

HOME COMING

For Bovina High Ex-Students Scheduled Friday

The Bovina Blade

"In The Agricultural Center Of Parmer County"

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THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

WEDNESDAY, OCTOBER 16, 1963

BOVINA, TEXAS

VOL. VIII, NO. 16

WHITTLIN'

BY DOLPH MOTEN

Without a doubt, it's more human to complain than to agree.

And it's easier to criticize than to defend. That's the reason, you'll notice, that the Republican leaders, and everyday members of the party, are having a field day in attempting to tear down the popularity of the present Democratic administration.

With an election year coming, that criticism, unfounded as it may be, and that complaining, without a reason, will become louder and louder.

Truth of the matter is, of course, the present administration has been about as successful as the most optimistic citizen could have hoped one would be, no matter which side won, back in the election year of 1960.

Our economy is stronger, our standard of living continues on the upgrade, war has been evaded, none of the religious conflicts which were predicted in regard to the president have come true, and things in general are going so well in comparison to what the Republicans predicted it would that they must be embarrassed!

A tax cut is even looming on the horizon.

The Republican party, which is backboned by big business, is the one which has cried about high taxes every since we've been old enough to read a newspaper. Then, when a Democratic administration comes out in favor of a tax cut, who hollers... and complains... the loudest? The Republicans!

Makes us wonder what could be done to cure their chronic bellyache.

Instead of trying to do something about it, we think we'll just continue to vote Democratic and let 'em ache. They do a better job of that than anything we know of. And it hasn't been so long ago when they were in office that farmers and a lot of others can't remember when they were "in" for a couple of four year terms.

Still another four years of the same, only more of it, made it look from here as though things were going to get worse before they got better.

Political speeches will become more and more frequent during the next several months. Think about how easy it is to knock the other fellow when you hear them and read about them and remember at the same time how hard it is to offer something worthwhile.

One of the secrets to writing a column, we read this week, is to sit at your typewriter until beads of blood pop out on your forehead.

Our question is: "Yeah, So. What do you do then?"

UNOFFICIAL REPORT DEPARTMENT: One of the Texas Tech students who wrote the letter which appeared here last week in regard to Tech's football game with Texas A & M commented following Tech's 35-3 loss to T. C. U. Saturday night, "What are we going to write to The Blade THIS week?"

Last week's football contest was the worst we've seen in the five years or so we've been connected with such as far as wholesale missing was concerned.

The Duece Club, which had only one member early in this year's contest and then another joined about the third or fourth week, is now seeking a larger building in which to hold meetings. You'll remember that a

(Continued on Page 2)

Announce Queen, Hero Candidates

A homecoming queen and a football hero will be named in pre-game ceremonies Friday night.

This portion of homecoming activities is scheduled to begin shortly after 7 p.m.

Homecoming queen candidates include Mary Ann McKinney, senior; Tonya Ivy, junior; and Connie Vaughn and Carolyn Wilkerson, sophomores.

Football king candidates are Phillip Lloyd and Tally Kelso, seniors; and David Anderson and Al Shamblin, juniors.

Christmas Card Project Dropped

Christmas card project for Bovina has been dropped by Bovina Woman's Study Club.

Decision to discontinue plans for the project was made at a meeting of a Study Club committee and representatives of other organizations in the community Monday night.

Only four people attended the



QUEEN CANDIDATES -- One of these four Bovina High School girls will be crowned homecoming ceremonies prior to the Bovina-Hart football game Friday night. The ceremonies are slated to begin shortly after 7. The candidates are, left to right, Connie Vaughn, Tonya Ivy, Mary Ann McKinney and Carolyn Wilkerson.

FRIDAY AFTERNOON --

11 Floats In Parade

Eleven floats were entered in Friday's homecoming parade. This part of homecoming activities will begin at 2 p.m. Themes of the floats will be nursery rhymes.

Entries announced at press-time included Rainbow Girls, "Miss Mary," Seniors, "The Old Woman Who Lived In a Shoe," Juniors, "The Pied Piper," Sophomores, "Little Miss Muffet," Freshmen, "Mary Had A Little Lamb," Eighth Grade, "Humpty Dumpty," Seventh Grade, "Hi Diddle Diddle," TOPS Club, "Jack Spratt," Bovina Woman's Study Club, "Peter, Peter, Pumpkin Eater," Cicero Smith Lumber Co., "Old King Cole," and Mrs. Fred Langer, "Rub A Dub Dub."

The parade will form on First Street, east of Super Saweway, and then go west on Main Street, turn south on Third and then back west at Avenue E (Wilson's Super Market) and will continue down Avenue E to the

school. Prizes will be awarded to the floats judged the best.

★ ★ ★

Ex-Student Banquet Begins At 6

Ex-students of Bovina High School are invited to attend a banquet and reunion in their honor Friday at 6 p. m. in school cafeteria.

The dinner will precede the Bovina - Hart football game which will begin at 7:30.

Turkey and dressing will be featured on the menu. Cost of the meal is \$1.50 per person, according to Mrs. Dorothy Rogers, an officer in the ex-students' association.

Tickets may be purchased at the door.

The Class of 1956 will be featured at the banquet.

The event is under the sponsorship of the ex-student association and the student council.

"We want to extend to each of you a warm welcome and an invitation to attend all of our homecoming activities," Jackie Dane, student council president, said in a letter sent to all ex-students.

The banquet is planned only for ex-students and their immediate families, Mrs. Rogers says.

★ ★ ★

Q'Back Club To Award Shotgun

A new Remington 16-gauge shotgun will be awarded to some lucky ticket-holder at half-time of Bovina-Hart football game Friday night.

The gun, which was donated by Three-Way Chemicals Co., will be given away by Bovina Quarterback Club.

Donations of \$1 each are being accepted by members of the club. A donation is worth one chance on the shotgun.

Colts Play Clovis Here Thursday

Bovina's Junior High Colts lost their second district game in the final 34 seconds last Tuesday night at Vega, 24-16.

Carl Harris scored two touchdowns for Coach Carroll Powell's Colts on runs of 60 and 70 yards. Steve Pierceson added two extra points after each touchdown to make Bovina's total of 16.

Bovina had a 70-yard touchdown pass play called back because of a penalty. Quarterback Daryl Kirkpatrick threw to Halfback Lynn Murphy for that one.

The Colts now have a 2-3 season record and are 2-2 in district play. They meet Marshall Junior High of Clovis here Thursday night. Kickoff time is 6 p. m.

FRIDAY NIGHT AT 7:30 --

Fast Longhorns Here For District Opener

With their six-game non-district schedule behind them and a break-even 3-3 record to show for it, the Bovina Mustangs raise the ante this week. They meet the highly-regarded Hart Longhorns here in the opening game of district competition.

The Longhorns will bring one of the strongest teams in their football history here Friday night. They have a 4-1-1 record coming into the game. They've lost only to Springlake, the Class A team which also whipped the Mustangs, 24-8. They'll probably be at least a two-touchdown favorite over Bovina.

Hart upset Class A Silverton, 6-0, last Friday night.

The previous week, Silverton had whitewashed Happy, another member of this district, 43-0. Still another indication of the Longhorns' improved ability is their 6-6 tie with Class A Kress, a team Bovina scrimmaged during pre-season workouts.

In addition to their impressive showings against those Class A ballclubs, the Longhorns have wins over three Class B schools, Anton, Nazareth and New Deal.

Kickoff time for district game will be 7:30 instead of the customary 8.

The Mustangs have lost to Class AA Friona and two Class A teams, Springlake and Farwell, while winning their three Class B contests from Meadow, Whitharral and Amherst.

They came out of the Friona game last week in good condition physically, Coach Hallie Gee says. All the players who saw action in that game are expected to play again this week.

Guard Donnie Dyer, a junior letterman, is out for the season because of illness and Center Eddie Reeves, a sophomore who suffered a knee injury in the Amherst game, is on the doubtful list for remainder of the four-game schedule.

Spilled in the backfield is the long suit for the Hart team. They have much more than average speed at their halfbacks, Coach Gee says. Seven starters from last year's team are on the first 11 again this year to give the team experience to go with the speed.

The Longhorns aren't a big team and are not expected to outweigh the Mustangs.

Captains of the team are the fast halfbacks, Billy Farris and Dennis McLain. McLain has been out of action with an injury but is expected to be back for this opening district game.

The Mustangs will be seeking their third straight win over Hart. Bovina won last year, 60-24, and in '61 by a count of 41-6. Hart took the measure of an injury-riddled Mustang crew in 160, 20-7.

The Longhorns will be favored this year, however, because of their impressive non-district record and their speed and experience.

The game will be the highlight of homecoming activities here and a capacity crowd is expected to be on hand.

Coach Gee said he was "disappointed" in his team's play in last week's losing effort to Friona. "We got whipped on every play," he commented.

Weather by Willie

Dew the last three mornings... could come a little rain by Monday morning. Not much. Just more of the same good Fall weather.

--Willie

HARRIS TAKES FIRST--

Upsets Highlight Football Contest

The apple cart turned over for contestants in Bovina Business Cotton Bowl Football Contest as upsets in both high school and college ranks dropped the percentages of entrants to miserable lows.

There were four exceptions. And three of those won prize money in the contest.

J. W. Harris was the only one of 112 contestants to correctly name as many as eight winners. He won first place and \$5.

Picking seven right were Joyce Read, who won second and \$3, Stephen Sherrill, who took \$1 third place money, and Hallie Gee. The placing among those three were determined by

the tiebreaker score.

In spite of the upsets, Paul Jones held on to first place in the race for the grand prize, which consists of an expense-paid trip for two to Cotton Bowl in Dallas January 1.

Jones now has a total of 47 points out of a possible 60 for a percentage of .783.

