

IF IT'S NEWS IN BOVINA, YOU'LL FIND IT IN THE BLADE

The Bovina Blade

THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA.

"In The Agricultural Center Of Parmer County"

WEDNESDAY, JULY 29, 1959

BOVINA, TEXAS

VOL. V, NO. 6

Whittlin'

By Dolph Moten

As the monkey said when he got his tail cut off by the lawn mower, "It won't be long now" . . . until it's cantaloupe harvest time in Bovina.

We're eagerly awaiting it. We weren't fortunate enough a year ago to be here during the harvest, but we were in the vicinity and got an idea of how great it will be. We're glad we're going to be on hand this year.

It's our understanding that the community takes on a sweet smell of cantaloupes, everybody gets in an even bigger hurry, strangers are thicker than natives, and farmers stomp their irrigation boots and brogans, wave their hats, look mean out of the eyes, and gulp coffee like nobody's business.

What's apt to make it even more fun is the fact the cantaloupe price is apt to be good . . . at least better than a year ago. If the price holds up, the whole operation will be much more pleasant.

The Bovina swimming pool idea still isn't dead. That's amazing in itself. See is the idea refuses to die, and we're real proud of that.

The subject came up again at last week's poorly-attended Lions Club meeting. Banker Warren Embree represented the idea with a new financing plan. His idea—which he got from Petersburg—was to make the deal a semi-private one. He suggested having 100 families pay \$200 each in initial fees. That, needless to say, would be sufficient money to build a whale of a nice pool.

It would be too much like a country club to suit us, but at least it's another idea on how to raise the money.

We feel that idea could be modified to fit our situation here. What do you think about it?

In our opinion, the best idea of all would be for the City of Bovina to construct and operate the pool. However, at the moment, that seems about as far-fetched as promoting a bull-fight at Lariat.

What are your ideas on how to finance a swimming pool?

Speaking of the city's business, we're sure glad to see the progress being made on a zoning ordinance for the town. That ordinance is apt to be the greatest thing to happen to us since paving bonds were voted.

Certainly it will take a period of time for the advantages of the ordinance to show up, but it will be a distinct advantage.

And while we're on town improvement, doesn't anyone, but us, want a sur-nuf, red and green, traffic light at the intersection of Third and North Streets?

We mentioned the idea here several weeks ago, but didn't even stir a murmur as far as we know.

Some one of these days, there's going to be a fender-crunching wreck at that intersection. About the time the debris from the wreck is swept up, some fellow is going to look wise and say, "We need a traffic light at this intersection." He'll be right, too, but we want him to know it was our idea.

Hope you out of town shoppers noticed grocery ads in Amarillo paper this week. Fryers are on "special" for 35 cents a pound. Better rush to the Capitol of the Golden Spread and take advantage of that big saving.

When you get home check this issue of The Blade for some real good bargains in the fryer department.

We know all you sissies are getting tired of this, but . . . there's a Fats - Leans ball-game scheduled for Friday NIGHT! Yes!

The game, fourth in Fats-Leans series, will be played on football field beginning about 8:30. What's probably more important, there will be a Little League All-Star game starting at 7 the same evening.

That will be the finale for Little League season, which Coach Bob Wills has so capably directed, and possibly it

(Continued on Page 6)



N. W. BOOKS—Superintendent Warren Morton sorts new elementary science and high school literature books that arrived Monday. This year's \$2000 worth of books brings total inventory of Bovina's school library to 6400 books or about \$15,000 worth.

ON FOOTBALL FIELD —

Fats, Leans Set Friday Battle Under Lights

A temporary diamond, set up on the football field to permit playing a night game, will be the scene of the fourth contest between Fats and Leans beginning at 8 Friday night. The game will be sponsored by Lions Club with proceeds from the 50 cent admission charge going to the Little League fund.

Little Leaguers will play an All-Star game before the Fats-Leans affair. Their game will begin at 7.

In the three previous games, Leans have won two while Fats could manage only one victory. The first game of the series was played July Fourth as part of the annual celebration. Fats were disputed winners in that one.

The two teams met again July 10 and Leans eked out a 2-1 win. Third game of the series was played last Friday with the Leans taking a hard-fought 9-5 win.

Managers for the two teams, Bedford Caldwell of the Fats, and Leon Grissom of the Leans, are expected to go with basically the same lineups used in the

TWOINROW —

Leans Beat Fats 9-5

Leans pinned a 9-5 loss on the Fats Friday afternoon, as hitters enjoyed better fortunes than in the last game. Immediately after the last out, a quick parlay decided the next match will be played Friday night at 8 o'clock on the football field.

Leans won last Friday 3-1. Fats jumped into a 1-0 lead in the first on two singles and a walk. Dolph Moten led off with a base on balls. Vernon Stewart's bunt single put runners on second and first and after Lee Kimbrough popped to third, Art Mast grounded to the pitcher, who threw Moten out at third. C. R. Brandon singled to score Stewart from second.

Leans were not to trail for long. They came back with two runs on four hits in the second. Jimmie Clements led off the inning with a home run. Vernon Willard doubled and scored on Leon Grissom's single. Boyd Gilreath also singled and Vernon Estes walked but Neal Smith struck out to end the

FATS		LEANS	
Moten	c	Christian	p
Stewart	ss	Sudderth	c
Kimbrough	3b	Smith	1b
Mast	rf	Clements	3b
Brandon	1b	Willard	2b
Jeter	2b	Estes	rf
Sides	cf	Gilreath	ss
Turner	lf	T. Caldwell	lf
Wills	p	Wiseman	cf

D. Meason "Doing Well"

Friends of the Pete Meason family reported Monday that Donnie, six year old son of the Measons, is doing as well as can be expected.

The little boy lost his right foot in an accident with a shot gun about two weeks ago.

It is reported that the family plans to take Donnie to Denver, Colo. in the near future so that he can be fitted with an artificial foot. Plans are for him to enter school in September.

Melon Harvest Nearing

Bovina will become a cantaloupe boom town next week for the second year in a row. Smell of cantaloupes will spread over town and trucks and laborers will get thicker and thicker as the harvest progresses.

Some 435 acres in the area are expected to start ripening about the middle of the week. Gateway Produce will pick and crate the melons in the shed they built here last year.

Otto Ables, Bovina agent for Gateway, says eight packers who will be the nucleus of the harvest crew, will arrive in time for beginning of harvest. They are currently working in California in a cantaloupe harvest. The remainder of the labor force will be supplied by local workers.

About 100 pickers will be needed in addition to 15 trucks and drivers. Packing-shed duties will require 35-40 local workers.

Harvest will last six weeks and should be completed by around September 25.

Indications are that the market will be better this year than last. Currently cantaloupes are selling for \$4.25 per crate. Prices were lower than this at their peak last year.

FOR BOVINA —

Adoption of Zoning Seems Almost Certain

Football Begins Aug. 17

Football practice for Bovina's Mustangs will begin August 17. Coach Bob Wills announces this week.

The Coach expects around 30 candidates to report for the first session, including 14 lettermen and three starters from last year's squad that compiled a 4-6 record.

Wills says the boys will practice once each day until school starts August 31. Practice will begin at 4 each afternoon.

The Mustangs meet the same 10 opponents this year as last with eight of last year's starters graduated.

Wills asks that all boys who plan to play obtain a medical certificate before the first practice session.

Spanish Revival To Begin Sunday

Revival services for Spanish speaking people will begin Sunday evening and will continue through Sunday, August 9.

Services will be conducted in American Legion Hall, with Rev. Daniel Contreras, pastor of a Spanish speaking Baptist Church of Clovis, as evangelist. Evening services will begin at 8.

Rev. Jack Jeter, pastor of First Baptist Church here, announces that a light supper will be served each evening by members of the Woman's Missionary Union.

Approximately 50 attended the first of a series of Sunday afternoon church services for Spanish speaking people last week. Rev. Jeter reports that he is "very pleased" with the attendance. Services are planned for each Sunday afternoon, at 3:30 throughout the fall.

Rev. Jeter also expresses his appreciation to area farmers for telling their farm laborers about the church services. He asks their continued cooperation.

Protest Meet Set Friday

A public hearing on proposed zoning ordinances for Bovina has been set for Friday. The ordinances probably will be adopted after the hearing, which will be in city hall. City Commissioners will hear complaints, if any. Bovina Mayor J. E. Sherrill says he expects no protest that will delay adoption of the regulations and believes city commission will vote them into law after the last citizen has stated his case. "Zoning shouldn't make hardships for landowners unless they are planning to build something that doesn't comply with the zone their property will be in," Sherrill said.

Sherrill didn't rule out the possibility of changes but he said if such changes were proven necessary, the planning committee and Dudley Bayne, Hereford city manager who, with the commission, helped plan each zone, will have to start from the beginning again.

According to Bayne, various districts were established so as to conflict as little as possible with present land uses and to provide for orderly expansion in all districts.

The proposed plan calls for eight different classes of land use districts—three classes of residential districts, two retail districts, one commercial district and two industrial and manufacturing districts.

Proposed zones are shown on a map displayed in city hall. A booklet explaining zoning is also available.

The planning board, composed of C. R. Brandon, Billie Sudderth, A. M. Wilson and O. W. Rhinehart, employed Bayne and worked with him. A survey of property within city limits and studies of past and predicted growth were made. Then the map showing zones was prepared.

"A" district, which permits one-family dwellings, public parks or playgrounds and accessory buildings, would be located in the South portion of town. It would be bounded by city limit line on west and south to Ave. C on North, 8th on East, down Ave. D to Third.

An area on the north side of town, bounded by Abbott and city limits is also in "A" district.

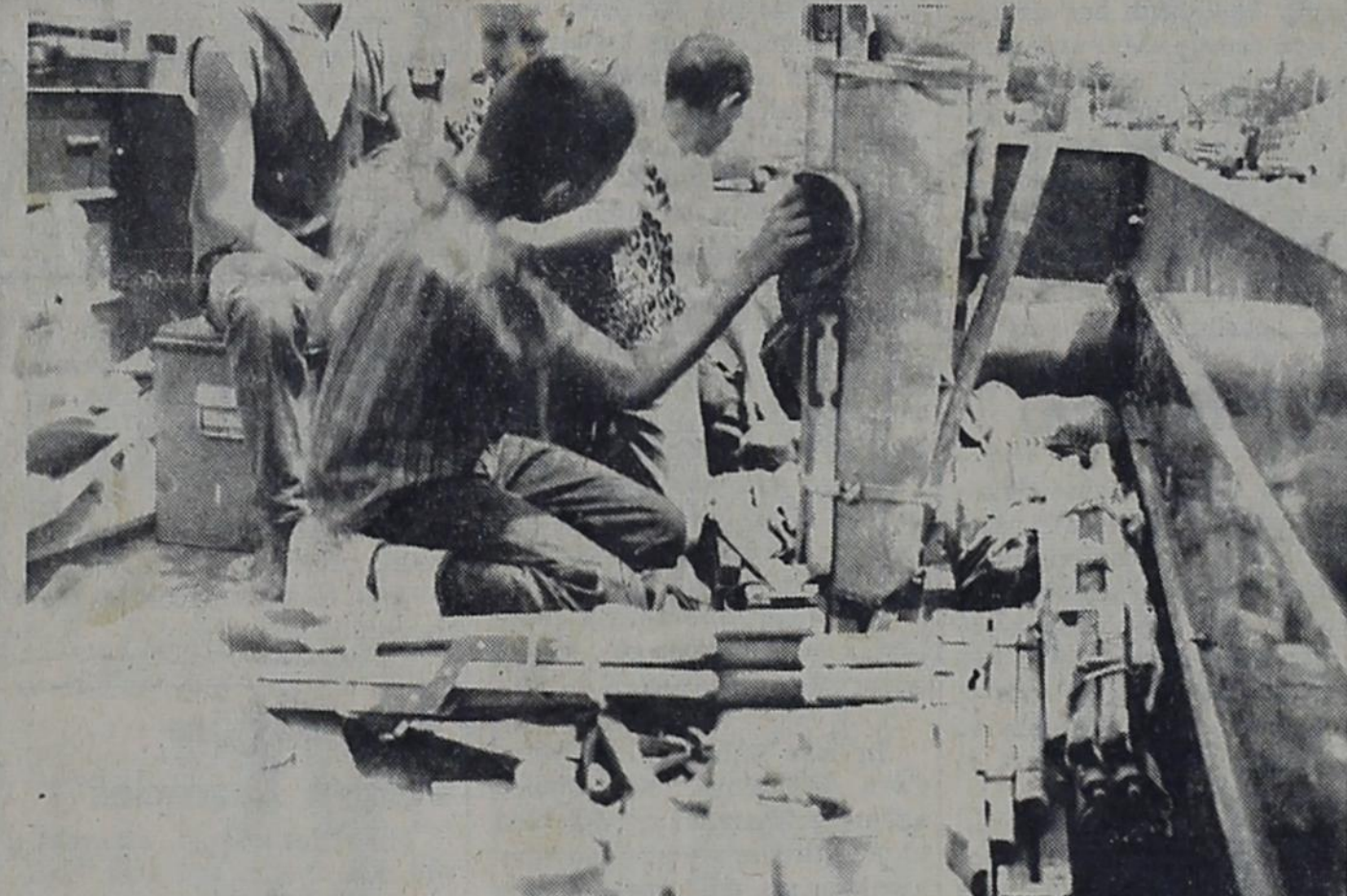
"B" district permits uses mentioned in "A" as well as two-family dwellings, churches, and public schools. This district would be bounded by Avenues C and D and Third and Eighth.

