

Merry Christmas to All

FROM STAFF OF...

The Bovina Blade

"In The Agricultural Center Of Parmer County"

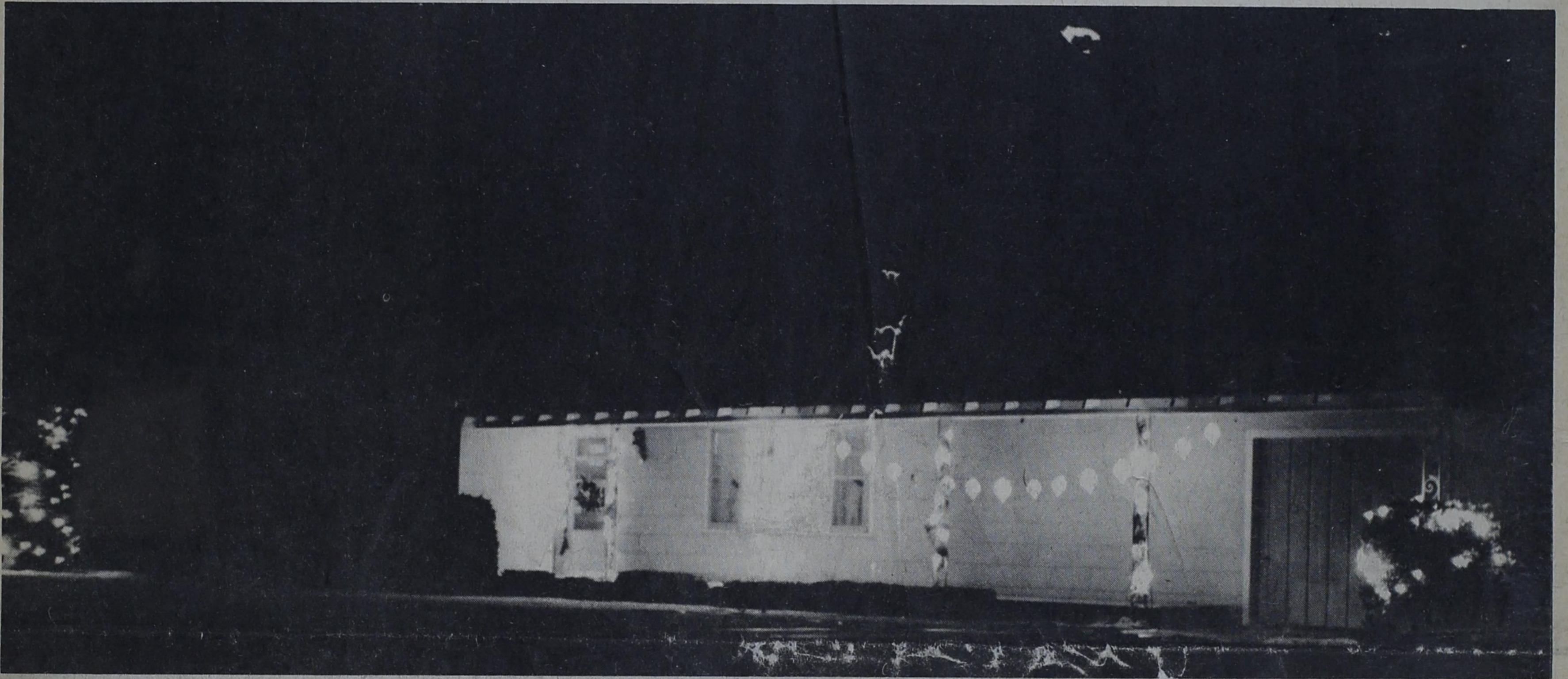
WINNER
of the Distinguished
Service Award of the
Vocational Agriculture Teachers
Association of Texas

THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

MONDAY, DECEMBER 25, 1961

BOVINA, TEXAS

VOL. VII, NO. 26



First Place Winner In Bovina Lions Home Christmas Decoration Contest Was That Of The A.M. Wilsons

*Second Place Winner Was
Home Of Mr. And Mrs Mark Charles*

*Winning Third Place Was Home
Of Mr. And Mrs. Buck Ellison, West Of Town*

IN THIS ISSUE:

- ★ Christmas Features
- ★ Christmas Pictures
- ★ Christmas Greetings
From Area Businesses

TEXAS PRESS ASSOCIATION
1960
CONTESTS
PRIZE WINNER

The Bovina Blade

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

Dolph Moten Publisher & Editor
 Sue Moten Women's News



Left to right, Dalea Boyd, Toni Pinner, Ellen Denney, David Espinoza and Bobby Cruger are quite proud as they pose in front of their Christmas bulletin board. They are shown in front of decorations they have made to get in the Christmas spirit.



