

Reflections From The Blade

19 YEARS AGO
October 3, 1966

Oris Huggins, representative of Southwestern Public Service Company, has announced that stakes to mark the location of Bovina's street lights were driven Thursday of last week. It was the same old story for the Bovina Mustangs Friday night at Mustang Field -- they just couldn't keep rolling long enough to score -- and the Turkey Turks pounded out a 13-0 victory. It was the third loss of the season for the youthful Mustangs.

The mechanical marvel of the combine and the age-old drudgery of boll pulling painted contrasting pictures of the Farmer County area harvest scene this week.

Parmer County area farmers, wary of a repeat performance on last year's freeze of October 6, are keeping an eye on their crops, the calendar and the weather this week.

A tractor belonging to Fred O'Hair caught fire Saturday morning near a butane tank on his farm five miles south and one mile east of Bovina.

Coach Bob Willis' junior high Mustangs ran rough-shod over Lazbuddie juniors Tuesday night at Mustang Field 45-6.

E. L. (Jack) McCuchan and son, Keith, returned home Sunday afternoon. They had spent the past week in Northwest Texas Hospital in Amarillo, where Keith had undergone bone surgery. A bone was taken from his father's hip and placed in the boy's right arm.

W.M.U. of the First Baptist Church was hostess Friday evening at a social for young people of the community.

Teachers of Bovina Public Schools, their husbands and wives, and the ministers and their wives of the Bovina Baptist and Methodist Churches, were special guests Thursday evening at a dinner given by the Bovina Woman's Study Club.

SIX YEARS AGO
September 28, 1960

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

Four FFA boys and advisor R. M. Crawford attended the tour and field day at DeKalb Seed Farms near Lubbock Thursday. Boys making the trip were Laurence Kriegel, Olen Johnston and O. C. Minyen.

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

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

Carl Schlenker of the Rhea Community was honored Tuesday evening at the annual Soil Conservation District banquet as Conservation Farmer of the Year.

A total of 35 were present at initial meeting of Bovina Parent-Teacher Association meeting Monday night at school.

The undefeated Boys' Ranch Ranchers, tabbed by Coach Hallie Gee as the second toughest opponent on the Mustang schedule, will invade Bovina Friday night for the Ponies next to last non-district game of the season.

Bovina's Mustangs refused to be counted out Friday night and fought back to overcome an explosive Amherst team 18-14.

A foreign dish luncheon highlighted the meeting of Bovina Home Demonstration Club last Friday in the home of Mrs. Earl Dean Boyd.

Bovina Students College Bound

It's school bells again for many Bovina collegians, who have returned to the class room in various colleges and universities.

Some are going to college for the first time, but others, of which there is not a complete list available, are returning for further education.

Texas Tech leads the field with 12 Bovina students attending there while West Texas State has claimed 10.

Attending Texas Tech are Gwen Christian, Richard Carmichael, Cassie Knight, Karen Estes, Billy J. Charles, Gary Stevenson, Donny Dyer, Billy Miner, Judy Strawn, Tonya Ivy, Jackie Dane and Mrs. Billy Marshall.

West Texas State students are Scotty Rundell, Don Campbell, Connie Vaughn, Mary Dane, Fatsy Cumpton, Jimmy Redden, Tally Kelso, Sandra Patterson, Gene Pruitt and Dorothy Bowman.

Other colleges and universities and the students attending them include Southern Methodist University, David Anderson; North Texas State University, Roman Ramirez; East Texas State, Martha Snodgrass;

Texas A&M, Jerry Roach; Lubbock Christian College, Olen Johnson, Billy Marshall; Harding College in Searcy, Ark., Cecil Boothe; Colorado State University, Ann Lynn Wilson; Commercial College, Lubbock, James Denney; Baylor University College of Dentistry, Dallas, Philip Caldwell.

Attending beauty school are Linda Johnston and Carol Cole. In Denver attending electronics school are Kenneth Webb and Radford Venable.

Sister Dies In California

Mrs. Viola Stodghill, 80, of San Bernardino, Calif., died there Friday morning. She was the sister of J. P. Macon of Bovina.

Mrs. Stodghill had been a resident of California for about 30 years.

Teaching new farming and canning methods to small groups of farm boys and girls back around 1906 was the forerunner of the 4-H Club program supervised by the Co-operative Extension Service.

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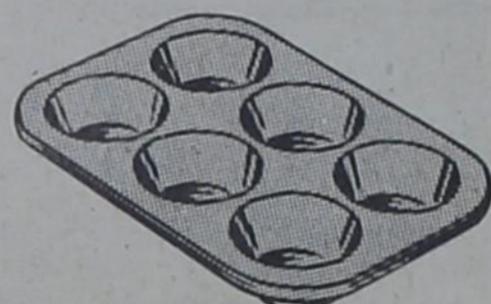
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Real Ice Cream
Assorted Flavors
1/2 Gallon Square Carton **69¢**

22 oz. Plastic Bottle **29¢**



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99¢
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TEFLON finish combined with exclusive seamless construction, makes this the easiest pan ever to clean. No sticking, no scouring. 6-cup size.

