

# Merry Christmas

TO ALL OUR FRIENDS



## The Bovina Blade

"In The Agricultural Center Of Parmer County"

10¢  
Per  
Single  
Copy

THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

WEDNESDAY, DECEMBER 25, 1968

Bovina, Texas

VOL XIV, NO 26

### WHITTLIN'

By DOLPH MOTEN

There's a great two-word story of adult life displayed as a part of a sign on a Gateway Produce Co. building here. The sign points out that vegetables are for sale, wholesale and retail, and then, almost like an afterthought, adds the two-word story -- "Nothing Free."

State Representative Bill Clayton, who was re-elected in the general election last month, spoke recently to a Dimmitt civic club, pointing out what he considers the main challenges facing the new Texas legislature, which convenes next month.

Following is a report on Democrat Clayton's views as presented in a well-written story in The Castro County News: Of all the "awesome" problems faced by Texas and its legislature, education and water loom as the main ones, according to State Representative Bill Clayton.

The legislator from Springlake spoke to the Dimmitt Rotary Club Friday on what he considers the main challenges facing the new Texas Legislature, which will convene next month. In education, he said, "Texas is at a crossroads, and the legislature seems to face more awesome problems than ever before in this field."

He explained that the state is growing by 200,000 persons annually and that its population -- now 11 million -- will burgeon to 25 or 30 million between the years 2000 and 2020. "Our state has vast resources," he added, "The state is now leading the nation in drawing new industry. This industrialization is healthy and needed, but this is also going to create a few new problems," to keep Texas' public school education space with its population growth.

Clayton said the new report of the Governor's Committee on Public School Education "has many good features, but some features which I don't think this area or I personally can go along with. These have to do mainly with consolidation of schools." But he agreed with the Governor's Committee on the feeling that "we could foster an education second to none" in Texas, and added, "I don't see why we shouldn't be No. 1 -- we can be on top of anything we want to be."

Clayton said cost figures on the recommendations of the Governor's Committee are still being compiled.

"We will be able to take a more objective look at this when these figures are added to the report," he said.

He also agreed with the committee that the state's teacher shortage need not have occurred and need not continue.

"Texas is now using 13,500 noncertified teachers," he said. "The committee noted that the state has enough qualified teachers, but the schools aren't paying enough to hold them -- they're going into other fields. If salaries are raised, we could hold more qualified teachers."

Turning to his specialty of water, Clayton explained that projects costing \$10 billion are now on the drawing boards, and that if they go through, Texas' share will be \$2 1/2 to \$3 billion, with the rest coming from the Bureau of Reclamation and other federal agencies.

(Continued on Page 2)

For Christmas --

## Kelso Home Wins Decoration Contest

Christmas Eve --

### Few Businesses To Close Here

Most business institutions in Bovina will probably be open Christmas Eve, or part of the day, Mayor Bedford Caldwell said.

Some are planning to close at noon Tuesday, if possible, including First State Bank of Bovina. The U.S. post office will be closed only on Christmas Day.

Caldwell said several businesses that do not deal in gift selections will probably close part of the day Christmas Eve. Both dry cleaners, Dilger's Cleaners and Gee Cleaners, announced last week that they would be closed Christmas Day through Dec. 28. The Spudnut Shop will be closed for approximately one month.

Others may close their doors the day after Christmas, Thursday, Dec. 26, but no official survey has been made of the town. Closing on Dec. 26 was observed one year when Christmas fell on Sunday.

Since the holiday falls on Wednesday this year, it would be difficult for everyone to observe either the day before, or day after Christmas, Mayor Caldwell said.

New Year's Day, Jan. 1 is also a legal holiday in Bovina, although some businesses will be open that day, including the Bovina Blade. However, the Blade will be closed from Christmas Day through the following Sunday.



NATIVITY -- First place in the Home Decorations Contest was awarded to the Howard Kelso at 510 Ave. F. The Nativity scene is the feature attraction, but is only one segment of the overall decoration. They won the top \$25 cash prize.

### Johnson, Whitten Receive Awards

The home of Howard Kelso has been declared the winner of the home Christmas decorations contest by anonymous judges. Second place went to the Billy Johnson home and third place to the Earl Whittens.

Sponsored by the Bovina Lions Club, the winners receive cash prizes of \$25, \$15, and \$10, respectively.

Others entered in the event this year were the homes of the Buck Ellison, H.L. Bradshaws and L.M. Grissoms.

The first place winner features a Nativity scene on the east side of the house, which is outlined in Christmas lights. A revolving light shines through the front window, covered with paper, thus giving variegated colors.

Santa topples into the chimney, while his reindeer wait on the rooftop at the Billy Johnson home, which won second place. A snowman and "Merry Christmas" greet visitors beside the house.

The Earl Whittens, who won third have a large array of decorations. Santa delivers presents of love, hope and faith, while a small Nativity scene decorates the front lawn. A snowman stands toward the side of the house, while the back is ablaze with giant-sized candles.

Other entries were also outstanding, judges said.

The home of the Buck Ellison featured a miniature windmill, outlined with Christmas lights, pumping water into a miniature tank.

Both the homes of L.M. Grissom and H.D. Bradshaws featured Nativity scenes.

Other than those entered in the contest, many other homes are also brightly decorated over town.

Adding to the Yule season is the city park, which is outlined in lights and centered with a large blue star with red streamers.

Friday --

## Santa Visits Children Here



BIG SECRET -- Kevin Hughes, son of Mr. and Mrs. Dudley Hughes, was not telling Santa what he wanted for Christmas Friday afternoon. He was asking, "Will we have a White Christmas?" Santa couldn't give Kevin a definite answer because he hadn't checked with the weatherman that day.

Sirens blew, little eyes grew, and Santa blasted into town Friday afternoon to make his annual visit with the children of Bovina.

Some of the children were timid, some were excited, and some of them cried --- but all realized the significance of Santa's visit.

After talking to them, Santa passed out bags of candy. School buses made a brief stop in town so that youngsters leaving school for Christmas vacation could receive their bags of candy.

During the time Santa was in town, a drawing was held for a bicycle, sponsored by the Mexican Committee. Joe Kirk of Farwell was the winner of the blue streamlined bicycle, complete with hand brakes.

Santa's visit was made possible by Bovina Chamber of Commerce and Agriculture and the Bovina Lions Club members, who sacked the candy. He arrived here aboard the Bovina Volunteer Fire Department fire truck about 2:15 p.m. Friday.

A good crowd of both children and parents were on hand for the occasion.

Successful Year --

## Pheasant Hunt Over For Area

The 1968 pheasant season ended in Parmer County Sunday and results of the tall feather contest will be announced in next week's Bovina Blade.

As of Friday, 11 tall feathers had been entered in the Bovina contest, but more were expected before the season closed, which was the deadline for bringing in the feathers.

This year's pheasant season

lasted nine days, after being extended two extra days. It also came later than usual since quail season started late this year, and one is conducted in connection with the other.

Bud Crump has been in charge of Bovina's tall feather contest at Corn's Farm Store.

Prizes were offered the first three places in Bovina. A 100 pound sack of Hartzog seed was the first place prize; \$10 in merchandise at Bovina Dry Goods, second place; and \$5 in trade at Bovina Restaurant, third place.

In addition, contests were conducted at Farwell and Friona. County winner gets a trophy.

Pheasant season has been good this year in Parmer County, with more hunters coming home with a bird than in previous years.

### Cow Killed, Pickup Damaged

Heavy damage to a 1967 pickup, driven by Al Kerby, and a dead cow belonging to Marion Carson were the results of an accident about 6:30 p.m. Wednesday north of Bovina.

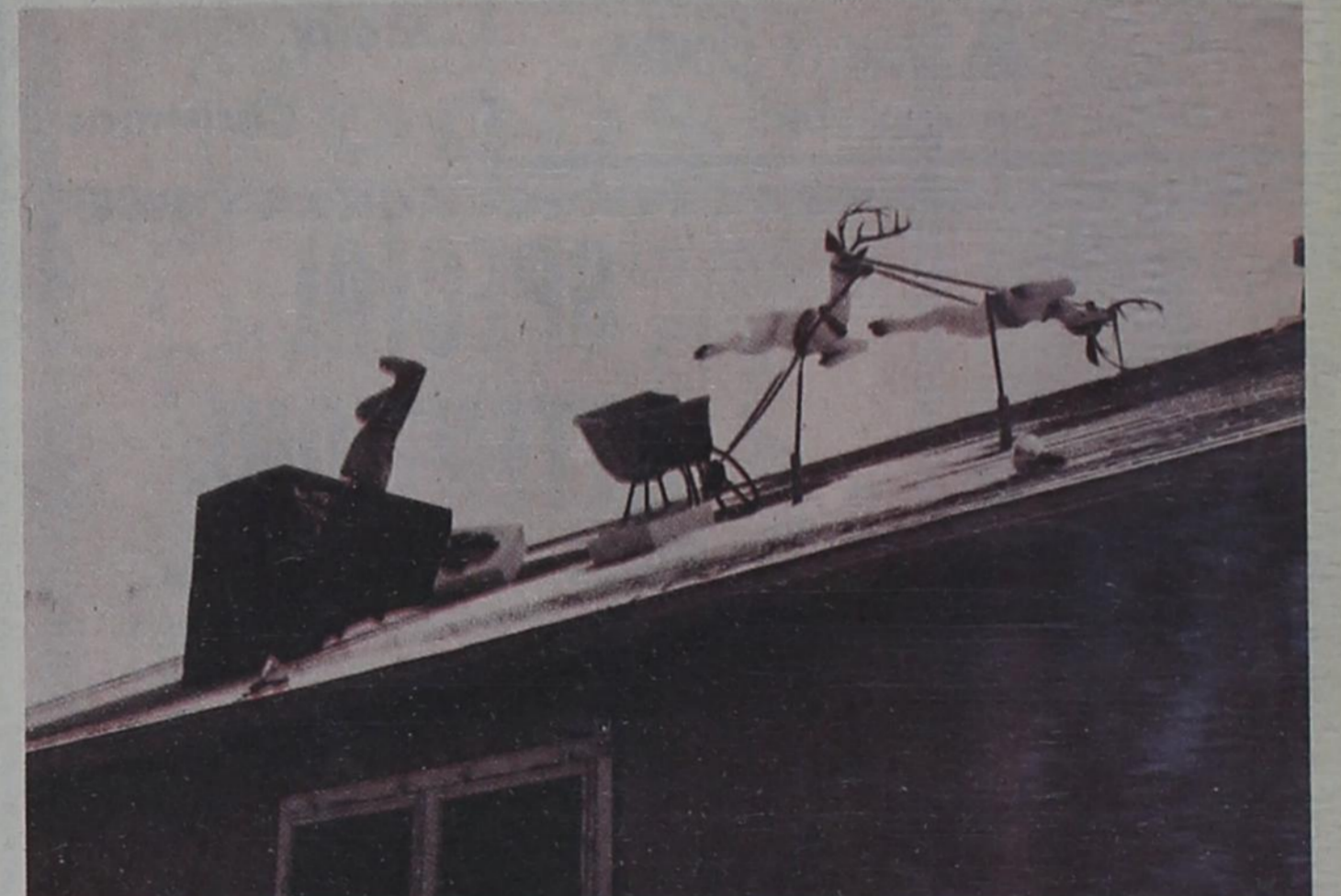
Kerby and his son were returning to Bovina from feeding cattle when they met a vehicle with blinking lights. Immediately after passing the vehicle, the cow loomed about 20 feet before them on Highway 1731, Kerby said. The accident was termed unavoidable.

The cow was injured so badly it was necessary that it be destroyed. The front end of the pickup was heavily damaged, but neither of the passengers was injured.

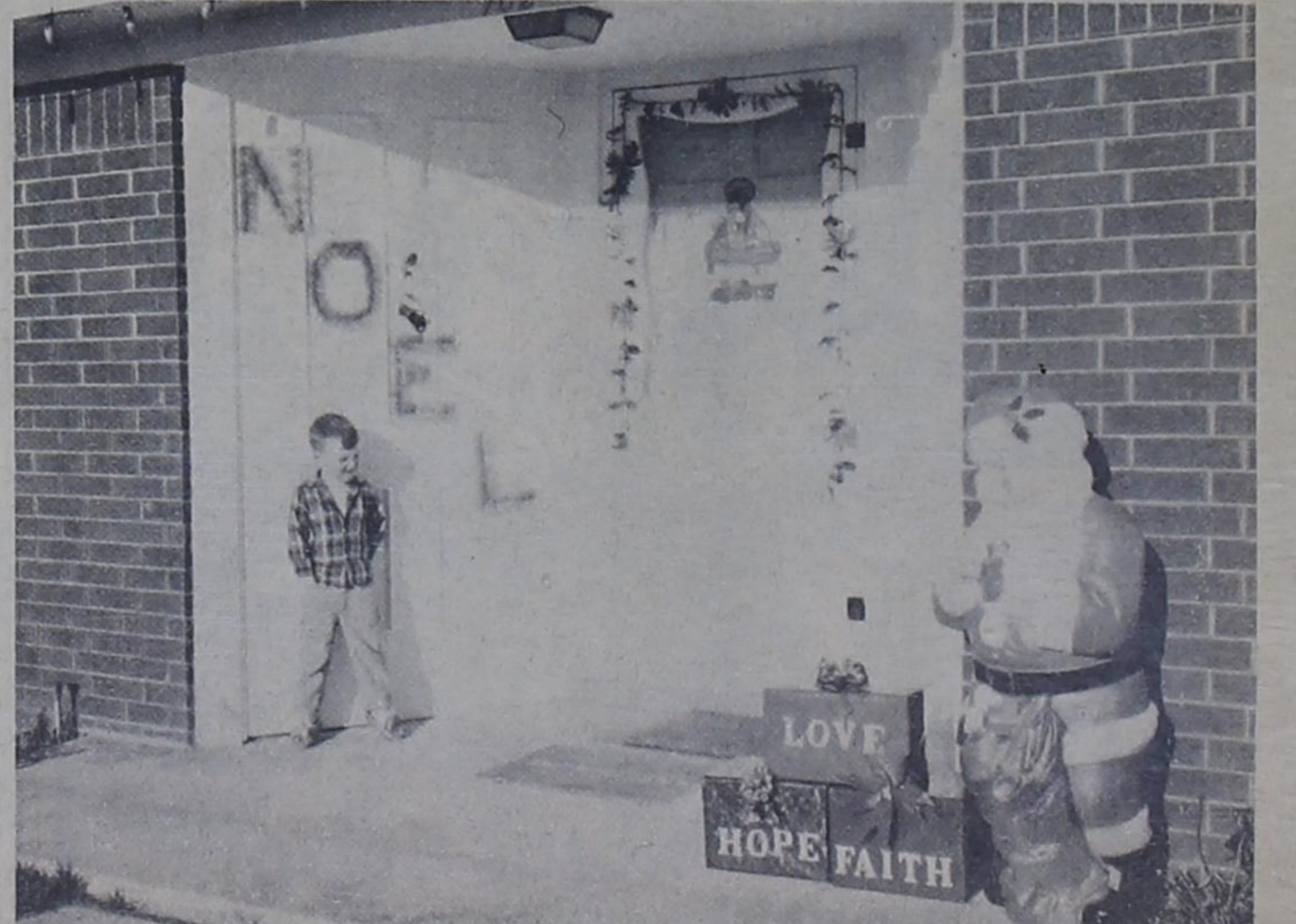
**Weather**  
by Willie

A low front has moved in from the Southwest and it looks like this will give us some chance for a White Christmas.

---Willie



WHOOPI! -- Only Santa's boots are exposed on the rooftop of the Billy Johnson home south of Bovina, which won second place in this year's decoration contest, sponsored by Bovina Lions Club. The Johnsons were awarded the \$15 second prize.



AN ELF? -- Britt Whitten, son of the Earl Whittens, appears to "case" Santa's visit to the home which won third place and \$10 in the home decoration contest. Located in Ridgelea Addition, the house is almost completely surrounded with Christmas decorations.



The Bovina Blade

Second-Class Privileges Authorized at Bovina, Texas, 79009  
Published at Bovina, Texas, Every Wednesday

Dolph Moten... Publisher & Editor  
Pat Jacobs... News Editor

Santa Letters

Dear Santa,  
Please bring me a pretty doll, I have been a good girl.  
Love,  
Donell Garner

Dear Santa,  
Please bring me a bike, toy rifle, toy pistol, binoculars, and a road grader.  
We will leave you some hot chocolate and cake and cookies to eat, I have tried to be a good boy.  
Love,  
Tim Garner  
P.S. I saw you on TV this morning.

Dear Santa,  
Please bring me a set of

binoculars, bike, toy rifle, toy pistol and a digger.  
I have tried to be a good boy. We will leave you some candy and cookies to eat.  
Love,  
Doyle Garner

Dear Santa,  
I will be at my grandmother's house. She lives at Petersburg. I want a ball, football set. I am four years old.  
Love you,  
Bucky Adams

Dear Santa,  
I'm a little girl who is three years old. I want a doll and a talking telephone. Bring me some candy too. I'll be a good girl.  
Lisa Schilling

Whittlin' -

(Continued from Page 1)

The new water plan unveiled in Austin Tuesday by the Texas Water Development Board "certainly includes this part of the state as the first water plan did not," Clayton told the Rotarians. "This is because a lot of people put in a lot of hard work."