"C" or apartment district allows any use mentioned in "A" and "B" district and hospitals and clinics, excluding mental and animal hospitals, also non-profit institutions, libraries and museums. This dis-

trict would be bounded by city limit line on west and south to Ave. C on North, 8th on East, down Ave. D to Third.

Stark resigned to accept a position in Clayton, N. M.

(Continued on Page 6)



HURRY—Boy Scouts don't like to wait long when it's time to go camping. Here they have everything loaded but the rest of the scouts and those already in the truck are anxious to get to Carl Rea's Lake, where they camped Monday night.

Scouts Go Camping

Nine Boy Scouts and three Cub Scouts, accompanied by Vernon Estes and Jimmie Charles, went on an overnight camping trip Monday to Carl Rea's Lake, north of Bovina.

Estes and Charles took boats and the boys water skied Monday afternoon.

Boy Scouts making the outing were Ronnie Sudderth, Ken Horn, Wendol Davies, Billy Charles, Phillip Lloyd, Carl Odom, Dean Mayhew and Ronnie Taylor.

Cub Scouts were Wayne Davies, Johnnie Charles, and Johnnie Taylor.

BY 20-8 SCORE —

Tribe Slaughters Black Thursday

Bovina Little Leaguers, probably playing in their last game of the season, slaughtered Black 20-8 Thursday afternoon on Friona Field.

Coach Bob Wills said after the game that there is only a slight chance the Indians will play another game this season.

The win Thursday gave the tribe their fifth win against three losses and the distinction of beating the team tied for first place in the six-team Friona Little League. Earlier in the week, Black defeated Hub to go into a tie for first. Hub had been undefeated in three seasons.

The Indians scored a single run in the first to take the lead, which they never relinquished. Pitcher Carl Odom scored the run when he singled to center and came all the way home on two errors.

Odom cut down three consecutive Black hitters on strikes in the last of the first and his teammates managed three runs in the second to provide a more comfortable margin.

Billy Charles started the second with a walk. Randy Jones sacrificed him to second and Mayhew walked before Gene Pruitt sent a triple to left. Pruitt scored later on an error to give Bovina a four-run lead.

In the second, Odom again barred the door on Black scor-

ing, although he was touched up for a hit.

The Indians continued to chip away at Black pitching with two runs on two hits in the third. Odom and Ronnie Glasscock singled to start the inning. After Charles struck out, Jones

walked to load the bases. Dean Mayhew and Radford Venable also drew free passes to send in two runs.

Odom continued his mastery over Black hitters in the third, (Continued on Page 6)

ONE MORE GAME —

Baseball Ends; Give Averages

Pee Wee and Little League baseball schedules have been completed, with the exception of an intra-squad Little League contest to precede the Fats-Leans game on the football field Friday night.

Pee Wee's compiled a 5-2 record for the season while the Little Leaguers won five and lost three.

Lee Terry and Rex Cumpton led Pee Wee batters with .800 averages. Ronnie Glasscock topped Little Leaguers with .695 followed by Carl Odom's .560 mark. Odom also had a 5-2 pitching mark to lead in that department.

Coach Bob Wills has announced probable starting lineups for

Friday night's game. He has divided his squad into the Indians and Yanks. The game will begin at seven with the Fats-Leans game slated to begin about eight.

Probable lineups:

(Continued on Page 6)

INDIANS

Charles	p	Mayhew	p
Murray	c	Jones	c
Glasscock	1b	Roach	1b
Fuentes	2b	Odom	2b
Pruitt	ss	Griffin	ss
Carson	3b	Venable	3b
Corn	lf	Redden	lf
Looney	rf	Looney	rf
Davies	cf	Gober	cf

YANKS

Charles	p	Mayhew	p
Murray	c	Jones	c
Glasscock	1b	Roach	1b
Fuentes	2b	Odom	2b
Pruitt	ss	Griffin	ss
Carson	3b	Venable	3b
Corn	lf	Redden	lf
Looney	rf	Looney	rf
Davies	cf	Gober	cf

(Continued on page 6)

THE BOX SCORE

Name	pos	ab	r	h	rbi
Christian	c	3	1	1	0

(Continued on page 6)



THE BOVINA BLADE

Dolph Moten, Editor & Publisher

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

Editorial

Good Idea - Zoning

Bovina appears ready to halt willy-nilly growth and set up orderly regulations for expansion. Zoning regulations are being discussed and city commission has set a public hearing on the subject July 31.

This is a step in the right direction. The only thing amiss in the proposal is that it comes several years late.

Citizens can't regulate city growth without some pattern to follow. Regardless of how careful builders are, unpleasant situations will develop without a pattern. Also, citizens can't see as far into the future as a professional, and therefore can't foresee "his little" town becoming a city.

Dudley Bayne, city manager of Hereford, worked out proposed regulations. He surveyed property within city limits and from studies of past and predicted growth; then put the city into zones. The zones were established so as to conflict as little as possible with present land use.

Those who aren't convinced that zoning is important, should take a close look at Houston or New Orleans; and then examine planned cities such as Lubbock and Odessa. Bovina doesn't have to grow as large as any of these cities for zoning to be a necessity. Cattle pens adjacent to one's home are just as unpleasant in a town of ten thousand as in a city of a hundred thousand.

Zoning regulations will not remedy bad situations already established here, but they will stop other bad situations from originating.

Rev. Jackson Visits Church

Rev. L. E. Jackson, conference superintendent of Pentecostal Holiness Churches, visited the Bovina church Sunday. He delivered the morning and evening messages. Rev. Jackson is from Amarillo.

Plans are also being made by Pentecostal Holiness Church members to attend the annual camp meeting at Amarillo next week. The camp meeting will begin Monday night and run through Sunday, August 9. Several families from the Bovina area plan to attend.

Six Attend Band Camp

Six Bovina youngsters will leave Sunday afternoon for a two-week band camp at West Texas State College at Canyon. Attending will be Billy Minter, Ronnie Glasscock, Billy Charles, Myrtice Shockley, Linda Estes and Jimmie Redden.

Each student will enroll for five subjects of study. Instruction will be from 8:30 a.m. to 4 p.m. each day.

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Film To Be Shown Here

A 30-minute, sound film will be shown Thursday evening, August 6, in school auditorium.

The film, titled "The Big Issue - Religion and The Presidency," is being sponsored by churches of the community. Following the film, Mrs. G. C. Applewhite will conduct a question and answer period. She is an English teacher in a Lockney school and a member of Protestant and Others United organization.

There will be no admission charge and everyone is invited to attend.

Visitor Enjoys Hospitality Here

"I never met more friendly people," reported Mrs. Alice Gromowsky of Kansas City this week.

Mrs. Gromowsky was speaking of her brief visit in Bovina, with her son and family, Mr. and Mrs. William Gromowsky.

This being her first trip to the "Plains," Mrs. Gromowsky was asked her opinion of the country, crops and people.

The visitor says she loves the open spaces, the miles and miles of land in crops that look so pretty and, above all, the friendliness of the people of Parmer County. "Why," she went on, "at home, we have lived in Kansas City about a year, and we are barely on nodding and speaking acquaintance with our neighbors. Here, everyone speaks or nods, even if they don't know you."

Mrs. Gromowsky and her 17-year-old son, Ike, are visiting here for a couple of weeks.

Visits Here With Daughter

Mrs. Elizabeth Stinson is visiting here with her daughter and family, Mr. and Mrs. Bob Wills and son, Robert. For the past several weeks, the Wills family have been visiting with Mrs. Stinson in her home at Laverne, Okla. She returned to Bovina with them last week.

In Hospital

Susan Blake, eight-month-old daughter of Rev. and Mrs. S. W. Blake, is hospitalized in Parmer County Community Hospital. The baby was admitted Sunday, with a severe ear and throat infection. Friends of the family expect the baby to be released the latter part of the week.

Rev. Blake is pastor of Bovina Pentecostal Holiness Church.

Ketch-all Corner

By Sally Whitesides

Never let it be said that a woman can't get on the ball when time is precious.

Betty Hawkins proved the old saying about women being born slow completely false a couple of weeks ago. She got herself and her two daughters, ready for a two week vacation in Florida in one flat hour.

Seems Harold, Betty and the girls were at the Roy Hawkins', saying goodbye to Roylene and Herman who were leaving for a vacation in Mississippi. It was only at the very last minute that Betty discovered that their destination was within a few hundred miles of her sister whom she hadn't seen in several years.

After long, at least 30 seconds, deliberation, Betty decided to go with them, then go by bus on to Florida. It was hectic, she admits, but packing was accomplished.

Things have, to put it lightly, been a bit on the hectic side in the Archie McCutchan household for the past several weeks. It's about settled back to normal now, but for a time, it did look as if Lois was going to come out second best in the nerve department.

It all started several weeks ago when Bovina, and the McCutchan family, suffered severe loss during a hail storm. Since the roof needed new shingles anyway, Archie reasoned, they might just as well add the eaves they didn't have.

And, like all such projects, one thing led to another and the project generated to the inside of the house and here ran Lois around, valiantly choosing paints for each and every room in the house. To cap it all off, minor remodeling was added and the results were a very tired Lois.

"Girl, I'm leaving, I'm just turning it over to them," reported Lois as she came to say goodbye, on her way to Fort Worth. "You can't get from one room to the other, never mind cook a meal. We even had to sleep at Archie's mother's house last night."

Things are pretty well back to normal again now, but there's an open secret around the McCutchan home; it's going to be a long long time before complete redecoration, etc. etc. is undertaken there again!

In last week's KAK, Mrs. Cora Wilkinson was kidded about her inability to withstand high altitudes. Found another sympathizer this week, Fannie Hudson.

Fannie and her family spent several days awhile back in northern New Mexico and southern Colorado. And, since the vacation was for the express purpose of doing things not done at home, Fannie submitted to family pressure and rode

Activity Increases For Law Officers

After a week of relative quiet, business picked up for county law enforcement officers during the past week.

Curry Pruitt, 38, Portales, was picked up in the New Mexico city and returned to Farwell to face charges of breaking and entering and theft of a watch. He is alleged to have stolen the watch from a truck belonging to Felix Winegeart.

Pruitt's bond was set at \$1000 and he has been bound over for the grand jury, which will sit in September. Breaking into a vehicle is automatically a felony in Texas.

Pruitt was working on the farm of M. A. Black near Friona. Winegeart had had his truck there for wheat harvest, and Pruitt is charged with getting into the truck and taking the watch on July 13.

The worker, who was employed by Black, moved to Portales a short time ago. He was found to have the watch in his possession when arrested.

Antonio Andrada, 40, and Ernest Garcia, 29, were arrested and charged with drunkenness and fighting Sunday afternoon. They were picked up on an Oklahoma Lane farm.

The Spanish American men were tried in Roy Thornton's JP court and both pled guilty. They were fined \$19.85 each.

Manual Garcia, 25, Muleshoe, was picked up in Friona Monday morning by Ben Moorman. The Bailey County man was charged with driving while intoxicated. He pled guilty in Judge Loyde Brewer's county court Monday afternoon and was fined \$50 and costs, and three days in jail.

Two male companions traveling with him at the time of his

arrest were tried for drunkenness in the Friona JP court. They pled guilty and were fined. Manual Moreno, 34, Friona, pled guilty in Judge Brewer's court Monday morning to a charge of transporting whisky for the purpose of sale. He was fined \$150 and costs.

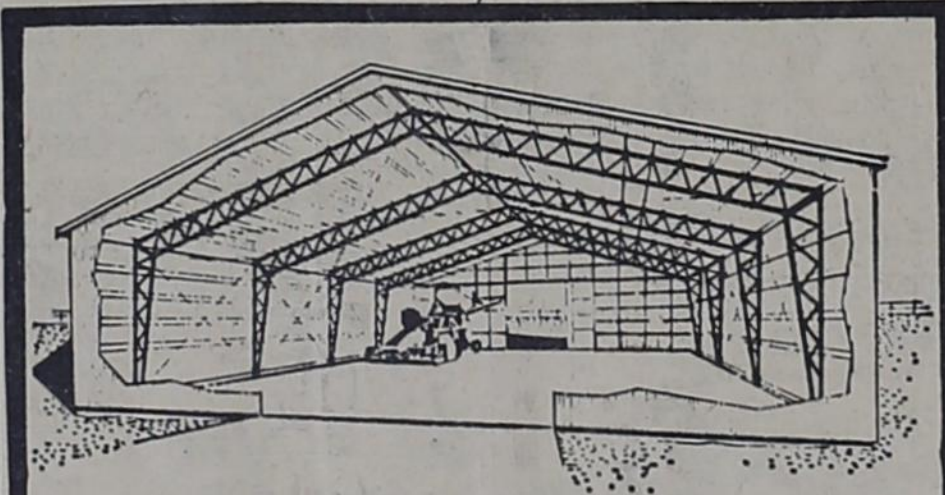
Ben Moorman and George Reynolds picked Moreno up and discovered a case of whiskey in his car Sunday night. He paid his fine and was released. Walter Baker, 27, Muleshoe, was picked up in county court Saturday morning to a charge of driving while intoxicated. He was fined \$50 and costs by Judge Brewer. Highway Patrolman Freeman of Muleshoe picked Baker up following a one-car accident near Clay's Corner about a week ago. Baker was slightly injured after turning his car over. He paid his fine and was released.