Four contestants are now tied for second place, one point behind Jones. They are C. R. Brandon, Ed Hutto, Ellen Smith and Mary Jane Wilson.

Two points back, with 45 each, are Brenda Riddle and John Wilson.

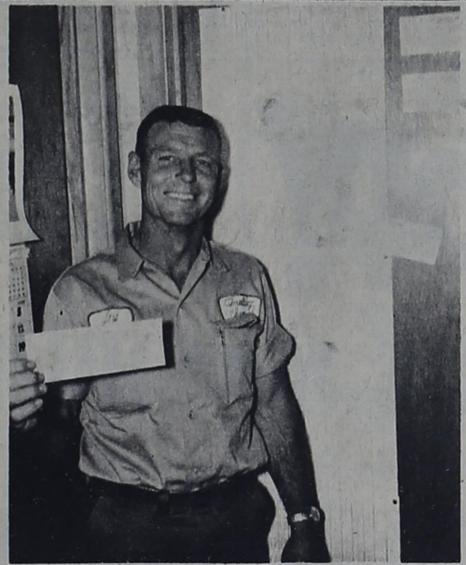
Three steps behind with 44 are Pat Whitcotton, Neil Smith,

Jon Lin Riddle, Harris and Mike Barraza.

Eight contestants are still in striking distance of the leaders with 43 points each. They are Wesley Busby, Mrs. Gene Ezell, Larry Webb, Gary Kent Glasscock, Donald Jones, Ola Lee Jones, Bill Read and Glenden Sudderth.

Nine contestants named six winners correctly last week. A total of 31 picked five, 37 had four right, 23 named three and eight picked only two.

This week's contest, which is the seventh in the series of 13, appears on an inside page in this issue of The Blade.



UPSET UPSETTER -- J. W. Harris refused to be bothered by a weekend filled with football upsets and came out on top in last week's Bovina Business Cotton Bowl Football Contest. Harris was the only one of 112 contestants to name as many as eight winners. This was first time for Harris to finish "in the money" this year.

TEXAS PRESS ASSOCIATION 1962 CONTESTS PRIZE WINNER

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

Reflections

From
The Blade

SIX YEARS AGO
October 16, 1957

Flu caused the dismissal of classes for three days at Bovina Schools Monday afternoon at 2:15, according to an announcement made by Roy Whisler, high school principal.

October 25, the date the Bovina Mustangs play the Kress Kangaroo here, will be Parents' Night and Homecoming at Bovina School, Coach Bob Willis announced this week.

Major J. E. Sherrill and City Secretary Henry Minter conferred with George C. Hawley, chief engineer of state insurance commission, last week in Austin in regard to Bovina's insurance key rate.

Construction of a cotton warehouse in Bovina began Monday morning, being built by Western Warehouses, the structure will be iron-clad and will have a total of 60,000 square feet.

THREE YEARS AGO
October 19, 1960

Floyd Darron, Bovina farmer, was injured when his truck was struck by a tornado Tuesday of last week about a mile southwest of Friona.

A trio of newcomers broke into winner's circle of last week's Bovina Businesses Football Contest.

C. N. Treinen was first place winner of \$5. Johnie Horn won \$3., and Gene Ezell won third prize of \$1.

A new city secretary for Bovina is scheduled to be named sometime this week. This is the report from Mayor Emmett Taber.

Some groundwork has been done on the site of state highway department's new building on Highway 86 in Bovina.

Mrs. S. A. Barbee installed officers of Mary-Martha Sunday School class Tuesday evening at First Baptist Church.

Miss Betty Medart, daughter of Mr. and Mrs. J. T. Medart of Amarillo, became the bride of Lynn Isham Saturday, October 8, at Bovina Church of Christ parsonage.

Mrs. W. G. Dingus of Lubbock was guest speaker at the W.S.C.S. monthly luncheon Wednesday at Methodist Church.

Letters To The Editor

Dear Editor:

First, I wish to say that I appreciate the news coverage generally given to activities of importance and interest to the people of Parmer County. And my relationship with the newspapers has been as cordial as I would expect to have anywhere. So this is a letter of concern and not of complaint.

The thing that prompts the writing of this letter is the omission from the report on the Parmer County Farm Bureau Convention of any mention of the outstanding speech delivered by Miss Linda Rector, grand-daughter of Mr. and Mrs. Folster Rector of Friona. This young lady came to Farm Bureau upon the recommendation of Friona High School administrators as a candidate for attendance of the First Annual Texas Farm Bureau Student Citizenship Seminar which was held on the campus of the college in Huntsville this summer. Miss Rector and Miss Jane Bradshaw, of Farwell High School went to the seminar under the sponsorship of PCFB. There they sat under the tutelage of some of the greatest students of American Citizenship in the United States. These girls came back with a real desire to tell their fellow Americans what they had learned in three short days of study and listening about the privileges and opportunities only an American Citizen enjoys. They also learned of some of the efforts that are being made to equalize this great country of ours with the countries that have in the last few years been brought under the rule of Communism.

We felt deeply disturbed, upon reading the report that there was no mention of Miss Rector's report at the convention. She has spoken to at least one group before this, and made a

Sincerely yours,
Raymond Euler

Editor's note: Thanks for the letter, Raymond. Our sincere apologies to Miss Rector. Sometimes the most obvious things are the ones we overlook when writing news.

from
The Bible

If thou canst believe, all things are possible to him that believeth.—(Mark 9:23).

Our faith must hold strong in times when things are blackest; not only when our lives are running smoothly.



By Vern Sanford

How many times have you caught an unusually large fish, or bagged a limit of greenhead mallards or dropped a 12-point buck?

Not very often—most likely. But these catches, or kills, are events that linger long in your memory.

They are also news—the kind of news that your local newspaper wants to publish. Unfortunately your newspaper may never hear of your feats unless you, or a friend, advise them.

Chances are your newspaper will publish a picture of your catch or your bag of game if the photo is suitable for reproduction.

With just a little effort you can take pictures that the editor wants. You don't have to be a master photographer to do it. But there are a few simple rules you must follow.

For ideas on how to plan and take printable fish and game pictures, thumb through some of the national hunting and fishing magazines. You'll note that the pictures usually are close-ups, with good lighting, and with backgrounds that don't detract from the main subject.

Suppose you catch an eight-pound bass. That's certainly a newsworthy feat, meriting both story and picture. If you have your camera along, and you should on every outing, have a friend snap the picture of you as you admire the fish—preferably while you're in the boat or near the water.

By holding the fish at chest or eye level, and having your friend snap the photo from a low angle, you'll get the sky in the background. That way you automatically eliminate cluttered backgrounds and objects that detract from the subject matter. If you're lucky enough to have beautiful clouds in the sky—so much the better.

When your friend snaps the picture, however, be sure to look at and admire your fish. A picture like that is of greater value than one of you looking right into the camera lens. After all, the fish is the center of interest!

You could snap the same picture at home, but consider for a moment how a background of the garage door or the front porch detracts from the photo.

How about photographing that big buck?

Shoot such a photo on location. Suspend your deer from a tree. Drape it across the hood of your car, or the tailgate of your station wagon.

Again good lighting is a must. If the deer is suspended from a tree, be sure there are no confusing limbs or bushes in the scene, to give a poor background effect.

The hunter's car is always a good prop, if for no other rea-

son than the fact that you can move it into the sunlight for better illumination of the subject. A flashgun on the camera of course eliminates the need for sunlight.

One cardinal point about big game pictures. Don't use "blood and guts" stuff.

If your deer, bear, or whatever animal it may be has been gutted, swing the body around so that the gutted underside won't show in the picture. Most newspapers frown on "blood and guts" pictures even if the animal is of record size.

Chances are you'll have your film developed and printed at the corner drug store or the local photo supply. That means that your prints will come back considerably smaller than post-card size.

Pick out the best negative and have it enlarged to at least 5x7 size. An 8x10 is even better as newspapers can make much better cuts from the larger sizes.

A 5x7 glossy print will cost you about 50 cents; the 8x10 size 75 cents. Glossies make better cuts than do the dull-finish photos. The newspaper will return the print to you if you request it.

Most photographers take extra precautions when they carry their cameras into the field or out on the water.

Moisture will damage a camera fast. Either carry your camera in a leather case or wrap it in a plastic bag. When you're afloat it's wise to put camera, case, film and all in a plastic bag. You can pick up a lot of damaging spray while outboarding across a choppy lake or bay.

This is equally important with your film. In fact I recommend that you carry the film in an insulated plastic bag if possible. And be sure to store it in a cool place.

Heat will quickly destroy film so don't allow the sun to beat down on your camera or the camera bag. Above all don't keep the camera above the dash. It's also unwise to store it in the glove compartment. Coolest spot, ordinarily is the floor of the car. Heat rises, you know.

Exercise the same precautions against dust, while in the field or on the road.

You might use only one roll of film on a trip, but play it safe and carry a few extras. You never know when you can catch the unexpected on film. And that sudden shot just might be recording a once-in-a-lifetime event.

You don't need an expensive camera for your outdoor snapshots. Nor a bag full of gadgets. They are for the photographer who makes his living taking saleable photos. You can get acceptable results with an in-

Board's Business Routine

Christmas holidays at Bovina Schools will begin Friday afternoon, December 20, and classes will resume Thursday, January 2.

That decision was made at a regular meeting of board of trustees of the school district Monday night.

The meeting was one of the most routine in months.

Last year's audit report was approved and last month's bills were approved for payment.



Whittlin--

(Continued from Page 1)

requirement for belonging is that you have to get just two of 10 games right in the contest.

Well, upsets in college games last week caused contestants to join the Club in droves.

We've never seen anything like it. People who were trying to win and who are pretty good at doing just that got only three or four games right.

Such weeks do, we're afraid, have a tendency to kill interest in the contest. They give contestants, and so-called football experts, a sort of helpless feeling.