BETHLEHEM...the first Christmas

Bethlehem, at the time of the Birth of Jesus, was a sleepy little town set down among the Judean hills where shepherds tended their sheep, as had their fathers, and their father's fathers before them.

There were few trees in this arid region. The buildings were mostly of limestone and in the center of the city was a wall where each morning the women of Bethlehem came to draw water and gossip.

A gentle sun warmed the city by day, but the nights were frosty, particularly during the rainy season between November and April. The City of David was an industrious city at that time. In addition to the large flocks of sheep raised in the hilly country around the city, there was an abundance of fine fruit and grain, and there was lively trade within the city.

Caesar Augustus, in Rome, wishing to get a more accurate census (for taxation purposes) decreed that all his subjects return to the original home city of the father of each family so a complete count might be made. It was for this reason that the little town was so crowded when Mary and Joseph arrived.

Today, after twenty centuries, Christian pilgrims come to Bethlehem, reasserting their faith as they visit the city and scenes of the Nativity.



CHRISTMAS.
Greetings

As you spend this season with your loved ones, may great joy fill your home, and peace fill your heart.

Kerby Welding Service
 A Deal The Year

Merry Christmas

POLICY

for

10,000

good wishes for

all our FRIENDS

We wish there were some way we could insure every single moment of your Christmas, so that you would know joy, peace and contentment throughout all the Season. Perhaps in some small measure we can add to your Yuletide Season by telling you that the wishes we send to you today are heartfelt and sincere.

Bovina Real Estate And Insurance

Mr. and Mrs. A.L. Glasscock

Bank Building 238-4382

Greetings for Christmas

First National Bank Of Bovina

"HELPING MAKE A GOOD COMMUNITY BETTER"

OFFICERS	DIRECTORS
L.M. Grissom Chairman Of The Board	G.B. Cree, Jr.
Warren Embree President	Warren Embree
Bob McLean Vice President	L.M. Grissom
Alfred Moody Cashier	Bob McLean
Mrs. Warren Embree Assistant Cashier	G.F. Trimble
	Frank P. Wilson
	Robert E. Wilson



That's right! Santa makes only a single trip each year, bringing his load of cheer to all. And right now, it's time again for him to hitch the reindeer. All over the world, children are eagerly watching for him.

So while we await the annual visit of this jolly little man, we would like to tell you how much we've enjoyed knowing and serving you the past twelve months.

We count your friendship as one of our most valued possessions and will constantly strive to be worthy of it. May all Christmas be days of cheer and happiness for you.

Paul Jones Texaco

Service Station

Hwy. 60 - Mr. and Mrs. Paul Jones and Randy - Bovina

1961 CHRISTMAS
 HERE'S H
 G
 F
 Excitement
 the first of De
 final Christmas
 rooms at Bovin
 First grade
 to learn the
 and at the
 pondering gre
 write Santa
 Christmas, h
 Teachers, h
 to these littl
 students and
 THE
 WHAT STAR
 Many year
 To ensure a
 ferred to Ch
 the day after
 influencing
 to be broken
 usually in the
 Another esp
 teels were k
 it was called
 There are o
 to the Arabi
 performed a
 sheek at Chr
 Christmas
 on Bovin Da
 fice of each
 gift boxes.
 Use Off-the
 If you are us
 mas tree this y
 Board of Fire
 omends that y
 lighting with col
 a softer and mor
 imitation.
 Placing string
 ho
 M
 C
 Tom B

HERE'S HOW--

Grade School Students Prepare For Christmas

Excitement fills the air from the first of December until the final Christmas party in school rooms at Bovina.

First graders are busy trying to learn their three "R's" and at the same time are pondering greatly as to what to write Santa that they desire for Christmas.

Teachers, however, are used to these little quirks of their students and seem to get a re-

markable amount of work out of the youngsters even though Christmas and visions of Santa and sugar plum fairies are uppermost thoughts in their minds.

To prepare for the holiday season most teachers let their students make decorations for their rooms and, of course, draw pictures of Santa, Christmas bells and make yards and yards of chain in bright col-

ors to decorate the walls and blackboards.

Many of the rooms are adorned with angels, and construction paper poinsettia plants. Most of the rooms will have their Christmas trees and exchange gifts on the final day of school before the long awaited holiday.