Boy Suffers Nerve Disorder

Mike Beauchamp, six-year-old son of Mr. and Mrs. Thomas Beauchamp, is suffering from a nerve disorder in his face.

Partial paralysis was discovered by his family about 10 days ago and specialists have been consulted.

Although he is at home, friends report that progress is expected to be very slow.



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Registration For Kindergarten Due

Parents who wish to have their pre-school children in kindergarten this fall are asked to register them immediately. Mrs. Margaret Caldwell, instructor of Kiddieland Kindergarten, urges all parents to contact her "as soon as possible" for enrollment. She points out that she can take a maximum of 10 students and asks that registration be complete by August 15.

Mrs. Caldwell has conducted preparatory classes in her home for a number of years. She works with the cooperation and assistance of Miss Grace

Paul, elementary principal, and the two first grade teachers, Miss Lillian Fisher and Mrs. Leola Williams.

Through preparatory work given the children, Mrs. Caldwell teaches them only to the point school instructors wish. Classes are conducted each day, Monday through Friday, from 9 to 11:45 a.m. Also, Kiddieland observes all school holidays, thus being a convenience for parents with children in school.

Those wishing to enroll their children should contact Mrs. Caldwell, either by phone or at her home on Third Street.

Former Resident Improve s

Friends report that W. Wayne Stevens of Oklahoma City is feeling "much better" now. Stevens, a former resident of Bovina, moved to Oklahoma the first of the year. He was band and music instructor in Bovina Schools until that time.

Stevens was in a train accident several weeks ago and his hands were injured. Friends reported this week that he had gained complete use of one hand, but the other was still impaired.

Four Attend Guild Weekend

Four members of Bovina chapter of Methodist Wesleyan Service Guild attended an annual Guild Weekend at Ceta Canyon last Saturday and Sunday.

Worship, singing, recreation, relaxation and a business meeting were highlights of the two day meeting. A number of speakers also participated on the program.

Dr. Irma Highbaugh, a returned missionary to China and other parts of Asia, gave a report of work being done in that area by Methodist missionaries. She was also in charge of a condensed study of Africa.

Also speaking to the group was Miss Joyce Hill, a missionary and teacher on furlough from her post in Cuba. Miss Hill spoke of conditions and improvements being made in Cuba.

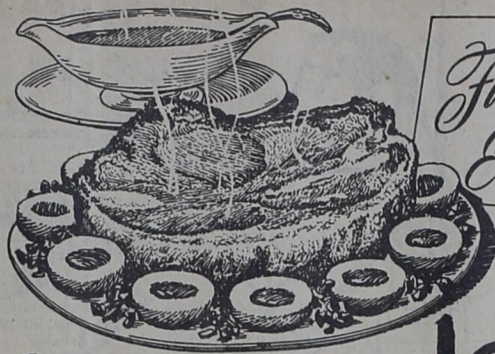
Other speakers included Miss Lucille Flowers and Mrs. E. J. Lawson, both of Amarillo and Mrs. C. C. Coffee of Lubbock.

Approximately 160 women from the Northwest Texas Conference were present. Attending from Bovina were Mrs. Pat Terry, Mrs. W. E. Williams, Mrs. Margaret Caldwell and Miss Rita Caldwell.

Return Home From Kansas

Mr. and Mrs. Ira Wilborn visited several weeks ago in Wichita, Kans., with their daughter and family, Mr. and Mrs. Guy Holloway and children, Richard and Debra.

Upon their return home, Mr. and Mrs. Wilborn's daughter, the former Ginger Wilborn, and children accompanied them. The visitors plan to be here with friends and relatives for several weeks.



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PEAS
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large, firm heads
LETTUCE ^{lb.} **10¢**

long whites or red
SPODS ^{lb.} **59¢**

California Thompson Seedless or Red Cardinal
GRAPES ^{lb.} **19¢**

Shurfine
Salad Dressing Quart Jar **43¢**

Borden's Charlotte Freeze - Assorted Flavors
MELLORINE ^{lb.} _{2 gallon} **39¢**

Shurfine
Prune Plums
No. 2 1/2 can **35¢**

Betty Stacker
Cocoa Puff
CEREAL
large box **25¢**

FROZEN FOOD SPECIALS
Libby's 10 oz. pkq.
Strawberries **19¢**

Van Camp's Natural
Sardines 2 #1 tall cans **35¢**

Apple Bay
Apple Sauce 2 #303 cans **29¢**

Van Camp's White
HOMINY 2 No. 300 cans **19¢**

SOFLIN
TOILET TISSUE
2 rolls **15¢**

Mity-Fine
BROOMS
extra fancy \$1.59
Regular \$1.25

Underwood's
Barbecue 1 ^{lb.} _{pkq.} **79¢**

Shurfine
Pineapple Drink 46 oz can **39¢**

Waxtex
WAX PAPER
2 100 ft. rolls **49¢**

Kraft's Velveeta
CHEESE
1 lb. box **43¢**

Banquet - large 22 oz. size
Apple Pies **39¢**

COMPARE OUR PRICES AND QUALITY

WILSON'S

MEMBER
AFFILIATED
FOOD STORE
SUPER MARKET
BOVINA

GUNN Bros. Stamps
Double Wednesdays with purchase of \$2.50 or more!

Phone AD 8-4781

PARMER COUNTY'S FINEST

BOVINA

5¢ COFFEE
- and -
A-1 Bar-B-Q
Scooter's Smokehouse
Main Street Bovina

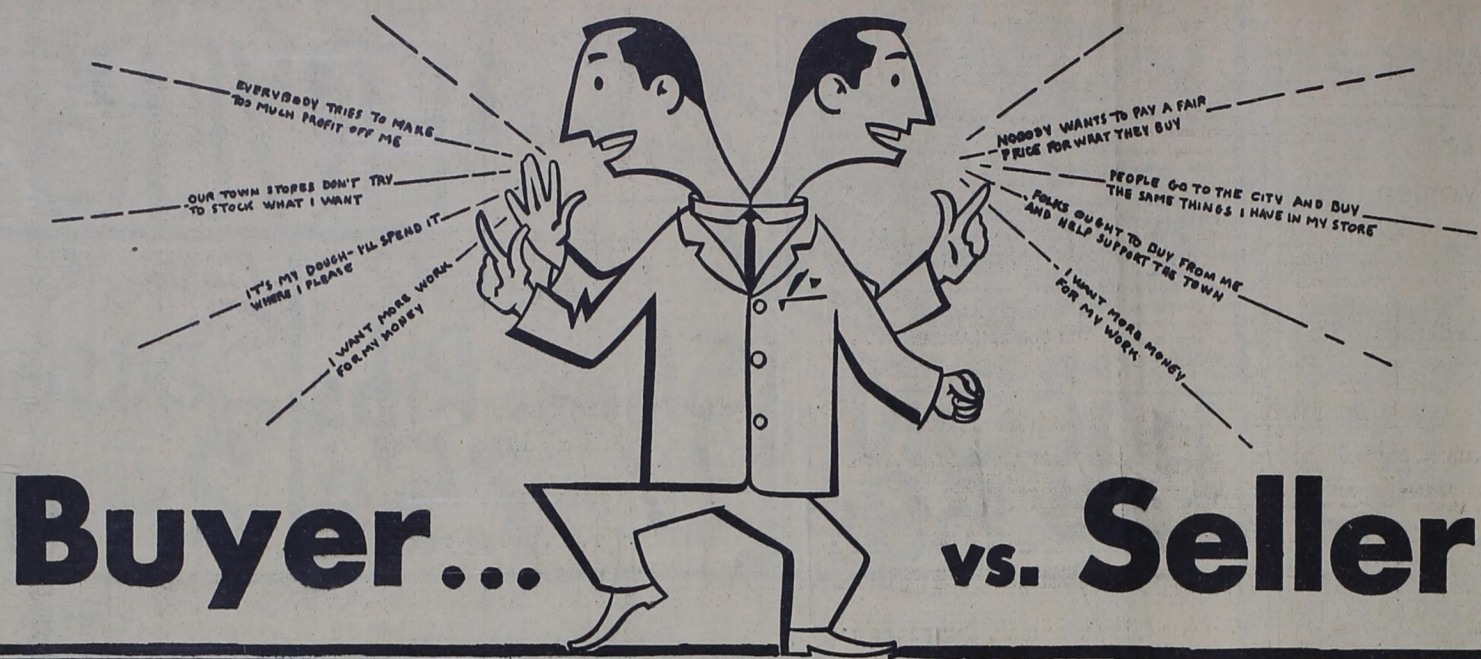
Need Water? Call Us!
BROOKFIELD Drilling Co.
- Friona -
Phone 5731
DEIRLESS PUMPS

THANKS, FRIENDS

Effective August 1, We Are Leaving The Service Station Business. Before We Go, We Wish To Express Our Appreciation For Your Patronage. It's Been A Pleasure To Serve You.

Thanks Again -

Mr. & Mrs. Roy Fuller



Most of us lead a double life.

One minute we're a BUYER. The next minute we're a SELLER . . . of goods, services, time, or talents.

Of course, there's some incompatibility in a Buyer-Seller combination. About like you'd expect in a dog-and-cat mixture.

Consequently, we sometimes get to playing our part as Mr. Buyer with such enthusiasm we forget that our other self, Mr. Seller, has to

put dollars in our pocket before our Mr. Buyer self can spend them out of it.

And every time we, as Mr. Buyer, take one of those dollars out of circulation here by spending it out of town, we shrink Mr. Seller's market so it's a little harder for him to get us some more dollars.

It's too bad we don't get more teamwork out of our two personalities. When Mr. Buyer is cutting Mr. Seller's throat, we need to recall that they are both using the same throat.

It Pays to Buy where you Live

These Bovina Business Establishments Are Genuinely Interested in the Future of This Community and in your Welfare—TRADE AT HOME WHERE YOUR MONEY BENEFITS YOU!

BOVINA REAL ESTATE & INS.

HAMLETT WELDING

WESTERN WAREHOUSE CO.

SHERLEY GRAIN CO.

CICERO SMITH LUMBER CO.

THREE-WAY CHEMICAL CO.

BOVINA IMPLEMENT CO.

BOVINA DAIRY FREEZE

GAINES HARDWARE CO.

TRIMBLE BARBER SHOP

PAUL JONES
TEXACO SERVICE STA.

BOVINA WHEAT
GROWERS, INC.

WILLIAMS MERCANTILE CO.

LAWLIS GIN CO.

KERBY WELDING SERVICE

WILSON-BROCK
INSURANCE AGENCY

BOVINA BLADE

ED'S AUTO SERVICE

PARMER CO. FARM SUPPLY

CITY DRUG

FIRST NATIONAL BANK
OF BOVINA

ARTISTIC HAIRSTYLE SALON


COMBS GROCERY

BOVINA FARM CHEMICAL

5¢ SCOOTER'S 10¢

BOVINA BEAUTY SHOP

 VENABLE '66'
SERVICE STATION

 CHARLES OIL CO.

WILSON'S SUPER MARKET

SUPER SAVEWAY

WARREN AUTO SUPPLY

BOVINA RESTAURANT

BILL MOORE GULF SERVICE

BONDS OIL CO.



Of Interest To
THE WOMEN

WSCS Circle Studies
About Biblical Women

Members of Methodist Nazie Lynn Circle heard talks Tuesday about "Women of the Bible." The meeting was conducted in fellowship hall of the church with Mrs. Davis Edg and Mrs. Warren Morton in charge.

The study, taken from a book by Edith Dean, went into detail about the lives of six Biblical women and how they lived, according to the scriptures. Women discussed were Mary, mother of Jesus; Mary and Martha of Bethany, Esther, Ruth and the Samaritan woman at the well.

Pictures of the women as imagined by an artist were used as a center interest at the worship table.

A prayer group, conducted prior to the meeting, was under the direction of Mrs. Jimmie Charles. Mrs. Rouel Barron, circle chairman, presided.

Rhineharts
Return Home

Mr. and Mrs. O. W. Rhinehart returned home Monday from a visit in Haynesville, La. While there, they were guests in the home of his sister and husband, Mr. and Mrs. F. Johnson.

A reunion of the Rhinehart family took place over the weekend, with the Bovina couple, Mr. and Mrs. Johnson, their sons and families gathering for a visit. Also present was the brother and sister's mother, Mrs. J. C. Rhinehart.

Mrs. J. C. Rhinehart returned to Bovina with the visitors and plans an extended visit here.

Party Honors
Suzanne Wilson

Suzanne Wilson, seven-year-old daughter of Mr. and Mrs. A. M. Wilson, was honored with a birthday party Thursday morning. The party was in her home with a number of her friends there for games, refreshments and the opening of gifts.

Randy Barrett and Betty Kesler were winners of a balloon race.