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DR. PEPPER
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Cartons Deposit

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Coffee
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1 Lb. Can **69¢**



Van Camp
Vienna Sausage
5 4 oz. **\$1**
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PEACHES Whole Kernel
Slices or Halves **CORN**
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2 2 1/2 Cans **69¢** 2 12 oz. Cans **39¢**

Quality Produce *at a Savings*
US No. 1 Colorado
Red Potatoes 10 lb. Bag **45¢**

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PEACHES
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Wash. Extra Fancy
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APPLES
lb. **25¢**

U.S. No. 1
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lb. **9¢**

Shurfine
Grape Jam
or Jelly
18 oz. **35¢**
Tumbler
Northern
Luncheon
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2 80-Ct. **29¢**
Pkgs.
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Rice
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Choice MEAT Sale!
USDA Choice
Sirloin STEAK lb. **89¢**

Corn King
BACON 1 lb. **79¢**
Pkg.

Swift Premium
Canned **PICNIC**
3 lb. **\$2.29**
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Beef Short Ribs lb. **29¢**

Freezer Half or Whole
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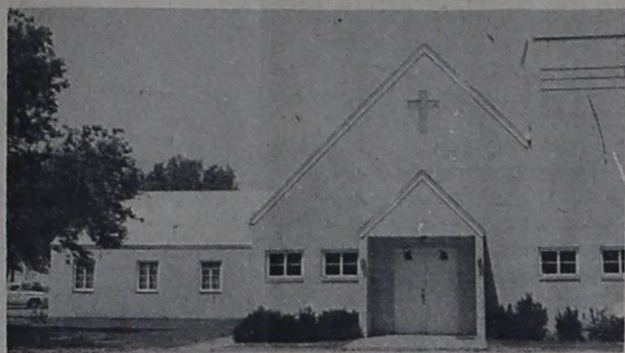
Phone 238-4781

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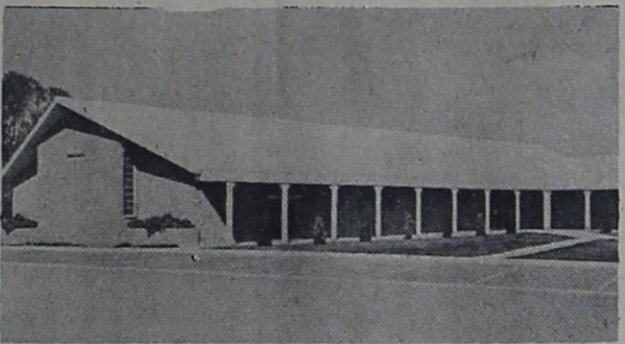


St. John Lutheran Church, Lariat, Texas
 Sunday School - 9:30 a.m.
 Morning Worship - 10:30 a.m.



H. F. Peiman,
 Pastor

BOVINA CHURCH OF CHRIST

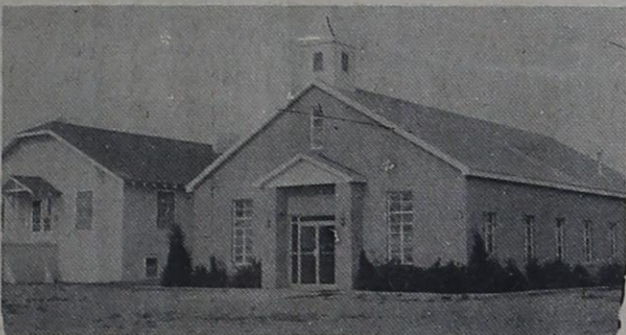


Bovina Church of Christ
 SUNDAY SERVICES
 Classes 9:45 a.m. and 5:30 p.m.
 Worship 10:45 a.m. and 6:30 p.m.



Lavern Stewart
 WEDNESDAY
 Devotional and Classes - 8 p.m.

OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church
 Sunday School - 10 a.m.
 Morning Worship - 11 a.m.
 Training Union - 6 p.m.
 Evening Worship - 7 p.m.



Rev. Wayne Baldwin

BOVINA METHODIST CHURCH



Bovina Methodist Church
 Sunday School - 9:45 a.m.
 Morning Worship - 11:00 a.m.
 M.Y.F. - 6 p.m.
 Evening Worship - 7:00 p.m.



J. B. Fowler Jr.
 Choir Practice -
 Wednesday - 8 p.m.

BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church
 Sunday School - 10 a.m.
 Morning Worship - 11 a.m.
 Lifeline Service - 6:30 p.m.
 Evening Worship - 7 p.m.



Rev. Floyd E. Gray
 Wednesday
 Prayer Meeting - 8 p.m.

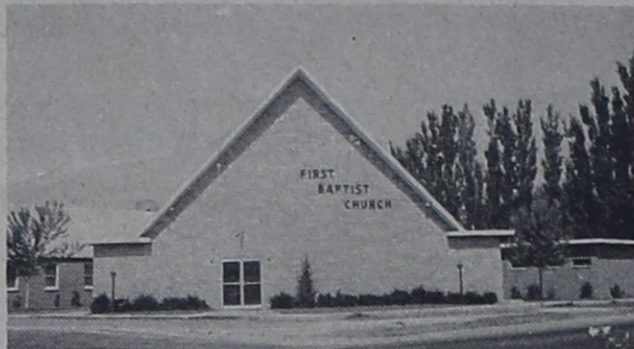
*Attend The Church
 Of Your Choice* **This Sunday**

Church Chuckles by CARTWRIGHT



“I like a Finance Chairman with imagination, Roberts, but let's not completely lose hold of reality!”