To provide activity for the children in third grade, their teacher, Mrs. Allen Ehersman,

let her youngsters make decorations for blackboards, which consisted of angels, Christmas plants and Santa Claus pictures.

The central point of interest in Mrs. Jimmy Ware's second grade room is a Santa Claus which stands on the floor. Mrs. W. E. Williams' first graders make most of their decorations which included drawings of the nativity scene, stars, angels

and other Christmas scenes.

Christmas certainly fills the air in the school rooms of Bovina grade schools. They are preparing and will be until the final minute before their parties.

JAPAN'S SEVEN GODS OF GOOD FORTUNE AT NEW YEAR'S

Japanese merchants send their customers interesting New Year's cards. Usually these include a message wishing the recipient a long life and generally bearing the symbol of a stork, which is supposed to live a thousand years, or a turtle, which may live 10,000 years. The Seven Gods of Good Fortune, Diatoku, god of prosperity; Ebisu, god of happiness; Gero, long life; Futuroku, good luck; Benten, music; Bishamon, protection against evil; and the Pine tree, symbol of good fortune, often appear in the design of these New Year cards.

CHRISTMAS

holly

There are many types of greenery

used for Christmas decorations, the most popular being green holly. American holly grows wild on the Eastern coast and in the South. It has been gathered so ruthlessly it has almost been exterminated in some places. It has a wide leaf with many points.

English holly, illustrated above, is grown in large quantities in the Northwest. Foliage is glistening green, deeply notched, far more attractive than the American, and generally has large, red berries. Chinese holly has almost rectangular leaves and five points.

THE CHRISTMAS BOX



WHAT STARTED THIS CUSTOM?

Many years ago it was the custom to exchange gifts in January to ensure a lucky New Year. In some manner this custom was transferred to Christmas and the seasonal gift became expected on the day after the feast, or Boxing Day.

Influencing this custom was the earthen savings-box which had to be broken to remove its treasures. It is still used in Holland, usually in the shape of a pig and it is called the "Feast Pig."

Another explanation is the alms-box of the early church. Its contents were kept until the day after Christmas and for that reason it was called Boxing Day.

There are others who say the custom is merely a gratuity, similar to the Arabic backsheesh. It was regarded as the right of all who performed a service for others during the year to look for backsheesh at Christmas.

Christmas boxing among tradesmen continued for many years on Boxing Day. From this old custom, perhaps, comes today's practice of exchanging gifts in beautifully wrapped and decorated gift boxes.

Use Off-the-Tree Lighting on Metal Tree

If you are using a metal Christmas tree this year, the National Board of Fire Underwriters recommends that you use off-the-tree lighting with colored lights to give a softer and more beautiful illumination.

lights upon any metal tree sets up the possibility of electric shock if the cord becomes frayed or the interior of a light socket comes in contact with the tree.

Play it safe and use off-the-tree lighting with any metal tree.

Placing strings of Christmas



BONDS OIL CO.

Gulf Distributor

- Bovina -

Tom Bonds

238-2271

HOW TO MAKE BAYBERRY CANDLES

The branches of the bayberry shrub are thickly beset with gray, wax-giving berries.

Cover the berries with water and boil perhaps an hour. The oil comes to the top. Strain through a cloth to remove small twigs. When this wax becomes cold it will form a cake at the top of the water. It should be heated again, preparatory to molding the candles.

Pour into candle mold, or fasten several wicks to a piece of wood, which can be dipped into the hot wax. Use tall container of small diameter. Each coat should chill and become hard before dipping again.

Bayberry candles are more brittle and less greasy than tallow. They are translucent green and when the flame is extinguished the resulting odor is sweet and pungent.



HAMLETT WELDING

Highway 60 -- Bovina



Warren Auto Supply

Mr. and Mrs. C. P. Warren

Highway 60

Bovina

Merry Christmas

... From Everyone At Wilson's Super Market

A.M. Wilson

Mary Jane Wilson

Burl Spears

Travis McPherson

Billy Whitecotton

Elva Brandon

Larry Webb

For Your Shopping Convenience

WILSON'S

WILL

BE

OPEN

TUESDAY

Dec. 26

We Wish The Best For You And Yours During 1962!

See Our Store Windows For After-Christmas Specials

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



WILSON'S

Phone AD 8-4781

PARMER COUNTY'S FINEST



SUPER MARKET

BOVINA

Children's Christmas Spirit

By Sue Moten

The old adage that "Christmas is for kids" is true only to a certain extent.