Refreshments of cake and punch were served and each guest was presented with a "favor bag," in which each received an assortment of candies, gum and balloons. The cake, made and decorated by Betty Hawkins, was in the form of a doll, with the cake being the bouffant skirt. Colors of pink and blue were carried out in refreshments and decorations.

Guests were Pamela Grissom, Phil Sorley, Bruce Caldwell, R. D. Looney, Stuart Hanna, Krita Morris, Jan Gromowsky, Doris Corn, Patricia Edens, Karen Bell, Candy Wilson, Billy and Betty Kesler, Pamela Wilson, Randy Barrett and the honoree.

Mrs. Jack Kesler attended and assisted Mrs. Wilson.

Now Offering
A Hospitalization
Insurance Policy
Second to None.
Our Policy For
Greater Family
Happiness and
Security Thru
INSURANCE
by
North America
GUARANTEED
RENEWABLE

Bovina
Real Estate
& Insurance
A. L. Glasscock
Bank Bldg.
AD 8-4382

Six Attend Lubbock
School Of Missions

Bovina Methodist Church will be represented by six members at an annual school of missions this week. The school is being conducted at St. John's Methodist Church in Lubbock Monday through Friday.

Attending from Bovina are Mrs. Billie Sudderth, Mrs. John Dixon, Mrs. Leon Ware and Mrs. Davis Edens. Also, Miss Patsy Richards and Miss Joy Redden will attend special young peoples' departments.

Studies offered are "The Book of Luke," which Mrs.

Edens will attend; "The United Nations" which Mrs. Dixon will attend; and "Rural Churches and Christian Relations" and "A Study of Africa" which Mrs. Sudderth and Mrs. Ware will participate in. Miss Richards and Miss Redden will choose their study groups upon their arrival at the school.

Visiting Sunday in the home of Mr. and Mrs. A. R. McCutchan were Mr. and Mrs. John Fielder of Dimmitt.

Mrs. Foster Home
From California

Mrs. Loucile Foster arrived home Monday from two weeks in California. Accompanying a niece and husband, Mr. and Mrs. Leonard Williams, Mrs. Foster visited with friends there.

The Bovina lady was a guest in the home of Mr. and Mrs. J. W. Hulsey of Downy, Calif., and also visited with Mr. and Mrs. W. D. Kirk of San Bernardino. Mr. and Mrs. Kirk are former residents of Farmer County, moving from here almost 30 years ago.

While with the Kirks, Mrs. Foster toured a number of places of interest. Among them were Knotts Berry Farm, Disneyland and Ocean Beach. She also attended a Rainbow Assembly meeting there with her hosts. The meeting was impressive to Mrs. Foster as it is the largest Rainbow assembly in the world, with some 600 members.

IN HOSPITAL

Mrs. Arlin Hartzog was confined to Farmer County Community Hospital in Friona for several days last week. She was released the first of this week.

SAVE!

THURSDAY - FRIDAY - SATURDAY

Pre - Fall Blanket Sale Reg. \$3.98 Now \$2.97	2 Bar - B - Q Grills 1 Reg. \$10.50 \$5.95 1 Reg. \$7.95 \$4.95
--	---

New Shipment Men's Town Topic SHIRTS Long Sleeve \$2.98 Ea.	For Baby One Group GINGHAM PINAFACE Reg. \$1.98 \$1.27
--	--

5¢ Scooter's 10¢
"THE POST OFFICE IS NEXT DOOR SOUTHWEST OF US"

Opening
Soon...
The
Mary
Marr
Shop
Third
Street
Bovina
Mary Turner
Margaret Minter

THANKS, FOLKS

Our Sale Was A Success!
... We Are Still Discontinuing
SAMSONITE LUGGAGE

At Selling Cost Plus Tax — Also Discontinuing
Gay Gibson Junior Dresses At 1/2 Price, Several
Of These Numbers Will Be Marked Far Below
1/2 Price This Weekend.

FALL MERCHANDISE

Is Now Arriving --- Make Your Purchases
Now And Put Them In Our Lay - Away!

WILLIAMS MERCANTILE

"Pioneers in Bovina"

Thurs.
Fri.
Sat.
July 30-31
Aug. 1

Big Value Days

Heart O' Texas

Fryers
2 lb. Ave.
each

59¢

Pinkney's Sunny
2 lbs. **99¢**

Weiners
Pinkney's 2 lb pkg.

Redwood **69¢**

Luncheon

Meat

12 oz. **39¢**

Black Beauty
Brooms
\$1.39

Phillips
Milk of
Magnesia

Gulf **98¢**
Spray

Phillips
Milk of
Magnesia

12 oz.

39¢

W.P. liquid

Detergent

Kimbell's Plain or Iodized

Salt

1 lb 10¢
10oz. box

Hot Sauce 10¢

Tea 29¢

6¢ off label Niagara 37¢

Starch

Starch

Starch

1 pint - 49¢

6 oz. can

Kimbell's

Tissue 25¢

4 Rolls

Val Uita # 2 1/2 can 4/1.00

North Port Cherries 300 Can 5/1.00

Del Monte Cream Style Corn # 303 can 2/35¢

Kimbell's # 500 Can 2/25¢

Breast O' Chicken 6 1/2 oz 3/1.00

Tuna chunk style 1/1.00

A-1-C

Orange Drink 3-1.00

Cabbage 2 lb. 15¢

Celery Hearts cello pkg. 29¢

Sunkist Valencia Oranges 2 lb. - 25¢

Santa Rosa Plums 19¢ lb.

Yellow ONIONS 2 lb. 5¢

Kimbell Oleo 2 lbs. 35¢

Kimbell

Kimbell

Kimbell

Kimbell

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Double Frontier Stamps Each Wednesday With Purchase of \$2.50 or More.



SUPER S AVEWAY

BOVINA

PH. AD 8-2811

-OPEN SUNDAYS-



A SUCCESS—Williams Mercantile Co.'s annual summer clearance sale last weekend was successful. W. E. Williams, owner of the business, reports. He is shown in center of the above picture which was made late in the morning of the sale's first day—Thursday. The sale was advertised only in The Bovina Blade.

IN EMBREE HOME
Visiting three days last weekend in the home of Mr. and Mrs. Warren Embree and daughters

were Mr. and Mrs. E. L. Kent and family, Susan and Steve, of Dallas. The guests returned home Monday morning.

EXPERT REPAIR
on
Cars - Trucks - Pickups
Tractors - Irrigation Motors
—Official Inspection Station—
H & M GARAGE
Phone AD 8-2041 GRADY HALL Bovina

Not Everyone
Belongs To A Co-op
BUT
EVERYBODY
BENEFITS!
We Serve
to Serve
Again

Bovina Wheat Growers, Inc.
James Russel, Mgr. AD 8-2691

New CORNING WARE
Saucepan Set
\$14.95 COMPLETE

Have everything you need to be a perfect hostess—convenience in the kitchen, beauty on the table.
FOR GRACIOUS LIVING...
FOR SHOWER AND WEDDING GIFTS...

● 3 Covered Saucepans—1, 1½, 1¾ sizes
● Interchangeable, detachable handle fits all three!
● Gleaming brass-plated cradle holds all three!

Be a guest at your own dinners, glamorous buffet suppers—cook and serve in the same dish.
Take from freezer to flame or heat... New Corning Ware is guaranteed not to crack from quick temperature change.
BUY NEW CORNING WARE TODAY
FOR EASY LIVING—GRACIOUS LIVING

GAINES HARDWARE CO
"Nothing Knocks On Bovina But Opportunity"

FIRESTONE CHAMPION

1295

Plus tax and recappable tire
6.70-15
Black Tube-Type

Built to Firestone's exacting quality standards, the Champion offers you real economy. For its price, you simply can't find a better tire.

Paul Jones Texaco Service Station
Hwy. 60 —Bovina— AD 8-4331

WANT ADS

CARD OF THANKS
We wish to express our sincere appreciation for all the kindnesses shown us following Donnie's accident and during his hospitalization. Everything that has been done in our behalf will long be remembered.
Mr. and Mrs. Pete Meason, Ricky and Donnie
6-1tp

WANTED—2 good reliable automobile salesmen. If interested write giving experience and references to Sales Department, Friona Motors, Friona, Texas.
5-tfn

Electrical & Plumbing
Repairs
BOVINA ELECTRIC
Phone AD 8-2951
Odis White

DITCH DIGGING SERVICE
10¢ per foot
ODIS WHITE
AD 8-2951

FOR SALE OR TRADE—two bedroom, modern house on South Third Street. Contact Alfred Haney, Bovina.
6-tfnc

FOR SALE—Completely equipped aluminum trailer to fit 1958 pick-up. Sam Rule, Star Route, Bovina, Texas.
6 2tp

SPINET PIANO
Responsible party can arrange most attractive purchase of fine spinet piano. Small monthly payments. Write McFarland Music Co., 722 W. 3rd., Elk City, Oklahoma.
6-1tp

Tribe Slaughters
setting them down in order on two strikeouts and a grounder. The Indians chalked up four runs in the fourth without a hit. Five free passes provided the fuel for the biggest inning to that point. Black batsmen finally solved Odom for three hits and two runs in the fourth. An error also contributed to the ruining of his shutout bid. Bovina exploded for ten runs in the fifth on only three hits, one of them Glasscock's three run homer over the left field fence. Seven bases on balls also contributed to the massacre that made the game a run-away. Black put together four hits and five walks in the fifth inning for six runs. The game was called after completion of the fifth to clear the field for a night game. For Odom, it was his fifth win against two losses. Pruitt, Curtis Griffin and Jimmie Redden got one hit each. Glasscock had a single to go with his homer and Odom had three singles. Redden's hit was a bases loaded triple in the fifth inning.

Leans Beat

Smith	1b	4	1	1	0
Sudderth	p	4	1	3	2
Clements	3b	2	3	1	1
Willard	cf	4	1	2	0
T. Caldwell	lf	3	0	0	0
J. Charles		0	0	0	0
Grissom	2b	2	1	1	1
Russell		2	0	0	0
Gilreath	ss	2	1	2	1
Wiseman		2	0	0	0
Estes	rf	3	1	1	1
M. Charles		1	0	0	0

FATS

Moten	c	3	0	1	0
Stewart	ss	2	2	1	0
Kimbrough	3b	4	1	0	0
Mast	rf	4	0	1	1
Brandon	1b	3	1	1	1
Turner	lf	3	1	0	0
B. Caldwell		1	0	0	0
Charles	cf	2	0	0	0
Jeter	2b	0	0	0	0
Sides	2b-cf	3	0	1	0
Wills	p	2	0	0	0

Zoning
istrict is bounded by city limits on the east, Ave. D on north, Third on west, Ave. H, on south and a zone bounded by Ave. I on north. Fourth on west and city limits on south and east. Restricted retail zone is "D" district. It is a strip on Ave. A and down Third to Ave. H. "E" is retail district. It includes the business area on North Street and the area around Wilson's Super Market. Commercial district is "F". It is bounded by city limits on east, Gardner St. on south, Hamlin on north, Abbott and Ave. E on east. Also a strip on Highway 86 on the south that is presently occupied by commercial structures will be in this district.

FILL UP NOW!
...AT LOW SUMMER PRICES

ORDER YOUR—
GULF GULFTANE
LP-GAS BUTANE PROPANE

NOW... and SAVE!
You're wise to fill up your LP-Gas tank with GULFTANE now while prices are so low—and you're all set for any unexpectedly early cold snap this year. By ordering now, you can be doubly sure of having plenty of modern, clean-burning GULFTANE when you need it this winter. Phone us today and tell us to "fill 'er up!"

PLAN NOW FOR AUTOMATIC HEATING THIS WINTER!
You'll really enjoy the clean, healthful, automatic heat you can have with GULFTANE and modern LP-Gas heating equipment. Say goodbye to dirt, soot, the annoyance of starting fires, handling bulky, dirty fuels! You'll be surprised how little it costs. Many users report that heating with GULFTANE actually costs less than with coal!

Phone AD 8-2271
BONDS OIL CO.
—BOVINA—

Firemen Will Buy 10 Suits

Bovina volunteer firemen discussed the use of high pressure fog, and at the end of the session, voted to order 10 bunker suits Monday night. Chief Otho Hammonds, who was in charge of the regular semi-monthly meeting, appointed a committee of Herman Estes, Robert Lee Hopingardner and James Taylor to study catalogues and make the order. Hammonds announced that Billie Sudderth has donated \$40 to buy one of the outfits to protect firemen from heat, water and cold. Firemen also discussed the need for smoke masks. Hammonds said no department should answer a call without at least two. The department now has one. Need for a smoke ejector was also mentioned and the possibility of the department building its own was discussed. Hammonds led a group discussion of ways and means of protecting adjoining properties to a structure that is burning. It was pointed out that steam is better in most cases to save buildings near a blaze than is a straight stream.

