment in the stock is kept to a minimum, and it is "pretty hard for him to get hurt" even if there are reversals in the market.



A business that the trend to cattle feeding is helping grow rapidly is the mill and delivery facilities of Cummings Farm Store in Friona. The trucks are used to haul a finished ration (custom ground and mixed to individual feedlot formula) to the customer's location.

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