Christmas is for children and their grandparents.

Grandparents certainly enjoy getting to buy all the pretty toys, dolls, trains and other goodies for their grandchildren that the parents can't afford.

However, children are the ones who really get the enjoyment of Santa Claus and all the Christmas tradition. From the first moment the tree is up and a few packages are placed around it, the children are apt to wander by it at least a few hundred times a day and occasionally stop and shake or ponder the wonders the gaily wrapped packages hold.

While making pictures at the home of Mr. and Mrs. James McLeroy the other morning, she related an incident about the packages. Jimmy, the eldest boy, was told that one of the packages under the tree was for him and his reply was "Well, what's in it? You've just got to tell me what's in it." Think then they had a hard time con-

vincing him the package was for someone else.

While at the home of Mr. and Mrs. Jerry Rogers, noticed that their youngest daughter, Joni, had re-decorated the tree several times. The balls and tinsel were all rather low down on the tree. This being the result of her being so short.

Another thing about the wide-eyed wonder of children at holiday time is the far away look and innocent wonder they get on their shining little faces when asked what Santa is going to bring them. Most of them fall into three categories. They either rattle off a list as long as your arm or else they hem and haw and finally say, "Oh, toys" or else go into detailed description of the exact object of their eye.

It is also strange the magic of the name Santa when it comes to disciplining children during the month of December. At the slightest threat that Santa might not visit them they turn into perfect ladies and gentlemen for the time being. However, once in a while a rebel crops up. One who just doesn't care whether Santa passes him



Eagerly anticipating the arrival of Jolly Old St. Nick are (left to right) Jani and Joni Rogers, daughters of Mr. and Mrs. Jerry Rogers.



Toyland is a world of wonders to children. It is a land of heart's desire filled with the countless things which bring joy to children in every town and city across the land.

by or not.

Maybe Christmas is for children but the fact that adults get so much enjoyment out of seeing children have fun is well worth the time and trouble.

SHARE WITH "CARE"

Share your Christmas with the less fortunate in other lands. \$1 will send a food package through the CARE Food Crusade, New York City.

If You're Starting As a Baby Sitter, Heed These Tips

If you have never been a baby sitter before, your chance may come along during the holiday season this year.

A good sitter is one who has a sense of responsibility. There are certain things a good baby sitter does not do, such as raid the icebox without permission or make long distance telephone calls.

If you are serving as a baby sitter for the first time this holiday season, the National Board of Fire Underwriters offers these suggestions:

1. Get His Phone Number. Ask your employer to leave with you, in writing, the phone number of the place where he will be. Tell him this is merely a precautionary step, and you will not call him except in an emergency.
2. Also, have him give you the phone number of a friend of the family who lives nearby, or the phone number of a next door neighbor.
3. Ask your employer to leave the telephone number of the fire department and the family doctor beside the phone.
4. When you enter the home where you are to baby sit, make a mental note of where the exits are; then, in case of fire, you can get the children out of the house quickly.

5. Know Where Flashlight Is. Ask your employer where he keeps his flashlight. You might need it suddenly if the lighting should fail.
6. Take a look around and make sure that any matches in the home are out of reach of children.

Then Herod, when he had privily called the wise men, enquired of them diligently what time the star had appeared.

And he sent them to Bethlehem, and said, Go and search diligently for the young child; and when ye have found him, bring me word again, that I may come and worship him also.

When they had heard the king, they departed; and lo, the star, which they saw in the east, went before them, till it came and stood over where the young child was.

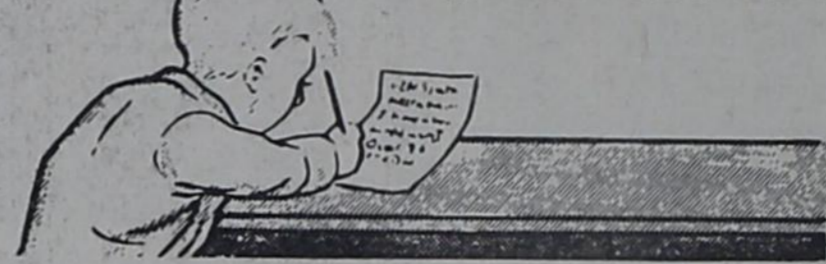
When they saw the star, they rejoiced with exceeding great joy.

And when they were come into the house, they saw the young child with Mary his mother, and fell down and worshipped him; and when they had opened their treasures, they presented unto him gifts; gold, and frankincense, and myrrh.