Baseball Ends
Pee Wee averages:

Name	ab	h	av.
Kirkpatrick	11	4	.363
Mitchell	13	7	.538
Grissom	16	6	.375
Carson	14	6	.428
Terry	15	12	.800
Taylor	13	1	.076
Lide	6	1	.166
Hutto	9	3	.333
Harris	1	5	.454
Barrett	5	1	.200
Cumpton	5	4	.800
Roundtree	4	0	.000
Blake	3	2	.666
Bookout	1	0	.000
Sorley	2	0	.000
Redden	2	0	.000
Hammonds	1	0	.000

Little League averages:

Glasscock	23	16	.695
Odom	25	14	.560
Charles	24	10	.416
Griffin	12	3	.250
Gober	4	0	.000
Jones	23	3	.130
Minter	6	1	.167
Mayhew	14	3	.214
Carson	3	0	.000
Kunselman	6	0	.000
Corn	5	0	.000
Murray	16	3	.188
Pruitt	16	5	.312
Venable	10	2	.200
Ownby	1	0	.000
Redden	4	1	.250
Espanoza	2	0	.000
Looney	1	0	.000
Roach	1	1	.090
Davies	2	1	.500
Fuentes	5	1	.200

City Tax Board Meets
Equalization Board for City of Bovina met in City Hall Tuesday to hear citizen appeals for changes in tax evaluations. Members of the board were A. L. Glasscock, George Turner and A. R. McCutchan. No changes in tax rates had been made and the meeting was routine.

Max Gilreath Injures Knee
Max Gilreath, son of Mr. and Mrs. Boyd Gilreath, is wearing a cast on his leg this week. Max's right knee was injured when it slipped out of place as the young man was swimming recently. He was admitted to Littlefield hospital two weeks ago today. Following six days in the hospital, Max was released to his home. His mother reports that Max will have to wear the cast for another two weeks. She also states that, as far as can be determined.

Wills asks that all boys who have suits turn them in as soon as possible.

The truest end of life is to know the life that never ends.

Catholic School Progresses

Catholic Bible School at St. Anne's Catholic Church entered the second week with continued good attendance as the school reached the halfway mark. Sister Mary Teresa and Sister Geraldine, both from Hereford, are instructors, assisted by Mrs. Darrell Hershey of Hereford. Instructions includes preparation for first communion service for younger children, while older ones are being instructed in various religious topics. The school began July 20 and will close August 8.

Juveniles Released

Four Bovina juveniles, arrested last Tuesday in connection with combine vandalism, were released to the custody of their parents after a closed hearing in county court last Wednesday morning. The vandalism occurred Friday night, July 17. Two combines belonging to Vernon Estes were damaged when the vandals drove one of them around a vacant lot near Charles Oil Co. It ran into a hole, hit a sign and struck the other combine before the ride was over. The hearing was in Judge Loyde Brewer's court.

REA CLEANERS
Phone AD8-2321 — Bovina

MODERN DRY CLEANING

REPAIR! REMODEL!
Nothing Down — 60 Months To Pay
Complete Line Building Supplies
Cicero Smith LUMBER COMPANY
Phone AD8-2671 Bovina

DRIVE-IN
FOR A MEAL OR A SNACK!

- * Good Food
- * Refreshing Drinks
- * Courteous Service

Open From 11 a.m. to 11 p.m.
BOVINA Dairy Freeze
Mr. and Mrs. Boyd Gilreath
Highway 60

Jump on the Bandwagon FERTILIZE Wheat Stubble Now!
Build Healthy Stubble for Your Next Crop by Fertilizing Your Stubble Ground Now.

Call Us AD 8-4311
Any and All Kinds of Fertilizer
BOVINA
Farm Chemical
—Troy Fuller—

THE HIGH PLAINS FARM AND HOME

Cantaloupes Nearing Harvest

Gateway Produce in Bovina is busy preparing its shed and equipment and growers are keeping an eye out for hail clouds as this year's cantaloupe crop nears harvest time.

Harvest is expected to begin about August 5th, about two weeks later than last year. Fewer acres were planted this year than last but yield per acre is expected to be higher. There are about 435 acres in the Bovina area compared to over 600 last year.

Market prospects are also better. Current price is \$4.25 per crate. Last year the market rose to just over three dollars at its highest.

Gateway will process and handle cantaloupes for about a dozen farmers around Bovina, including a nine-member growers' association. Included in the growers' association are Bob Wilson, Tom Caldwell, Arlin Hartzog, Leon Grissom, Billie Sudderth, Bud Crump,

James Boardman, Wendol Christian and Eddie Redden. Harvest is expected to take about six weeks, ending around September 25th. Eight key men who work as packers in cantaloupe harvest will arrive from California in time to help with the Bovina harvest. They will form the nucleus of the harvest crew.

The packing shed will use 35 to 40 local workers and 100 workers will be needed for picking crews. These will probably be mostly national laborers. Also required in the harvest process will be 15 trucks and drivers to transport the melons from field to shed.

Last year 36 farmers in the Bovina area raised cantaloupes that were processed by Gateway. The produce company built their Bovina shed last year.

Last year's low price is responsible for the drop in the number of cantaloupe growers this year, according to a

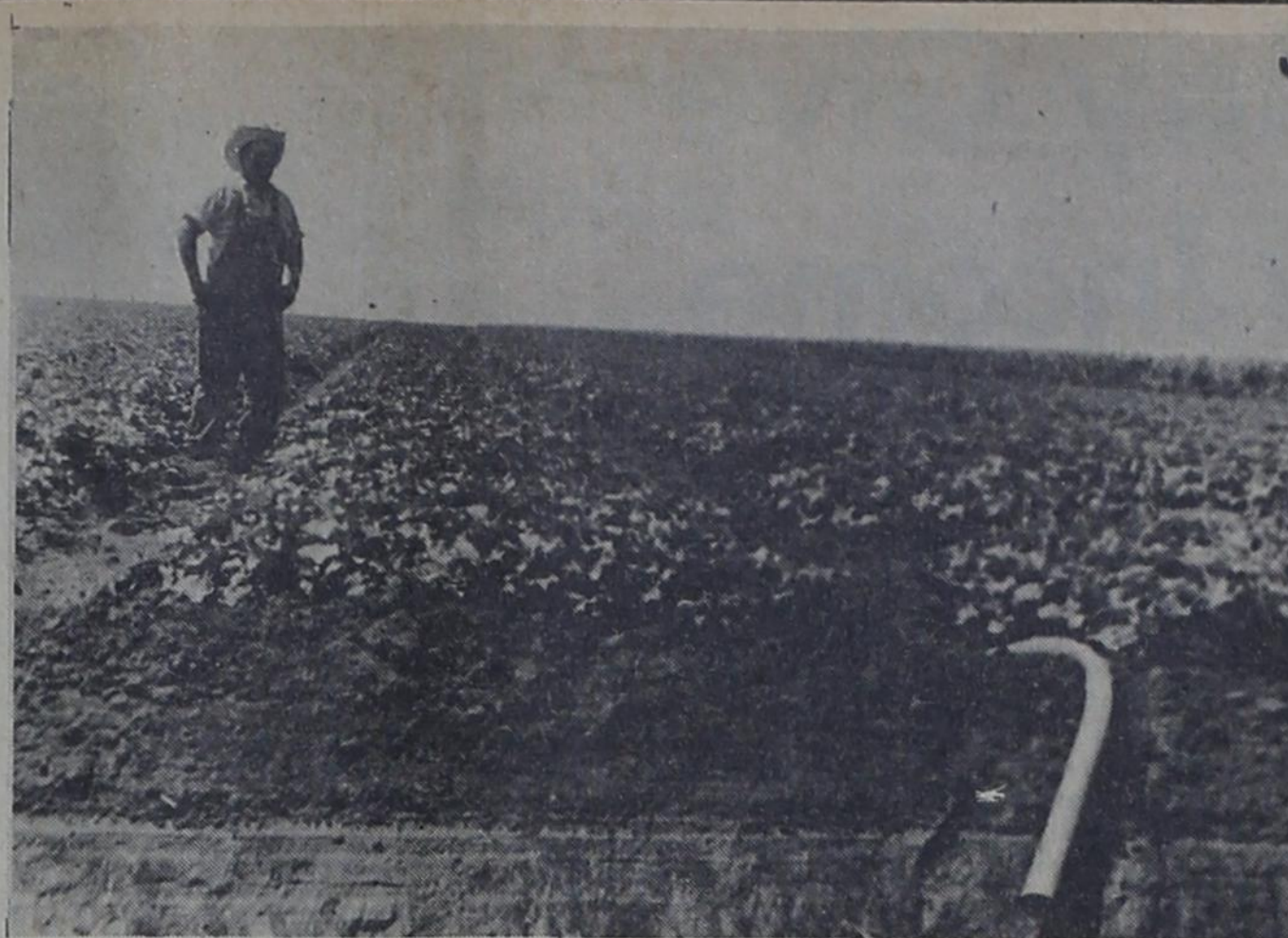
spokesman for the growers' association.

Contracts signed by growers and the produce company call for \$1.75 per crate to be paid to Gateway for processing plus 42 1/2 cents per crate for picking and hauling to the shed. The rest of the proceeds will be divided at the rate of 75 per cent for the farmer and 25 per cent for Gateway.

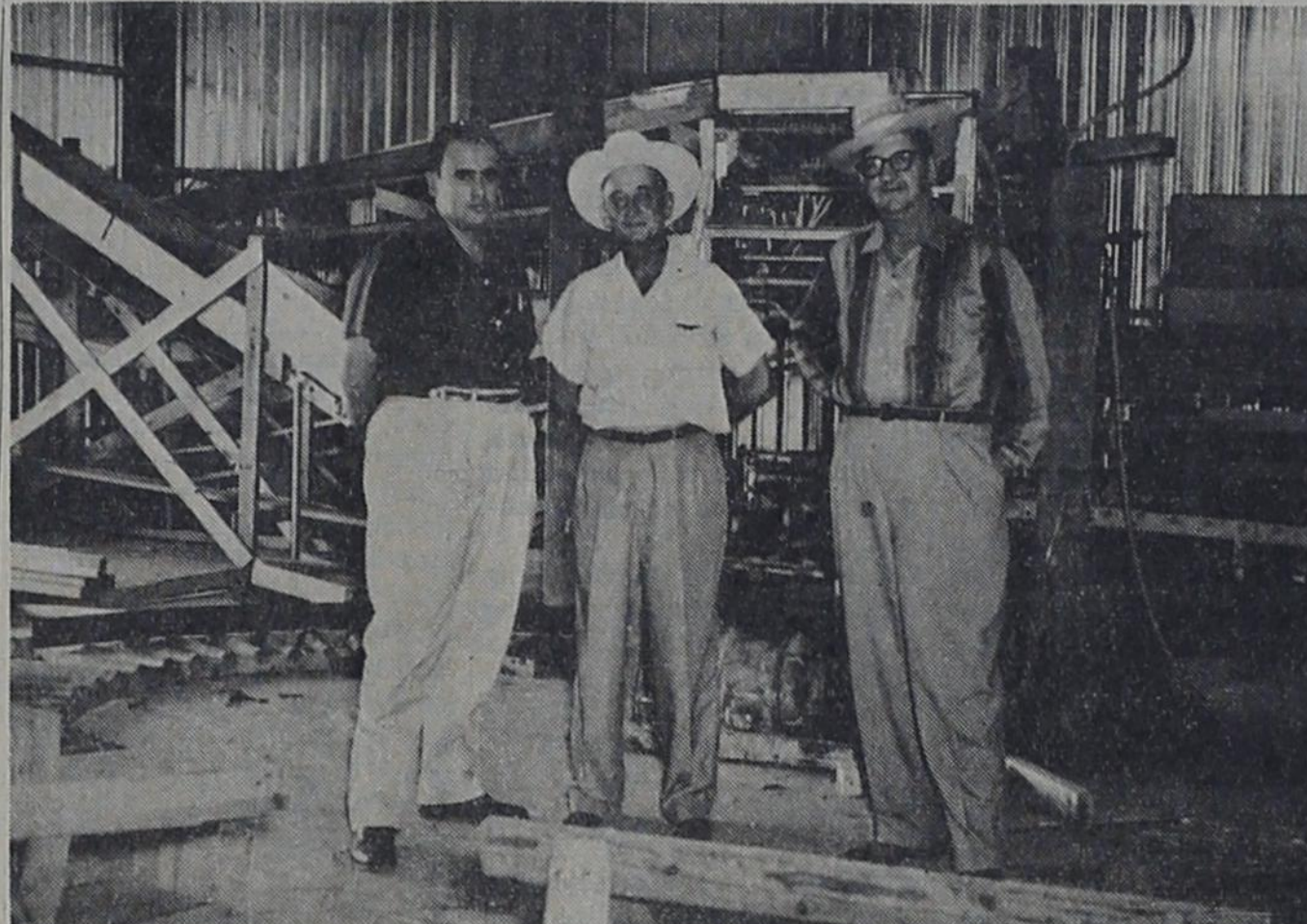
This year's crop will be excellent if hail stays away until after harvest time, according to Billie Sudderth, a member of the association whose cantaloupes will be ready for harvest about August 10th.

Sudderth planted double rows on an 80-inch bed. He says this method has proved very satisfactory, making less hoeing and better utilization of water. Sudderth's melons are about softball size. He has an excellent crop, yield wise.

O. W. Rhinehart and Tom Caldwell have earlier crops that will be about the first harvested. Bovina is getting set for its second cantaloupe harvest when national laborers will be more numerous, cantaloupe trucks will crowd roads and it's hoped, farmers will cash in on a profitable venture.