He said the water board's West Texas study that resulted from the hue and cry in this area "was an education for the water board."

"Chairman Mills Cox at first said it was the craziest thing he ever heard of, to move water 900 miles to a 4,000-ft. elevation to help farmers produce surplus crops" Clayton said. "But the study showed that by the year 2000, our country may face a food deficit."

"This area's water is likely to run out by 1985," Clayton said. "So the target date of 1985 has been set on the water importation plan, and that's a very ambitious date."

He added that the water importation project -- the most ambitious in man's history -- "could make this area the breadbasket of the nation."

One of the main problems to be solved before the plan can be implemented, he said, is the sticky one of interim financing.

"It's going to take an awful lot of money to implement this plan," he said. "Ultimately, the water users will pay the cost of the project, but during an interim period before the water goes into use, a lot of money, will be needed to get it going. This may have to be raised through bonding. I'm confident that we'll find a financing method to take care of this interim period."

That water importation business is of tremendous interest to people in this area, who aren't liking the prospects of no irrigation water.

Efforts of the people working on water importation, as individuals and as state government representatives are to be highly appreciated.

This can mean the difference between continued prosperity and a slow people exodus for the High Plains of Texas.

This issue of The Blade rings the bell on another year of publication for The Blade. Next week's paper will be out Wednesday, January 1, so that makes this edition "30" for 1968.

We want to express our sincere appreciation to all our advertisers and subscribers for their continued good will and support during the year and take this opportunity to wish each and every one a sincere . . . . MERRY CHRISTMAS!

Merry Christmas

Review Year --

McMillans Send Greetings Here

This is our first Christmas in three years back in the good ole United States. As the day draws near, we can't help reflecting back on last Christmas in the Holy Lands. It was a fascinating trip and one we shall never forget.

In March, while we were still stationed in Germany, we went traveling once again; this time to Italy and the French Riviera via Switzerland and Austria. The weather was beautiful with a lot of sunshine. We went to Venice, the little republic on San Marino, Florence, Naples, Pompeii, Rome, Pisa, Genoa and San Remo.

May was the long-awaited month -- the month of our "homecoming." Excitement reigned as we marked off the days on our calendar. Thursday, May 23 we flew out of Frankfurt, Germany, enroute to the U.S.A.; and after eight hours in the air, we arrived at McGuire Air Force Base,

New Jersey. We spent the weekend in New York City because Joe's out-processing had to be continued on Monday for his release from active duty with the Army. We had shipped our car from Germany and it was waiting for us in New York. So, we picked it up at the dock and spent the weekend seeing plays, movies and sightseeing.

From New York we drove to Chicago where Joe had an interview with the Chief Engineer of the Santa Fe about his job. Then to Fairbault, Minnesota, to attend a reunion at Joe's high school. Next, we drove to Topeka where we both confirmed our employment plans and located an apartment. While in Topeka we had serious mechanical difficulties with our Volkswagen and had to buy a new car to continue our trip. From Topeka, we went to Texas where we spent three weeks visiting our families.

Joe went back to Topeka and get settled. Joe went back to work on July 1st in the Santa Fe Engineering Department. A few weeks later he received a new assignment and promotion. He was promoted to special assistant to the Vice President of Operations to make a study of Santa Fe's safety program. The

job has been very interesting and Joe has traveled all over the railroad.  
This year Nickie is teaching clothing and textiles, home decoration and social living at Topeka West High School. These subjects are quite challenging and time consuming, so they keep her busy.

We both managed to find a little time off at Thanksgiving to make a quick trip to Nickie's home. Joe needs to be in California on business around Christmas, so we have decided to spend the holidays there.

MERRY CHRISTMAS TO ALL!  
Joe & Nickie



At Home In Parmer County

By CRICKET B. TAYLOR  
County HD Agent

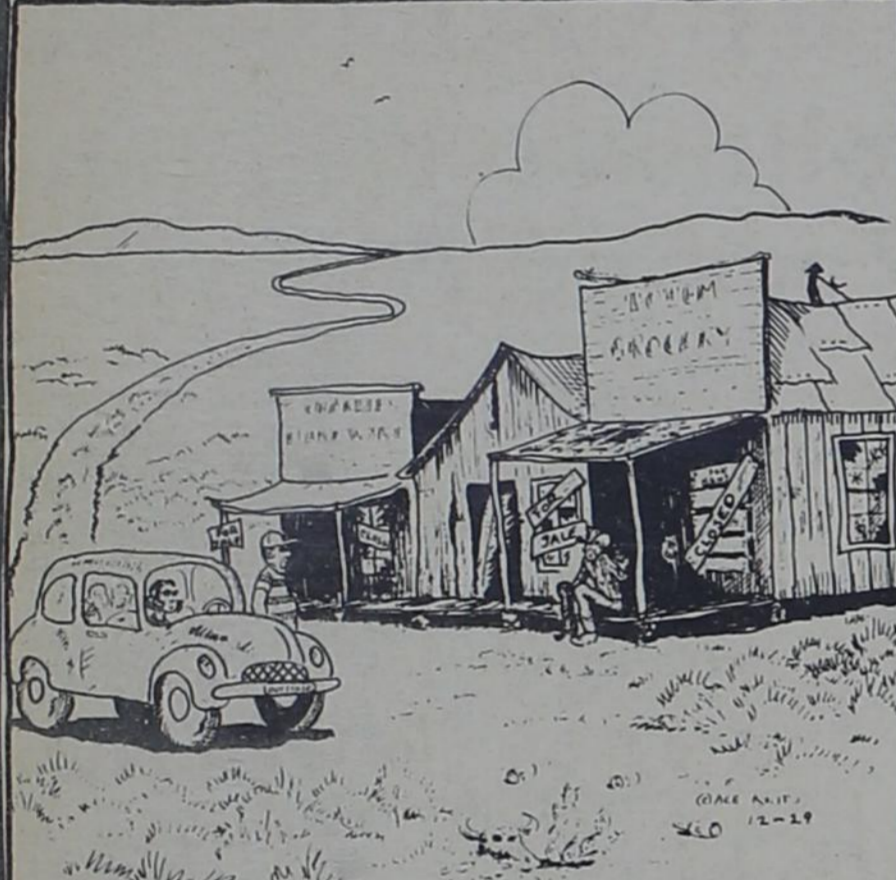
For more than five years now, I have been visiting with you through this column. It has been my privilege to serve as your Home Demonstration Agent, trying to keep up-to-date with the changing times and

bring to you worthwhile and useful information about home and family life.  
I am most grateful to the editors of the papers in Parmer County and the radio stations also, for their coopera-

tion. Through these means, many people have kept up with news and information affecting the homes and communities through the County Extension office.

This little poem expresses somewhat my feelings here at the close of the year 1968: "There's a heap o' joy and gladness, in knowing folks like you, The sunny days are brighter, the cloudy ones are few, And as Christmas Day draws near, glad thoughts now come to mind, And I wish each one happiness, of just the finest kind."

First State Bank Presents-- COW POKES By Ace Reid



"Oh, this is a fine place to retire . . . we got terrible roads, no hospitals er schools, but our taxes are cheap!"

Merry Christmas To You And Yours From The Staff Of -



SPECIAL ATTENTION!

These two words have always been an important part of every workday here at our shop and they have special meaning on this special day too!

We think we're pretty lucky. In the past you've given us the pleasure of your friendship and the treasured opportunity to serve you.



So, on this day we're proud to say thanks and wish you

MERRY CHRISTMAS

Glenn Ritchie's Southside Motor Supply Dimmitt Highway - Bovina



DECEMBER 25TH

A time for toys . . . a time for joys . . . a time for the young at heart! Santa's coming and the air is bright with excitement. We treasure the traditional joys of Christmas and each year one of our proudest traditions is when we say, "Thank You" to all our loyal friends and extend our heartiest, "Best Wishes of the Season!"

May gaiety and good cheer be yours in fullest measure at this joyous season.

Merry Christmas to All!

CHARLES OIL CO.

Northside '66' Service - Charles '66' Service Station



\*Tires  
\*Batteries  
\*Accessories

H.J. Charles R.L. Hopingardner Howard Shook Charlie Gilbreath  
Margaret Charles F.S. Pounds Elton Venable Javier Robledo  
Paul Verett Bob Holcomb

In Bovina --

# Dog Poisoning Investigated

Several dogs have been poisoned the past few months in Bovina, according to City Mar-

shall Ronald Mitchell, who is investigating the action.

The last victim was a German shepherd belonging to A. L. Nuttall. A veterinarian told Nuttall the dog had been fed strychnine. The dog was found by Mitchell Wednesday night on West Main Street. The animal was rushed to Clovis, but was dead upon arrival there.

Another dog recently had to be shot because it was dying after being fed ground grass. Mitchell warns that it not only cruel to poison dogs, but is extremely dangerous because of young children who might pick up the poisoned meat and eat it themselves.

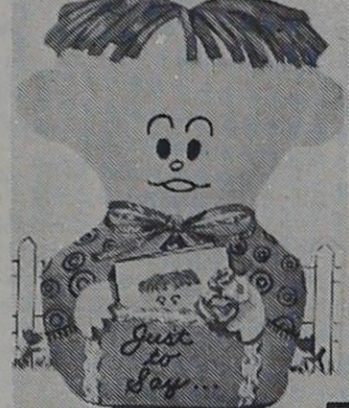
"They are also required to have dog tags, and there are a large number of pets in Bovina whose owners have not purchased licenses for them," Mitchell said.

### Santa Letters

Dear Santa,  
My name is Karen, I'm five years old. I want a big doll that can walk, some Barbie clothes and some records and puzzles. Bring the other boys and girls some toys too. I've been a good girl.  
Karen Schilling

Dear Santa Claus,  
My name is Becky. I am almost two years old. My mommy and daddy think I have been a very sweet little girl. I can help my mommy put away my clothes and I can put my toys away by myself. Santa, please bring me a baby doll and a big stuffed turtle for Christmas. Please remember all the other good little boys and girls too. I'll leave you some milk and cookies by the tree.  
Love,  
Becky Webb  
Bovina, Texas

### HELLO DOLLY!



With its moppet hair, button eyes, and sheepish grin, it's the newest funny face since Raggedy Ann and a delightful way to say Merry Christmas.

It's a DollyGram!  
And it works this way: When you decide you want to surprise somebody, just call or visit Western Union and give them the name and address of the lucky party. Then, tell them whether you want this pixie to say, "Merry Christmas," "Happy Birthday," or any of the twenty-three printed messages that fit into her pudgy hands and suit any occasion.

Not only is DollyGram sendable, she's loveable, too. She's a doll, playmate, pin cushion, Christmas tree ornament, paperweight... you name it, she's it.

Interestingly, in this world of automation, the six inch doll, trimmed with flowers and bows is made entirely by hand.



'Tis the season to wish all our many friends the very best!



**Ward's Garage**  
Vernon Ward  
Bovina



We hope that your Yuletide Holiday will be as cheerful and glowing as the brightest Christmas tree. May your gifts include the happiness that comes from lasting friendships and family devotion.

## Wilson-Brock Agency

"All Kinds Insurance"

Joe Wilson -- Bovina -- Aubry Brock

Tender Crust Brown 'N Serve Rolls 4 Pkgs. \$1

Del Monte Pineapple Juice 46 oz. Can 35¢

**PRODUCE**  
Texas Ruby Red GRAPEFRUIT 5 lb. Bag 39¢

Texas Navel ORANGES 5 lb. Bag 39¢

Texas Green Onions 2 Bunches 15¢

Texas Crisp Red Radishes 2 Bunches 15¢

### Wilson's Wisdom:

The only way on earth to multiply happiness is to divide it.

For Good Luck All Year, Eat Blackeye Peas On January 1st!



Regular or Diet

## Dr. Pepper

2 Cartons 89¢

Plus Deposit

Austex BEEF STEW No. 300 Can 39¢

Bama Strawberry Preserves 18 oz. Tumbler 49¢

## WILSON'S FINE MEATS

Tall Korn BACON 2 lb. \$1.09 Pkg.

Fresh PORK LIVER 1 lb. 19¢

Dry Salt Pork 1 lb. 29¢

SWIFT'S WHOLE A GRADE Fryers 29¢  
Cut Up and Trapaked - 1 lb. - 35¢

Freezer BEEF Half or Whole - Cut & Wrapped USDA Good 1 lb. 52¢ | USDA Choice 53¢  
Now Wrapped In Avisco Film For Greater Protection Against Freezer Burn.



Phone 238-4781



Shurfresh Vegetable Oil 24 oz. bottle 39¢

Shurfresh Soft Margarine 1 lb. 35¢



16 oz. Jar 39¢



2 No. 303 Cans 49¢

FREE SHEETS \* LADIES HOSE \* RODS & REELS \* DOLLS \* BASKETBALLS \* FOOTBALLS WHEN YOU SAVE TenderCrust Coupons



... from everyone at **WILSON'S** Shop These SPECIALS Thursday-Friday-Saturday, Many Continue thru Tuesday, Dec. 31. We'll Be CLOSED Christmas Day and New Year's Day

Shurfine Blackeye PEAS 2 No. 300 Can 29¢

Del Cerro PECANS 8 oz. Pkg. 79¢

SHURFRESH COUPONS BRING YOU \* SPORTS EQUIPMENT \* LINENS \* TOYS \* GAMES FREE

River Brand RICE 2 lb. Poly Bag 35¢

American Beauty INSTANT POTATOES 16 oz. Pkg. 49¢

Tom Scott Mixed Nuts 13 oz. Size 59¢

Shurfine Tea Bags 48-ct. Box 39¢

Shurfine All Green Cut Asparagus Spears No. 300 Can 35¢

Shurfine Vac Pak Whole Kernel CORN 12 oz. Can 20¢

Tender Crust VANILLA WAFERS 15 oz. Cello Bag 29¢

Soflin TOILET TISSUE 10 Roll 79¢ Pkg.

Shurfine Layer CAKE MIX 4 Boxes \$1 Assorted Flavors

Shurfine Crushed PINEAPPLE No. 2 Can 35¢

## FROZEN FOODS

Shurfine FROZEN STRAWBERRIES 16 oz. Pkg. 43¢

Shurfine KEEP FROZEN ORANGE JUICE 5 6 oz. Cans \$1

Shurfine Broccoli Spears 2 10 oz. Pkgs. 45¢

Youngblood's Thighs or Drumsticks 1 lb. Pkg. 65¢

Double Gunn Bros. Stamps Each Wednesday With Purchase Of \$2.50 Or More

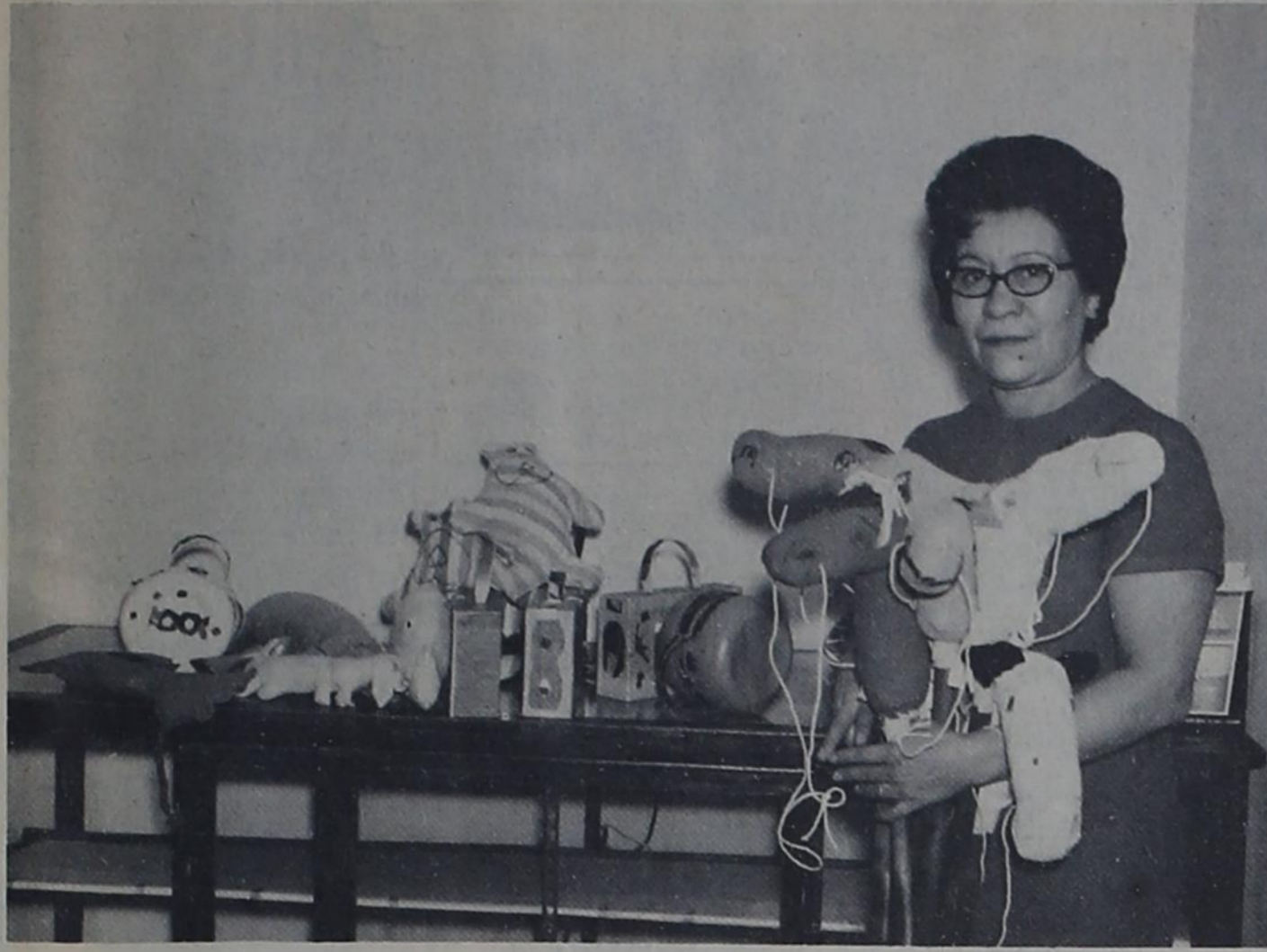
# WILSON'S



SUPER MARKET Bovina

PARMER COUNTY'S FINEST





SHARING CHRISTMAS -- Mrs. Pearl Cervantez of the Community Action Program in Bovina distributed toys Monday to children who might not otherwise have had a Merry Christmas.