St. Matthew 2:7-11

"..with exceeding great joy."

LETTERS TO SANTA



Dear Santa,
My name is Widdy Gromowsky.
I would like to have a transistor radio and a football for Christmas. I have been trying to be a good boy. Thanking you in advance.
Love, your friend,
Widdy Gromowsky
P. S. Please bring me a camera also.

Dear Santa,
Please bring me a b-b gun, boots and a football suit.
Thank you,
Bobby Wayne Englant

Dear Santa,
I am a little boy six years old. I started to school this year. Will you please bring me an electric football set, a little toy tractor, a plow and a football stand?
Please remember my little brother Butchie and all the other boys and girls.
Oh, yes, I also want a football helmet.
I love you,
Bennie McCain

Dear Santa,
I want a musical teddy bear for Christmas. Please bring my little brother a toy farm.
Thank you,
I love you
Cheryl Sisco

Dear Santa,
I am a little girl 7 years old. I want a Chatty Kathy doll. I am in the first grade. I would also like a transistor radio, a camera, high heel shoes, a mink stole, house coat and a play house, play watch, jewelry box, Bible and necklace.
I have some cousins, so go by their house and give them something too.
Yours truly,
Patti Mills

Dear Santa,
I want a gun and helicopter. I love you Santa. I want a football suit, shoes, guards and helmet. Bye Santa.
Love,
Larry Wiseman

girls what they want. Bring Miss Fisher lots of things. I have been pretty good.

Thank you,
Jane Russell

Dear Santa,
I want you to bring me a doll, a colorform set and a coffee pot and a tea kettle and anything else.

Thank you,
Debra Sorley

The deepest well in Texas, 25,340 feet, was drilled in 1953, and was a dry hole.

A Joyous Christmas

To Our Friends And Valued Customers

At this season of the year, it's always a pleasure for us to express our sincere appreciation and sentiment for our friends and loyal customers for the tremendously important role they play in our business and its success. At Gaines Hardware, our friends and customers are our most important asset.

Please accept our wish that all good things will come to you this holiday season and during the New Year of 1962.

MERRY CHRISTMAS AND HAPPY NEW YEAR.

Granny Gaines, and Lady

GAINES HARDWARE CO.

"Nothing Knocks On Bovina But Opportunity"



In the happy spirit of the Christmas season, we send sincerest greetings to our loyal friends and customers, with hearty thanks for their patronage.

Wilson - Brock Agency

"All Kinds Insurance"
Joe Wilson -- Bovina -- Aubrey Brock



GOOD WISHES FOR A JOYOUS CHRISTMAS

THE MARY MARR SHOP

Third Street

Bovina



Santa Claus is the center of attention in the second grade room of Mrs. Jimmy Ware. Gazing at this smiling man are (left to right) Virginia Pruitt, Sandi Phillips, Billy Mayhew and Kathy Mast.

BETHLEHEM...Today

Bethlehem today is a somewhat neglected Jordan village with a population of about 10,000. Just a half dozen miles or so from Jerusalem, it serves as a market place for figs, almonds, grapes, olives and other agricultural products from the surrounding hillsides.

The streets of Bethlehem are too narrow for automotive traffic. Houses are constructed of stone. Modern homes in the village are much the same as those of nineteen hundred years ago.

Since the sixteenth century many of its people follow the trade of working with mother of pearl, fashioning bits

of shell into prayer book covers, beads and crosses.

Manger Square is the entrance to the grotto stable where Jesus emerged into the world. On it stands the Church of the Nativity. The original structure was built in A.D. 323 of rough-hewn stone built in the shape of a cross. This building, erected by Constantine, the first Christian emperor of Rome, remained until A.D. 530 when it was razed and the present structure built.

Polished stone stairs descend into a grotto under the great Greek Orthodox altar. This cave, not a cellar, is regarded as the birthplace of Christ. A large silver star, inlaid in the marble

floor at the base of the altar in the east end of the cave, marks the place where Mary delivered Jesus into the world. Nearly worn away by constant kissing, the star is encircled by an inscription in Latin, "Here, of the Virgin Mary, Jesus Christ was born."

The altar is eternally illuminated by thirty-two flickering brass lamps filled with olive oil. The small recess in the end of the cave is lighted with fifteen similar hanging lamps.

Bethlehem today is marked with other traditional sites associated with the birth of Christ over nineteen hundred years ago.



A Blessed Christmas...