BILLY SUDDERTH OF BOVINA has a good field of cantaloupes on his farm east of town. He planted his 'loupes on 80-inch beds this year and reports that the crop is showing excellent prospects.



READY FOR THE 1959 CANTALOUPE, these men represent the management of the Bovina Gateway operation. They are, left to right, Mario Trevino, office manager; Otto Ables, shed manager; and Charlie Flynn, owner. Behind them is equipment that will be used in the processing operations.

Give To CROP And Feed Hungry People

All over the nation, people are again being given the opportunity to share the abundance produced on our farms. The 1959 CROP appeal will be launched in all counties of Texas this month when collections of wheat, peanuts, cotton, rice and cash will be made to care for homeless, starving refugees in countries where war, disease, and poverty rule.

County Supports Quotas

Farmer County farmers agreed with those in other parts of the nation that marketing quotas for wheat should be retained for the coming year. The vote, box-by-box, in Farmer County was as follows:

Bovina--63 for, 5 against; Friona 98 for, 8 against; Rhea--24 for, 9 against; Oklahoma Lane--41 for, 2 against; Lazbuddie--57 for, 6 against; Farwell--37 for, 9 against.

State-wide (preliminary) results indicate Texas farmers approved quotas by an 85.7% majority. A two-thirds or more majority is required to maintain quotas.

NICKEL-CADMIUM BATTERIES

Recent tests have disclosed that sintered-plate, nickel-cadmium storage batteries used for starting diesel engines in railroad refrigerator cars promise to give over ten years more service than conventional lead-acid batteries.

DR. WILLIAM BEENE Optometrist
Friona, Texas

Office Hours: 9 to 5
Mon. - Tues. - Wed.

9th and Main
Box 608
Phone 4051

CROP SPRAYING AND DEFOLIATING

We're ready NOW to help you protect your crops

LOONEY Flying Service

- D. C. Looney -

Phone Baldwin 5-4173 - Bovina

NEWS FROM THE FARM BUREAU

BY RAYMOND EULER

An amendment that would have practically killed the Farm to Market road program was defeated in the House in Austin last week. It was an amendment proposed to HB 4, which would have stopped the 15 million dollars per year being appropriated for this purpose. The vote was 104 to 21 to kill the amendment.

Our representative, Jesse Osborn, as usual, voted with the farmer on this amendment. In fact, all representatives of this part of Texas voted correctly.

During the regular session, SB 22 was passed that will require owners of trailers, semi-trailers, house-trailers with an empty weight of 4,000 or more pounds to obtain a certificate of title for such trailer. Farm trailers and farm semi-trailers are exempt from having to obtain a certificate of title for such trailers when used for hauling the farmer's own farm products. This law becomes effective on August 11, 1959. In some parts of the state, the Department of Public Safety has been issuing tickets for "unlicensed trailers" falling in the above category.

This we copied: "The stupidest man alive is the one educated beyond his capacity to think."

The weed committee met Monday night to correlate information received regarding bindweed plots on railroad and state highway rights of way. They are making plans to assist in continuing this eradication program. Your reports of plots that may have been missed will be appreciated by members of the committee.

If you have some ideas you would like your state or United States representatives to know about regarding farming, why don't you bring those ideas in to the office, or send them in. They will be included in resolutions the members of Farmer County will vote on in October's convention.

CONSIDER THIS: As a mad man who casteth firebrands, arrows, and death, so is the man that deceiveth his neighbor, and saith, Am I not in sport? Proverbs 26:18-19

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An attractive young girl, visiting in Connecticut, went driving one night with one of the local Romeos. As they pulled onto a lonely section of the local beach, the car suddenly stopped. The boy gave a resigned shrug. "Out of gas," he muttered.

Nonchalantly, the girl opened her purse and pulled out a flask.

"Hey, you're all right!" exclaimed the ladykiller, "scotch or bourbon?"

"Gasoline," she said sweetly. --The Machinist.

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Chop a 5-ton wagon load every 8 1/2 minutes... 35 tons of hay or 45 of corn silage an hour! That's the kind of cost-cutting chopping you can do this season! Try it now on your crop. Listen to the steady, hungry hum as the new No. 36 cuts a big 6-foot swath across your hay field. Or, see it gulp down the tallest corn stalks with ease. Watch the steady flow of forage into the No. 61 power-unloading box. Then speed it into the silo with a No. 40 blower. Come in. We'll show you how to chop dollar costs with modern McCormick forage harvesting equipment.

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Safflower May Give County New Income

A new money crop may be sinking roots into Parmer county on a permanent basis.

Safflower is the crop and nearly 300 acres are being grown on an experimental setup this year for the first time in the county. Four hundred acres were planted but hail and heavy rains washed and haled out much of it.

Farmers' Oil Mills is the name of the organization that sponsored planting and will handle marketing. The organization is the result of cooperation between Farmers Union

and National Safflower Co. Farmers Union owns 50 percent of the organization and National Safflower 49 percent.

Safflower is a thistle-looking plant that is deep rooted and hearty. It takes most of its moisture from two feet below the surface and thrives on hot arid climates such as that of the High Plains area.

T. O. Lesly, who farms between Clay's Corner and Hub, can testify to the hardiness of the plant. He has 20 acres that was planted between a field of milo and a field of wheat.

In May, a hailstorm destroyed both the feed and wheat. Lesly was sure the safflower was also destroyed since it was stripped of leaves and practically beaten into the ground. But by the time he replanted the milo, and was ready to plow up the safflower, the hardy new crop had recovered from the hail and was doing fine.

Spokesmen for the safflower company say this area is well suited to growing the crop. Besides being resistant to hail, the plant's liking for dryness and its ability to draw water from deeper down requires less irrigation than crops that have more shallow root systems. Also safflower is planted in early April and gets a jump on weeds, so hoeing and cultivating is less expensive than for other crops.

Price of this year's crop will be \$62 per ton. Yield is expected to be between 1000 to 3000 pounds per acre. Lesly says he believes yield can be higher than this after farmers learn more about the new crop. The only other experiments with the crop in Texas were in 1941. Yield then was 1200 to 1800 pounds per acre. Lesly pointed out that if improved farming methods increase safflower yield as they have cotton and milo, safflower could be as good or better money crop than cotton now is.

Another point in safflower's favor, and perhaps the best to

surplus-plagued area farmers, is the demand for it. National Safflower Co. has assured farmers that there is demand for all safflower that can be grown in the area this year.

Oil from safflower seed is used principally in paints and varnishes. It also has medicinal value because it yields a non-saponified fat that helps control fatty deposits in human circulatory systems.

General Mills Food Products is interested in safflower possibilities for human consumption and has agreed to conduct a nation-wide advertising campaign promoting it if National Safflower Co. can provide enough oil to assure fulfilling orders the campaign should create.

Each farmer planted only 20 acres this year. This year's crop will be used for next year's seed and more acres should be planted next year.

The organization will designate at least one grain elevator in the county as a receiving point for seed. An oil plant is scheduled to be built somewhere on the High Plains in the future. There is a possibility two small plants will be built instead of the larger one originally planned.

Lesly believes the only thing lacking in safflower farming is higher yields. He thinks this will be overcome as soon as farmers learn more about raising the plant.



rims of dime store plain sun glasses. The effect is very glamorous."

Remove from heat, add and mix in sugar and biters. When cool, spoon prunes into jars, covering tightly and refrigerating at least 8 hours before you serve them. Drain and serve as relish.

For several years we have canned okra for frying, but never have tried the following method for preparing the okra. Mrs. George W. Palmer of 4208 Garland St., Amarillo recommends the following method.

"This is a method of canning okra to be opened later and fried. Guaranteed not to be slimy. Wash okra and cut up as for frying. Spread out on clean cup towels and let dry overnight. Next morning sprinkle with salt and corn meal.

Pack into clean jars and process at 10 pounds pressure for 30 minutes. When it is to be eaten, again roll in corn meal and fry in hot fat.

For something very different and tasty the following recipe is one you will want to use over and over.

SPICED PICNIC PRUNES
 1 1 - pound package large prunes
 1 quart hot water
 1/4 cup cider vinegar
 1 3-inch stick cinnamon
 6 whole cloves
 1/4 cup firmly packed brown sugar

1/2 teaspoon aromatic biters
 Cover prunes with hot water and allow to soak one hour. Simmer the prunes in mixture of vinegar, cinnamon and cloves until prunes are plump and tender, about 45 to 60 minutes.

Cotton Quiz

How DOES COTTON PROTECT ARMY MISSILES CREWS?



COATED COTTON GARMENTS PROTECT CREWS AGAINST DANGEROUS CHEMICALS.

LAYED BY--T. O. Lesly plows his safflower for the last time. He irrigated it once and may do so again although the crop shows no sign of needing water. Safflower is the area's newest--and most unusual-looking--crop. It has orange blooms and a thorny appearance at this stage of growth.

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THE HAPPY HOMEMAKER

BY JUNE FLOYD

Homemakers who prepare or help prepare income tax reports for their farmer husbands have probably often wished that a farming operation could be set up on the same basis as a business enterprise for tax purposes.

Anyone who is interested in such a set up should read "Should You Incorporate The Family Farm?" by Forest L. Goetsch of Doane Agricultural Service, Inc. in the July-August 1959 "Nation's Agriculture."

Some very practical advice is given on this subject and many farmers would probably be able to work out a solution to some of their income-tax problems in this manner. There are many advantages along with a few disadvantages and each interested couple would have to study the plan before making any decision on the matter.

Mr. Goetsch explains the matter pretty thoroughly and it makes interesting reading even if you decide to answer "No" to the question.

Does your family fall into the category of "those who just love hot or fresh yeast doughnuts, but pass day old dough-

nuts up without even a nibble?" If so, you might like to use aluminum foil to prolong the freshness of some of the next batch you make.

By wrapping fresh doughnuts securely in foil and storing them in the deep freeze, you may have fresh doughnuts several days without re-making any. When you are ready to serve them, simply pop them into the oven and heat them fifteen minutes before removing the foil. Then serve them hot.

If you are still searching for a good buttermilk pie recipe, you might like to try this one:

VANILLA BUTTERMILK PIE
 1/2 cup butter or margarine
 2/3 cup sugar
 3 eggs
 3 tablespoons flour
 1/2 teaspoon salt
 1 teaspoon grated lemon rind
 2 cups fresh buttermilk
 2 teaspoons vanilla extract
 9 inch unbaked pastry shell
 whipped cream and nuts, if desired

Combine butter with sugar and cream, beating until fluffy. Beat in eggs one at a time. Add flour and mix well. Stir in salt, lemon rind, buttermilk, and vanilla; mixture will appear curdled.

Pour into pie plate lined with unbaked pastry. Bake in oven preheated to 325 degrees and bake 35 minutes or until a knife inserted in the center comes out clean. If desired, top with whipped cream and finely chopped nuts.

The Farm and Ranch, one of our long-time favorite farm magazines, has recently added a featured page that we like very much. It is "The Very Ideal" and features new ideas for farm homemakers.

Two paragraphs from this page are being "lifted". We hope you enjoy them.

"Do you have an old flat-iron stored away in your attic or pantry? We had several. Some we painted black--others we painted with dull white paint and "antiqued" with gold paint. They make attractive book ends or door stops."

"If you have any way that you can obtain some tiny sea shells (a friend who lives on the coast?), you might like to make some sun glasses like the ones we have made. We used cement to glue the tiny shells and tiny pearls on the

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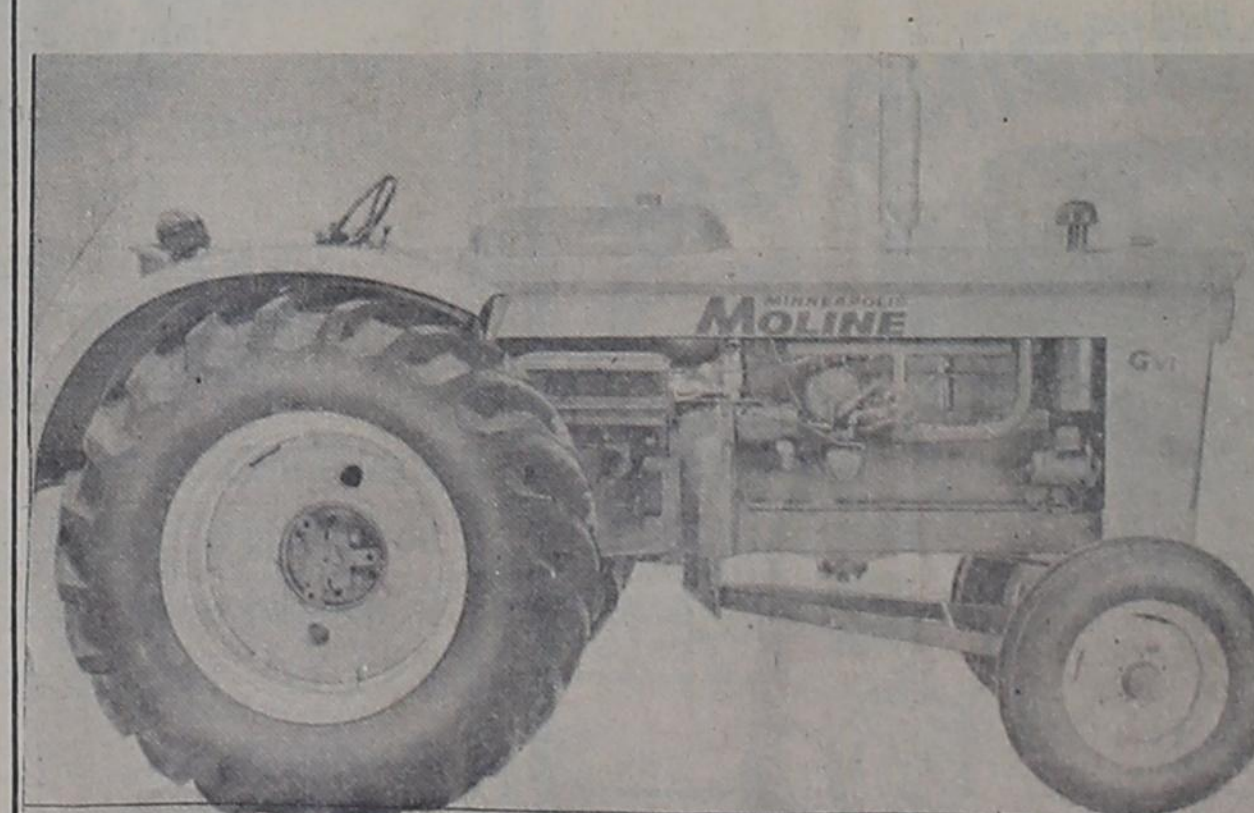
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Wimberly New Sesame Manager

William F. Wimberly has been named general manager of Texas Sesame Growers, Inc. operations on the High Plains, Robert L. Parker, executive vice president of the farmer-owned organization, announced today.