That feeling can be overcome to some extent by knowing that the vast majority of people in the contests also had a bad week.

And remember, too, that this was one of the worst weeks for upsets in past few years.

J. W. Harris, won last week's contest, says that he decided it was time for him to pick some upsets and get in the running for the grand prize or get out for good for this year. He tried it and it worked.

We've seen other people try it with much less favorable results.

And C. R. Brandon, who is enjoying his most successful year in predicting the outcome of football games, was still wondering early this week, "How in

the world could S. M. U. beat Navy? There just wasn't any way . . ."

Some people thought the Yankees couldn't lose four straight in a World Series and that the Fightin' Texas Aggies wouldn't win a football game this season, too.

As it stands now, there will be no Christmas card project in Bovina this year.

The idea was a good one. The plan was cancelled, for the time being at least, because a decision couldn't be reached as to what to do with the money which the project brought in.

That seems a shame when so many worthwhile projects are in need of funds.

We have hopes for the project, though. If it doesn't get off the ground this year, it will sometime in the future.

Card--

(Continued from Page 1)

session.

Mrs. Earl Stevenson, who was in charge of the project for the Study Club, said we'll be glad to cooperate with another group which wants to handle the project.

Niagara Falls is the most famous cascade, but nearly a hundred others are higher.

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(Continued from Page 1)

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Bovina Wheat Growers, Inc.

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-Bovina and Rhea-

HOME COMING

Bovina High School Ex-Students

Friday, October 18

Homecoming Parade Friday-2 p.m.
Football-Bovina vs. Hart -7:30 p.m.

Let's Encourage Our Team To Victory
In This Opening District Contest

FIRST NATIONAL BANK OF BOVINA

"Helping Make A Good Community Better"
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OUTDOORS IN TEXAS

By Vern Sanford

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Mrs. Dave Wines, veteran cafeteria worker, prepares hot rolls for approximately 500 students at least three times a week.

WSCS Begins New Study

Mrs. Vernon Willard and Mrs. Earl Ware hosted W.S.C.S. luncheon Tuesday at fellowship hall of Methodist Church. Table decoration carried out the theme of their study which is Southern Asia. Napkins featured maps of south Asia and lotus flowers adorned place settings.

Mrs. Warren Morton opened the study with "Christians Issue in South Asia" after which a film and discussion on "Nepal"

was presented by Mrs. Hallie Gee and Mrs. John Dixon.

After the program Mrs. Billie Sudderth conducted a short business session in which the group decided to have their annual Bazar Saturday, November 23.

Those attending the luncheon meeting were Mrs. G. A. Bandy, Mrs. John Dixon, Mrs. L. M. Grissom, Mrs. George Turner, Mrs. Frank Hastings, Mrs. Jimmy Ware, Mrs. Ted Tippe, Mrs. Billie Sudderth, Mrs. Leon Ware, Mrs. Richard Baxter, Mrs. H. L. Ivy, Mrs. Hallie Gee, Mrs. Earl Ware, Miss Lola Grissom, Mrs. Vernon Willard, Mrs. Rouel Barren, Mrs. P. O. Dixon and Mrs. Warren Morton.

Blade Sawdust by SUE MOTEN

This week has found everyone busy with floats for the annual homecoming parade. We are eagerly awaiting the final results as it seems each year the parade gets better.

Homecoming activities have gotten better during the last few years and it seems a great deal of enthusiasm and interest are shown in the annual event.

Have you ever noticed that when one household appliance breaks down it starts a chain of such procedure. Just recently the refrigerator door shut never to open again, the TV, only talked for five minutes at a time, the washing machine went thud and numerous other small events took place. The only thing that didn't happen was the kitchen range kept working.

Looks like some time everything is against you.

The annual foliage tours in neighboring New Mexico are in prime time right now. However, since those tours take a few hours longer than we can manage, we take the local tour.

There are several streets in the city of Bovina that are just now beginning to have some trees turning a beautiful gold and red. Each year we look forward to the turning of three or four particular trees. It makes a nice late afternoon drive and one isn't worn out from the trip when he returns home.

All references about the football team of Texas A&M need not go through channels but can now be handled directly by the editor and publisher.

I see in the papers that it is time for the Republicans to get out their Nixon buttons and wipe the tarnish off. Looks like he may be contemplating running again. . . running might be a wise decision as it will probably be hard to keep up with smooth, sassy Barry Goldwater, Arizona's sugar'n'spice.

Study Club Sees Riner Project

Several members of Bovina Woman's Study Club toured the Canadian River project Thursday.

The group had lunch in Amarillo after which they were taken on a guided tour of the river project which is under construction.

Those going were Mrs. Rouel Barron, Mrs. H. D. Bradshaw, Mrs. H. L. Ivy, Mrs. Warren Morton, Mrs. I. W. Quikkel, Mrs. Earl Stevenson, Mrs. Billie Sudderth, Mrs. Frank Turner, Mrs. Jesse Walling and Mrs. Lloyd Battey.

Visit McCutchans Over Weekend

Visiting in the home of Mr. and Mrs. Jack McCutchan over the weekend were Mr. and Mrs. E. W. McCutchan of Arcata, Calif., Mr. and Mrs. Don Smith of Manteca, Calif., Mrs. Beula Pumroy of Hurst, Mr. and Mrs. Don McCutchan and sons and Mr. and Mrs. Jerry McCutchan of Dumas, Mr. and Mrs. Charles Rauh of Friona and Mr. and Mrs. B. A. McCutchan and son of Bovina.

Visitors In Edens Home

Mr. and Mrs. Bill Edens, Trudy and Cory of, Cut Bank, Mont., visited recently in the home of his parents, Mr. and Mrs. Robert Edens.

Also visiting during the week were Mr. and Mrs. Jerry Ogden of El Monte, Calif., Mr. and Mrs. Ernest Lee of Amarillo, Henry Lee of Boulder, Colo., and Mr. and Mrs. Robert Edens Jr. of Bovina.

Gold Medal
FLOUR
10 Lb. Paper Bag 97¢

BAKE-RITE SHORTENING 3 Lb. Can 59¢

WILSON'S Thursday-Friday-Saturday October 17-18-19
FALL Food SALE

Shurfine **MILK**
2 Tall Cans 25¢

Regular Size Or King Size
Coca-Cola 6-BOTTLE CARTON PLUS DEPOSIT 39¢

Meats
USDA Graded Club **STEAK** Lb. 79¢

STOCK YOUR FREEZER NOW and SAVE!
PATIO BEEF ENCHILADAS 24 Oz. Pkg. 49¢

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All Pork

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Assorted Flavors

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Reynolds **Aluminum Foil** 25 Ft. Roll 29¢

Hunt's Solid Pack **TOMATOES** No. 300 Cans 35¢

Produce
RED RADISHES or **GREEN ONIONS** Bunch 5¢

Scottie's **FACIAL TISSUE** 2 400 Ct. Boxes 49¢

Shurfine **Salad Dressing** 1 Qt. Jar 39¢

Shurfine **PEAS & CARROTS** No. 303 Can 19¢

Shurfine **Early Harvest PEAS** No. 303 Can 19¢

Hunt's Y.C. **PEACHES** Slices or Halves No. 2 1/2 Can 29¢

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

Supreme Saltine **CRACKERS** 1 lb. Box 29¢

Todi Tokay **GRAPES** Lb. 19¢

Large, Nice **TOMATOES** Pack 19¢

Washington Red Delicious **APPLES** Lb. 19¢

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And Everything For A Happy Halloween!



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BOVINA VARIETY
Main Street

Of Interest To THE WOMEN

Grand Officer Visits Rainbow Girls, Tues.

Miss Georgine West, Grand Worthy Advisor of the Order of Rainbow for Girls, was guest of honor at a dinner party Tuesday evening in the home of Mrs. A. M. Wilson, mother advisor.

Miss West is from Gainesville. Following the dinner, the group had a discussion session led by Miss West.

The "Mystic Dinner" was a novelty party with the guests ordering their meal from a menu with foods under assumed names. The menu consisted of baked ham, twice baked potatoes, salad, apple rings, green beans, tomato juice cocktail, hot rolls and banana pie.

Preceding the dinner Mary Coffey, local Worthy Advisor, presented the honoree with a coin necklace and bracelet.

Individual serving tables were laid with pink cloths and decorated with pyracantha berries in individual wine goblets. Menus were made in form of autumn leaves.

Serving the dinner were Mrs. Clifford Leake, Mrs. Aubrey Brock, Mrs. J. E. Sherrill and Mrs. Wilson.

Guests for the occasion were the honoree, Mary Coffey, Martha Coffey, Donna Dunn, Peggy Eason, Janice Prince, Linda Langston, Carol Mast, Linda Johnston, Linda Stealey, Brenda Dilger, Vicki Rogers, Mrs. Jimmy Wright, Mrs. Kent Glasscock, Pam Wilson and Suzanne Wilson.



Mary Coffey, left, presents Georgine West, Grand Worthy Advisor, with a necklace fashioned of coins.

Shower Fetes Mrs. Palmer

Mrs. Wesley Palmer was honored with a pink and blue shower Saturday afternoon in fellowship hall of Church of Christ.

The serving table was laid with a white cloth and centered

with an arrangement of white mums flanked on either side by blue candles in crystal holders. Refreshments of cake squares decorated with baby faces, punch and coffee were served to guests.

Those present were the honoree, her mother, Mrs. Tom Hartwell; her grandmother, Mrs. Stella Purcell; and her mother-in-law, Mrs. Ted Palmer of Clovis.

Other attending were Mrs. J. D. Stevens, Mrs. E. O. Johnston, Miss Brenda Newbrough, Mrs. Hollis Schultz of Clovis, Mrs. Bob Merrell, Mrs. Robert Calaway, Mrs. Marlin Ferguson, Mrs. Jack Kesler and Mrs. Pearl Boatman.