This Christmas, when again we celebrate the birth of the Prince of Peace, let us allow His spirit of hope and love to enter every heart. Let us pray to Him to keep us steadfast in our faith. Let us beseech Him to give us strength, courage and wisdom so that we might be worthy of Him to whom all praise is due.

Your Fine Patronage During Past Harvest And During Past Year Is Greatly Appreciated. We're Looking Forward To Continuing Our Service To You In 1962

BOVINA WHEAT GROWERS, INC.

"We Serve To Serve Again"

Jim Russell, Mgr.

238-2691

Merry Christmas



MAY ALL THE JOYS
OF THE
Christmas Season
BE YOURS
NOW AND ALWAYS

Thank you for your fine consideration of our efforts to be of service. May this truly be a Christmas Season of much joy and happiness for each of you.



Cleaning Service
Unsurpassed for quality... promptness... courtesy. We want to serve you.

BARBEE CLEANERS

WE CLEAN CLEAN

Shallie And Doris Barbee

Bovina



Anxiously awaiting the big event and ready to open packages on a minutes notice are from left to right, Lisa, Jimmy and Bobby McLeroy, children of Mr. and Mrs. James McLeroy.

Film Is Available

A new 16mm. film entitled "The Science of Fire" has been added to the film library of the National Board of Fire Underwriters and now is available for showing before civic groups, schools, and other gatherings.

The film, which is in color and runs about 20 minutes, may be obtained by writing the National Board of Fire Underwriters, 85 John Street, New York 38, N. Y. Altogether, the National Board has 31 films which may be borrowed without charge.

LETTERS TO SANTA



Dear Santa Claus
I have been a good boy. Would you please bring me a cannon, a record player, and a blue scooter. Please bring Greg a

pedal pickup and cannon and don't forget all the other boys and girls.
Love
Bruce Cook

Dear Santa Claus,
I am 6 years old. Please bring me a pair of roller skates and a doll that moves. I have been a good girl.
Stephanie Carter

Dear Santa Claus:
Will you please give me a doll, a toy telephone and a purse? I want some high heels and a long dress and a teddy bear.
I love you,
Terisa Alonzo

Dear Santa Claus:
I want a Thumbelind doll and a play mink stole. I need some high heels and a big



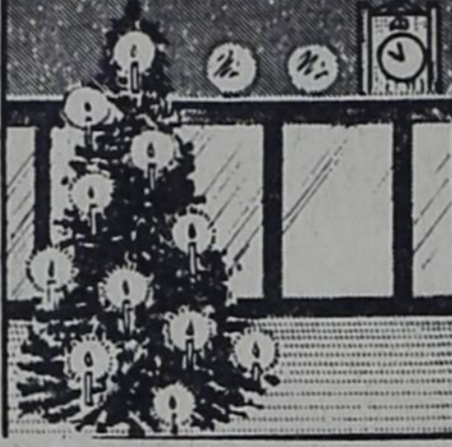
To Swiss children, "Samichlaus" is the jolly old man who brings gifts to good children. His badges of office are his staff and his huge bag of gifts, his flowing white beard and his strange headpiece.



In Sicily, musicians from the mountains stroll through villages at Christmas time, and serenade the inhabitants with Christmas melodies. To the people of Sicily, their coming marks the beginning of the excitement of Christmas.



Every Christmas Eve, English families of yore placed the huge Yule Log in the fireplace. According to legend, if the log burned all through Christmas Eve and Christmas Day, good luck was sure to follow for an entire year.



Germany was the birthplace of the Christmas Tree. Originally, it was made bright by the light of a hundred tiny candles, but from its origin, over a hundred years ago, it has been decorated with the variety of ornaments; from popcorn to solid gold baubles.



The pinata is part of the charm of Christmas for Mexican children. It is a colorful earthenware crock filled with goodies and presents and it is hung from the ceiling. When a child shatters it with a stick, he in turn is showered with the wonderful surprises it contains.