Wimberly will live at Muleshoe where Texas Sesame Growers maintains its High Plains headquarters.

proximately 85 per cent of the nation's commercial sesame is produced, but that he will be in charge of the organization's seed processing plant, its grain elevator and grain storage warehouses.

A large portion of the High Plains Sesame crops processed through the new seed cleaning plant, and the grain elevator and milo storage facilities provide an additional service to the farmers of the area, Parker stated.

Brighten your home this summer by tinting curtains, shag rugs, and bedspreads. If these items are cotton, they can be easily dyed in your automatic washing machine.



HELLO, CHICAGO?—John O'Haugerty, salesman for Friona Growers and Shippers, gets on the phone to sell potatoes produced in this area. During the harvest season when the highly perishable crop has to be kept moving, the telephone is the potato salesman's No. 1 tool.

Potato Market Breaks

Potatoes are moving through Friona Growers and Shippers' shed but the bottom has dropped out of the market since harvest began three weeks ago.

John O'Haugerty, salesman for the Friona company, says \$2.05 per hundred is a good price currently. Most spuds have been going at \$1.65 per hundred.

The market opened strong three weeks ago at around \$4 and there were prospects that it might go higher. Instead it has been steadily dropping. Second week saw the price fall to \$3.50 and last week it really slumped.

About four cars per day moved through the Friona shed last week. O'Haugerty says he expects the pace and, maybe the market, to pick up quite a bit this week. He expects

an average of eight cars per day to move this week. Louisiana and Arkansas, two of the closer markets, have been closed to Texas potatoes because of an unusually large crop grown nearer. Louisiana began taking a few from distant markets last week and O'Haugerty expects Arkansas markets to open to outsiders soon, if so, this could give prices a boost.

Harvest is about one-third completed in the Friona area.

The outdoor enthusiast was all set to take a solo hike up into the mountains. A veteran old guide was helping check the hiker's provisions.

"Have you a map and compass?" asked the guide. "Absolutely."

"... and a deck of cards?"

"No, replied the hiker, 'whatever for?'" "Might save your life," said the guide. "I always carry a deck. If you get lost in the woods, just sit down, relax, and start a game of solitaire. Next thing you know, some kibitzer will pop up behind you and start telling you what card to play next."

H. D. AGENT'S CORNER

Jimmie Lou Wainscott

PREVENT SPOILAGE, POOR QUALITY IN HOME CANNED FOOD

You lose time, labor and money when your canned food spoils. If quality is poor, the food may lose appeal and nutritive value.

Three causes of food spoilage are: under-processing, faulty seals and improper handling, according to Marie Tribble, extension foods and nutrition specialist, Texas A&M College.

Work for top quality in your

- canned products by following these suggestions from the specialists.
- Use young tender products . . . as fresh as you can get.
- Gather and can in the cool of the morning.
- Can in small amounts.
- Clean food thoroughly . . . keep all utensils and containers clean
- Use aluminum, unchipped enamel or glass for holding or pre-cooking food.
- Aim for speed in preparation . . . "One hour from the garden to can is ideal."
- Use proper type of can or jar for food being canned.
- Have food hot when sealed unless canning vegetables by one-step cold-pack method.
- Get a good seal.
- Do not overcook or under-process.
- Cool quickly.
- Store in a dark, dry place.
- Store in a cool place -- 50-70 degrees F.

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And Will Be Thru Saturday

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CORNER ON COTTON

Cotton acreage for the '59-'60 season is estimated at a little more than 15.8 million . . . that's about 28 per cent over this year's figure . . . just what kind of production will come from the increase will be forecast by the Department of Agriculture on August 10 . . . with a production figure

of 466 pounds per acre (that's what happened this season) or a little more—and some people think it may be more—a crop of better than 14 million bales would be in the offing . . . what would we do with this cotton? . . . some long range projections by some pretty smart cotton people indicate that none of it will go into the surplus we now have on hand.

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THE PARMER FARMER

by W. H. Graham Jr.

What would you do if the Congress of the United States suddenly turned over to you the problem of administering a farm program for this nation? We have thought quite a bit along these lines in recent days as we watch the events unfold-

ing in the nation's most basic industry, and have decided that this would be a most difficult assignment for anyone.

Several years ago we saw the motion picture "Viva Zapata," which portrayed the life of the Mexican revolutionist who had great dreams of losing his countrymen from the shackles of an oppressive government.

He won his war, and was finally ushered into the offices of "el presidente," where he took his place as the chief executive and proudly began to administer the affairs of state.

Within only a few days he came to the terrible realization that he was not intellectually equipped to cope with the

intricate problems of governing a nation. His good intentions were smothered in the web-like entanglement of internal problems.

A short time later he left his office a disillusioned, bitter man, realizing too late that the lives he had spent so lightly to gain his position were wasted, and that he could not bring the reforms to the people that once had seemed so real to him.

We suspect that our farm problem would prove to be something like the problem that faced Zapata. Out in the "grass-roots" area where we live, things probably appear to be more simple than they actually are.

For example, if the writer were to have absolute sway in solving the ills of the nation's agriculture, his first act would be to eliminate the enormous surplus crop stockpile. But, just how would this be accomplish-

ed? Would we dump it in the sea or burn it? No, no, would be the cry of the public. Not with so many people in the world going hungry. That would be a national crime.

Very well then, let us give our surplus crops away to those who need them. First, we will give two billion bushels of wheat to India. What's that, Mr. Secretary of State? Did you say that would be quite impossible because Argentina, Canada, and Australia depend on the Indian market, and that if we give the wheat to India the wheat exports of these friendly countries will be in trouble?

Then let us give the wheat to the people of Czechoslovakia, who have had a very short crop this year. Did you say that will be impossible also? And because Marshall Tito is suspected of plotting with communist nations?

The above imaginary international drama can go on and on, endlessly. There is no end

to the trouble that a person would be up against if he should attempt a reform of the farm problem. Not only would other nations be affected by any big changes, but the internal disorder would have major political implications. The pressure to resist change is terrific.

In spite of the way that we talk about the Department of Agriculture, the state department, and the administration these days (and not without good reason, of course), we ought to realize how lucky we are that it is not our responsibility to solve these problems.

This is not true of the High Plains, we are sure, but the grain sorghum acreage for this year is down on a nation-wide basis. The acreage of sorghums to be harvested is estimated at 18.7 million acres--down nine percent from last year.

Nothing gives us a bigger kick than getting a water tech-

nologist to sit down and "talk shop" for a little while. They don't come around very often simply because they do their work out in the field, and don't have much time for talking.

The other day, however, Paul Rettman of the U. S. Geological Survey office of Plainview was in to see us and we enjoyed visiting with him very much. It took only a few minutes for us to discover that Paul was being downright careful about what he was telling us. The USGS officials obviously have told their men to stick to what they KNOW whenever they talk, and that's a pretty good policy for everybody -- although it admittedly takes some of the fun out of life.

For example, Paul can tell you how much the water has declined in well "A" and in well "B". If the declines were the same, it might be assumed that a third well halfway between "A" and "B" would have a like decline. But you couldn't get him to say that. It would represent something he didn't know--and couldn't know until he actually took measurements.

Well, you can see this sort of limited conversation. Questions like, "On the basis of information you have accumulated during past years, how long do you think the water supply of the Plains will last if the rate of withdrawal remains the same?" received only a polite shrug.

Some things we did come out of our visit with that you might be interested in:

The USGS wants to know if Parmer County wants a complete survey made of its water resources (much more complete than the "inventory" of 1956). It would cost money--perhaps several thousand dollars. A story on this will carry more details. It should appear within the coming month.

A big area is being set aside in the central part of the High Plains and careful measurements are being maintained over a three-year period to see how much water is really in the hundreds of playa lakes. So far we've just been guess-

The high temperatures, low humidity, and dry winds of the High Plains result in a free evaporation table six feet deep! That is (theoretically, and on an average) if you exposed a six-foot deep pond of water to the elements on January 1, 1959, and no rain was permitted to enter it, it would have all evaporated by January 1, 1960. This has great significance for our surface water resources that are in the playa lakes.

The average length "run-off" in a draw such as Running Water Draw following a localized rain is about 10 miles. To put it another way, if Bovina gets a two-inch rain tonight that will probably put water in the draw down to Lubbudde, but not much further. Very little water is carried from the High Plains by any such natural drainage.

The draws do have good recharge possibilities. Water running through them fairly fre-

quently keeps silt washing so that the draw bottoms don't get "tight" and they do allow considerable water to percolate downward. This factor is aided also because the draw channel has been eroded down into looser soil structures.

Surface lakes are the opposite. The silt rushes in from the fields. It is suspended in the murky water, but slowly settles to the bottom. Over the years this silt stacks deeper and deeper on the lake floor until it practically seals the bottom. Nearly all of the "disappearance" of lake water is due to evaporation.

The intake of recharge wells can be greater than their normal output, but this is discouraged because of the possibility of the recharge water carrying sediment into the water-bearing formation further than can be pulled back out by the normal "sucking" action of the well.



Ask The Man That Owns One
What's In It For You?
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• A SALESMAN CAN'T TELL YOU
YOU HAVE TO CONVINCE YOURSELF BY DRIVING A 1959 PONTIAC!

Give The Award Winner A Test, And You'll Say There Is Something New Under The Sun!

PONTIAC

American No. 1 Road Car

Not A Slogan, But A Fact!

FRANK RIERSON PONTIAC
THE AUTOMOBILE ADDRESS IN CLOVIS
400 E. 1st. PO 3-3223



See Stan for Precision Machine Work



or your needs on GEAR HEAD REPAIR DRILLING B-J PUMPS Parmer County Pump Company

-FRIONA-

SPECIAL PAINT SALE

Interior Hi Fi Latex PAINT Gal. \$2.99

FREE - FREE - FREE Roller Tray With Purchase Of 4 Gal. Or More.

Exterior All Purpose House Paint \$2.49 Gal.

Linseed Oil \$2.49 Gal.

PRICE DRUGS

318 MAIN STREET - CLOVIS

YOUR FRIENDLY Walgreen Agency

-Poise-
Charm - Personality
Something New
VIVACE
School Of Modeling
Classes For
Career Women, Homemakers,
Teenagers, Juniors
Vivan Heket, Of Amarillo, Instructor
HOLIDAY BEAUTY SHOP
113 E. Fourth Phone PO 3-5042
Clovis, New Mexico

...set it ONCE-and forget it

FOREVER!



75°

That's right... pick out the temperature that makes you comfortable and your electric heat pump does the rest. Winter or summer it heats or cools, automatically, to maintain the comfortable temperature you've asked for. It's easier than turning on an electric lightbulb, just as clean and just as safe. It is, in fact, wonderful!



THE AMAZING HEAT PUMP
A single unit does double duty - heats without fuel - cools without water. Winter or summer your faithful heat pump keeps you comfortable inside your home... and with no spring or fall change-over troubles.

SPECIAL RATES
There's a heating rate for full-house electric heating. Ask your Public Service manager about it.