FIRST BAPTIST CHURCH of BOVINA

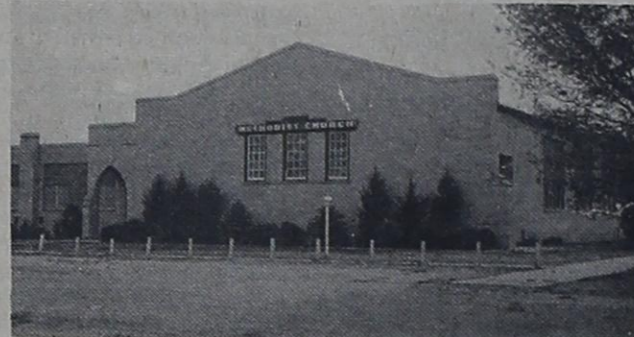


First Baptist Church of Bovina
 SUNDAY - Sunday School - 9:45 a.m.
 Morning Worship - 10:55 a.m.
 Training Union - 6 p.m.
 Evening Worship - 7 p.m.



Rev. Ralph Aday
 WEDNESDAY - Teachers and Officers
 Meeting 7 p.m.
 Prayer Meeting 7:30 p.m.
 Adult Choir - 8:30 p.m.

OKLAHOMA LANE METHODIST CHURCH



Oklahoma Lane Methodist Church
 Sunday School - 10 a.m.
 Morning Worship - 11 a.m.
 Evening Worship - 7 p.m.



Rev. Hardy Cole

ST. ANN'S CATHOLIC CHURCH

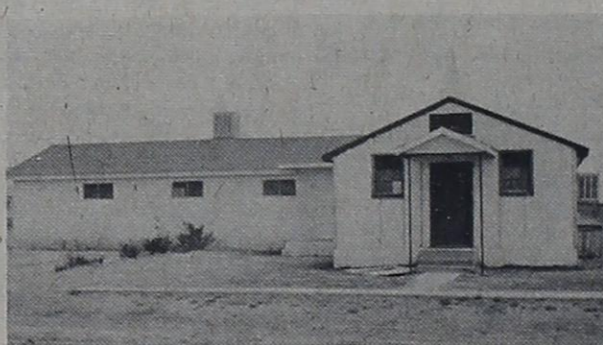


St. Ann's Catholic Church - Bovina
 Masses: Sunday 8:30 & 10:30 a.m.
 Weekdays 8:30 a.m., Daily Except
 Tuesday 8 p.m.
 First Friday 8 p.m.
 Holy Days 10 a.m. & 6:30 p.m.



Fr. Claver Giblin S. A.
 Confessions: Saturday 4-5 p.m.
 7-8 p.m.
 Before Masses
 Baptisms: 3 p.m., Sunday

MISSION BAUTISTA MEXICANA



Mission Bautista Mexicana
 Escuela Dominical 9:45 a.m. - Mensa Je 11:15 a.m. - Union de Preparacion 6 p.m. -
 Miercoles 8 p.m., Estudie de la Biblia



Rev. Ramon Delgado

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Mr. and Mrs. Tom Hartwell

Food Fads Create Health Problems

According to government reports on fakes and swindles, food quackery and diet fads are rampant, says Cricket B. Taylor, Parmer County Extension Agent, Faddism and Nutritional Nonsense have created a major public health problem. Each year ten million Americans squander \$500 million on food fads. These people are fooled

because they don't know or won't accept basic scientific facts about food and nutrition.

The American food supply is unmatched in quality, variety, and abundance. Yet, a persistent campaign is being carried on to undermine public confidence in the goodness of our staple foods. By patronizing all departments of a modern food

store we can easily supply all of our nutritional needs. Deficiency diseases are almost unknown in our country today; overweight is a more common problem.

It is puzzling that people in all walks of life pay big money for frauds in an era when true miracles have resulted from great advances in surgery and

medicine.

How do food quacks and faddists operate? Where do they find markets for their worthless or dangerous wares? What are the outlets for their misleading doctrines about diet? Who protects the public against such charlatans? How can an individual find out for himself whether a product or practice is sound, frankly harmful, or an expensive fake?

Ignorance, indifference, and fear make people easy prey for the quack or promoter of fads, Mrs. Taylor says. Victims are persuaded that "health foods," "wonder diets," or "super pills" can produce magical results. Accepting the false promises of the quack, they believe they can regain "youth, vigor, and charm"; or "lose ugly fat--no counting of calories--no exercise!"; or have "nerves soothed while miraculously being cured of whatever ails them."

So much attention is being paid to diet today by the press, radio, and TV that many absurdities are being accepted. Many persons have heard a little about vitamins, minerals, protein, and calories, but they have not had the opportunity or taken the trouble to learn enough, so that they can understand what is fact and what is fiction.

Prominent among current fads is the interest in "special liquid diets," "calories-don't-count diets," honey and vinegar, sea water, and fear of foods grown with fertilizers or sprayed with chemicals. These fads follow a typical pattern of enthusiasm, according to outstanding scientists in the field of research. When they fail to produce the magical results, they are forgotten. Meanwhile, millions of dollars have been spent and millions of books bought by a deluded, misinformed public.

DANGERS OF FOOD FADS & NUTRITION QUACKERY

There are several important reasons why food fads and nutrition quackery are dangerous.

1. Essential nutrients may be lacking from the fad diet. Malnutrition could result. Variety is characteristic of a wholesome diet.