In Holland, the children stuff their shoes with carrots and hay and place them on the windowsills each Christmas Eve. They believe St. Nick comes on a white horse, and it is for the good deed that they place this forage in their shoes.

black and white teddy bear, some dishes and a doll buggy would sure be nice. Also a long play dress. I will have something good for you to drink.
I love you,
Gail Dixon

Dear Santa Claus:
I want a Kissy Doll and a doll house, a Barbie game, a book that makes music when you turn a crank. I will have some coffee and a pumpkin pie for you. I will be very good.
Thank you,
Kim Langer

Dear Santa Claus:
I want a toy telephone and a bicycle just my size. I am six years old.
Your friend,
Tommy Page

Dear Santa Claus,
I want a bride dool and a teddy bear. I want a big ball and a car coat and some high heels.
Honey Sue Mast

Dear Santa Claus:
I would like to be a cowboy. Please give me a holster with guns and cowboy hat. I want a doctor set, too, and a plastic knife.
Love,
David Vargus

Dear Santa Claus:
I want a Barbie doll and a four wheel bicycle.
I love you,
Santa,
Pam Wilson

Dear Santa,
I am seven years old. My name is Hugh. I would like a bicycle for Christmas. I have been a very nice boy this year. My little sister is two years old. Her name is Tambra. She said, she would like a doll and a rocking chair. She has been a very nice sister to everybody this year.
Love,
Hugh and Tambra Rogers

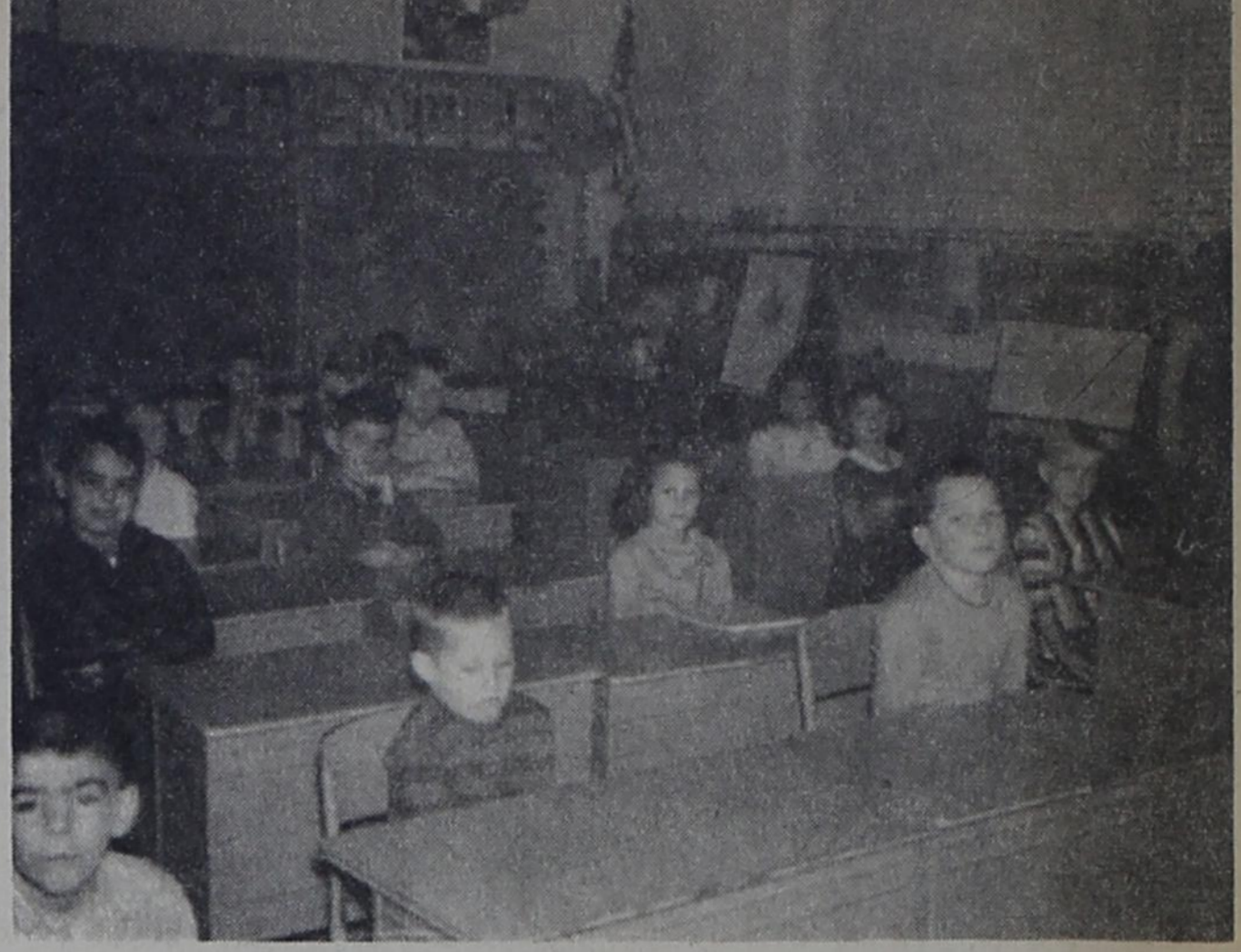


A cheery "Hello" to you at Christmas

May this Christmas bring to all our good friends the fulfillment of their greatest expectations.