SOUTHWESTERN PUBLIC SERVICE COMPANY

YOUR REDDY KILOWATT DEALERS IN PARMER COUNTY ARE
FERRELL FURNITURE FRIONA
WHITE AUTO STORE FRIONA
FARWELL ELECTRIC FARWELL
REEVE CHEVROLET FRIONA

FRIONA BRAKE & WHEEL SERVICE

Phone 4441

East Highway 60

BEAR

Front End Correction Wheel Alignment And Balancing



Brake Repairing & Adjusting

SPECIAL
First Week In August \$19.50

For Brake Job On Ford & Chevrolet Cars

Drum Turning

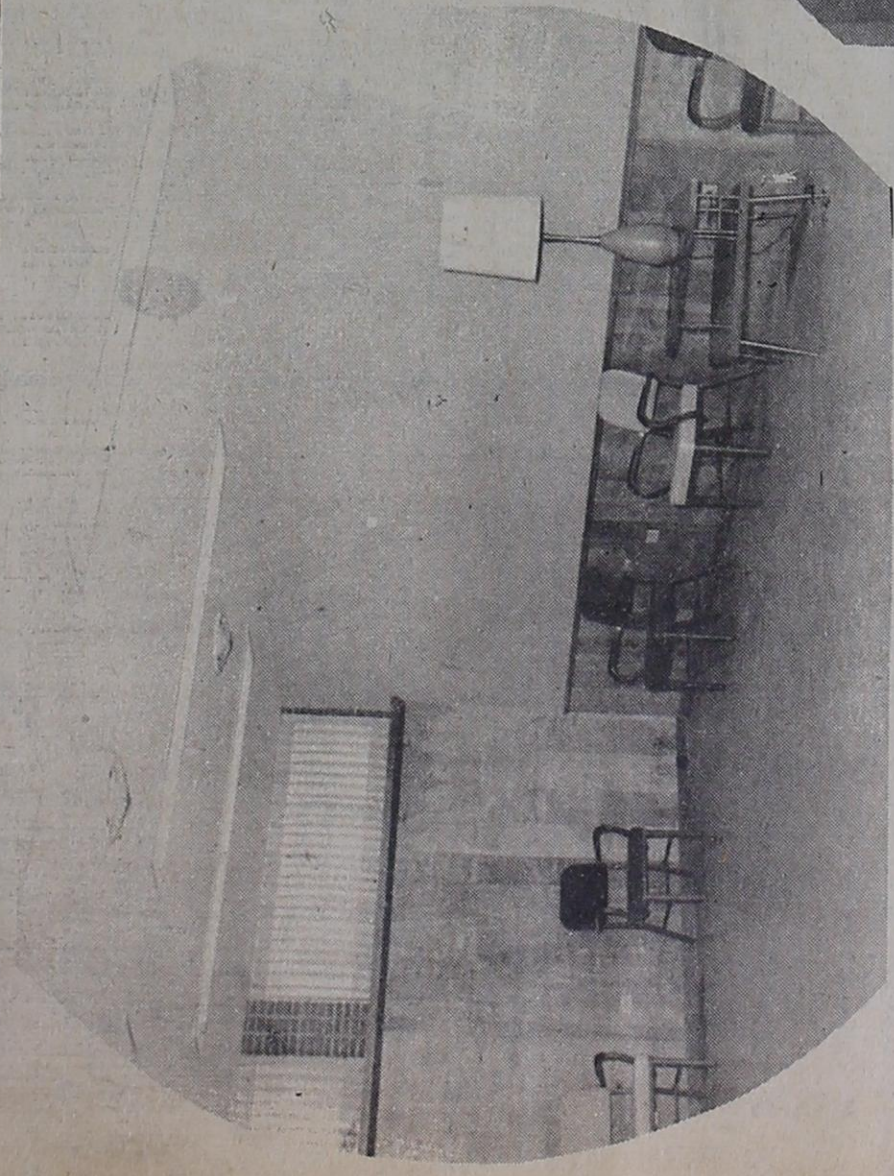
Motor Tune Up

Automatic Transmission Repair

BO MERCER & BOB PEACE
OPERATORS

C. L. MERCER-OWNER

PLANNED EFFICIENCY



From the modern, clean lines of the lobby, through the bookkeeping department which is equipped with the most up-to-date accounting machines and on to the executive offices the Friona office of Production Credit is designed for your service.



We at the Baker Company are proud to have had an opportunity to do the interior of the PCA building in Friona as well as equip the office with the most modern machines available.

We specialize in office layouts with the thought of providing better service to the customer.



The BAKER CO.

OFFICE EQUIPMENT AND FURNITURE

13th & Ave. L
LUBBOCK

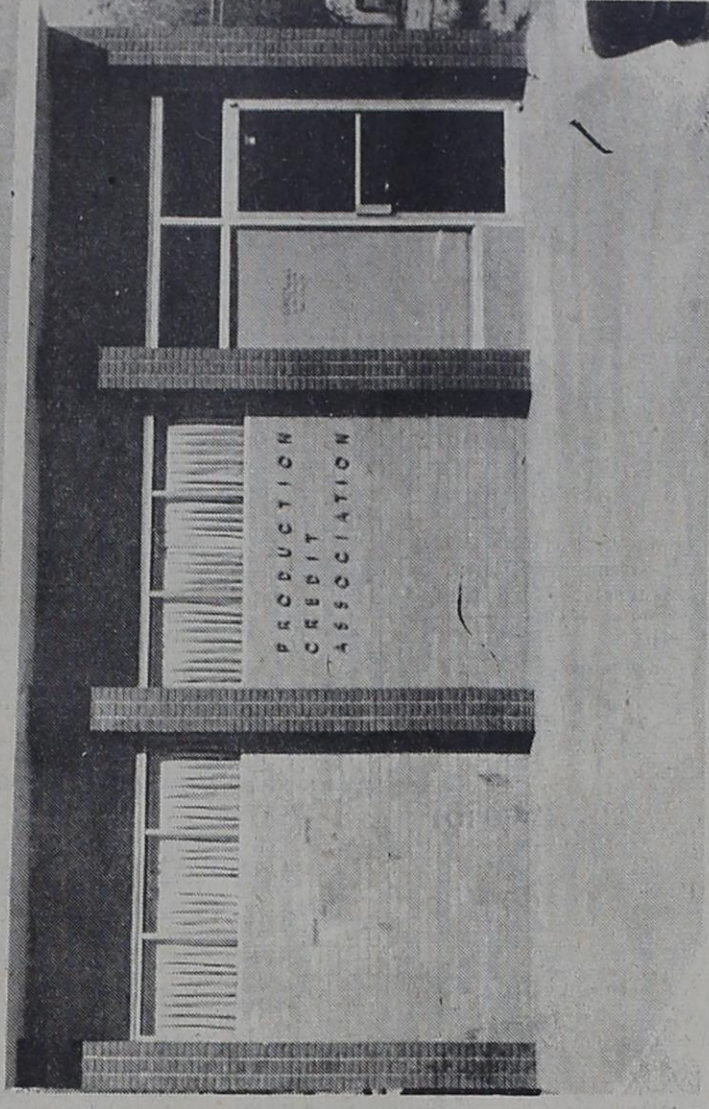
Production Credit Open House Set Saturday

SPECIAL SECTION
PRODUCTION CREDIT
ASSOCIATION
High Plains Farm and Home
THURSDAY, JULY 30, 1959

Our Congratulations to the PRODUCTION CREDIT ASSOCIATION on the opening of their new office in Friona

We wish to Congratulate the PRODUCTION CREDIT ASSOCIATION upon the completion of their new office in Friona and happy to have had the opportunity to furnish concrete for the new building

You are cordially invited to attend
Open House
of
Plainview Production Credit Association
612 Euclid Avenue Friona, Texas
Saturday, August 1st 10:00 to 5:00 o'clock



The Friona branch office of the Plainview Production Credit Association has announced an Open House to be held Saturday, August 1. The public is cordially invited to drop in and visit the new office building which is located next to the Southwestern Public Service Company.

The Friona office is one of five such branch offices located throughout this region. Other offices are in Muleshoe, Dimmitt, Floydada, and Littlefield and one is slated to be built in Tulla.

The main offices are located in Plainview. The PCA is one of the many sources of production credit for farmers in the High Plains Area.

Manager of the Friona branch will be Martell LeVeque, formerly assistant manager of the Muleshoe office. LeVeque is 29 years of age and married. He and his wife, Gloria, are the parents of an eight-month-old girl, Christie. They are members of the Methodist Church. LeVeque was graduated from Muleshoe High School and attended Texas Tech college in Lubbock. From 1950 to 1954, he served with the United States Navy at San Diego, Calif. He has been with the PCA since December, 1957.

LeVeque says of Friona, "This is the friendliest town I have ever lived in and is a very progressive community with a lot of community spirit."

"My wife and I are very happy to be here and would like to invite everyone to drop in and visit with us anytime."

Farm Credit Is Big Business

(Production credit for farmers in the High Plains area comes from many different sources including commercial banks, individuals and other. Showing rapid growth in the farm production credit picture is the Planning Production Credit Association with main offices in Plainview. This organization now has five branch offices located in Muleshoe, Littlefield, Dimmitt, Floydola and Friona and a sixth office is slated for Tulsa. --Editor.)

In no area of the world does agricultural development match the intense, efficient methods of the irrigated portions of the Plains. And, because capital outlay and operating expenses are large in this highly industrialized area, probably nothing is more important to the success of the irrigation farmer than his production credit requirements.

Producing a crop today is a far cry from generations ago. Maximum yield is the goal, and expenses to obtain maximum yields have climbed to new heights with each passing year.

Time was when wheat was 'dusted' and never touched until harvest time. The elements of nature determined what the crop would make. Time was when row crops were planted according to springtime moisture, and the calendar wasn't watched nearly so closely as the soil moisture and changing with it has been the farmers' ever-increasing need for money to operate his farm. Most city dwellers would find it hard to believe how much it costs to raise a good crop these days.

This year has been an expensive one for the farmers. They have done more land breaking, more fertilizing and spent more money on machinery than in the past two years. Add to this the tremendous amount of hail throughout the Plains this season and the expense per farmer will be enormous.

However, the credit outlook is not as bad as it would appear. Marrell LeVeque, manager of the Friona office of Plainview Production Credit Association, has explained that the local PCA territory covers 7 1/2 counties in the Plains area. This includes all of Floyd, Hale, Swisher, Lamb, Castro, Parmer, Bailey and one-half of Briscoe counties.

To give a better picture of the credit outlook, LeVeque stated that in 1957, which was a poor year for crops, there were 856 members of the PCA in this territory. When the 1957 year ended, there were \$4,000,000 past due on the books. In 1958, which was a far better year, the membership had grown to 1,000 and the carryover on the books from 1958 to 1959 was only \$2,000,000.

The poor year of 1957 was offset by 1958. The farmers' returns in 1958 were sufficient to pay off the losses incurred in 1957. LeVeque says that most farmers had saved enough money on cost production in 1958 to offset any previous losses.

LeVeque is quick to point out that the two million dollar carryover from 1958 to 1959 is normal and does not reflect any poor year on the farmers' returns.

Already in 1959 there are 1,300 members of the PCA, an increase of 300 members over 1958.

In 1958 the total loans to the farmers came to 21 million dollars and LeVeque predicts that the 1959 dollar volume in loans will be 30 million dollars or more.

Taking these figures and statistics listed above, and keeping in mind they come from only one source of production credit for farmers, one can see that the costs of farming have increased (Continued on next page)

When we think back to the time a horse drew a one-row lister across the fields to the present day when a tractor pulls equipment that can cultivate as many as six to eight rows at a time, and considering the difference between hay and gas and cost of machinery, explanations as to why capital outlay and operating expenses are high in this area need not be made.

We are glad to have had the opportunity to furnish heating and air-conditioning for the new office of

Production Credit Association

and salute them during their open house

ABERNATHY SHEET METAL WORKS

Abernathy, Tex
Phone 94-J

Congratulations to the Production Credit Association upon the completion of their new office

in Friona

APPBM Inc.
2217 Auburn St.
Lubbock, Tex

CONGRATULATE the PRODUCTION CREDIT ASSOCIATION

upon the completion and opening of their new Friona office and are proud to have played a part in serving this area's residents

PAUL GRAHAM CO.
1501 Ave. N.
Lubbock, Tex.

We are proud to have done a small part in the construction of the Friona office of the Production Credit Association

Alva J. Hudson
Plumbing - Heating - Air Conditioning
AD 8-2651
Bovina

We're Proud to have played a part in the construction of the new office at

Production Credit Association

Superior ELECTRIC CO.
Jack Kestler - Frosty Jefferson
In Venable Building on Main
AD 8-2751
Bovina

We are glad to have had the opportunity to furnish heating and air-conditioning for the new office of

Production Credit Association

and salute them during their open house

ABERNATHY SHEET METAL WORKS

Abernathy, Tex
Phone 94-J

CONGRATULATIONS! To The Production Credit Association

Office In FRIONA

We Are Proud To Have Played A Part In The Construction Of This New Enterprise In Our Area.

Drop By For A Visit During The GRAND OPENING Saturday, August 1

ROCKWELL BROS. Co. Lumbermen
Available On Site Building Service
Serving FRIONA Over 50 Years
OF LANGE, Manager
Phone 208-1, FRIONA, TEXAS

LUBBOCK BUILDING PRODUCTS
214 Ave. M
Lubbock, Tex

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Serving FRIONA Over 50 Years
OF LANGE, Manager
Phone 208-1, FRIONA, TEXAS

Congratulations To The Production Credit Association

On The Opening Of Their New Friona Office

We Are Proud To Have Been The Contractor For The New Building

RAYMOND JAMESON
General Building Contractor
805 Milwaukee St.
Plainview, Texas