Hosting the courtesy were Mrs. Billy Marshall, Mrs. Don Stone, Mrs. James Boardman, Mrs. Joe Pinner, Mrs. Paul Jones and Mrs. Carrie Milear.

Shower Fetes Mrs. Englant

Mrs. Floyd Leon Englant was honored with a post nuptial shower Tuesday afternoon at Fellowship Hall of First Baptist Church.

The table carried out the brides chosen colors of pink and white.

A centerpiece of pink and white roses in a crystal bowl centered the table which was laid with a white lace cloth over pink. Refreshments of cake, punch, nuts and mints were served to guests by Mrs. James Taylor and Mrs. Dave Wines.

Mrs. A. E. Crump presided at the guest register. Out of town guests were Mrs. Lee Goloway of Krum and Mrs. Douglas Landrum of Farwell.

Hosting the courtesy were Mrs. J. D. Stevens, Mrs. A. E. Crump, Mrs. James Taylor, Mrs. Dave Wines, Mrs. F. O. Turner, Mrs. A. M. Wilson, Mrs. Frank Wilson, Mrs. Henry Minter, Mrs. J. S. Williams and Mrs. Tom Hartwell.

Lloyds Visit Son

Mr. and Mrs. Travis Lloyd and Patsy and Mr. and Mrs. Weldon Moody and daughter visited in the home of Mr. and Mrs. Don Lloyd over the week end.

Don has recently been appointed manager of the Agriculture Soil Conservation office at Marfa.

Cafeteria Staff Prepares 99,000 Meals A Year

BY SUE MOTEN

The 11:30 bell which rings each Monday through Friday at Bovina Public Schools means its lunch time for a part of 500-600 students.

The capable women who prepare school lunches steel their nerves and prepare for the groans of despair and the eager smiles of joy.

The job of trying to please approximately 500 palates each day is not an easy task.

Mrs. Gene Ezell, supervisor, says the number they serve varies between 475 and 510.

This is the sixth year for Mrs. Ezell to supervise the lunch room and her ninth year of work in the cafeteria.

Mrs. Dave Wines, veteran of the group, has been with the cafeteria staff since 1951. Opal, as she is known to her co-workers, is in charge of the bread. She has been making hot rolls for the school almost every day. They have hot bread, either rolls or cornbread, each day. No lightbread is served.

Mrs. Helen Wassom is also a longtime hand. She has been working at the cafeteria for 11 years.

Others whose capable hands prepare the food are Mrs. Walter Kriegel, Mrs. J. G. Eubank and the dishwasher, Mrs. F. L. Sledge.

Type A lunches are served which include two ounces protein, three or four ounces fruit or vegetable, half pint of milk, butter and bread. Extra milk costs two cents for children and six cents for adults.

Government staples provide a large amount of each menu. Items received from the government include, flour, cheese, canned pork, turkeys, chickens, ground meat, peaches, corn, green beans, English peas, apricots, apples, tomatoes, tomato paste, dried beans, rice cornmeal, dried milk, dried eggs and some shortening.

Menus must be planned in advance with thought as to how and where to cook each item. The days they have planned the menu has to be planned so that ev-



Mrs. Gene Ezell (left) school lunchroom supervisor, and Mrs. Walter Kriegel prepare a fish casserole.

everything else can be cooked on top of the range due to limited oven space. All these things as well as a balanced diet, and trying to please the children must go into consideration for each meal.

Great quantities of prepared meats and fishes are used for the meals but cakes, pies, brownies and desserts are the specialty of the house for the cafeteria. No mixes for these items are used.

Mrs. Ezell points out that each year new things are on the market which make cooking easier for a large group such as the prepared fish which is served usually each Friday. In addition, electric appliances such as steam cookers, mixers, dishwasher and meat slicer help make the day easier.

Facts of interest in the program is the nominal cost: 30 cents for the first to sixth grade, 35 cents for grades six through 12, and teachers 40 cents daily.

Another service the women perform is coffee for teachers during the day for five cents daily.

National School Lunch week is

October 13 through 19 but Mrs. Ezell points out that they usually wait to observe this during Public School week which is in the spring.

Where else can you get a balanced meal complete with dessert for a maximum of 40 cents?

No problem will go away just because its feelings are hurt at being ignored.

Don't cuss the climate. It probably doesn't like you any better than you like it.

—Don Marquis

Rainbow Girls Attend Tea

Misses Brenda Dilger, Teresa Page and Carol Mast attended a tea honoring Grand Worthy Advisor of Rainbow Girls Sunday afternoon at Canyon.

The courtesy honoring Miss Georgine West was held in the home of Allen Leake.

Accompanying the girls was Mrs. A. M. Wilson, mother advisor for Rainbow Girls.

Snooky

"I'm not always cutting-up. I'm dead serious when it comes to my hobby! So, I always shop at C and J Hobby. Their merchandise is tops!"

Mrs. Jahnke To El Paso

Mrs. Henry Jahnke returned home recently after spending two weeks in El Paso. She accompanied Mrs. Louis Brosch and daughter, Victoria, of Lubbock to El Paso.

Mrs. Bell Hosts Bridge Club

Mrs. A. M. Wilson won high at Thursday Afternoon Bridge Club at the home of Mrs. Durward Bell this week.

Mrs. Jimmy Ware won low, Mrs. Vernon Willard, traveling prize and Mrs. Billy Whitecotton won slam prize.

Mrs. J. E. Sherrill joined the club as a new member and the group drew names for Christmas.

Refreshments of chips, dips, relishes, sandwiches, conjealed salad, coffee and tea were served to guests during the afternoon.

Those present were Mrs. Dean McCallum, Mrs. Leon Grissom, Mrs. Bedford Caldwell, Mrs. Johnnie Horn, Mrs. Don Sides, Mrs. Vernon Willard, Mrs. Jimmy Ware, Mrs. Jimmy Charles, Mrs. A. M. Wilson, Mrs. Billy Whitecotton, Mrs. J. E. Sherrill, Mrs. Billy Whitecotton and Mrs. Jim Hemke.

C and J Hobby and Craft Shop

902 Ninth - Bovina -



Mrs. F. L. Sledge daily supervises dish washing chores at school cafeteria.

Boy Born To Sonny Spurlins

Mr. and Mrs. Sonny Spurlin are parents of a baby boy born Sunday morning at Memorial Hospital in Clovis.

The new arrival weighed eight pounds six ounces and is named Steven Ray.

The Spurlins also have two daughters, Kathy who is eight, and Sharon two years of age. Maternal grandparents are Mr. and Mrs. Vernon Ward.

Thrifty Club In Stevens Home

Mrs. J. D. Stevens entertained members of Thrifty Club Monday afternoon in her home. Ladies spent the afternoon embroidering for the hostess.

During the afternoon refreshments of sandwiches, cookies, coffee and tea were served to guests.

Attending were Mrs. Zemry Boozer, Mrs. L. M. Grissom, Mrs. Wilbur Charles, Mrs. G. A. Bandy, Mrs. P. O. Dixon, Miss Lola Grissom, Mrs. Frank Smith, Mrs. C. R. Brandon, Mrs. H. H. Kelso and Mrs. H. D. Bradshaw.



Slicing tomatoes and preparing various items on the menu are (left to right) Mrs. Helen Wassom, Mrs. J. G. Eubanks and Mrs. Gene Ezell.

Now At Gaines Hardware

Seven Smart Samsonite Gifts

...and "The Price is Right!"

SEE BILL CULLEN DEMONSTRATE SAMSONITE LUGGAGE ON ONE OF TV'S TOP SHOWS ...THE PRICE IS RIGHT... ON THE ABC-TV NETWORK MONDAY THROUGH FRIDAY

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BOVINA BUSINESSES 1963 Cotton Bowl FOOTBALL CONTEST

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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

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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 Hart at Bovina _____

Bonds Oil Co. _____	Charles Oil Co. _____
Parmer County Farm Supply _____	Bovina Wheat Growers, Inc. _____
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To Pay
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"We Serve To Serve Again"
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Bovina - Pleasant Hill Rhea
Ed Hutto - Jay Harris - Joe Allen
Memphis State at West Texas

IN HOMECOMING TILT THERE--

Friona's Chiefs Scalp Mustangs

For a half, it was a good ballgame at Friona Friday night, but in the third and fourth quarter the Chiefs' power, speed, experience and reserve strength began to tell on the offensively-stymied Mustangs.

Final score: Bovina 0 - Friona 38.

Halftime score was 12-0 and the Mustangs were successful in a gallant goal line stand as the Class AA host team threatened for still another touchdown on the Bovina one yard line as time ran out in the first half.

It wasn't until the final period of play that the Chiefs, who were in the process of gaining their sixth consecutive football opponent scalp this season, made a runaway of the game. They chalked up 20 points in the last stanza to make the final score seem more lop-sided than the game actually was.

Bovina's record is now 3-3 with non-district play complete and district competition slated to begin this week.

A taste of what was in store for Bovina might have been hinted the first time the Chiefs had the ball. They received the kickoff and scored without losing possession.

Friona made 59 yards in the drive in nine plays with Halfback Milton Hargus going the last 10. Next time the Chiefs had the ball, however, they were held on downs in their own territory to keep the upset hopes of Bovina fans alive.

Mustangs' offense was handicapped throughout the night by a hard charging Friona forward wall. The Ponies managed for only one first down in the first

half. That was on a 15-yard gainer by Fullback Tally Kelso who blasted from his own 14 to the 29 before being hauled down.

The Chiefs were in the process of making the drive which netted their second touchdown as the first quarter changed into the second. They went 50 yards in 11 plays for that one with Quarterback Gary Renner scoring on a keeper play around his right end after faking his other three backs to the left.