Soil Tests Use Atoms

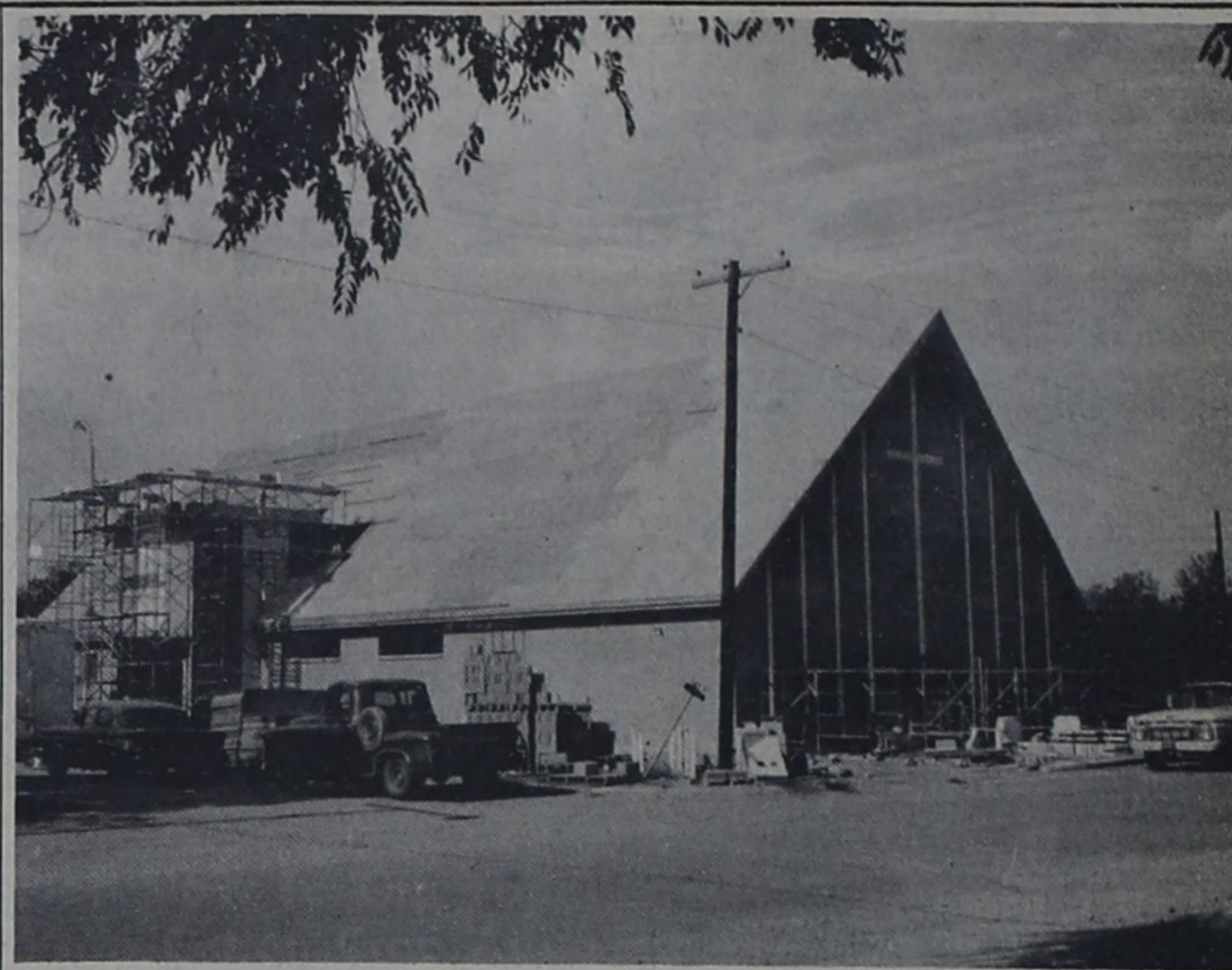
SOIL MOISTURE TESTED BY ATOMIC ENERGY -- Agricultural scientists at Texas A&M University's Livestock and Forage Research Center, McGregor, are using a neutron scattering rig to test soil moisture. It sends neutrons out into the soil and captures them as they bounce back. The number of neutrons bouncing back gives an indication of soil moisture, A&M researchers say.

2. Children following a fad diet may not get the nutrients they need for growth and development.
3. Medical attention to a serious ailment may be delayed while a food faddist or quack attempts to treat the condition.
4. Faddish foods and treatments are always expensive.

Many books -- often best sellers -- as well as newspaper and magazine articles or advertisements give misleading or false information. The printed word is very beguiling; people often believe anything they see in print. Charlatans thrive on this public weakness.

Some writers are completely unscrupulous; twisting the truth, making claims without a shred of scientific evidence, and quoting true scientists out of context. Often they extract pieces of research reported in scientific journals and use them to support their own misleading arguments. Most unfortunate of all is the professional person who uses the written word to promote his private fad and possibly to create a market for a worthless product or a "best-seller" book. Recently two physicians greatly discredited their profession by such actions.

Freedom of the press makes it possible for persons to publish their ideas whether they are sound or unsound. When an informed public makes its objections known to editors, there is more chance that greater discretion will be used in selecting reliable material. A reference for reliable and unreliable books can be secured from your county extension office, Mrs. Taylor said.



NOW UNDER CONSTRUCTION -- Work has been resumed on the Bovina Methodist Church after rains stopped progress for several days. The roof deck has been completed and the tower is about "to go up." Entrance to the new sanctuary will be located in the tower area on the west side, Bedford Caldwell, building committee chairman, said.

\$120,000 Project --

Church Work Continues

Construction work on the new Bovina Methodist Church is making progress, even though work was stopped on several occasions because of rain, according to Rev. J. B. Fowler, pastor.