# Yes, Virginia

A little girl's curiosity has led to a bit of Christmas philosophy that has since become a Christmas classic.

One day — in December — in 1897, Virginia O'Hanlon wrote a letter to the New York Sun.

"I am eight years old. Some of my little friends say there is no Santa Claus. My papa says, 'If you see it in the SUN, it's so. Please tell me the truth — is there a Santa Claus?'"

Because we believe the reply with its message of keen, spiritual insight deserves reading again and again — we show it here. It was written by Francis E. Church, a writer for the old Sun.

Here it is:

"Yes, indeed!  
"Virginia, your little friends are wrong. They have been affected by the scepticism of a sceptical age — they do not believe except what they see — they think nothing can be which is not comprehensible by their little minds."

"All minds, Virginia, whether they be men's or children's are little. In this great universe of ours, man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge."

"Yes, Virginia, there is a Santa Claus."  
"He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished."

"Not believe in Santa Claus! You might as well not believe in fairies!"

"You might get your papa to hire men to watch in all the Chimneys on Christmas eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus — the most real things in the world are those neither children nor men can see."

"Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there — nobody can conceive or imagine all the wonders that are unseen and unseeable in the world."

"You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, or even the united strength of all the



MAKES VISIT -- Santa Claus visited with area children Friday afternoon in downtown Bovina and passed out bags of candy. He arrived here aboard a Bovina fire truck and talked with the children about an hour, before returning to the North Pole.

### Improvements --

## SWPSC Announces \$16 Million Program

A 1969 construction and improvement program which will add nearly \$16,000,000 to the company's investment in its 45,000 square mile service area was announced by Roy Tolk, president of Southwestern Public Service Co.

1969 will be the 22nd consecutive year in which we have increased our investment in our service area by 10-million dollars or more a year, with the average annual investment during the last 10 years being more than 20-million dollars. This investment is made for two reasons, both of them customer-related. The first reason is to stay ahead of the demand for electric service, while the second is to keep that service as efficient and economical as possible.

because it takes too long to get it back on the line when you do want it. So, normally, you keep the things running with a minimum load, which is the most expensive way of operating, until you need more production. With this new equipment we'll be able to completely shut down the two generators, load the units still in service at the most economical level and still, and this is the part that's important to our customers, keep adequate spinning reserves in the event that we lose a generating unit for one reason or another," Tolk said.

strongest men, that ever lived, could tear apart. Only faith, fancy poetry, love, romance, can push aside the curtain and view and picture the supernal beauty and glory beyond."

"Is it all real? — ah, Virginia, in all this world there is nothing else real and abiding."

"No Santa Claus! Thank God! — he lives, and he lives forever — a thousand years from now, Virginia, nay, ten thousand years from now, he will continue to make glad the heart of childhood."

Francis E. Church

### Santa Letters

Dear Santa, I will be at my grandmother's house. I want a tape recorder, bug maker, train. I am six years old.  
Love,  
Ricky Adams

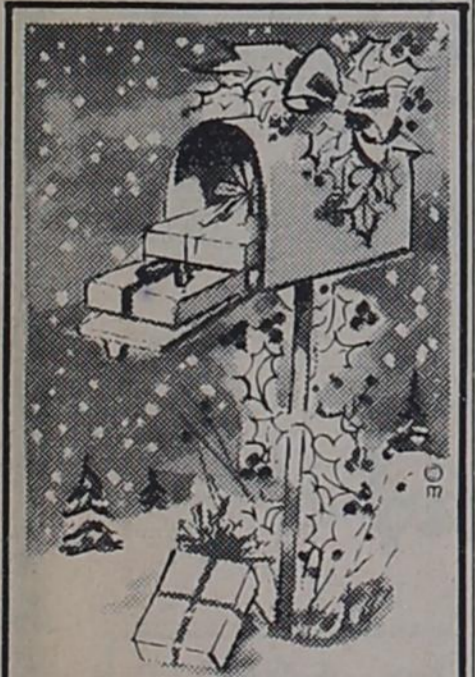
Dear Santa, Please bring me a hot wheels and a train, too. Please bring me an airplane and trucks, too. That's all. Now I want to say goody, Merry Christmas.  
Love,  
Buddy Ed Hutto  
Box 448  
Bovina, Texas Zip 79009  
The End.

McCracken's Fashions For Men. Le Baron, Gino DeBalt, Don Richards, Hagger. Excello, Jayson, Mr. John. 104 STUDIO CITY, THORNTON AT 21st, PHONE 763-3633, JACK M. MCCrackEN, OWNER - MANAGER.

WARMEST Greetings. May the holidays find you at the height of happiness, in the best of health... rich in friendships. C & H Irrigation Supply, Chester Rogers, West Main St. - Bovina.

## A Message of Hope for Peace in a Troubled World...

Transmission lines and substations will account for a little more than 5-million dollars of the 1969 program, slightly less than 5-million will be for new distribution facilities, the lines and equipment which bring service to the customer, while a little less than 4-million will be for power plant additions and improvements, including the start of construction on a new generating station near Lubbock with an original capability of 210,000 kilowatts.



IT'S CHRISTMAS... and may the joys of Christmas abound in your heart always. Bovina Variety Mrs. Virginia Morris, Krita & Jerry

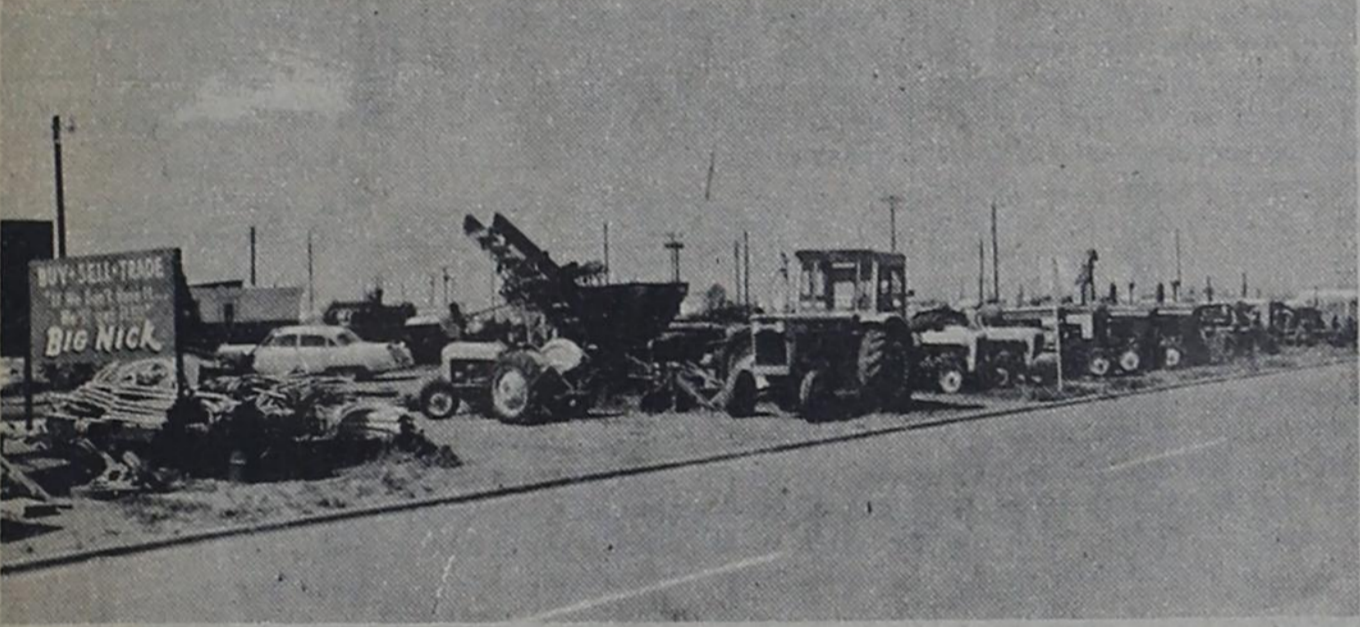
OKLAHOMA LANE FARM SUPPLY and OKLAHOMA LANE GIN. Includes an illustration of an open Bible with text from the Gospel of Luke.





### COMING YOUR WAY...

It's Santa-time again! We hope he's coming your way with a wonderful Christmas. Somewhere in his pack are our best wishes to you. Knowing and serving you has been our pleasure during the past year... so, at this happy time we send you our wishes for a Christmas filled with the warmth of friendship, the joy of prosperity, the brightness of a future filled with good days.



Merry Christmas  
Everybody!

"IF WE DON'T HAVE IT - WE'LL GET IT"

**BIG NICK FARM MACHINERY**  
Highway 60-Bovina-Phone 238-4861



LYNN L. MARTIN

Federal Home Loan --

## Martin Elected Bank Director

Lynn L. Maetin, Executive Vice-President and Director of First Federal Savings and Loan Association of Clovis, has been elected a Director to the Federal Home Loan Bank of Little Rock, Ark. The Federal Home Loan Bank of Little Rock is the Regional Bank serving savings and loan associations in the five states of Arkansas, Louisiana, Mississippi, Texas and New Mexico.

Martin is a past president of the New Mexico Savings and Loan League and the Southwestern Savings and Loan Conference. He is now serving on the Legislative Committee of the New Mexico Savings and Loan League and the United States Savings and Loan League. He is the New Mexico Membership

Community Effort --

## Christmas Card Fund Earns \$825 For Clinic

Bovina area residents put their money in the bank this year and said Merry Christmas to the tune of \$825,400. That was the amount totaled for the Christmas Card Fund

at First State Bank of Bovina at noon Saturday.

An advertisement in this week's issue of Bovina Blade carries a list of those sending Season's Greetings in this manner. The project has again been sponsored by Bovina Woman's Study Club.

Anyone contributing to the fund after the deadline Saturday noon will be announced next week.

The Christmas Card Fund this year was held for the Bovina Medical Center to help de-

fray its indebtedness of \$6,110, which is expected to rise to over \$7,000 when the year's contract with Dr. Cornelius Blesius is culminated this summer.

The amount raised in the fund exceeds the total of 1967, which was \$500. Thirty-four more people contributed this year than last. In 1967, 83 contributed to the fund, in 1967, a total of 117 participated in the project.

Residents of the area were asked by the Bovina Woman's

Study Club to contribute the amount of money they would normally spend for Christmas cards and stamps to be sent to friends and relatives here.

The Christmas Card Fund has been set aside for the Bovina Medical Clinic for the past few years, during its campaign and construction.

## Poor Meals Lead To Illness

Some people wonder why there is always a seige of sickness just after the Christmas holidays. There are several reasons for this, as pointed out by some of our most informed people on the subject of nutrition.

In the first place, people overindulge in too much rich food during the holiday season. Another reason, people are under nervous strain and a great deal of tension which adds to the problem of digestion. People also are inclined to skip meals, especially breakfast, which can lower their resistance.

Some will resort to a breakfast of coffee and a sweet roll which fails the test on the first count. Such breakfast leaves too many nutrients for other meals to pick up.

Juices and coffee go part-way but fail to meet the protein requirement of the body. Don't forget that meat, eggs or a cereal product and milk contribute to the needs of the body at breakfast.

The Happiest People Send Their Cleaning To **Dilger's CLEANERS** Makes Us Happy, Too

## Reflections From The Blade

TEN YEARS AGO  
Dec. 24, 1958

A whopping 136,4 bushels of corn per acre has won Gene Ezell first place in Texas among entries of the 1958 Dekalb Hybrid Corn contest.

W.O. Cherry of Lorenzo will address Bovina ex-students and teachers at the group's annual banquet Saturday, Dec. 27. Cherry is a former superintendent of Bovina schools and now is superintendent at Lorenzo.

A rare animal in Parmer County nowadays -- a lowly mule -- is giving Fred O'Hair a bit of trouble. The mule adopted O'Hair's farm, south of Bovina, as its home, and O'Hair wants to find the owner of the animal.

New telephone directory for Bovina is being distributed this week.

A tough decision in choosing the second place winner highlighted the annual judging trip of Bovina Jaycees Home Decoration Contest in 1958. A total of eight entries were judged. First and second place winners were Mrs. Buck Ellison and Mrs. O.W. Rhinehart. Honorable mention in the contest were the homes of Mrs. L.C. Moore and D.R. Bushnell.

Jim Russell has been named the new manager of Bovina Wheat Growers Inc. elevator.

There are two blessings that are important to the world. First, the blessing of a talent bestowed on a person by God and then, the double blessing of that talent giving happiness to those who view it. Donalita Hawkins is one of those people who have the ability to put down on canvas her impressions of scenes, real or imaginary. In other words, she paints.

"Merry Christmas to all of Bovina Friends. We miss you a lot," Aubrey, June and Tim Rhodes, Friona.

SIX YEARS AGO  
Dec. 19, 1962

Even though Monday, Dec. 24, Christmas Eve, has been proclaimed a legal holiday in Bovina, several stores, especially those which have Christmas gift selections to offer, will remain open.

Senior Class of Bovina High School will sponsor a Turkey shoot Saturday at trap shooting range east of town.

"We had a good turnout and a lot of lookers and some sales," A. L. Glasscock, real estate agent for Ridgelea Addition in Bo-

## PUBLIC AUCTION Parmer County, Texas Real Estate

Monday, January 6 at 1:30 P. M.

Farm located 8 miles South of Friona on farm road 214 then 4 miles East and 4 miles South or 22 miles West of Dimmitt on Highway 86 ; and 4 miles South.

LEGAL DESCRIPTION: W1/2 of Section 15 and w 1/2 of Section 16 Kelly Sub-Division Parmer County Texas.

1/2 mineral rights goes with farm. Buyer to have leasing rights.

Farm consists of 640 acres of land with 421 acres in cultivation. Farm has 2 8-inch irrigation wells, modern house, large quonset barn and good well for domestic use.

ALLOTMENTS: Wheat 167.2 acres; projected yield 38 bu. 1969  
Cotton 14.7 acres; projected yield 620 lbs. 1969  
Milo 205 acres; projected yield 95 bu. 1968

Government payment for 1968 \$8,653.76. 38 acres sown in alfalfa.

Farm is rented for 1969. Crop goes with farm. Farm will be offered in two tracts then as a unit

TERMS: 10% down on date of sale. 21 days to have abstracted examined. Owner will carry 40% of purchase price for 10 years at 6% interest to be paid annually.