Mustangs were forced to punt twice more in the second quarter before they halted Friona with a gallant effort on their own one as the halftime gun sounded.

After receiving the second half kickoff, the maroon and white gained four yards on two tries before a pass from Quarterback David Anderson was intercepted and put in play on the Bovina 37. Five plays moved the Chiefs to the 14, but a fumble gave Bovina possession on the 11.

Unable to gain, Bovina was forced to punt. Kelso got off a boomer which rolled dead on Friona's 30. The Chiefs, how-

ever, scored in six plays from there with Fullback Everett Gee, who dealt Mustang defenders misery all night with his hard running ballcarrying, went the last 33 yards for the score.

Conversion attempt for the extra point was no good, as the previous two had been, and the score was still a respectable 18-0.

The third quarter ended with that score, too, but the bottom fell out for the outclassed Mustangs in the final period.

Early in the quarter, Renner, a lefthanded passer, threw long to End S. D. Baize in the endzone for 39 yards and the score. Doug Dodd kicked the extra point and it was 25-0.

On the kickoff following that score, Friona scored an easy TD as the ball went into the endzone and was covered by Friona's Baize. Dodd's kick added to those six points made the score 32-0.

Friona's final scoring effort came with 1:32 remaining to be played. It was scored on a 48-yard scamper by Alternate Quarterback Jimmy Sneed. When the extra points attempt failed, the scoring was all over

at 38-0.

The game was played before an overflow, homecoming crowd of 3000 at Chieftain Field.

Kelso was Bovina's leading ballcarrier as he picked up 33 yards in 11 carries. Halfback Dennis Johnston netted 14 in seven attempts.

Anderson completed two passes -- one to End Al Shamblin for 14 yards and one to Johnston for eight yards.

Tackle Gary Beauchamp and Defensive Halfback Richard Carson led the Bovina defense.

STATISTICS		Friona
Bovina	4	22
37	Yards gained rushing	400
11	Passes attempted	5
2	Passes completed	1
22	Yards gained passing	39
59	Total offense	439
0	Passes intercepted by	2
4	Number of punts	1
43.5	Punt average	56
2	Number of fumbles	2
2	Opponent's fumbles recovered	1
2	Number of penalties	4
10	Yards penalized	60

SEVEN TEAM DISTRICT --

Mustangs Class B Two More Years

Realignment of Texas High School football districts by state Interscholastic League placed Bovina in District 1-B for the 1964 and 1965 seasons.

Two teams were added to the present field of four which the Mustangs have played the past few years.

Newcomers to the district for the '64 season will be Texline and Nazareth. They will compose a seven-team league with Bovina, Hart, Happy and Lazbuddie.

Some Bovina fans had hoped that the Mustangs would move up to Class A by '64. However, the high school enrollment figure fell some five or six students short of the 114 needed for advancement to Class A.

Since classification changes are made only each two years, the Mustangs will be in Class B for two years after this one.

"Now, it looks as though we will definitely go Class A after the '65 season," Superintendent Warren Morton says.

The two additional teams in the district will, of course, call for a new schedule for the Mustangs.

Teams which are expected to be dropped from this year's schedule are Springlake and Friona.

A new rule for the '64 season won't allow Class B schools to start play before the second Friday in September. This will mean that the Mustangs won't be able to play the Springlake Wolverines in the season opener as they have for the past several years. Friona is expected to be dropped because of the difference in classification of the two schools even if a game could be scheduled between the two Farmer County schools.

A meeting of officials of schools in the new district is slated to be held next week in Hereford. The district schedule for '64 will be drawn up at that time.

Coch Hattie Gee estimates

he can complete his four-game non-district schedule within a week after that. Plans are for the Bovina-Farwell grid series to be continued. Amherst, Meadow and Whitharral may also be retained on the Bovina schedule next year.

Film Series Being Shown At School

Second in a series of four science films will be shown to students of Bovina Schools Thursday, October 24.

The film series is sponsored by Bovina Ministerial Group. "Voice From the Deep" is title of the upcoming film which as study of deep sea life, Don Stone, minister of Bovina Church of Christ who is in charge of the films, announces.

Students from the seventh grade up will view the film.

The film series is being made possible by donations from individuals. Those who have contributed to date, Stone says, are Mr. and Mrs. Troy Fuller, Leon Grissom, J. W. Bell, Earl Hise and Mrs. Lady Armstrong.

More donors are needed for the films, Stone says.

The public is also invited to see the films.

There's no limit to the height a man can attain by remaining on the level.

Special Assembly Planned

"Accordion Magic" is title of a special assembly which will be presented Monday at 8:45 in school auditorium.

The program will feature Don Comfort, who is billed as "one of the nation's most versatile musicians."

Comfort is a concert and popular accordionist and plays an electronic accordion. He has presented more than 3,000 school assembly programs.

Cost of the program is 15 cents for students from sixth grade down and 25 cents for students from seventh grade up. Adults may attend the program for 25 cents each, according to an announcement from the school.

Bee Gee

"WE'LL PROVE YOUR GAS!"
(NO WORDS THEY MIGNED)
WE PROVED - AND NOW THEY ARE CONVINCED!

SEE?
PROOF FACTS AND TESTIMONIALS LISTED

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Size 7.10-15, 8.00-14 For DeSoto, Mercury, Dodge, Nash, Edsel, Olds, Hudson, Packard, Chrysler, Pontiac, Thunderbird	19.69* 7.10-15 Black Tube-Type TUBELESS Whitewall... 22.69* Size 7.10-15, or 8.00-14 Blackwall... 21.69* Whitewall... 25.69*
Size 8.00-15 For Cadillac, Lincoln, Continental, Olds, Packard, Chrysler, Buick Electra	26.69* Black Tubeless Whitewall... 31.69*

*Plus Tax and Trade-In Tire

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N. E. Texas ranch, beautiful location on pavement with \$150,000 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 2% 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
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Dean McCallum 239-2081

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FOR SALE -- Weining pigs. See Erith Hawkins or Neil Smith. 15-2tc

Olympic National Park in Washington State is the only U.S. park which has both snow-capped mountains and ocean beaches.

SPORTS AFIELD

By Ted Kesting

Good wilderness or bush knives fall into two basic categories: the sheath and the folding pocketknife. Each design is excellent for the purpose, says John Jobson, Camping Editor of Sports Afield Magazine. But the knives must be well made, with blades of high-carbon, cutlery-type, scientifically tempered steel.

The outdoor pocketknife generally accepted as best is the design somewhat loosely referred to as the stockman's knife. The main blade of this should be no less than 3 inches and no more than 3 1/2 inches in length. It must be -- on top near the handle -- 4/32 of an inch thick. It should have a serrated edge on top for the thumb. If, by chance, it doesn't, the lack can be remedied with a sharp three-corner file. The rivet setup, acting as a fulcrum or hinge for the blade must be the very best. The blade, when opened, should be tight -- no play or wiggle -- and should stay that way for years of ordinary use.

There's no limit to the height a man can attain by remaining on the level.

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

FOR SALE: '56 Mercury 4-dr. with good rubber. Runs good. Johnie Horn, phone 238-4071. 14-2tp

FOR SALE: Large wall heater. 50 BTU. One year old. Levi Johnson, phone Tharp 4176. 15-2tp

Electrical Installations And Repairs
★ Plumbing Repairs ★
BOVINA ELECTRIC
Odis White - Pho. 238-3871

FOR SALE--55 A. three miles east of Bovina. Well improved. Has allotments and terms. If interested, write T. E. Rhodes, 415 East Riverside Drive, Truth or Consequences, N. M. 13-4tc

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BOVINA IMPLEMENT CO.
Hwy. 60 - 238-2547

NEW EASY TERMS Phillips Tips

On Phillips 66
Tires...
Tubes...
Batteries...
Stop In Today, Let Us Explain

PHILLIPS 66

Next Time You Need Service

Political Announcements

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

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

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

Wheat Pasture Wanted

★
TRIPLETT CATTLE CO.
Pho. 238--2711--Bovina

FOR SALE
Small Chest - type deep-freeze...\$50.
Upright Piano...\$150.
Lounge...\$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-tnf

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

PHILLIPS 66 SERVICE STATION

Cadillac, Compact Or Cutting Grass-Use Phillips Gas!

Hwy. 60 238-2242

BOVINA IMPLEMENT CO.

Is Proud To Announce George Long Is Now Shop Foreman.

We're Ready To Take Care Of Your Motor Repairs, Call Us.

George Long

George Has Years of Experience As A Mechanic and Is Well Known In Our Area.

Bring Us Your Next Repair Job-Large or Small He'll Be Glad To Take Care of It For You!

M F

Bovina Implement Co.

-- YOUR MASSEY FERGUSON DEALER --

Highway 60 Bovina Phone 238-2541

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Through Old Line, Legal Reserve Stock Companies.

You're Sure You Insured When Your Insurance Is Here!

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BOVINA INSURANCE

-- Jim Ware --
Bank Building
Phone 238-4381

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512 Main St.
Clovis, New Mexico

SALE STARTS FRIDAY 7:30 A.M. M.S. TIME

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Coats

WOMEN'S NYLON HOSE

- Seam Or Seamless
- Regular or Stretch
- Special Selling

3 Pair

\$2.44

PURSES

\$2.99 to \$12.88

Every Purse In Stock Reduced To Clear-All Sizes-All Shapes All Colors - Buy Today

WOMEN'S FLATS

- Reduced from Higher Price Lines - Wanted Sizes and Colors
- Values To \$10.95

\$4.99

2 Pair \$9.00

HERE'S YOUR INVITATION TO WIN A BEAUTIFUL PRIZE

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FIFTY WOMEN TO JOIN GRAND PRIZE CAMPAIGN CREATED BY OUR ADVERTISING AGENCY - JUST TO HELP US ADVERTISE THIS SALE.