The roof deck has been completed and construction of the tower has begun. Work is also being done on the balcony area inside.

The \$120,000 building and remodeling project was started

about the middle of June with Wylie Hicks Jr. of Amarillo the contractor.

The sanctuary, which has its main entrance on the west, will seat 325 persons and will contain 4100 square feet, not including the balcony. Six new classrooms add 1100 square feet and remodeling will be done on 2,000 square feet of the Sunday School department now existing.

This is the third church building for the Bovina Methodist Church, which was organized in 1905. The first building was constructed in 1910 and the second in 1947. The fellowship hall and several classrooms were built in 1956. The brick of the new sanctuary matches that of the Sunday School department.

The building committee is composed of Bedford Caldwell, chairman; Mrs. Robert E. Wilson, Vernon Willard, L. M. Grissom, Jim Ware and Durward Bell.

Foods Can Be Puffed

PROGRESS IN FOOD PROCESSING--Explosion puffing of fruits and vegetables, a process devised by scientists with the Agricultural Research Service, makes it possible to dehydrate whole pieces of these fruits and vegetables so that they require only five or six minutes of a homemaker's time to reconstitute, says Mrs. Gwen Clyatt, Texas A&M University Extension consumer marketing specialist. The counterparts of the explosion puffing process--those foods that are dehydrated conventionally--require approximately 20 minutes to cook. Nutritive value of foods processed by explosion puffing is


Future Calls For Education

EDUCATION IS KEY TO CHANGE -- Science, business and politics are moving ahead at a faster pace than ever before. Today's students must prepare themselves to adjust to the ever-changing world as they study for leadership roles, says Mrs. Elsie Short, Texas A&M University Extension home management specialist.

not affected, and the cost of the process is about the same as for conventional dehydration, the specialist says.

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Cynamid Fertilizers After Milo Harvest And Assure Yourself Of Great Crops Next Year.

We'll Custom Blend All Dry Fertilizers To Your EXACT SPECIFICATIONS "At The Y"

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Charles Hawkins

on producing
Parmer County's First
1967 Bale Of Cotton!
It Was Our Pleasure To Gin It.

The First Bale Of The 1966 Ginning Season Was Produced On Hawkins Farm West Of Bovina.
The 1967 First Bale Weighed 475 Pounds And Was Ginned From 2180 Pounds Of Seed Cotton.



Plan Now To Gin Your 1966 Cotton Crop At -

"Your Satisfaction Is Our First Concern"

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Highway 1731 North - Phone 238-4801

Ladies' Night --

Lionism, NORAD Banquet Program

Bovina Lions entertained their wives and guests with a banquet Thursday night in Bovina schools cafeteria when District Governor W. L. (Breach) Edelman of Friona and Curtis Scott, division service and facilities manager for General Telephone Company, were the speakers.

About 40 members and guests were served a fried chicken dinner.

H. J. Charles, president of the Bovina Lions Club, served as master of ceremonies and pointed out projects sponsored by the local organization, the Little League program and sight conservation. He said the club

had bought several pairs of glasses each year for school students who cannot otherwise afford them.

District Governor Edelman of District T-21, said that October is membership and development month and told of the Texas Lions Camp for Crippled Children at Kerrville.

He said that Lions International was established in Texas 50 years ago next year. There are more than 20,000 clubs and 800,000 members representing 135 geographical areas of the earth. All of the free world, Edelman continued, has been introduced to Lionism.

"The heart and soul of Lion-

ism is to be found in local communities," the District Governor said. Qualifications for being a Lion, he pointed out, are integrity and the desire to be of service to others.

Scott presented a lecture-demonstration at the meeting on the role of the North American Air Defense Command (NORAD) in detecting manned bomber attacks, ballistic missile attacks, or attack from outer space from earth satellites.

During his speech, a telephone call was made to NORAD Headquarters in Colorado Springs, Colo. over an amplified long distance hook-up. Various phases of NORAD were explained to the Lions by a briefing officer. Color slides were also shown the group by Scott.

long their life. Here are some tips on how to wash and dry garments:

Sort garments as to color, type of fabric, and the way in which they are made.

Don't overload your washing machine.

Don't damage or weaken fabric by excessive twisting or wringing.

Use the type of washing product suitable to the garments being washed, and use the amount recommended on the package.

Avoid adding bleach directly on the garments. Always dilute the bleach water according to the directions on the container.

Place small, lightweight items in mesh bags to keep them from being twisted or damaged during washings.

Close zippers and fasten hooks or supporters so they will not catch on other articles during washing.

Use the correct water temperature for the type of fabric you are washing, and select the correct length of time for the washing cycle.

Allow the clothes to be thoroughly rinsed.

Don't overload the dryer. Select the correct drying time and temperature for the fabrics you are drying.



At Home In Palmer County

By CRICKET B. TAYLOR
County HD Agent

4-H ACTIVITIES

The Blackstone family may be justly proud of their family with two entries in the Tri-State Wheat Awards Program. The male was crowned Wheat King and Ann participated in the District Bake Show. So far there are no 4-H "drop-outs" in the Blackstone family. They believe continued effort not merely for awards but for useful knowledge, information, training, and citizenship. Katie, an outstanding 4-H girl is attending Texas Tech and is majoring in Home Economics.

LEADERS NEEDED-S.O.S.

Enrollment for 4-H works in progress. Adult leaders are needed if 4-H members are to participate in project work. In Farwell, leaders for first year seed group and second year groups are needed.