OWNER: J. B. Williams phone 247-3217 Friona, Texas

Quinton Jenkins and Associates, The Auctioneers phone 383-7733

616 Ramada Trail Amarillo, Texas 79108  
Any announcement made on day of sale supersedes all other announcements.



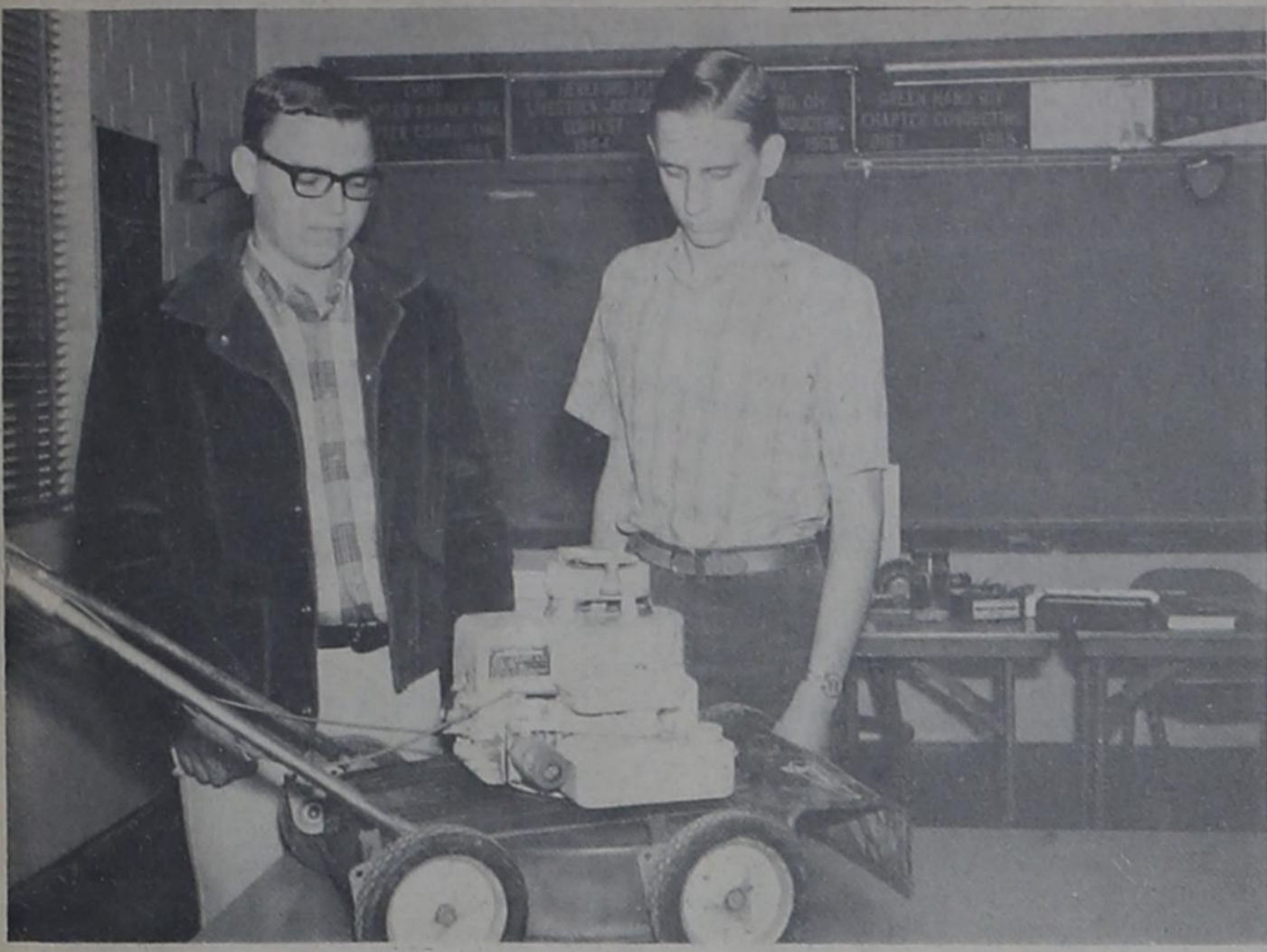
# noël

At this season of joy our Heavenly Father, we render thanks to Thee for the gift of eternal life given so freely in the person of Thy Son, Jesus Christ. May we humbly, by faith accept Thy gift. Amen.









RESULTS -- Joe Don Stevens and Robert Fowler display the two and one-half horse power Briggs and Stratton engine they have overhauled in Vocational Agriculture III. A request was made by John Paul Jones, teacher, for broken down engines for the class to use.

### Presentation Of Students Set Jan. 8

Bovina High School students, elected for honors by the student body, will be presented at 10:15 a.m. Wednesday, Jan. 8, in a special assembly program.

The presentation will be sponsored by the annual staff of "The Mustang" and by Future Homemakers of America. Parents are invited to attend the special assembly.

Elections were held earlier in the year to choose students for honors and to be featured in the school yearbook. Outcome of the elections have not been revealed, pending the presentation program.

30-29 --

## Fillies Outscore Hart In Thriller

With 16 seconds left on the clock, Twyla Hutto sank a field goal for the Bovina Fillies here Tuesday night, to defeat the Hart girls 30-29.

It was the only basketball game Bovina was able to win that night, the Mustangs taking a 62-38 defeat and the "B" Boys a 42-34 loss.

The Fillies led 8-2 at the end of the first quarter and the

score was tied 13-13 at half-time. Bovina had again gone in front 20-18 the third quarter. With time running out Hart led 29-28 when the field goal pulled the game out of the fire.

Twyla Hutto and Jan Cromowsky scored 15 and 14 points, respectively, with Debra Kirkpatrick making one. Ronda Futrell led Hart with 13.

The Mustangs were in the ballgame until the third quarter, although Hart led 14-12 and 33-26 when the first two periods were over. The basket closed up on the Mustangs, who were able to make only one point in the third period and left Hart leading 47-27. Final score was 62-38. Bruce Caldwell sank 13 points

Tony Foster 10 and Phil Sorley five. Rex Henderson's 18 paced the winners.

The "B" team game was another close one, although Hart held the upper hand on the scoreboard, 12-7, 24-17, 35-27 and winning 42-34.

Tommy McCormick led Bovina with 12 and Roy Ramirez made seven. Hart's Jim Avrett scored 14.

### On Conservation --

## SCS Sponsors Essay Contest

Parmer County Soil and Water Conservation District is again sponsoring the Fort Worth Press Awards Essay Contest.

The essay contest is open to any boy or girl in Texas 19 years old or younger, in or out of school. The contestant must not have had his 19th

birthday before July 1, 1969. The District will award a total of \$55 in cash for the best four essays. All essays will then be entered in the Fort Worth Press Statewide Soil and Water Conservation Awards Program. The Winner of the Fort Worth Press Award will receive \$200 first prize. The

Fort Worth Press will also give away trophies and medals. Those interested should contact a teacher or one of the Parmer County Board of Supervisors: Leon Grissom, Bovina; Alton Morris, Lazbuddie; Dick Rocky, Friona; A. L. Black, Friona; and Vernon Estes, Bovina.

Include the following information on the entry: Name and address, name of school, and the name and number of the local Soil Conservation District.

All entries must be turned in to the SCS Office, Box 788, Friona, Tex., by February 1, 1969.

## Twenty Indicted By Grand Jury

Twenty persons were indicted by the grand jury on Thursday. All of the persons with the exception of Dennis Hiltz, forgery and passing, and Regino Nunez, forgery and passing, are in custody and have had their bonds set.

Other persons facing trials in district court are Henry Wilson, forgery and passing, Alvin Wilkerson-DWI Subsequent offense, Dean Stanberry-theft, Cleason Buford Stanberry-DWI Subsequent offense; Albine Sanchez-theft, Antonio Reyes-DWI

Subsequent offense; Steve Flores Madrigal - DWI Subsequent offense; Billy Joe Lewis-forgery and passing; Ray Haney, Robert Talley, Michael Zane Rupe and Lonze Loyd Lassiter, burglary; Rudolfo Cardenas and Mario Castillo-burglary; Anthony Jesko-theft; Russell Gustafson, burglary; Juan Gault-Castillo, sodomy, and Leland Bruner, destruction of property.

Time for the trials will be set on Jan. 2 in the afternoon.

### Williford Gym --

## 'B' Tournament Played Here Over Weekend

Bovina "B" tournament was in its last day Saturday as the Christmas edition went to press, with two Bovina teams slated to play for third place.

Happy and Hart girls had advanced to the finals, while Happy and Farwell boys were playing for the championship.

Bovina Girls No. 2 was slated to play Sudan for fourth place.

The event got underway Thursday with Texico boys defeating Sudan 31-28, Farwell knocked out Threeway 49-40 and Bovina beat Hart 48-29. Happy drew a "bye" in the first round.

In the girls bracket Thursday Farwell downed Sudan 39-38, Hart defeated Bovina No. 2 44-18, while Happy and Bovina No. 1 both drew "byes."

Friday's action saw Happy Cowboys advance to the finals by beating Texico 48-25 and Farwell do the same at the expense of Bovina 63-33. In the consolation bracket Hart defeated Threeway 52-39. Happy girls outscored Far-

well 47-41 and Hart won over Bovina girls No. 1 26-19. Saturday was the day for last round play-offs.

Bovina girls No. 1 and Farwell were set to play for third place, while Sudan and Bovina girls No. 2 for fourth place.

The Mustangs and Texico were vying for third in the boys division, Sudan and Hart for fourth.

Good weather was with the tournament this year. In 1967 the tournament had to be postponed because bad weather made road conditions dangerous.

### Springlake --

## Juniors Victors In Three Games

Bovina won three out of four junior high basketball games here Monday night against Springlake teams, the latter winning only the eighth grade boys game.

The seventh grade boys won by a 17-11 score; the eighth grade girls took their first victory 12-10; and the seventh grade girls won 28-8. Springlake won over the eighth grade boys 29-24.

The visitors were head of the eighth graders 14-5, 18-8 and 25-13 the first three quarters of play, but Bovina pulled within threatening range the final stanza.

Benny McCain paced Bovina with 16 points, McCormick made three, Moore and Pesch two each and Monk one. Thomas was high point man for the winners with eight.

The first quarter was scoreless in the seventh grade boys game, but Bovina led 8-4 at half time, 12-8 at the end of the third and won by six points, 17-11. Tony Serna hit the basket for seven, Billy Shelby six, Delgado and Moore two each. Britton made five for Springlake.

The eighth grade girls led their entire ball game, 5-2, 7-4, 11-8 before winning 12-10. It was their first victory of the year. Debbie Sorley and

Nancy Hutto sank five points each and Gail Dixon added two more. Galloway and Dudley each made four for the losers.

Seventh grade girls likewise led their game from start to finish, 8-1, 14-3, 24-6 and won by a lopsided 28-8. Heidi Corn and Darla Hawkins made 12 and 10 points, respectively. Christi Trimble made four and Rhonda Rhodes two.

### Santa Letters

Dear Santa, I would like a two-wheel tractor with a cab, a race car set with three cars if you have that many, so my two sisters can play with me. Also, a pair of overalls and a pair of moccasins. Please remember my sisters, too. I live two miles west of Bovina and my name is: Charlie Trimble

Dear Santa, I really would like a swing-er, a monopoly game and tipit, and a race set. That's all. Thank you, Love, Dan Cox

IT'S ALWAYS A "GRAND OPENING"...



It comes at this time every year! We carefully unwrap the glittering ornaments and bedeck the tree with brightness.

As you unwrap your treasured decorations, we pause to unwrap our special wish for you...

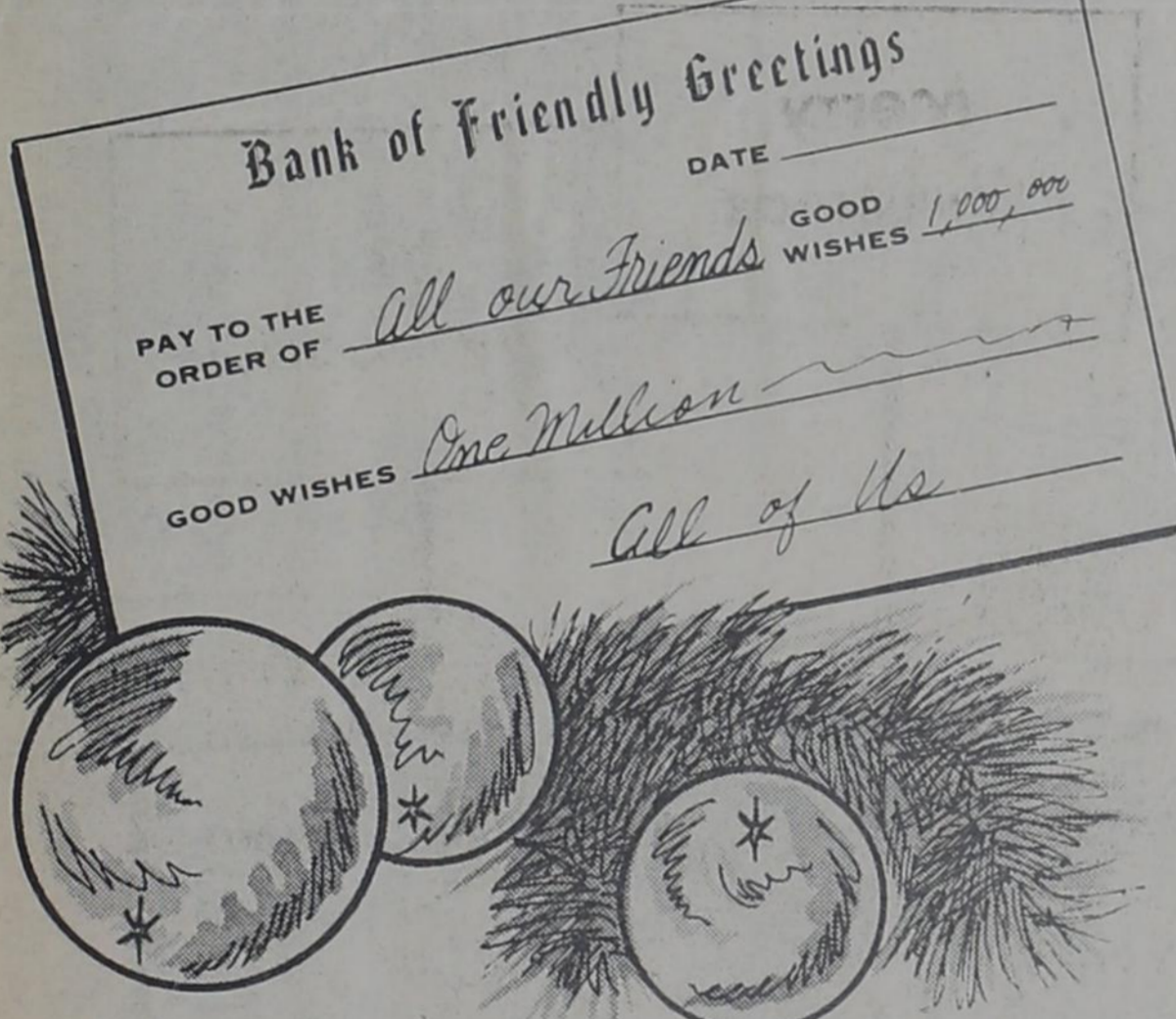
We wish you health and happiness and a sincere "Merry Christmas."

Gulf BOND SOIL CO. Highway 60 - Phone 238-2271

MERRY CHRISTMAS AND Thank You FOR YOUR FINE PATRONAGE AND GOOD WILL

ELCOR Anhydrous Ammonia-Liquid and Dry Fertilizers FM Road 2291 West - Phone 238-6191 Chemical Corporation Jamie Clearman Dickie Steelman Larry Webb

HEARTILY ENDORSED BY ALL OF US



Our Best Wishes for Your Christmas

## First State Bank of BOVINA

- Officers: L. M. GRISSOM, Chairman of the Board; ROBERT ESTES, President; BOB McLEAN, Vice President; JERRY WRIGHT, Cashier. Directors: G. B. CREE, JR.; ROBERT ESTES; L. M. GRISSOM; BOB McLEAN; G. F. TRIMBLE; ROBERT E. WILSON

### EMPLOYEES

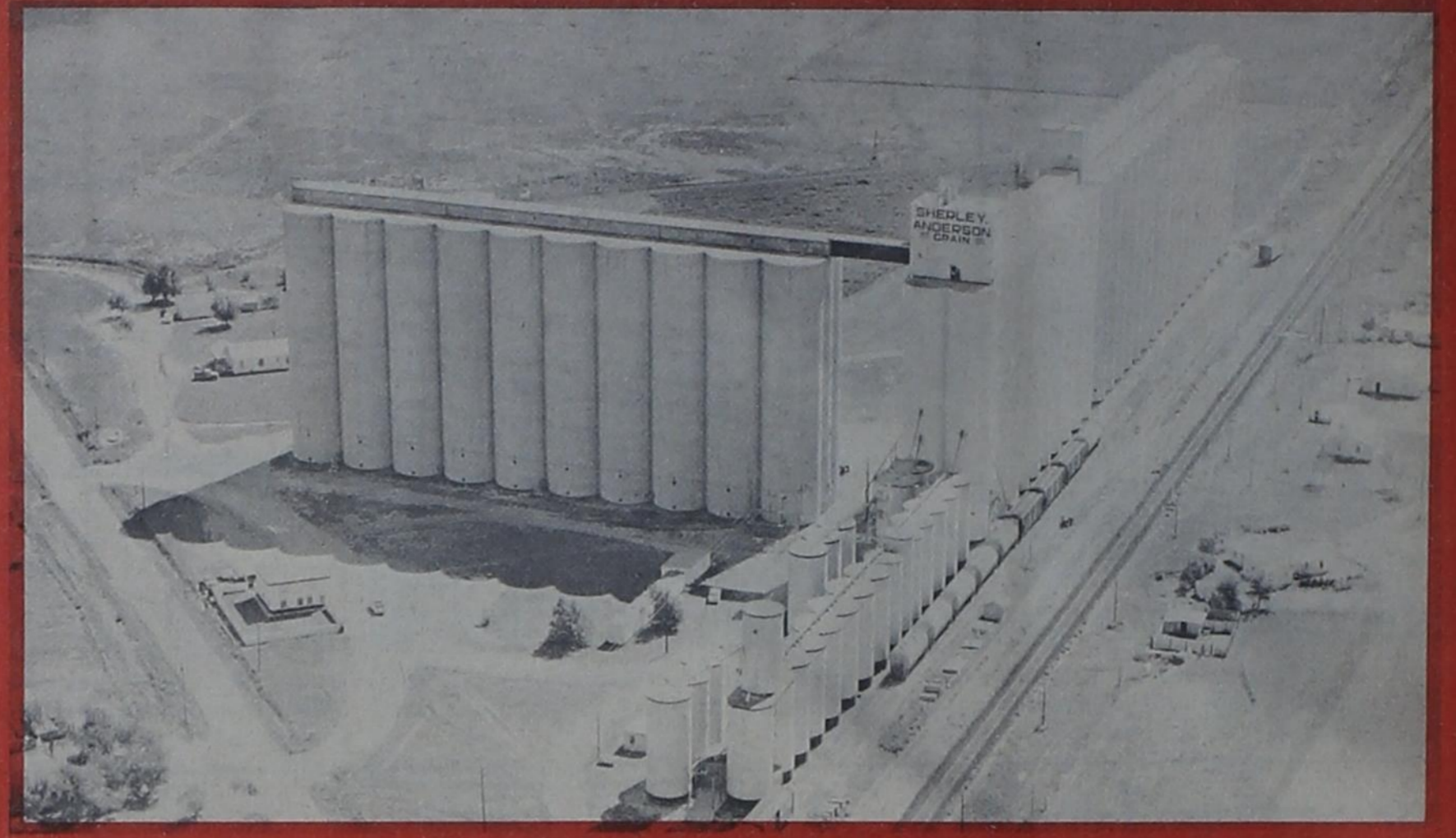
- Bob Estes, Jerry Wright, Judy Fillpot, Monta McClaran, Delores Ivy, Fran Phillips, Gene McDaniel, Patsy Zachary, Celia Barraza

GREETINGS Sing a song of holiday cheer, happiest time of all the year...and time to extend our best wishes to one and all!