HERE IS FUN - FASCINATION - EVERY CONTESTANT RECEIVES FULL, FAIR OPPORTUNITY TO WIN

These Beautiful Prizes Given To the Contest Winners the Last Day of the Sale...Which One Do You Want?

- 1st Prize-Bed Room Suite
- 2nd Prize-Dinette Set(7 Pc.)
- 3rd Prize-T.V. Chair
- 4th Prize-Stacked Pillows With Holder
- 5th Prize-Matching Table Lamps
- 6th Prize-Samsonite Card Tables
- 7th Prize-Pair Mens Florsheim Shoes
- 8th Prize-Ladies Purse
- 9th Prize-Ladies Shoes
- 10th Prize-Ladies Shoes

Contest ends and prizes will be awarded Saturday, November 9, 1963

Furniture Prizes Purchased From And Displayed

At

McDANIELS FURNITURE

1020 Main Street

WELLINGTON BOOTS

Boys ----- **\$8.97**

Mens ----- **\$11.77**

- Fine Quality Long Wearing Boots At Sale Prices

WOMEN'S SHOES

- New Wanted Fall Styles
- All Wanted Sizes
- Values To \$15.95

\$6.88

MEN'S DRESS OXFORDS

- Reduced From Higher Price Lines
- Reduced To Clear At Once
- Values To \$16.95

Now Only **\$8.88**

WOMEN'S DRESS FLATS

- New Wanted Fall Style Flats In Wanted Colors And Sizes
- Reduced to Sell At Once

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WOMEN'S SHOES

- One Large Rack of New Wanted Styles

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- Values to \$15.95

2 Pair **\$19.00**

WOMEN'S CANVAS OXFORDS

- US Kedettes In Many Wanted Styles
- Reduced to Clear
- Values to \$5.95

Now Only **\$2.99**

CHILDREN'S SHOES

- Straps Pull ons and Oxfords
- Sizes 5 to 8 - 8 1/2 to 12 1/2 to 4

- Values to \$8.99

\$4.99

Sorry - No Refunds - No Layaways - No Exchanges ALL SALES FINAL

EDWARDS' SHOE STORE

512 Main Street

Clovis, New Mexico

Every Item In The Store On Sale During This Event NOTHING RESERVED

Complete Brake And Bear Front-End Service
 TIRE TRUING
 WHEEL BALANCED AND OVERLOAD SPRINGS
 MONRO-MATIC SHOCKS
 Guaranteed Mufflers
 20 Yrs. In Clovis
BOYD'S BRAKE SHOP
 221 W. Grand PO3-4326

Cotton Looking Good In Amazing Comeback

By W. H. GRAHAM

THE HIGH PLAINS FARM AND HOME

Out of the glumpest prospects for a crop since the famous "freeze of fifty-five" has come the most amazing recovery in history for Farmer County cotton in this weird year of 1963.

Back in the spring, which was characterized by wet and cold

weather, county farmers went to the fields again and again to get their cotton crop in the ground. Then after nursing it along for several weeks, farmers had practically all their hopes dashed by the worst rash of hailstorms to visit the Plains in years.

Field after field was plowed up and re-planted to early-maturing maize or abandoned to "get by as best it could" as farmers figured tender loving care couldn't possibly undo all the damage. Then the buds descended and that seemed like curtains for the crop.

1. A late, weak start
2. Heavy hail damage
3. Worse than usual insect attack

Those were the conditions that bore down on the crop all through the growing season, and along about the end of August, when bolls are usually popping and farmers' grins are a mile wide, the Farmer County cotton crop was just starting to bloom in many instances!

Farmer County was allotted 49,500 acres of cotton this year, and virtually all of that allotment went into the ground. Cotton acreage is at a high premium in this county and it is seldom that any of the allotment is wasted.

After the onslaught of the weather, the nearly-50,000 acreage was pared to roughly 30,000 acres, estimates Deryl Coker, Farmer County agent. It was the worst acreage abandonment, percentagewise, in the county's history since farmers have been irrigating the crop.

But then an amazing transformation began to take place. The weather, which had been as unruly and onerous as a yearling steer all season long, suddenly turned perfect. There hasn't been a speck of rain descend on the county since the very early part of September, and that was only spotted.

There has been an uninterrupted chain of sun-filled days that have set new marks in the weather history books for extending the "Indian summer" past the time that the oldest oldtimers on the Plains can remember it.

Under these balmy conditions, the cotton crop, languishing as it had been for months, suddenly took on new life. At the threshold of maturity, it righted itself, fruited out splendidly, and began to produce lint.

This week, as the High Plains faces the moment of the tradi-

ditional first killing frost, the farmers have been blessed with a recouped cotton crop that is sure to put some money in the bank even with a normal freeze date (around October 20).

This is truly the most outstanding crop recovery story ever written on the irrigated High Plains, and it is especially important to Farmer County, which has for years led the entire High Plains in cotton acreage yields.

Last year Farmer County farmers produced a stupendous crop of over 80,000 bales which averaged over one and two-thirds bale per acre for an all-time high. This year they were about ready to write the entire crop off for naught as late as September 1, but now in the middle of October the tune is a little different.

Nearly all farmers are hoping for a bare minimum harvest of a half-bale per acre and many are crossing their fingers for from three-quarters to a bale. Compared to 1962 that is a big drop, but on a lot of farms it could well mean the difference in "paying out or renewing my note".

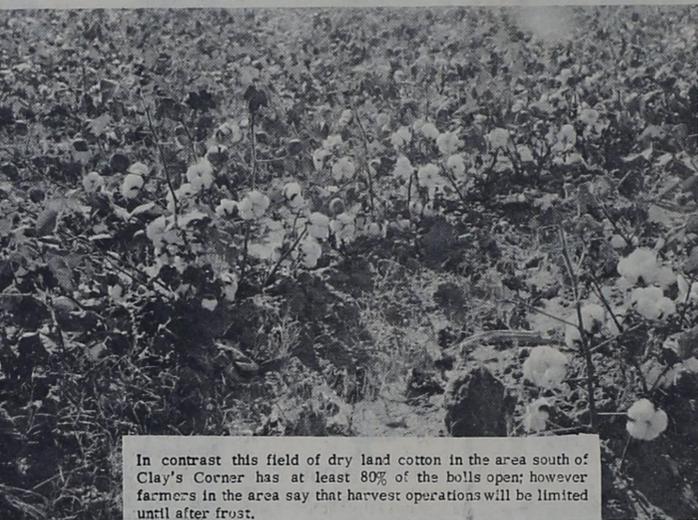
Cotton farming, like raising other row crops on the irrigated High Plains, is a highly mechanized, specialized enterprise. The farmer, with his investment in water, fertilizer, insecticides and "experiment station-type" crop culture, does his utmost to insure himself of a crop in spite of the vagaries of Mother Nature.

But 1963 is proving once again—as if there were ever any doubt—that Providence has a strong hand in determining the fortunes of the farmers of the High Plains.

The recovery of the 1963 cotton crop was a natural phenomena entirely out of the control of the farmer. Coming as it has after two excellent falls in a row, the fall of 1963 is sure to be long remembered.



Wayne Koehler, farmer east of Oklahoma Lane crossroads, displays open bolls of cotton in his irrigated patch. Koehler says, "If frost will hold off another two weeks I will make a bumper cotton crop."



In contrast this field of dry land cotton in the area south of Clay's Corner has at least 80% of the bolls open; however farmers in the area say that harvest operations will be limited until after frost.

FOOTSAVING EDUCATION



by James E. Edwards

Are These Good Shoes?

Every spring every shoe-man loses friends (and customers) by the very natural process of growth and development.

Babies very rarely wear out their shoes; some toddlers knock shoes out of shape but not until they are outgrown. Then comes the first spring that they play outdoors most of the day and it is an awful shock to see what they can do to a pair of shoes when they rub them on concrete.

"Good shoes" usually means shoes that will not wear out. For adults this is a pretty good criterion but when you remember that going barefoot is healthful for active young feet, you must beware of stiff, heavy shoes that immobilize the foot. Walking and running can be accomplished by use of the legs even if the feet are in casts. There are children's shoes on the market that even the roughest wear will not faze but we are committed to buy and sell what is better for the children's feet.

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

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 • BUSINESS BUILDING LOANS
First Federal Savings & Loan
 HOME OFFICE 4th & FILE CLOVIS, N.M.
 BRANCH OFFICE 2nd & ABILENE PORTALES, N.M.

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NOW IS THE TIME TO THINK ABOUT RED BARN PERMANENT ANTI-FREEZE
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 Un-Excelled Quality And A Very, Very Attractive Price.
 See Your Nearest Red Barn Outlet For Quarts-Gallons-54 Gal. Drums



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Red Barn Chemicals Inc. Hwy. 18 North Clovis, N.M. Pho. 763-3017
 Red Barn Chemicals Inc., on the Draw Friona, Texas Pho. 2495 Roy Young, Salesman

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Decorator Gettings...

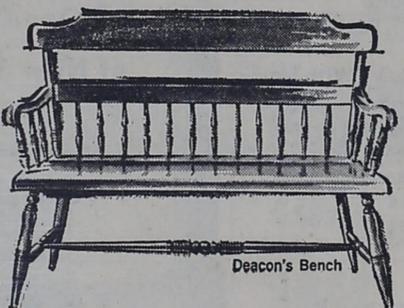
This delightful and charming Ethan Allen Deacon's Bench is a direct descendant of the early "Settle" of the late 17th Century. The Settle originally served as a fireside bench and its high back staved off wintry drafts. Early in the 18th Century the Settle with a much lower back moved from the hearthside into New England churches and was known as the Deacon's Bench.