In Bovina Mrs. Paul Lloyd will work with the second year seed group (the same group she worked with last year.) Another leader is needed for the third year food group there. Also leaders are needed for a Child Care group. This is a new project entitled "More Fun Caring for a Young Child." This pro-

ject is for 11 and 12 year old 4-H members.

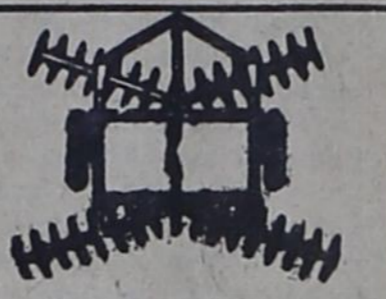
The project is designed to teach the characteristics of the three stages of childhood as to behavior patterns. Many youngsters babysit to earn extra money. This project will help prepare them for babysitting. The project may be completed in four or five lessons. Plans are to start this project as soon as leaders are secured in each club.

Another project is that of "Easier Working Ways," a project in time and energy management. Not only will members benefit from this project, but adult leaders may well benefit from the project too. Working with youth at an impressionable age can be rewarding for some parent that can spare 1 1/2 to 2 hours a week.

DO YOU NEED LONGER LIFE FOR WASHABLE GARMENTS?

With the rising cost in clothing, the cost for clothing a family can take a sizable amount of the family income these days. It may well pay off in dollars and cents for the homemaker to give more thought to her washing ways. The proper handling of garments can pro-

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SWIPE Products now available in this area. Phone 238-6702. 12-2tc

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FOR SALE -- 1957 Ford pickup. Will run, but in poor condition. Turn sealed bids into Otis Spears. 12-2tc

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AUTO LOANS
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FOR RENT -- Business office in downtown Bovina. Central heat and air conditioning. Carpeted. Good neighbors. Edward Isaac, phone 238-3311 or 238-6771. 40-tfnc

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CARD OF THANKS
We wish to express our thanks and appreciation for the cards, letters, flowers and gifts I received during my illness and stay in Amarillo. Bless everyone.
The P. D. Barrons 13-1tp

FOR SALE -- Two bedroom and den tearage to be moved. Contact Supt. Otis Spears. 12-2tc

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FOR SALE -- Good Credit: Repossessed 1965 model zig-zag equipped Singer sewing machine in walnut console. Embroidery patterns, burtonholes, etc. Six payments of \$5.46. Cash discount. Write Credit Manager, 1114 19th Street, Lubbock, Texas. 11-tfnc

CARD OF THANKS
I wish to express my thanks to the many friends for their thoughtfulness during my illness, for the cards, flowers, gifts, visits, and most of all for their prayers. May God bless them for thinking of me in such hours.
Alvin Glasscock, 13-1tc

GRADY'S GARAGE
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FOR SALE -- '59 Pontiac Catalina, two door, good motor, good tires. Phone 238-4232. See at Ave. B, 506, Bovina. 13-1tp

LOST OR STRAYED -- Two-year-old female poodle. Answers to name of "Sherie." Phone Dorothy Sorley at 225-4674. 13-2tc

FOR SALE
Several items of good and very little used hand tools. Since I quit farming will offer these at about half price.
1-Electric hand saw;
1-Portable air tank;
1-Pressure spray gun;
1-Set of wire stretchers;
1-Boomer;
Several other items. All can be seen at Glasscock Real Estate Office, Main and Third Streets.
O. W. Rhinehart
Bovina, Texas 13-tfnc

SEPTIC TANKS & CESSPOOL SERVICE
Drilled-Repaired-Installed

Cesspools-Pier Holes, Boot Pits, Storm Cellars.
We Drill Up to 9 Ft. in Diameter & 45 Ft. Deep

WILSON Drilling Co.
Muleshoe
Day Phone 272-4180
Night Phone 272-3148

COURTHOUSE NOTES
Instruments filed week ending September 24, 1966, in County Clerks Office, Bonnie Warren, County Clerk
WD, F. S. Truitt, Joe Whiteside, Lot 10, Blk. 86, Friona DT, Joe Whiteside, F. S. Truitt, Lot 10, Blk. 86, Friona WD, Lee R. Pool, Clays Corner Gin, Tract in Sect 21 D&K
DT, Jimmy T. Norwood, First Fed. Sav. & Loan, Lots 3 & 6, Blk. 1 Drake, Friona Fed, Tax Lien, USA, Travis S. Hancock, SR
DT, W. H. Long, Fed Land Bank, NE/4 of Sect. 27; T65; R3E
ML, Anthony A. Brito, Cicero Smith Lumber Co., NE/2 of Lot 13 All of Lots 14 & 15 Blk. 56 OT Bovina
WD, Harry Ray Jesko, W. R., Holmes, Lots 4 & 5; Blk. 12 OT Farwell
WD, W. P. Holmes, True Bell, Lots 4 & 5; Blk. 12 OT Farwell

★CBS★NBC★ABC
Get All Three Major Networks To Perfection
Get On Cable, TV Now!
*Low Tie-On Fee
As Low As \$12. Down
*Low Monthly Rates
Clearview Company
Of Bovina
Phone Bovina 238-3592
Or Friona 247-3271
Am interested in making loans and buying first and second lien notes secured with farm and ranch lands.
J. J. Steele
Citizens Bank Building
Clovis, New Mexico
Dial: 763-4471 or 763-6455 11-4tc

Uncle Dies In Nevada
Luther Calaway, 56, of Reno, Nev., uncle of Mrs. Paul Jones and Robert Calaway of Bovina, died at 6 a.m. Monday, Sept. 19, when he suffered a heart attack.