Union Compress & Warehouse Co. Charles Smith, Manager -- Bovina --

# Merry Christmas

*With Best Wishes For The New Year*



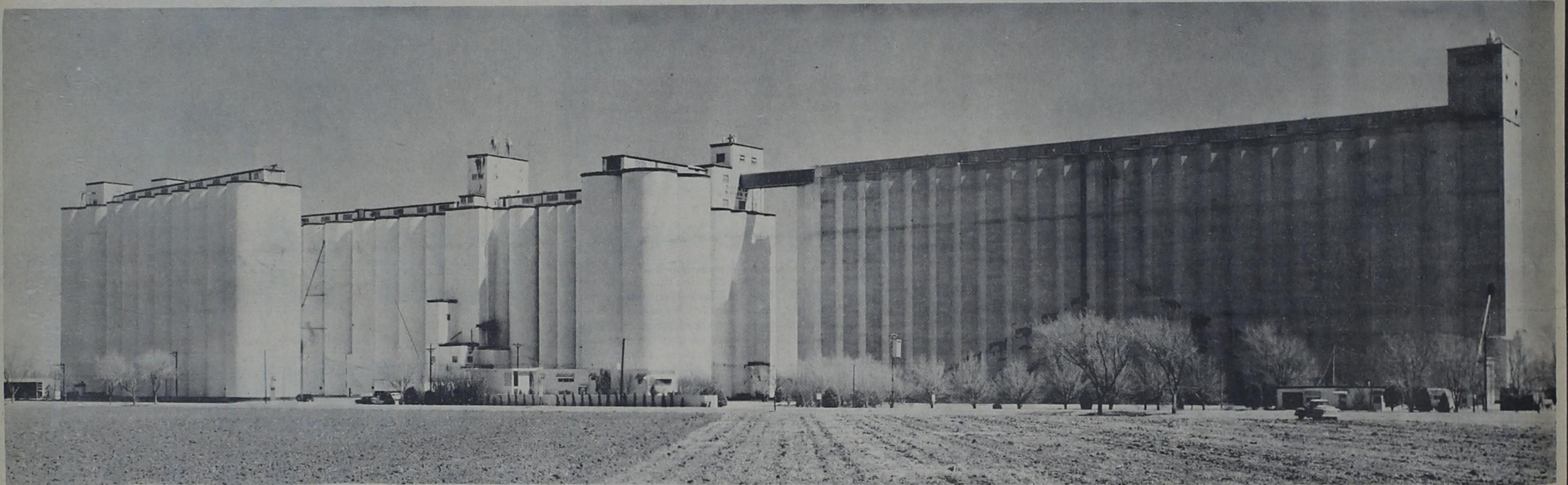
**Sherley-Anderson-Pitman, Inc. - Farwell**

JOHNIE WILLIAMS--FRED CHANDLER--SUSIE HAMMONDS

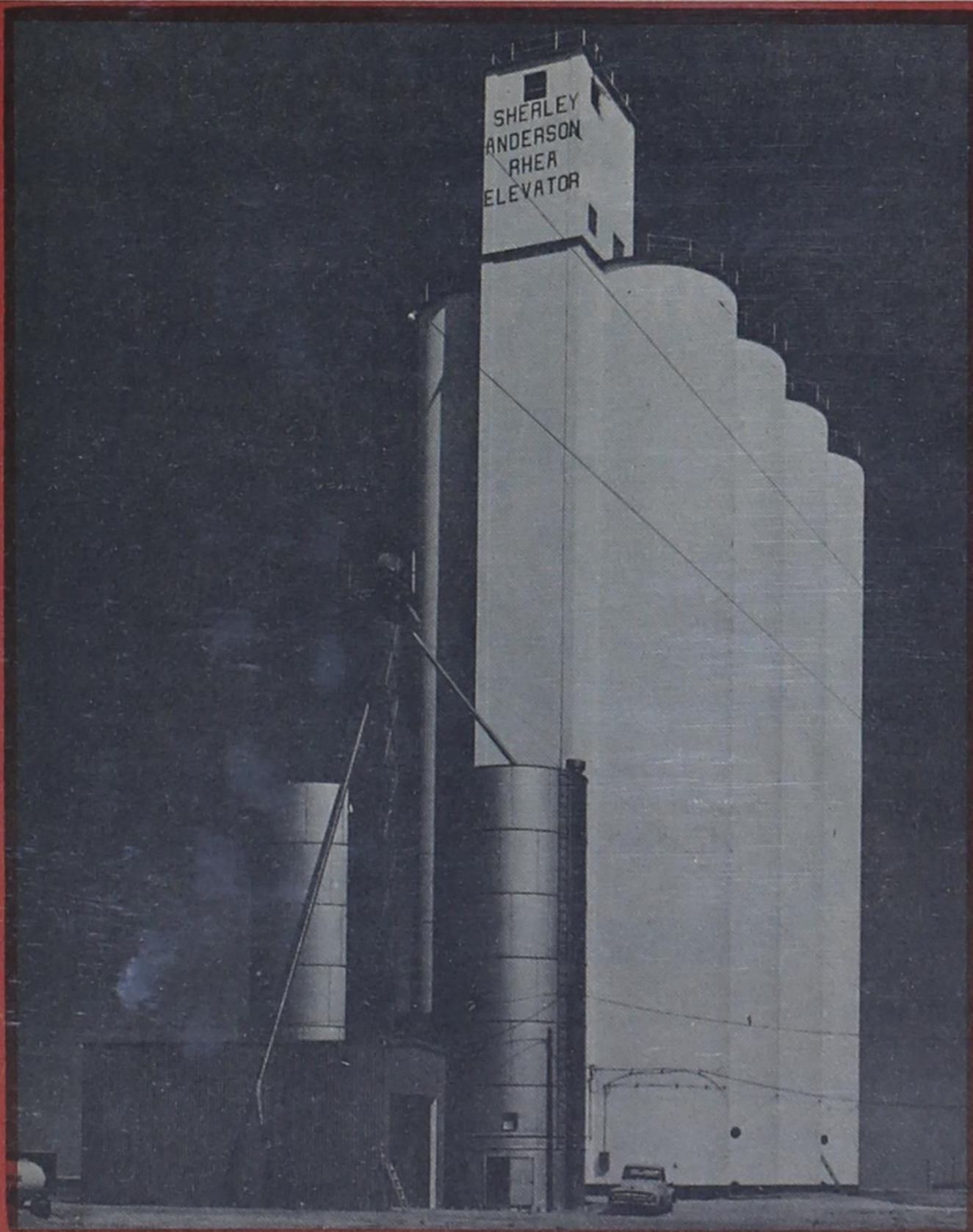
**Sherley-Anderson Grain Co. - Lariat**

Asa Smith-Bull Dollar-Wayne Webb

## SERVING FARMERS PARMER COUNTY THE YEAR 'ROUND

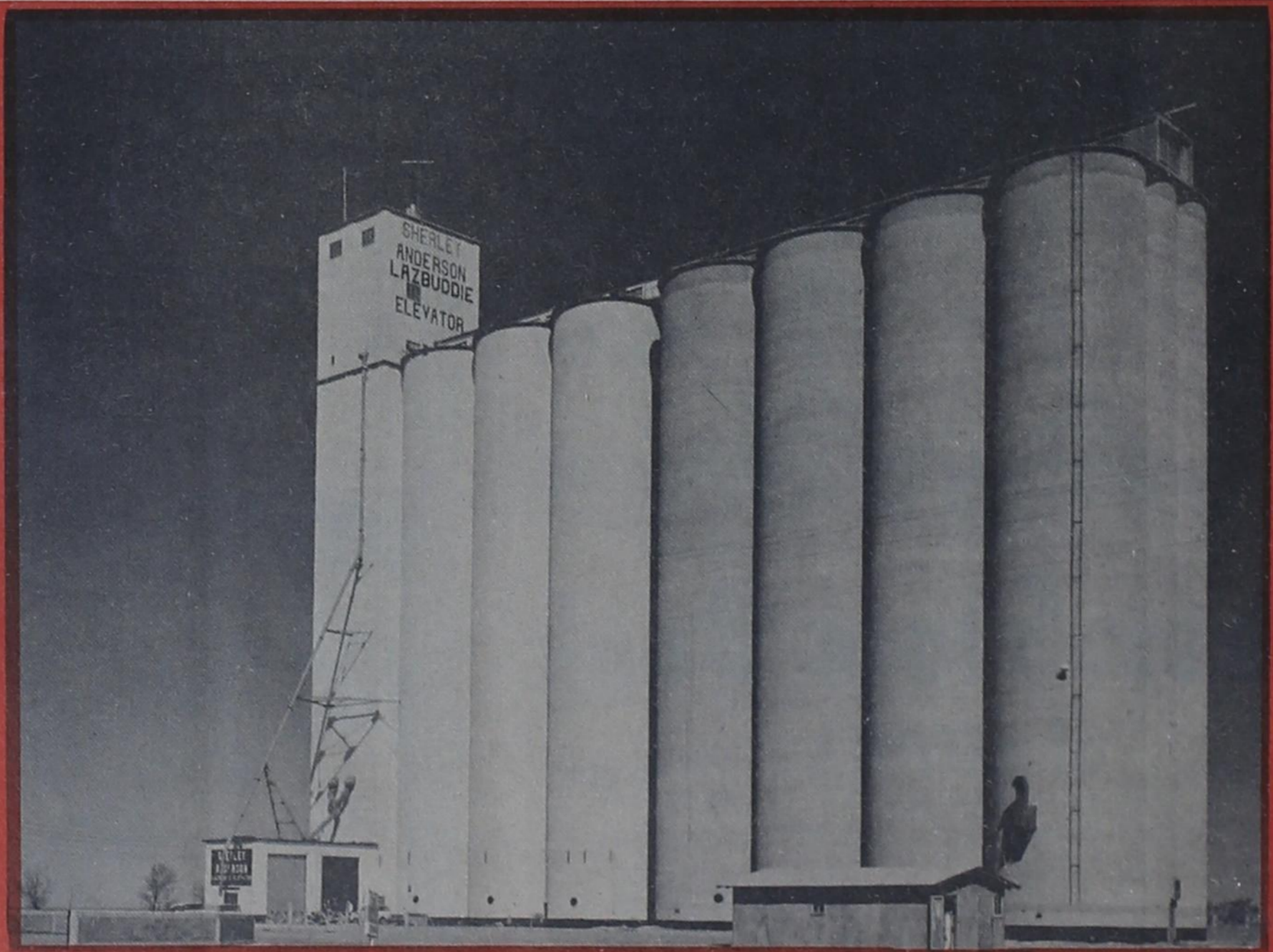


**Sherley Grain Co. - Bovina**



**SHERLEY-ANDERSON RHEA ELEVATOR**

JOE ALLEN



**Sherley - Anderson LAZBUDDIE ELEVATOR**

JOE MOORE--CLOYS STANBERRY

Record? --

## Fourteen-Count 'Em-Twins In Bovina Area

"Human twins," according to World Book Encyclopedia, "are born about once in every 87 births. Many scientists believe that the tendency to have more than one child at a time is hereditary. Twins, for example, seem to run in families."

They also run in Bovina. At least, 14 sets call this area home.

The twins range in ages from five months up.

Among the 14 sets here, six are identical, eight are fraternal.

Seven pair are girls, three pair are boys and four pair include a girl and a boy.

The pleasures that arrive from being a twin are many, but there are also problems, especially in the case of identical twins. Not only is a twin

sometimes called by the wrong name, but even receives his brother's or sister's punishment on occasion.

In case of identical twins, there is fun, too. Take for instance the time the young Smith girls were spending the night with their grandparents. One had blue pajamas, the other tan. Grandfather was delighted because in the pajamas he knew which was Darlene, which was Arlene.

As soon as he was out of the room, the girls, then three years old, switched pajamas and were overjoyed when Grandfather Herman Estes was none the wiser.

Whether identical or fraternal, there's always the problem of clothing -- whether to dress alike -- or not. Many of them do, sometimes adding to the confusion.

Of the 14 sets of twins, seven seven are enrolled in the Bovina Schools and another set attends school in Farwell. One pair is in College, two are pre-school age, and three sets are adults. Two sets of the adult twins are in the same family.

Bovina's newest twins are the five-month old daughter and son of Coach and Mrs. Truck Lusk, Renee and Reo. They were born Aug. 2.

Darlene and Arlene Smith

are the identical daughters of Mr. and Mrs. Billy Smith, Never weighing more than nine ounces difference during their lives, they were born five years ago in Wichita Falls Air Force Base hospital. Only their mother can tell them apart, and she has never determined how.

Edward and Alfred Alonzo are seven years old and are in the first grade. They, too, are identical. Mr. and Mrs. Ben Alonzo are their parents. Teachers can tell them apart only because Edward grins a great deal and Alfred is solemn.

Tamara and Pamela Lambert are identical twins. They are

seven-year-old second graders and are the daughters of Mr. and Mrs. Junior Lambert.

Alicia and Elisa Cordoza are the daughters of Mr. and Mrs. Sam Cordoza. They are 11 years old and are in the fourth grade.

Another pair of identical twins are Rita and Rhonda Nuttall. Their parents are Mr. and Mrs. A. L. Nuttall. The girls are 11 year old fifth grade students.

Identical twins Pat and Pam Mayfield attend school at Farwell, but live at Oklahoma Lane. They are in the sixth grade and are 12 years of age. The daughters of Mr. and Mrs. Billy Mayfield, they have their hair

cut differently so the problem of identity will not be difficult.

In Junior High in Bovina are the Cooper twins, Gale and Dale, who are in the seventh grade. Parents of the 13-year-olds are Mr. and Mrs. J. D. Cooper. Cathy and Chrissy Mast are freshmen in Bovina High School. The 15 year old twins are the daughters of Mrs. Rita Mast and Art Mast.

Betty and Billy Kesler, 16, are the daughter and son of Mr. and Mrs. Jack Kesler. They are juniors in Bovina High School.

Darby Kirkpatrick and Carol Kirkpatrick Glasscock, Bovina school ex-students, are enrolled in college. Carol attends West Texas State University and Daryl is enrolled at Texas Tech. Their parents are Mr. and Mrs. J. D. Kirkpatrick. The twins are 19.

Mr. and Mrs. Eddie Chisum are the parents of two pair of twins. The girls, Loyce and Joyce, are 25 years of age. The boys, Clarence and Earl, are 28. Clarence is employed by E. P. Woodruff and Earl by Tom Caldwell. All four live in the Bovina area.

One pair of Bovina's adult twins is known as the Cash brothers. Wink and Mink are identical. The men, who are farmers, are rarely seen separately.

Prospective parents usually are horrified at the thought of raising twins, but the statement by Mrs. Luck, who is experiencing motherhood for the first time summed it up, "They are double trouble---but double , too."



REMEMBERS HOME -- Mrs. Erica Blesius, right, and a friend, Mrs. A. D. Wilkinson, enjoy a cup of coffee while one of Bovina's newest residents tells of Christmas in her home country, Germany. This will be her first Christmas in America.

By Mrs. Blesius --

## Christmas Traditions In Germany Related

Mrs. Erica Blesius, mother of Dr. Cornelius Blesius, first arrived in the United States Feb. 1, 1968.

She flew to New York City from Luxembourg and met her son, already in America, at John F. Kennedy Air Port. Mrs. Blesius was thrilled at the sight of the Statue of Liberty and the tall buildings of Gotham City, but was even more thrilled to be reunited with her only living son.

At the time Dr. Blesius was working in New Jersey, but it was only months before he and his mother found their way to Bovina and the new Bovina Medical Center, just being completed.

A widow of 10 years, Mrs. Blesius speaks of her husband with fond memories. He was an author of approximately 20 to 30 books before his death. She also speaks fondly of her home in Germany. A friend and

neighbor, Mrs. A. D. Wilkinson, was asked to arrange an interview with Mrs. Blesius, to relate the traditions of Christmas in Germany.