The Ethan Allen Deacon's Bench captures the authentic warmth and distinction of the original—makes a delightful addition in living room, den or foyer.

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



Deacon's Bench

Decorator Gettings...

On The Farm In Farmer County

By DERYL COKER
 County Agent



Coker

You have probably noticed that some wheat fields in the county have dead spots and these spots vary from very small to as large as 5 acres or more. A careful examination of these spots shows that white grub worms are at work. If these spots are big enough, it will pay you to drill them over. There is insecticide that can be used in controlling grubs, but they need to be put down

with the seed at planting time. If you have noticed wax or gum oozing from the trunk of your peach trees they are probably infested with peach tree borers and now is the time to control these pests. The insects damage the trees from about a foot above the ground to three or four inches below it. Treatment for peach tree borers is Paradiachlorobenzene crystals applied to the infested trees between October 20 and November 15. All weeds and grass should be removed

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

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Behlen FRAMELESS METAL BUILDINGS
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 PO2-4443 - 2208 N. Prince
 Box 48 Clovis
 See Howard or Andrew Chitwood

from the soil around the tree trunk for about a foot and the P D B crystals placed in a circular band around the tree about two inches from the trunk. A mound of dirt six inches high should then be packed against the tree without allowing the crystals to touch the tree as they will harm it if they do. Leave the mounds until spring, then level them back to the original ground line. Two to three year old trees require about 1/2-ounce of P D B crystals per tree, and four to five year old trees need about 3/4 ounce per tree. A mature tree requires 1 ounce of crystals per tree, according to the entomologist. When the crystals are placed around the trees the soil should be dry, and the soil temperature should be about 55 degrees F. For further information on the care of fruit trees come by the office and pick up a guide.

Steel buildings and other buildings insulated with rigid foam. Stops sweating 100%. Self extinguishing. Sound deadening, waterproof. 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.

"SPEEDY Ford" by FRIONA Motors

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 TRUE, BUT YOU WERE DRIVING SO CAREFULLY I THOUGHT YOU MIGHT NOT HAVE YOUR DRIVER'S LICENSE.
 I'M JUST BEING CAREFUL SO I'LL BE SURE TO GET TO MOVE ON MISTER--THAT MAKES SENSE.
Friona Motors
 TO TAKE ADVANTAGE OF THEIR GREAT ALLOWANCES ON A NEW MODEL CAR

See And Choose From Our Big Selection Of New Cars. You Will Find Just The Car For You, And Glenn Or Darrell Will Be Glad To Show It To You.

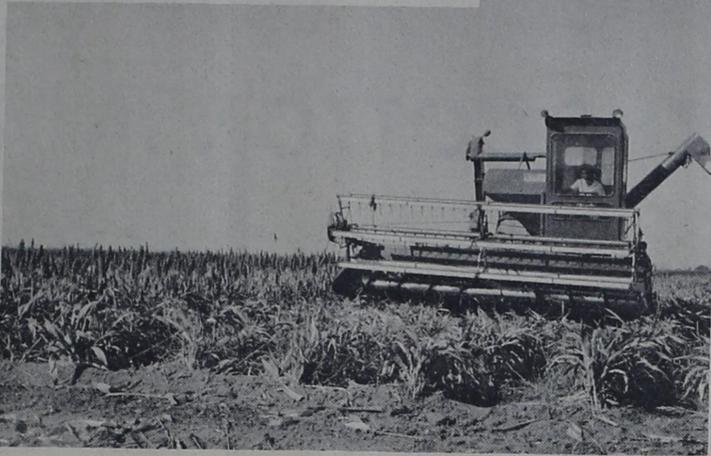
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 WE SERVICE ALL MAKES • A-1 USED CARS
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ABSTRACTS
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Fast, Accurate
Ph. 481-3878 Box 88

New & Rebuilt Electric Motors
For All Purposes
Electric Motor Rewinding
Generators & Starter Service
Crown Electric
PO 8-5438
1320 W. 7th. Clovis

Maize harvest on the V. W. Rannals farm south of Clay's Corner is in full swing with harvest operations to be completed in another ten days or two weeks if the weather continues warm and dry. Cotton harvest will begin immediately after frost say farm hands.



Complete 64 Program Of Work

The yearbook Committee of Farmer County Home Demonstration Council met recently in Friona and completed plans for the Extension program of work in the County.

Mrs. Joel White, chairman and one Home Demonstration club member from each of the clubs in the county, the County Council Chairman and the Home Demonstration Agent made up the yearbook committee.

The following programs were planned:

January -- Texas Poll Tax-Discussion program.

February -- 1. Carpet Care-County wide demonstrations. 2. Broiler meals-demonstrations.

March -- 1. Exchange student - program or 4-H club demonstration. 2. Vegetable and flower garden program.

April -- Crafts - Planned by individual clubs. Historical spots in Texas.

May -- Budgeting Homemakers time - Club program, Open program.

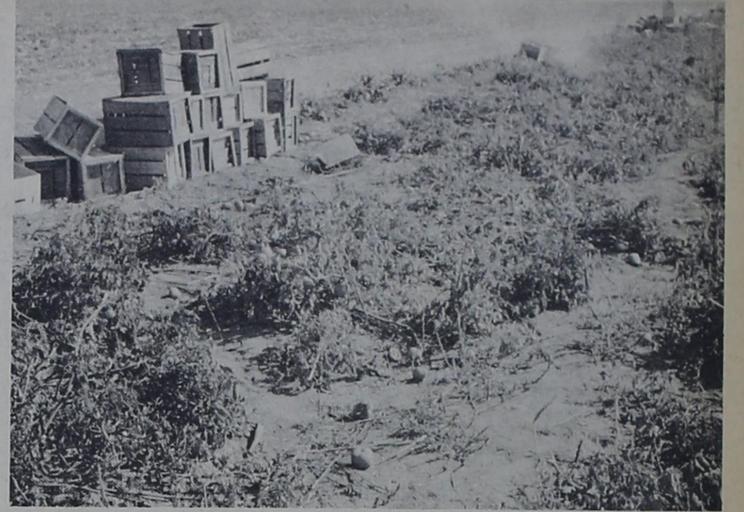
June -- Food Preservation 1. Canning, 2. Freezing.

September -- Foreign Cookery. Election of Officers & THDA recommendations.

October -- Guidance for schoolage & teenage children. November -- County wide Foreign Cookery luncheon.

THDA delegates reports. December -- Club Christmas parties.

The Home Demonstration Clubs always welcome visitors to their programs. The county wide programs are especially planned by the County Planning Committees to reach all homemakers whether they are club members or not. Extension Agents work with all groups of homemakers in addition to organized Home Demonstration Clubs.



Tomato harvest on the James Ensor farm, south of Oklahoma Lane, is nearing completion with six tons of canning tomatoes and four tons of white ripe and pink tomatoes sold by Ensor from the five acre patch. "The harvest was fair" says Ensor.

COURTHOUSE NOTES

INSTRUMENTS FILED SINCE OCTOBER 7, 1963

DT, Thomas A Bandy, Investors Inc., Lot 2 & N. 20' Lot 3, Blk. 9, Drake Rev. Sub., Friona

WD, D & R Builders, Thomas A. Bandy, Lot 2 & N. 20' Lot 3, Blk. 9, Drake Rev. Sub., Friona

DT, Horace G. Morgan, et al, Fed. Land Bank, NE1/4 Sect. 4, T14S, R3E

WD, George C. Taylor, Jr., First Baptist Church, Friona, Lots 5 & 6, Blk. 88, Friona

DT, J. R. Sublette, Amicable Life Ins. Co., Sect. 34, T2N, R2E

DT, Fay Pinner, et al, Travelers Ins. Co., NE1/4 Sect. 12, T15S, R2E

ML, A. M. Wilson, Cicero Smith Lumber Co., Lots 4 & 5, Blk. 3, Ridglea Sub., Bovina

Tr. Deed, Frank R. Murray, Tr., Carl C. Maurer, Lot 15, Blk. 77, Friona

WD, R. A. Weiss, R. M. Bradley, Lots 17, 18 & 19, Blk. 46, Farwell

WD, Robert B. Spohn, et al, Ralph G. Wilson, N1/2 & SW1/4 Sect. 9, Synd. "C"

DT, Ralph G. Wilson, Robert B. Spohn, N1/2 & SW1/4 Sect. 9, Synd. "C"

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DRY ACID®

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CLARDY CAMPBELL Quality Chek DAIRY PRODUCTS

At Home In Farmer County
By CRICKET B. TAYLOR
County HD Agent

In the recent Texas Home Demonstration Messenger, I ran across this thought, "Wisdom is knowing what to do next, Skill is knowing how to do it, Virtue is doing it."

I thought how appropriate this saying fit the leaders in our Home Demonstration Clubs when they met recently for their annual luncheon and Council reports. They know what to do (and there was no complaining about how much they had to do) and they had the skill for doing the assignment. They did it and there by lies the Virtue. The chronic procrastinator (that's a big word) is lacking in virtue and most usually in skill or wisdom or both.

The Home Demonstration Council Chairman, Mrs. J. D. Sanders presided over the meeting with ease and confidence to match that of many who are well known in the field of public speaking. Their thoughts were well organized and showed thought in preparation. Mrs. Gene Welch made the statement that: this was her first time to make a talk before a group. This really proves that there is a great untapped potential in each individual, and they need only the opportunity to develop their talents which is an important objective of the Extension Service - that of developing leaders through Home Demonstration Club work.

The idea has been expressed recently, for the organization of a Home Demonstration Club in Farwell. It does not really take very many women to start a Club and those who are interested may contact the Home Demonstration Agent at the Courthouse for further information.

THE FASHION PICTURE FOR FALL

Two distinct looks are in the fashion picture for this fall. The sportive look of casualness leads the way, and the soft look is making a definite entrance, says Extension Service clothing specialists at Texas A&M University.