Funeral services were held at 10 a.m. Wednesday in Ross-Burke Funeral Home Chapel in Reno with Norton Dye, minister of the Church of Christ, officiating. Burial was in Reno cemetery.

Mrs. Jones flew to Nevada to attend the services and returned home Wednesday.

Survivors include his wife; a daughter, Mrs. Janie Podger of Reno; and a son, Joey, who is stationed in Amarillo with the Air Force.

Electrical and Plumbing Repairs and Supplies BOVINA ELECTRIC
Odis White - Ph. 238-3871

Caldwell Attends Dental School
Philip B. Caldwell, son of Mr. and Mrs. E. B. Caldwell of Bovina, enrolled as a freshman student in Baylor University College of Dentistry, Dallas, Sept. 13.

The class of 100 students is the largest accepted by the college in its history.

The requirements for entering the Dental College are three years of academic work in a college or university. Seventy-five per cent of the entering students have earned a bachelor's degree.



THE CURTAIN GOES UP FOR '67

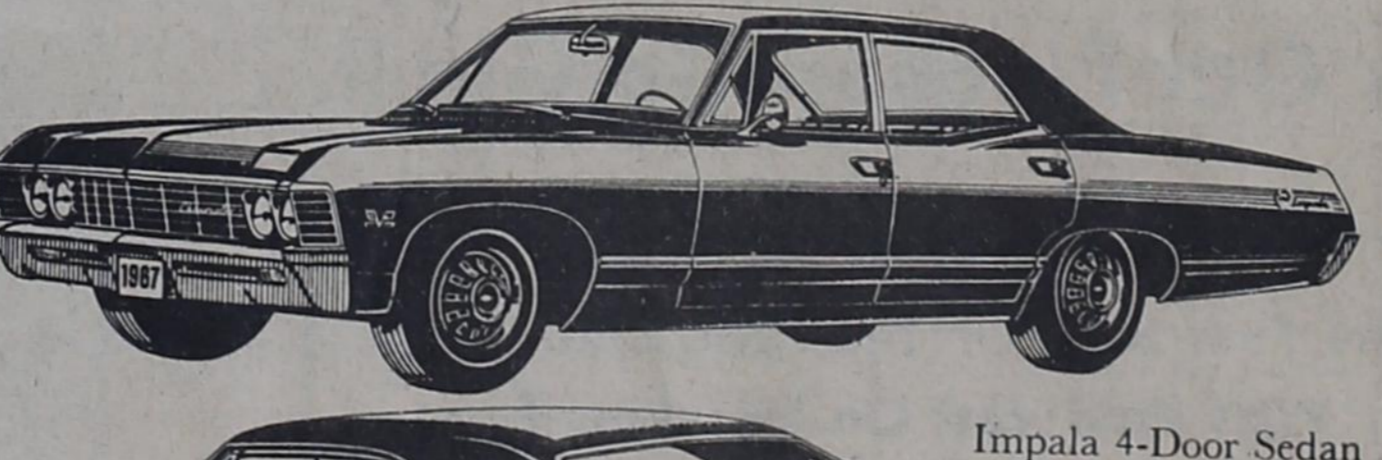
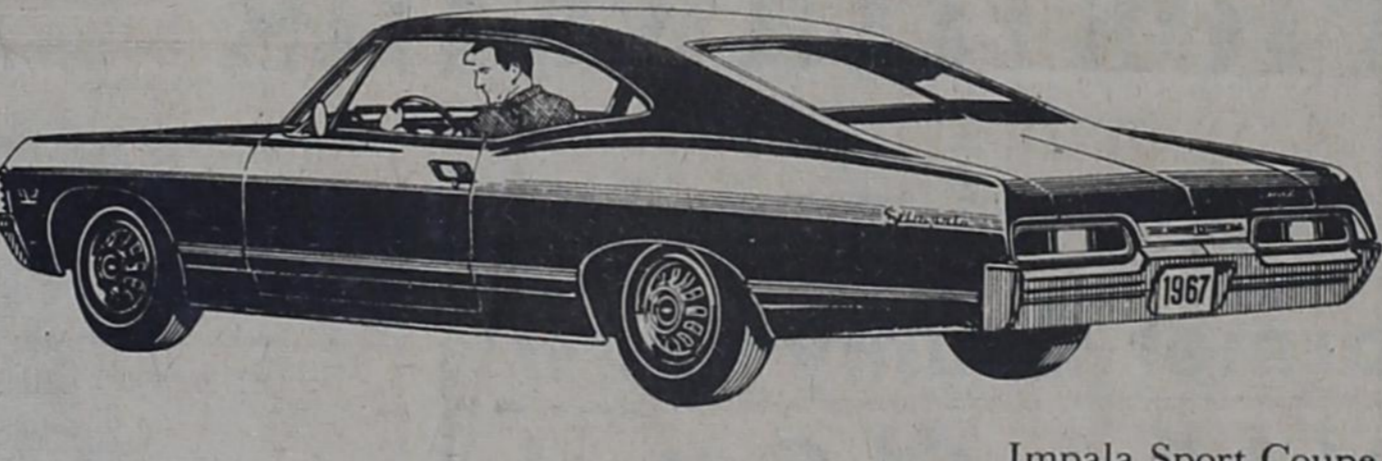
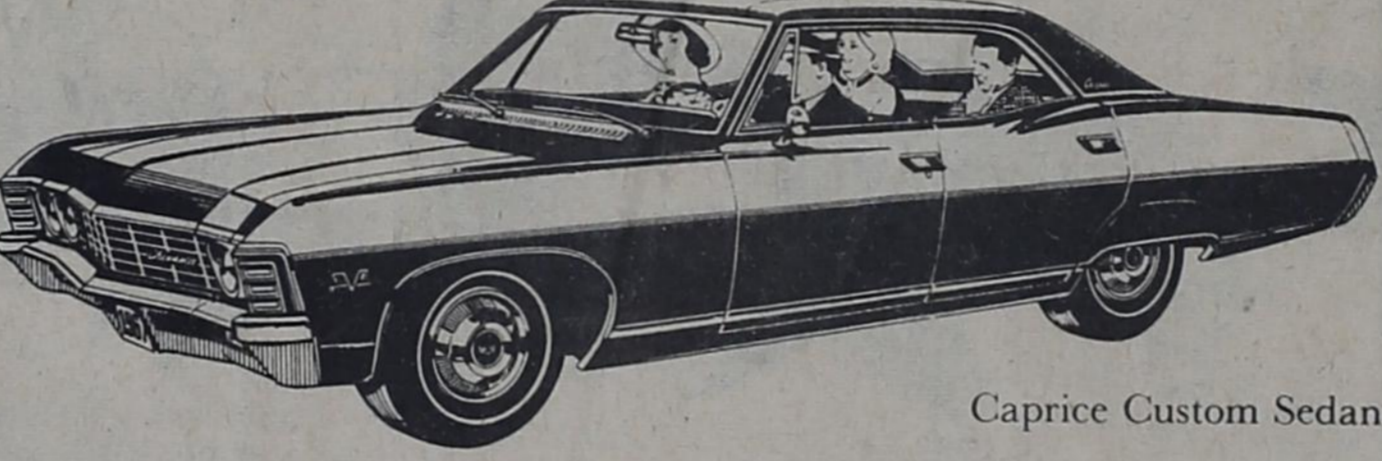
See The Premiere Showing Of Chevrolet For 1967