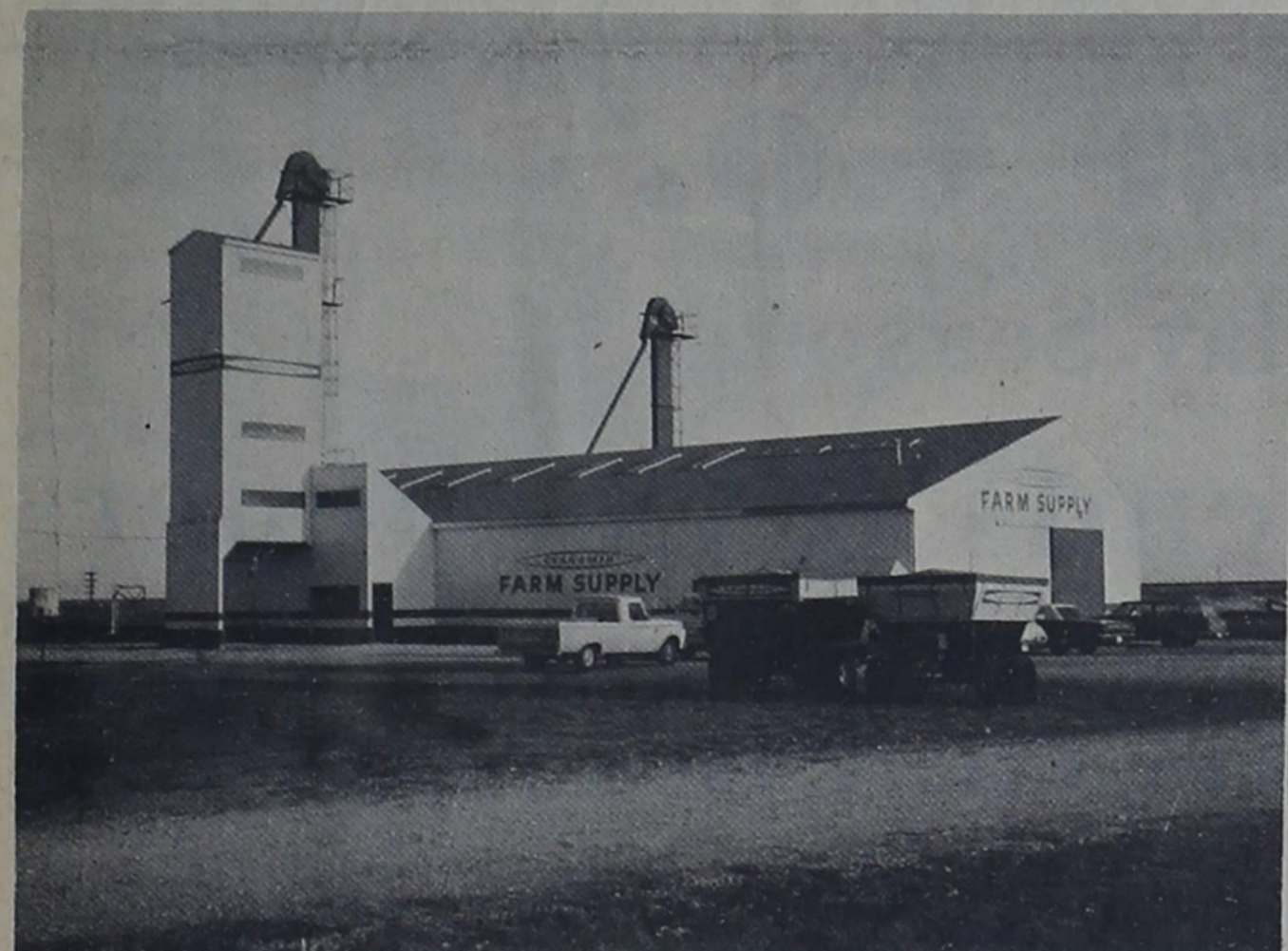
In an effort to tell more fully of the season, Mrs. Blesius wrote her story in Germany, which was translated by Mrs. Val Seay of Clovis, also formerly of Germany and employed by Dolph Moten Advertising.

The following is Mrs. Blesius' story.

Christmas in Freiburg, Germany

The month of December is full of secrets and joy for the coming of the Christ child. Advent is the beginning. The advent wreath, made of evergreen with four candles, is displayed in the room. The fourth Sunday before Christmas, the first candle is lighted and one for every following Sunday until Christmas Eve.

(Continued on Page 2, Sect. II)



Thank You for your business during 1968. We are looking forward to continuing, and improving our services for you in the New Year!

"Our Best Christmas Wishes To All Our Friends."

from everyone at --

**CYANAMID**

**Farm Supply**

Highway 86 West - Bovina

Roy Allen, Manager

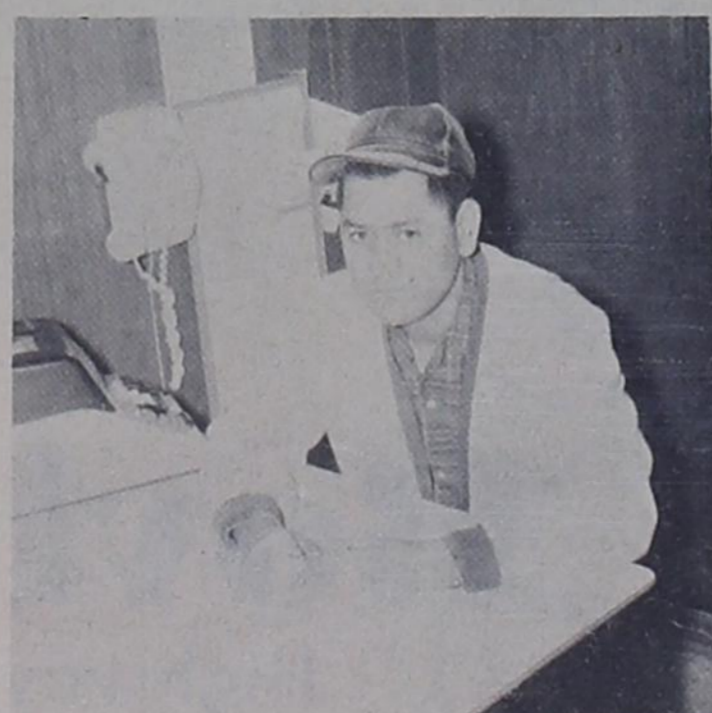
Phone 238-6901



ROY ALLEN



WAYNE PETERSON



GEORGE BACA



DOROTHY LOONEY



### Farm Supply

Highway 86 West - Bovina  
Phone 238-6901

**Christmas Traditions In Germany --**

(Continued from Page 1, Sect. II)

On the sixth of December the holy St. Nikolaus knocks on the big gate. The legend goes that he comes with Vinecht Ruprecht and a donkey. St. Nikolaus holds a big book in his hands which lists the good and bad deeds of the children. On his back he carries a big burlap sack, which holds cookies, nuts, apples and candy -- but only for the good children. He also carried a switch. Short prayers of the children make St. Nikolaus happy.

And now to Christmas itself. When the snow falls it brings

the spirit of Christmas to the people. The silent foot falls are not to be heard in the snow. The aroma of Spekulatrus, Pfefferkuchen, Makranau and Mersipan is in the air. On Christmas Eve everyone finds a plate with all these goodies under the tree.

The stores are decorated with evergreen. Everyone has the only thought to find a surprise for their loved ones. From the Black Forest the biggest and prettiest tree is being brought into town. Its branches are covered with brightly lighted candles. The tree throws its lights into the winter's night.

Everyone is happy and knows Christmas is very close. The last days before Christmas are full of activity. You will also find a Christmas fair (market). It is in the church square at the foot of the reverend cathedral. The cathedral is the oldest gothic church in Christendom.

The traditional fed geese (Meist gänse) are waiting for a buyer. Christmas without a goose is virtually impossible. Many of the edible goodies can be bought, heaps of apples, different kinds of nuts. Under the roof of the cathedral you will see many kinds of fir trees. The people will select one or the other and go home happily. The decorations are mostly red apples, cookies, golden nuts and white or colored candles.

Now Christmas Eve is here. At 2 p.m. all businesses close. Peace is in the streets. Everyone is home preparing the Christmas feast. In the evening St. Nikolaus starts his rounds. Through the windows you can see the trees being lighted and the distribution of presents begins. Christmas carols are sung through the house.

The old tradition is that the father of the family reads the Christmas story. By then the excitement is at its highest point. The happiness of the children shines in their eyes. This is a very long evening because the children are allowed to stay up late and play with their toys.

During this time, the holy evening, our thoughts are with the people who are away from home, sailors at sea, the sick in the hospitals and the relatives who have departed this life. At midnight all the church bells ring with the call to Christmas mass. No one stays at home. Everyone wants to feel the wonder of the Christmas night in church. The cathedral is an ocean of lights. People are enchanted. All eyes are on the manger scene.

The walk through the dark Christmas night is unforgettable.

Yes, all of us from Germany know the longing of those two Christmas days. I will experience this Christmas for the first time in America. My thoughts will wander over the ocean back to Germany and its Black Forest.

This is Christmas in Germany.



NEWEST TWINS -- Renee and Reo Lusk, five month old babies of Mr. and Mrs. Truck Lusk, were born August 2. Renee is a girl, Reo a boy.



IDENTICAL TWINS -- Tamara and Pamela Lambert are the seven year old daughters of Mr. and Mrs. Junior Lambert. They are second grade students in the Bovina Schools.

# Merry Christmas

from GEORGE LONG  
and . . . . .



## THE GREAT BREAK AWAY! By PONTIAC

George Long  
invites you  
to



Rieron Pontiac - Rambler  
To See And Drive The New 1969  
\* PONTIACS \* RAMBLERS \* GMC's  
And Top Quality Used Cars.  
Best Wishes For The New Year!  
**RIERSON** Pontiac - Rambler  
GMC  
East Highway 60-70-84 - Clovis

### WHOA, NOW!



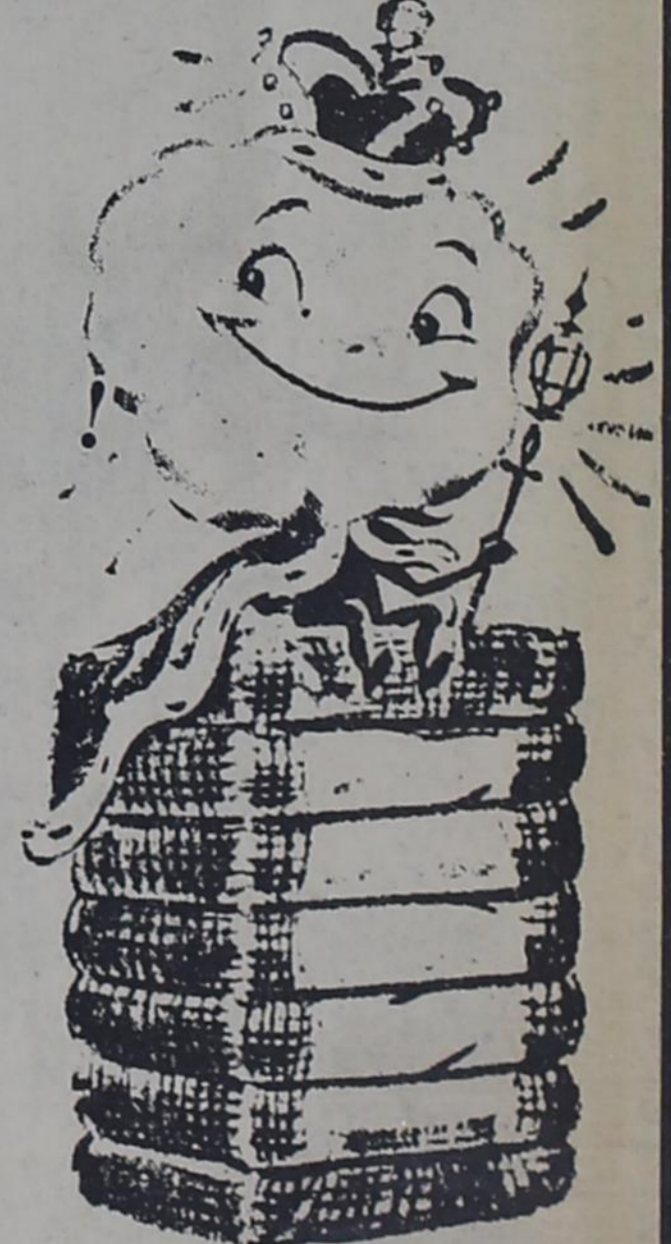
It's Time To Stop And Say  
**MERRY CHRISTMAS**  
And Thank You For Your  
Business During The Past  
Year. Come To See Us  
In '69  
**Kerby Welding Service**  
- Radiator Repair -  
A  Deal The Year   
Bovina Phone 238-2332



# Bovina Gin Co.

## Wishes A Happy Holiday Season For All Our Friends & Customers

Your Business During The 1968  
Ginning Season Has Been Greatly Appreciated!



# Bovina Gin Co.

Highway 1731 North - Phone 238-4801

Johnie Horn, Manager

"Customer  
Satisfaction  
Is Our First  
Concern"





CATHY AND CHRISSE MAST -- Although twins, these 15 year old girls are not identical, but many times dress alike. They are freshmen in Bovina High School and are the daughters of Mrs. Rita Mast and Art Mast.



KIRKPATRICK TWINS -- Daryl Kirkpatrick and Carol Kirkpatrick Glasscock are attending different area colleges, but were home recently visiting their parents, Mr. and Mrs. J. D. Kirkpatrick, for the first time in several months.



ALICIA AND ELISA CORDOZA -- The daughters of Mr. and Mrs. Sam Cordoza are 11 years of age and fourth grade students in the Bovina Schools.



**Bovina Fina Service Station**  
Highway 60

*Wishing you a merry Christmas!*

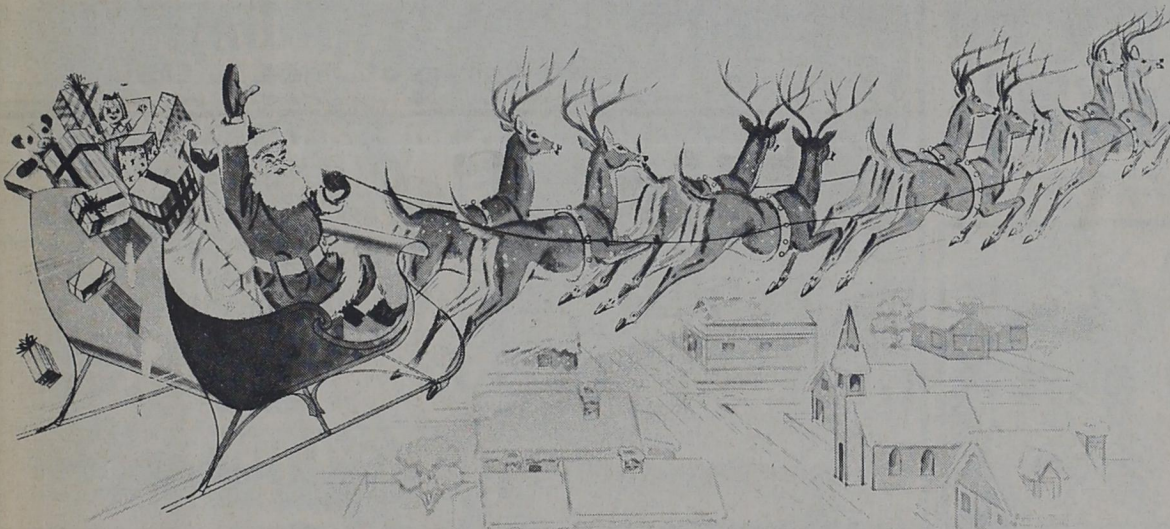
- \* Quality Gasoline At Reasonable Price
- \* Most Major Brands of Motor Oil
- \* B. F. Goodrich Tires
- \* Batteries
- \* ATEX Green Stamps

Lester Rhinehart "WE WORK FOR YOUR REPEAT BUSINESS"

# Stockholders, Friends, Neighbors:

During This Holiday Season:

*We wish you all a* **MERRY CHRISTMAS**



With This Greeting For The Holiday Season, We Express Our Appreciation For Your Patronage During 1968 — Another Good Year For Your Co-Op! It's Been A Pleasure Serving You And We're Looking Forward To Continuing, And Improving That Service In The New Year.