"The soft look is dressier and very feminine. The silhouette softly outlines the figure but definitely is not clinging," the specialist adds. Neutral colors are favored, though winter pastel woollens in sheer weights are an important trend.

Heels of medium height but slim will be worn with the soft look in apparel. While dress lengths remain short--now just below the knee--the fashion-right woman knows a very high heel will give the impression of toppling forward--an unbalanced look.

A woman who wears the soft look will carry a small handbag and choose delicate jewelry, such as unmatched bracelets to complement her outfit.

THERE'S FASHION DYNAMITE in this coat which shows up in a season lush with good fashion and elegance. Tailored to tiny proportions, it is superbly enhanced with a round full ring of magnificent mink, tied with a bow, and pinned with a golden poodle. The fabric is soft-touch, gently color-toned Pearl 30 woolen. A pin-money priced fur trim coat for Junior Petite Sizes 3-13. Newest fashion colors.

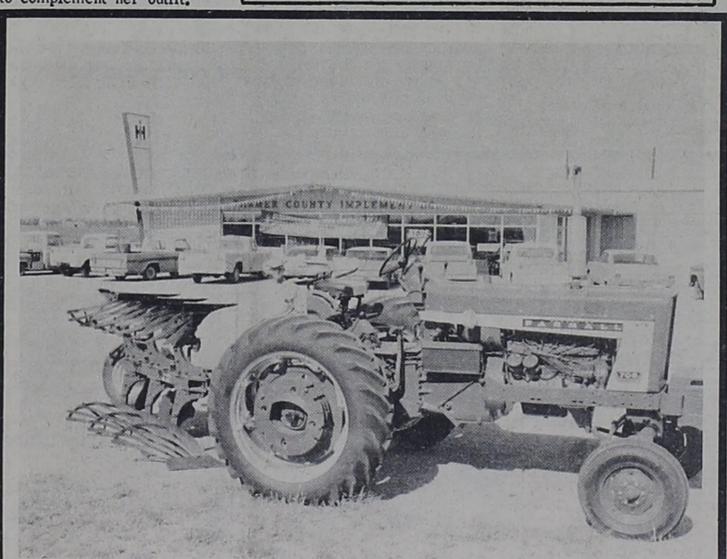
THE FASHION SHOP
6th And Main Clovis
See Our TV Fashion Show Ch-12 10:10 P. M. Tues.

Get the inside-outside story of Electric Comfort Heating and keep this inside-outside Airguide thermometer for your time!

TELLS INSIDE TEMPERATURE...
TELLS OUTSIDE TEMPERATURE

If you are a customer of Southwestern Public Service Company and own your home, we'll present you with this Airguide inside-outside thermometer, Model 407-B, valued at \$5.00 and finished in attractive ivory color, for permitting one of our qualified Electric Comfort Heating representatives to call on you, in your home, at your convenience, and fully explain why it's to your advantage to modernize your home heating system. You'll be under no obligation. Just call your Public Service Company office, to arrange appointment.

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The New Farmall 706 Tractor An The IHC #314 Moldboard, Rollover Plow. These Are Perfect Partners For Your Plowing Problems

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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.

Treasurer's Report

REPORT OF Mabel Reynolds, County Treasurer of Farmer County, Texas, of Receipts and Expenditures from July 1, to September 30, 1963, inclusive:

FUND CLASS	Balance last Report, Filed June 30, 1963	To Amount received since last Report	By Amount paid out since last Report, Ex. "A"	BALANCE
JURY FUND, 1st Class	\$ 6,589.07	23.64	196.00	\$ 6,416.71
ROAD AND BRIDGE FUND 2d Class	\$ 1,993.80	15.64	150.00	1,859.44
GENERAL COUNTY FUND, 3d Class	\$48,957.00	15.64	29,063.01	28,463.04
PERMANENT IMPROVEMENT FUND 4th Class	\$15,927.08	15.64	904.24	\$15,038.48
RIGHT OF WAY FUND 5th Class	\$35,219.10	223.27	0.00	\$35,442.37
LATERAL FUND 6th Class	0.00	33,652.51	548.46	33,104.05
SOCIAL SECURITY FUND 7th Class	\$8,179.59	1,344.27	2,698.66	\$6,825.20
FARM TO MARKET R. & B. FUND 8th Class	\$115,785.27	10,049.42	41,474.86	\$84,359.83
RECAPITULATION				
JURY FUND, Balance	\$ 6,416.71			
ROAD AND BRIDGE FUND, Balance	1,859.44			
GENERAL COUNTY FUND, Balance	28,463.04			
PERMANENT IMPROVEMENT FUND, Balance	15,038.48			
FLOOD CONTROL FUND, Balance	4,500.00			
RIGHT OF WAY FUND, Balance	35,442.37			
LATERAL FUND, Balance	33,104.05			
SOCIAL SECURITY FUND, Balance	6,825.20			
FARM TO MARKET R. & B. FUND, Balance	84,359.83			
TOTAL	\$ 216,009.12			

LIST OF BONDS AND OTHER SECURITIES ON HAND

U.S. Government Bonds:	\$459,500.00
COUNTY INDEBTEDNESS:	
Road & Bridge Machinery Warrants	\$ 34,300.00
THE STATE OF TEXAS)	
COUNTY OF FARMER)	

Before me, the undersigned authority, on this day personally appeared Mabel Reynolds, County Treasurer of Farmer County, who being by me duly sworn, upon oath, says that the within and foregoing report is true and correct.

Mabel Reynolds, County Treasurer.

Sworn to and subscribed before me, this 8th Day of October 1963

(SEAL) BONNIE WARREN, Clerk, County Court, Farmer County, Texas

WORKING TO PROMOTE THE COTTON INDUSTRY

Cotton producers have for several years become more and more concerned about the growing threat of synthetic fibers. Cotton profits have been seriously cut by loss of markets and acreage, and rising production costs. As our only basic answer to the problem cotton producer leaders across the belt have strongly pushed for an adequate research and advertising effort. Their ideas have become reality in the Cotton Producers Institute.

The Institute is completely producer controlled, non-political, voluntary and 100 per cent of its funds will go for research to cut production costs, develop new qualities and uses, and nationwide consumer advertising to sell more cotton. By an agreement whereby the National Cotton Council will service the program and bear all administrative costs, none of the Institute funds will be spent in salaries and overhead. Too, lending agencies and internal revenue have cleared the program as a tax deductible production expense.

The finance plan calls for \$1.00 per bale to be paid by the producer. This is left strictly up to individual farmers, on a voluntary basis. In line with the usual support Farmer County gins give to progressive movements, we will cooperate in the program and its finance plan, accepting voluntary participation from producers.

**Support
The
Industry
That
Supports
You!**

The Following Gins
Endorse The C. P. I. Program
And Will Accept Your
VOLUNTARY PARTICIPATION
In It. . . .

Bovina Gin Company

Don Sides, Mgr. FM Road 1731 North

Lawlis Gin Company

Ovid Lawlis, Mgr. Highway 86 East Bovina

Oklahoma Lane Gin

"Owned by Farmers Who Understand Your Problems"

Lariat Gin Company, Inc.

Calvin Meissner, Mgr. Phone Lariat 925-3110

Nickels Gin Company

Nothing But the Best Farwell

Chester & Fleming Gin

We Want To Serve You Friona

Country Club Gin

Highway 60 West of Friona

Friona Farmers Co-Op Gin

Phone 2765 South of Town

Fleming & Son Gin

Phone Hub 2405 South of the Hub

West Hub Gin

Phone Hub 2705 West of the Hub

COTTON PRODUCERS INSTITUTE

Research

The Institute funds are actively at work in key research projects aimed at:

1. Easing the cost-price squeeze on cotton growers by reducing costs and improving raw fiber quality; and
2. Producing new or improved cotton products.

Outstanding research organizations are working on Institute projects. In many cases, the projects are attracting funds from other sources, thereby boosting cotton's total research effort.

Promotion

The Institute is operating a hard-hitting advertising campaign to sell products made from cotton. It is aimed mainly at the U. S. housewife who buys most of the textile items used by the family. In addition, the Institute is telling garment manufacturers, retailers and others how advertising by cotton growers is helping them stimulate sales of cotton products.

We Heartily Endorse this Concept of a Self-Help Program

By voluntary participation in the Institute, cotton growers are demonstrating their ability to build for themselves a lasting and promising future in cotton. Every dollar goes for operating research and promotion programs — there is no overhead. The Institute deserves the wholehearted support not only of all cotton growers but all people in cotton communities. Organized research and promotion can increase markets and profits for cotton — the key to the economic health of this area.

By **VOLUNTARY PARTICIPATION** in the Institute Cotton Growers can demonstrate their ability to build for themselves - a lasting and promising future in cotton.



COTTON PRODUCERS INSTITUTE FUNDS AT WORK

FALL 1963 CPI TELEVISION CAMPAIGN SELLING COTTON NATIONWIDE

Lubbock, Tex., KLBK-TV, Channel 11

August 12 through November 10, 1963	
Mon. 8:25 a. m.	During TODAY
Tue. 8:25 a. m.	During TODAY
Wed. 8:25 a. m.	During TODAY
Thur. 8:25 a. m.	During TODAY
Fri. 8:25 a. m.	During TODAY

Lubbock, Tex., KLBK-TV, Channel 13

August 12 through November 10, 1963	
Tue. 10:00 p. m.	Between MOVIES/NEWS
Thurs. 7:00 p. m.	Between MY THREE SONS/RAWHIDE
Fri. 8:30 p. m.	Between ROUTE 66/ARREST & TRIAL

5,639 Commercials Using 196 Stations In 179 Major Cities

RESEARCH PROMOTION

CPI BUILDS GREATER COTTON MARKETS AND PROFITS