On Thursday-Friday

SEPT. 29-30

REEVE CHEVROLET

FRIONA Since 1938



Ready Now To Receive Your 1966 Milo At Our Two Convenient Locations --

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

Bovina Wheat Growers, Inc.
Bovina and Rhea --

BOVINA BUSINESSES - 1966 -

FOOTBALL CONTEST

You May Win Weekly Prizes Of \$5-\$3-\$1 PLUS THE GRAND PRIZE of an Expense-Paid* Trip For Two To The Cotton Bowl!

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

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 tiebreaker 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 game plus hotel, food and traveling expenses to Dallas and the January 1, 1967 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. Contestants must be 10 years old or older.
10. Everyone, except employees of this newspaper and their families, is eligible to enter.

It's Fun!
 It's Easy!
YOU
 May Win!



Don't Lose Out - Enter This Week And Every Week.
 All You Have To Do Is Pick The Winners. There's Nothing To Buy!

Bovina Businesses Football Contest HONOR ROLL

- | | |
|--------------------|--------------------|
| 1960-Neil Smith | 1963-Paul Jones |
| 1961-Erith Hawkins | 1964-Jeanne Kerby |
| 1962-Emmett Tabor | 1965-Allen Cumpton |

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 _____ at Plains _____

- | | |
|----------------------------------|---------------------------------|
| Charles Oil Co. _____ | First State Bank _____ |
| Okl. Lane Farm Supply _____ | Bovina Insurance _____ |
| Bovina Gin Co. _____ | Birkelbach Machine & Pump _____ |
| Bovina Wheat Growers, Inc. _____ | Sherley Grain _____ |
| Bonds Oil Co. _____ | Cicero Smith _____ |



CHARLES OIL CO.

Phillips '66' Jobber

Phillips '66' Tires, Batteries, And Accessories

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H. J. Charles - Bovina

Tucumcari at Farwell

Save Now On A New CASE Tractor

Now Featuring -
THE NEW
CASE
 1030

HIGHEST TRADE-INS

OKLA. LANE FARM SUPPLY

Phone Tharp 225-4386

Olton at Friona



BOVINA GIN CO.

- Top Quality Ginning
- Fairness In Every Dealing
- Sincere Appreciation For Your Business

FM Road 1731 North
Phone 238-4801

Hereford at Levelland

Bovina Wheat Growers, Inc. "We Serve To Serve Again"

Jim Russell, Mgr. 238-2411

Not Everyone Belongs To A Co-op - But Everybody Benefits

Hale Center at Dimmitt

FOR MODERN FARMING USE



BONDS OIL CO.

Hwy. 60

238-2271

Sudan at Seagraves

First State Bank Of Bovina

"The Only Bank In The World With Service To People Of This Community As Its First Concern"

S.M.U. at Purdue

Hospitalization Insurance

...of all Kinds, Several New Plans are Now Available Offering the PROTECTION Your FAMILY NEEDS!

Life Insurance

Bovina Insurance

Jim Ware - Pho. 238-4382

Baylor U. at Washington State

BIRKELBACH Machine & Pump

Highway 86-Pho. 238-3591
 Kenneth Cary, Manager
 Offering

KMP Lake Pump Sales and Service

Arkansas at T.C.U.

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Complete Line Building Supplies



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West Texas at Arizona State

SHERLEY GRAIN CO.

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Bovina

Texas Tech at Texas A & M