## BOVINA WHEAT GROWERS, INC.

**"Not Everyone Belongs To A Co-Op But Everybody Benefits"**

— DIRECTORS —

Harold Hawkins  
Walter Potts, Webb Gober  
M.H. Carson,  
Raymond Schueler

Locations At

**BOVINA**  
And  
**RHEA**

— Employees —

Jim Russell, General Manager  
Earl Dean Boyd, Rhea Manager  
Henry Spicer, Elevator Superintendent  
Allen Cumpton, Fertilizer Representative  
Tommie Hamilton, Fertilizer Representatives  
Mary Ruth Lane, Bookkeeper  
Dub Adams, Bovina Store Manager  
Antonio Cruz, Bovina Elevator  
Jessie Rodriguez, Rhea Elevator



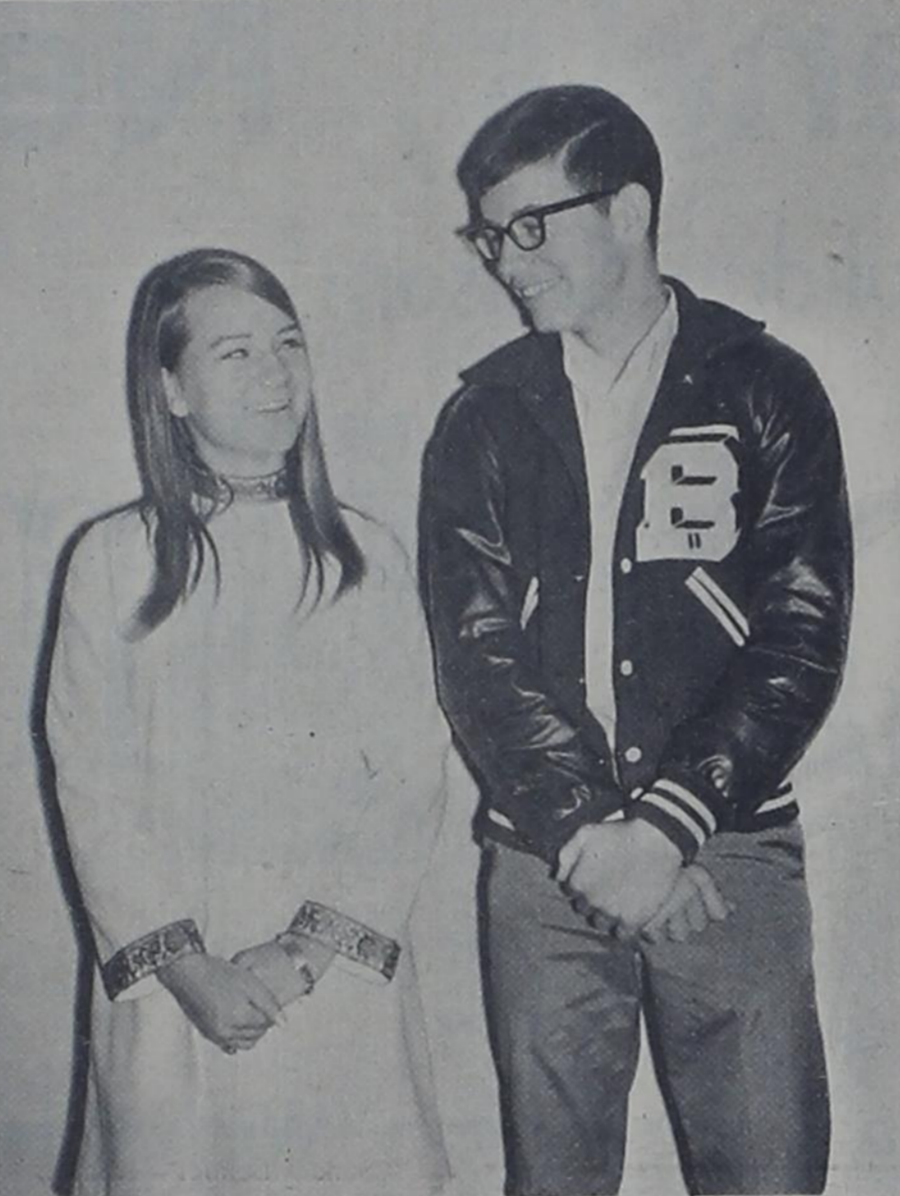
NUTTALL TWINS -- Rita and Rhonda Nuttall are the identical twin daughters of Mr. and Mrs. A. L. Nuttall. They are 11 years of age and are in the fifth grade.



LOYCE AND JOYCE -- Daughters of Mr. and Mrs. Eddie Chisum, they are the younger of two sets of twins in the Chisum family. Both attended the Bovina Schools.



EDWARD AND ALFRED ALONZO -- Only close friends can tell these twins apart. They are the sons of Mr. and Mrs. Ben Alonzo, are in the first grade and are seven years old.



BETTY AND BILLY KESLER -- The Bovina High School juniors are 16 years of age. Their parents are Mr. and Mrs. Jack Kesler.

### Santa Letters

Dear Santa,  
I hope I have been good,  
I want a drum set and a guitar  
and a peller gun and a go-cart  
that goes 70 mph.  
Love,  
Stephen D. Stevenson

Dear Santa Claus,  
I want a bike and a watch.  
Merry Christmas.  
Love,  
Beth Moten

Dear Santa Claus,  
I am 8 years old, I live at  
907 Ave. K., Bovina, Texas.  
I have been a good boy this  
year and want you to bring me  
some toys. I would like also  
some clothes and just surprise  
me. I really would like to have  
a Swinger camera.  
Thank you,  
Jeffrey Hromas

Dear Santa,  
Please bring us a tricycle  
and a bicycle with training  
wheels for Christmas.  
We have been a good boy and  
girl, most of the time.  
Love,  
Jon and Casey Riddle

Dear Santa Claus,  
I want a B-B gun and a  
go-cart for Christmas. I like  
you a whole bunch. I love you  
too Santa Claus and don't for-  
get Jodi, my little sister. Jodi  
wants a baby doll and a set of  
dishes for Christmas.  
Lots of love,  
Steven and Jodi Stone  
P. S. Hurry up and come see  
us.

Dear Santa Claus,  
Please bring me a Bovina  
football suit and a go-cart.  
From  
David Merrell  
Bovina, Texas

OUR FAVORITE POLICY

To wish you a Merry Christmas

## Bob Fillpot's Bovina Insurance

Third Street

Pho. 238-4381



# MERRY CHRISTMAS

Our Christmas wish for everyone we know is for a wonderful holiday season, just filled to overflowing with all the traditional joys, warm good cheer and good fellowship.

We'd like you to know how very much we have appreciated your patronage and we're looking forward to the pleasure of serving you in the future as we have in the past few months that we've been in business.

## AGRI - SPRAYERS

Phone Bovina 238-4861  
Tharp 225-4386



# PEACE... Joy... and HAPPINESS

Across the ages, the sacred message of the Babe of Bethlehem spreads a wonderful radiance through our hearts, our homes, our churches. We greet you at Christmas with the wish that peace, joy and happiness may ever be yours.

Deaf Smith County Electric Cooperative Inc. — HEREFORD, TEXAS —



In Texas --

# TAP Program Plans Market Development

A year-round market development and promotion program was put into action in November by the Texas Department of Agriculture.

The name "TAP," for Texas Agricultural Products and its designed to create an awareness on the part of the consuming public that practically every food product known to the

housewife is grown or processed in Texas.

"Funds have been appropriated by the Legislature to the Texas Department of Agriculture for market development work for our agricultural products." A capable staff has been assembled to accomplish this goal and tangible results should be visible in the immediate future.

Texans will be introduced to the TAP symbol in November and December, 1968, by way of outdoor advertising, radio and television announcements, and newspaper articles. The TAP insignia is a stylized outline of Texas in which the letters T, A, and P are boldly placed. Around this center, a rectangular border fits to complete the design that reminds the viewer of the face of a ranch-type branding iron.

Commissioner John C. White stressing that both commodity groups and grocery stores will be involved in the program to point out the excellent buys that are to be found in selecting TAP quality products over others.

After the November-December kick-off for the program, individual commodities will be featured on a schedule which generally follows their seasonally oriented activity. The Texas Department of Agriculture has worked out plans to feature fresh fruits and vegetables and nuts in January and February, 1969; red meats in March and April; May and June will feature poultry and dairy products, July and August, cereal grains; and natural fibers, cotton, wool and mohair are to be spotlighted in September and October.

such as Rio Grande Valley ruby-red grapefruit, onions, Mexican style foods, grain-fed beef, ranch-style foods and other items will also be promoted in major markets outside the state. The TAP program is uniquely Texan in nature but will follow guidelines developed by other states that have been quite successful in similar types of development endeavors.

For example, "food seminars," spotlighting Texas products followed with a buffet featuring Texas grown and processed foods will provide a soft sell approach to be used in the TAP program. Financing for the seminars will come from contributions of those firms exhibiting their products.

In order to inform the people of Texas and the nation of the TAP story, the TDA will use several communication media including: newspapers, ra-

dio and television announcements, roadside billboards; exhibits at various trade shows and fairs; point of sales materials; food seminars; and the "Texas Agri-Tour," mobile exhibit presentations.

At the same time the agriculture department will seek to work with all phases of agribusiness to promote the sales of Texas Agriculture Products (TAP), not only domestically, but on a worldwide basis.

WISHING YOU A REAL OLD-FASHIONED

## MERRY CHRISTMAS



# M & M

## Paint and Glass

Jack, Dixie, Keith and Joann  
Pho. 238-6201 - Main St.



# Greetings and Thank You

It is on a note of sincere appreciation that we thank you for your patronage and wish much holiday joy and good cheer to you and your family!

## WARREN AUTO SUPPLY

C. P. Warren  
Highway 60 Bovina

### Santa Letters

Dear Santa,

I have tried to be good, I would like a baton, a buzzy-buzzy buzz, and a doll called Skipper, also Casey clothes, Tracy clothes and Skipper clothes and a kiddles house.

Love,  
Annette Stevenson

Dear Santa Claus,

I am a little boy three years old. Please bring me an electric train for Christmas, I have been a good boy. I hope you see that all good boys and girls get what they want.

Love,  
Bret Whitten

Dear Santa,

I would like a baby party and easy bake oven.

Love,  
Tamra Read

Dear Santa Claus,

Please bring me a doll that has dresses, and I want it to be pretty. Merry Christmas, Santa Claus, I love you so much.

Patricia Flores  
You are nice, Santa



## IT'S A PLEASURE OF THE SEASON



It's always a genuine pleasure of the Christmas season for us to offer our appreciation and best wishes to all the folks who've been so kind to us throughout the past year. We hope all of you enjoy the pleasures of the season this Christmas. May your every wish be fulfilled, and may the year ahead bring you happiness, health and good fortune.

## A Happy Christmas



As the Christmas Season approaches we think of the Joyfulness of the occasion and of a firm hopefulness for the future — This is the time when the warmth and sparkle of friendships is radiant everywhere. Smiles are brighter . . . handshakes more hearty.

To make others happy is the achievement of the day . . . A word of cheer and encouragement to make the season more enjoyable. So we extend our best wishes in the hope that they will add to your pleasure on this grand occasion.

We Will Be Closed, Wednesday & Thursday, Dec. 25 and 26, So Our Employees May Enjoy The Holidays With Their Families.

# Bovina Restaurant

The Mutt Grahams

Highway 60

Bovina

## "Slurry Headquarters"

# BORN'S Farm Store

Highway 86 And Thlrd Street  
Bovina Phone 238-3181

## BUNDLES and BUNDLES of Christmas JOY



Ever mindful of your friendship and good will, we wish you and yours a most Happy Holiday with the realization of dreams far beyond all expectations.

## SEASON'S GREETINGS

### From Everyone at ---

## Bovina Dry Goods

The Smart Shop  
Third St. - Bovina -  
Ph. 238-4772  
- Downtown -  
- The Edward Isaacs -



1968 Version --

# Santa Claus 'Nicky Baby'

(Editor's Note: The following appeared recently in the "La Sesalpha," Clovis High School newspaper. It apparently was revised by a member of the staff.)

"Twas the night before Christmas and all through the pad, Baby, nothing was stirring" -- Real quietville, Dad! There were ornaments strung 'round the espresso bar and one dangled from Arther (like, that's my guitar.) And our sweatsocks were hung because, man like I mean, we hoped Nicky Baby would soon make the scene.

Mother turned down the sound on the hi-fi and then she curled up on the floor with a volume of Zen. And the pad was real quiet and peaceful and still -- Then suddenly, Bang! It was gangbusterville!

## Santa Letter

Dear Santa,  
Please bring me a swinger camera, a hot wheels, a football and a bicycle. I love you Santa.  
Randy Alonzo  
Zip 79009

Man, from way out in space came a powerful roar that was so loud it blasted us right off the floor.

I lost my cool and my console slammed shut -- I was so bugged I dropped my best stereo cut! Like I couldn't feature what sounded that way, I forgot my turtle-neck, shades and beret. And I ran to the window (my knees were both quakin'). Like I stuck my head out to observe what was shakin'.

The snow down below on my old Model T made that heap look like a Jag XKE, I looked to the sky and what scene did I dig but eight wild elks and a chrome-plated rig.

A fat little pilot with a Gabby Hayes beard and a big tenor sax -- WOW! Like, man it was weird! His frame was all covered with red and white fur, but I thought that he looked like a swingin' Ben Hur.

But that fat man was waillin' like I don't mean maybe, so I knew in a flash he was old Nicky Baby.

"This rig's behind schedule!" I heard him exclaim, then he called all his elks by real weird-o names, Go Ringol

Go Tontol Go Flash and Sabul Go Batman! Go Bogiel Go Mutt 'n Jeff, too!

Then down they all pranced -- seven tons on the hoof, and it looked like a discotheque out on my roof!

Nicky made for the chimney and flashed a big grin, yelled "Geronomo Daddy!" And POW, he fell in. When he jumped from the fireplace in a big cloud of dust, his bag was so stuffed I thought it would bust.

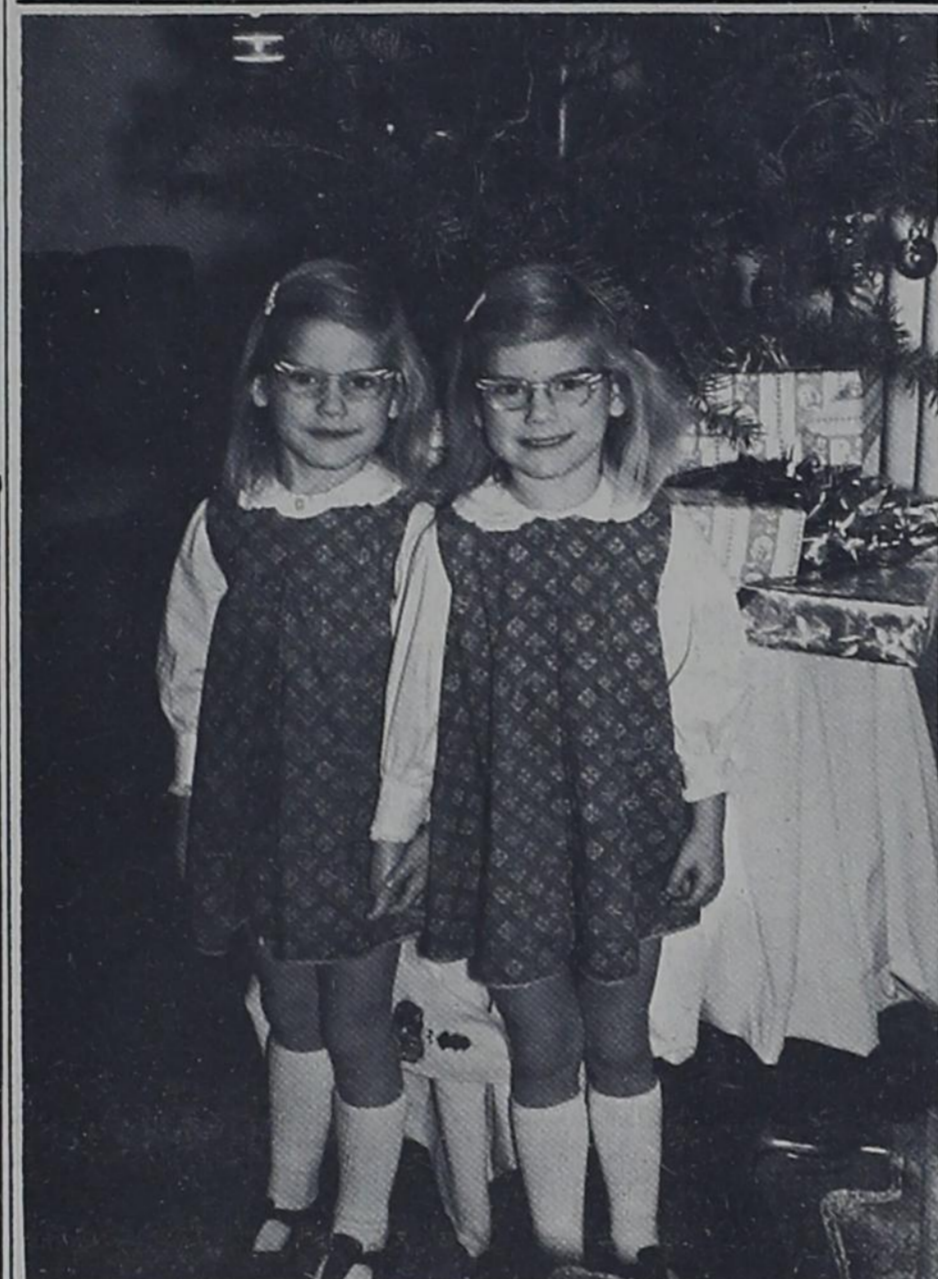
Then, man, like I flipped when he opened that sack and said, "Look what I'm fixin' to lay on you, Jack!" He had enough jazz stuff to stock a whole band -- a solid gold trumpet, a cool baby grand, So we got up a combo -- like WOW! It was kicks!

And old Nicky sat in and he blew some great licks.

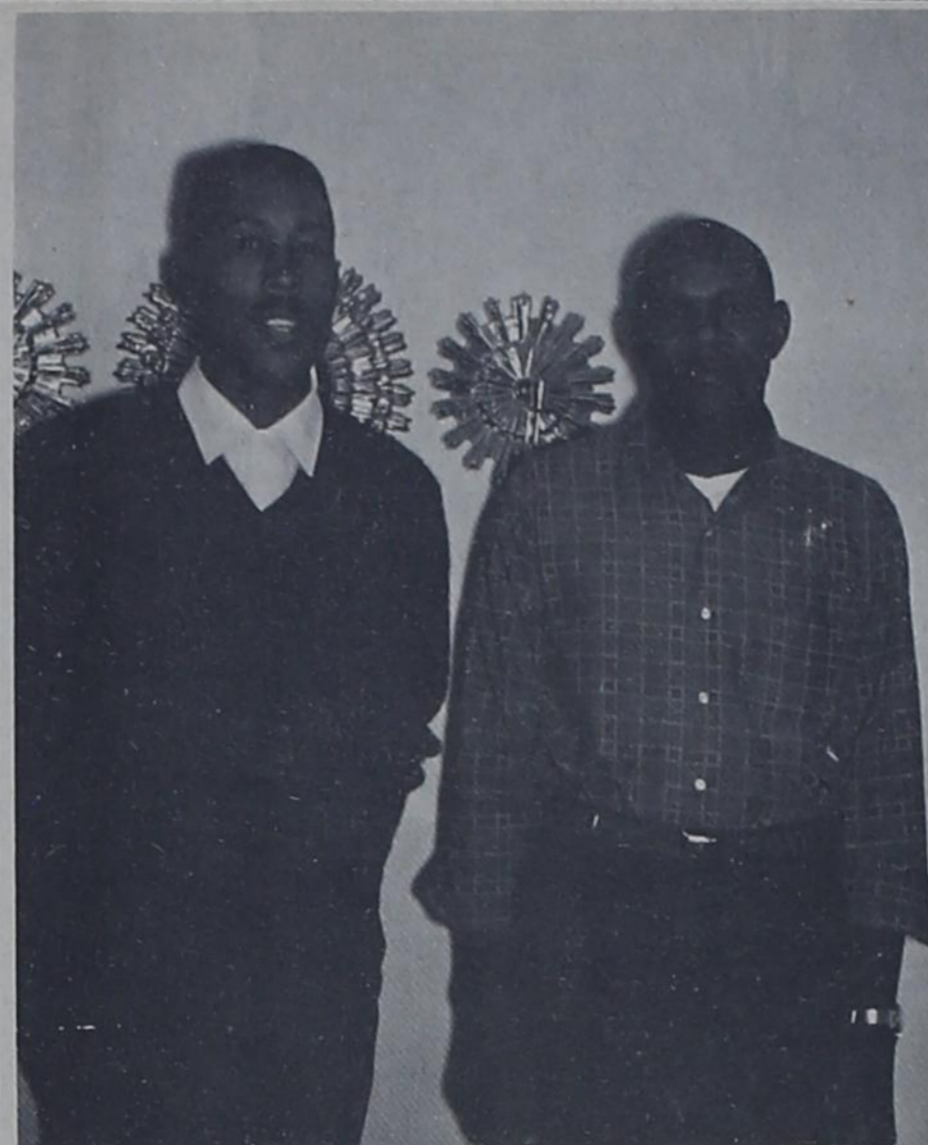
We played set after set until dawn's early bright, and it sounded like Birdland on Saturday night. Then Nicky said, "Cool it!" Like, baby, that's it -- the sun's coming up, and this cat's got to split.

So he filled up our socks and we thanked him a lot. Then he jumped in the fireplace, gave out with a whistle, and blasted straight up like a solid-fuel missile. Then he hopped in his buggy and we hear him shout, "Up, up and away," and he really moved out.

As he sailed into orbit he yelled with great might, "MERRY CHRISTMAS to all, and to all a good night,"



TWO PEAS IN A POD -- Darlene and Arlene Smith, five year old daughters of Mr. and Mrs. Billy Smith, are so identical even their "Dad" can't tell them apart. Since their personalities are as identical as their looks, Mrs. Smith plans to buy different color of glasses when they begin school next year.



CHISUM BOYS -- Clarence and Earl Chisum are only two children of 10 in the family of Mr. and Mrs. Eddie Chisum. Both have families of their own now, but continue to live in the Bovina area.



MAYFIELD TWINS -- Pat and Pam are the daughters of Mr. and Mrs. Billy Mayfield who live near Oklahoma Lane. The girls attend school at Farwell.

ONE FINAL DETAIL

One of the most important details around our Christmas workshop is saying Thank You to the finest, friendliest folks in the world... our customers. It's always a pleasure to visit with you... always a privilege to serve you. Our heartiest best wishes to you at Christmas.

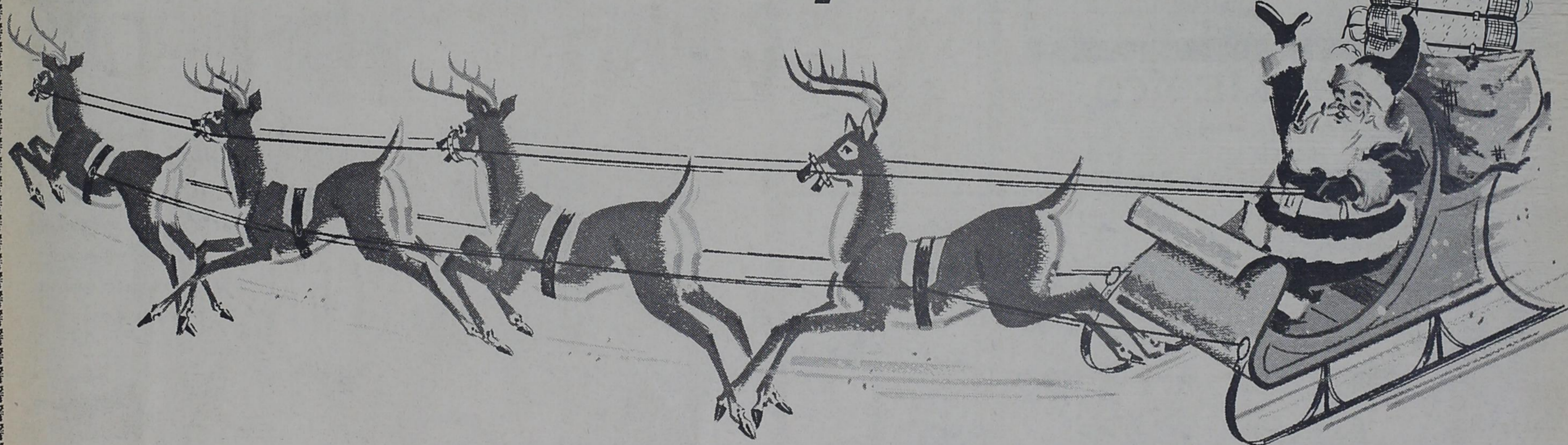
**Gaines Hardware Co.**  
"Nothing Knocks On Bovina But Opportunity"

A FRIENDLY HELLO

With best wishes for Holiday Happiness from our door to yours.

**Fantasy Beauty Salon**  
Lillian Rogers -  
Bovina Phone 238-3541

# Santa's On His Way... And It's Time For Us To Say... Merry Christmas



At The Close Of Another Ginning Season, We At Lawlis Gin Want To Say Thank You For The Continued Opportunity To Do Your Ginning.

Our Wish For All Our Friends And Customers Is The Merriest Of Christmases And The Happiest Of New Years!

For Information About Cotton You Have Here ..... Phone 238-4481

# LAWLIS GIN CO.



Highway 60 East

Ovid Lawlis, Manager

Bovina

### ★ Santa Letters ★

Dear Santa,  
I want an easy bake oven, an easy bake grill, a cuddly doll with a crib, a Busy Buzz and a piano.  
Pam Lambert  
I love you, Santa  
\*\*\*\*\*

Dear Santa,  
I would like to have a Major Matt Mason and a view master and a toy rocket, a robot and army equipment for my GI Joe. I would also like a machine gun.  
Thank you,  
Faron Grissom  
\*\*\*\*\*

Dear Santa,  
Please bring these things,  
1. Race car set,  
2. Swinger  
3. A radio.  
Love,  
Joe Jones  
\*\*\*\*\*

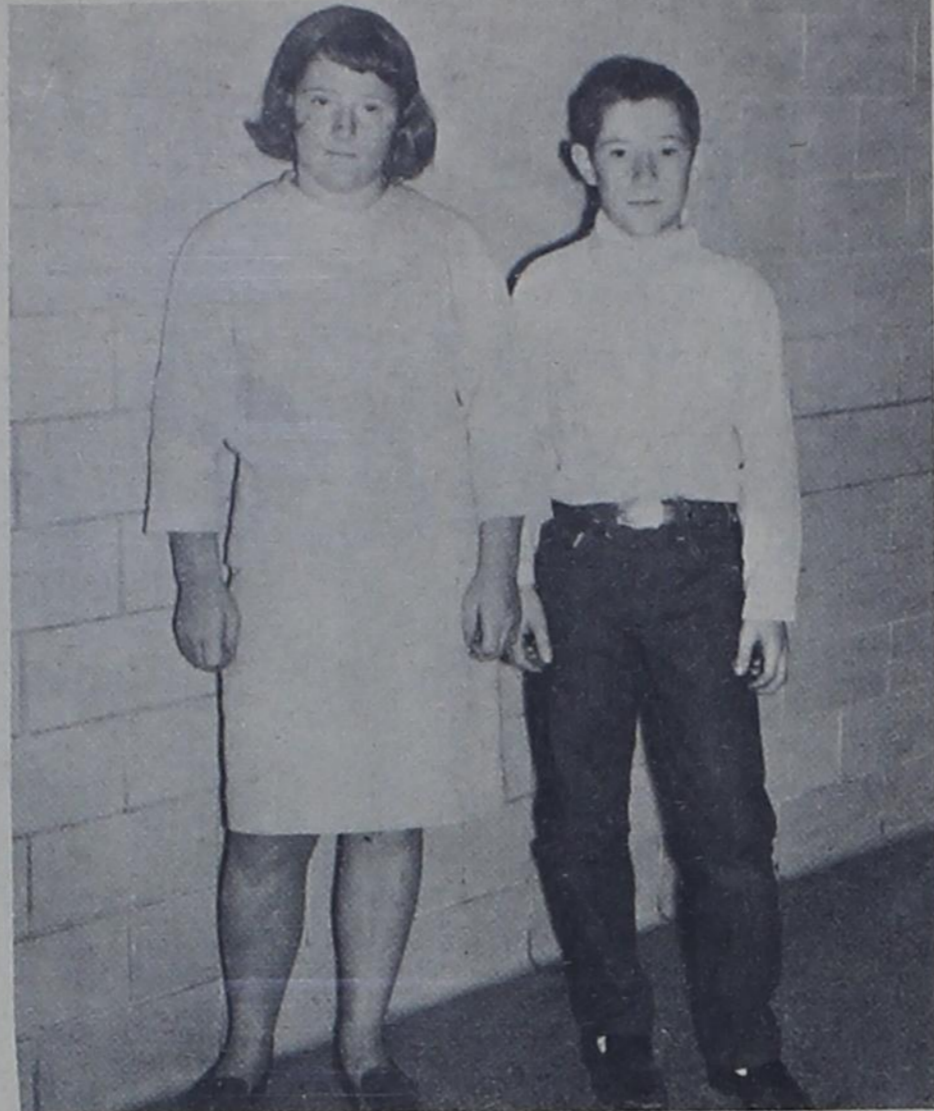
Dear Santa,  
Please bring me a doll, a Busy Buzz Buzz, a Susy homemaker grill and a baton and a bicycle.  
I love you,  
Tamara Lambert  
\*\*\*\*\*

Dear Santa,  
Please bring me a twenty-two and a swinger camera.  
Love,  
David Steelman  
\*\*\*\*\*

Dear Santa,  
Please bring me a DiDee Darling and a Barbie and a Busy Buzz Buzz and a pair of skates and some Barbie clothes. You are sweet.  
Love,  
Carol Ware  
\*\*\*\*\*

Dear Santa,  
Please bring a walkie-talkie set, a John Deere tractor and plows, a football and a Dallas Cowboy football suit and a clip board.  
Love,  
Del Ray Sudderth  
I love you, too.  
\*\*\*\*\*

Dear Santa,  
Please bring me a B. B. gun, football suit, walkie talkie and a Hot wheels, two hot wheel cars. Merry Christmas, Santa.  
Your friend,  
Keith Clearman  
\*\*\*\*\*



GALE AND DALE COOPER -- The seventh grade students are the daughter and son of Mr. and Mrs. J. D. Cooper. The twins are 13 years of age.



WINK AND MINK CASH -- Many friends of the Cash brothers can tell them apart only because one wears metal-rimmed glasses and the other black-rimmed. The twins were identified here because Wink wore a cap, and Mink a hat.



## Blessed Christmas

*Blessed Christmas, time of happy hearts and uplifted spirits, is with us once again. And, at this glad season, our wish is with you . . . the wish that your Christmas may be rich in happiness, friendship, lasting joy.*

**Hammonds Seed Service**



- J.T. Hammonds -

Planted by More Farmers Than Any Other Brand

Bovina - Phone 238-2541 or 238-4541

### A Christmas Memo

GOOD WISHES  
for  
your happiness  
and THANKS for  
your patronage.

HANDLE  
WITH CARE

to:

Our Friends

**PAUL JONES TEXACO**

SERVICE STATION

Highway 60

-BOVINA-

Pho. 238-4331

### Santa Letters

Dear Santa,  
Please bring me a swinger camera and a bicycle and a baby small walk. Merry Christmas.  
Love,  
Pamela Rhodes  
You are nice.  
\*\*\*\*\*

Dear Santa,  
Please bring a Tippy Tumble doll, Mrs. Beasley doll, Busy Buzz Buzz, Susy homemaker grill and a baton.  
I love you,  
From Linda Dyer  
\*\*\*\*\*

Dear Santa,  
Please bring me a baby snuggle bun and a baby bug and an easy bake oven. Merry Christmas. I love you, Santa.  
Linda Johnson  
\*\*\*\*\*

Dear Santa,  
Please bring me a bicycle and football helmet and a tipt.  
Love,  
Mike Read  
\*\*\*\*\*

Dear Santa,  
I want a hit the spot game and a train and a football and a B. B. gun.  
Pat Ware  
\*\*\*\*\*

Dear Santa Claus,  
Please bring me a Hot wheels, Johnny Astra and Busy Buz Buz. I will be good. I like you.  
Roger Lopez  
\*\*\*\*\*

Dear Santa,  
Please bring me a Busy Buzz Buzz, a Thirsty Tears, an easy bake oven and Barbie with a case.  
I love you,  
Love,  
Janie Clements  
\*\*\*\*\*

Dear Santa,  
I want a drum set and a B. B. gun and four packs of B. B.'s.  
Edward Isaac  
\*\*\*\*\*

Dear Santa,  
Please bring me an easy bake oven, little swinger camera, Susy Homemaker grill, Tippy Toes, Busy Buzz Buzz, Twister game and a baton. Merry Christmas, Santa.  
Tina Gerles  
Zip 79009  
\*\*\*\*\*

Dear Santa Claus,  
1. Please bring me a walkie-talkie.  
2. Please bring a 5 Hot wheels.  
3. Please bring me a football suit.  
4. Please bring me some B. B.'s.  
5. Please bring me a Busy Buzz Buzz.  
Love,  
Kerk McCormick  
\*\*\*\*\*

Dear Santa,  
Please bring me a football suit and a Johnny service. I have been good.  
Love,  
Michael Wiseman  
\*\*\*\*\*

Dear Santa,  
Please bring me a bicycle, Mrs. Beasley, Busy Buzz Buzz and Hands down.  
Your friend,  
Sharlotte Redwine  
\*\*\*\*\*

Dear Santa,  
Will you please bring Hector and me a B. B. Gun one for each.  
Thank you Santa,  
Eleazar Robledo  
\*\*\*\*\*

Hi Santa Claus,  
It's time again for you to visit us. Will you please bring Bobby and Victor a bike, and I want a Sootin Rifle.  
By Santa you're so good,  
Rudy Robledo  
\*\*\*\*\*

Hello Santa Claus,  
We are all most close to Christmas. Please bring me a "Tippy Tumbles".  
Be nice to all the children.  
God Bless you,  
Martha Robledo  
P.S. Bring a Bowling set for all of us, and three fire engines for my small brothers.

*Best wishes to you  
for Christmas and the New Year*

**Sherrill Lumber Company**

Pho. 238-2671 — Bovina  
J.E. Sherrill  
Patsy Sherrill  
Robert Read

# Christmas

It's a time when bells ring more splendidly . . . when men again see the truth of Miracles . . . when Joy unfurls and faith soars high all through the land.

It's a time when the best within us speaks. So light the candles, trim the bough and live the wonder of Christmas.

May this Season be truly filled with all the wonders of Christmas for each of you.

**Bovina Implement Co.**  
--YOUR MASSEY FERGUSON DEALER--  
Highway 60-Bovina-Phone 238-2541