Personalized Butane Service
The Farmer's Friend
Highway 60
Bovina
238-2161
COSDEN
Oils & Greases

LESTER R HINEHART
BUTANE GAS
CO.



First grade students in Miss Fisher's room looking thoughtful as they are told to get ready to write letters to Santa. They hadn't had time to get their thoughts for their room, but it is evident that thoughts of Christmas fill the air.

Dear Santa Claus,
I am a little girl almost 5 years old. I have a little sister almost 2. Please bring me a walking doll, a doll house and furniture and some play dough. Bring Joni a telephone, some pull toys and a doll. Bring us both some dresses and me some house shoes. Remember all the other little boys and girls.
We love you Santa,
Jana and Joni Rogers

In Scotland a fascinating superstition was that which indicated the first person to open the door "to let Christmas in" would be the luckiest person in the house the next year.

Years ago it was believed that on Christmas Eve angels were sent from heaven to awaken an infant from its first sleep and carry it to Paradise, where a carol was sung in honor of the Christ-Child.

Dear Santa,
I have been a good girl. Please bring me a kissing doll, a typewriter, a sewing machine, a coke machine and a nurse kit. Santa I will leave you some milk and cookies if you are hungry.
Thank you,
Cindy Read

IN CASE OF FIRE

At home
Quickly get everybody out of the house.
Call the fire department.
(Be sure everyone in your family knows how to call the fire department.)

At public gatherings
Walk, do not run, to the nearest exit. Call the fire department immediately. Keep calm.
—National Board of Fire Underwriters

Happy Holidays! Thank you for your loyalty and good will throughout the year.

Bovina Restaurant
CASH AND MILDRED RICHARDS
BILLY, WOODY AND JIM

GREETINGS
and best wishes to you this holiday season

Jerry Rogers Barber Shop
Highway 60 - Bovina

Again we read the ageless story of the birth of the Child in Bethlehem, and as ever before, we are filled with the wonder and gratitude of His coming.

To us, this story does not dim with years, but rather, glows with everlasting strength in our hearts.

To all men, everywhere, whose hearts are filled with Good Will, we extend our greetings.

For unto you is born this day in the city of David a Savior, which is Christ the Lord

Bovina Auto Parts, Inc.
Bovina Auto Service
Sam Sudderth - Don Sudderth - George Long
Third Street And Hwy. 86 - Bovina

tie a ribbon on this:
HAPPY HOLIDAYS

May this happy Holiday Season bring to you and yours merry-making happiness and every full measure of contentment.

All these things we wish for you, remembering as we do all your past favors and kindnesses to us, and recalling too, what a pleasure your friendship has been.

Williams Mercantile Co.
"Pioneers In Bovina"



Mrs. W. E. Williams' first graders are quite proud of their room decorations. Behind the group of children are Christmas cut-outs they have made to enhance their bulletin board.

Santa Claus 'Made' in U.S.A.

Santa Claus, as we know him today, wears a very definite "Made in America" tag. Although his very spirit and being is borrowed from the European legends relating to Saint Nicholas and still others borrowed from the Germanic Kristkindl. Saint Nick was represented as a tall, thin man riding a tall, thin horse.

English children in the American colonies borrowed this Christmas Saint from the early Dutch settlers. Their difficulty in saying the good Saint's name led to many interesting variations and finally to "Santa Claus."

When Washington Irving, chronicler of American colonial days and doings wrote his "Knickerbocker's History of New York," he depicted a jolly Saint Nick with a broad brimmed hat, big breeches, long-stemmed pipe, and riding a wagon; resembling the staid Dutch settlers of that era.

When Clement Moore, a professor of divinity at a New York theological seminary, wrote his famous poem "A Visit From St. Nicholas"; in 1882, he gave the Saint a brand "New Look." In addition to Saint Nick's sleigh and reindeer, Moore also gave him a round little belly, twinkling eyes and cheeks like roses.

Thomas Nast, the famous Hearst cartoonist, brought Moore's elf to life by depicting him as the rotund little man with the merry twinkle.

The Three Wise Men

In the wonderful story of Christmas appear the Magi — the Three Wise Men, yet the Scriptures tell us very little about them.

We are told they were kings from the East who brought gifts of gold, frankincense and myrrh to the Christ Child.

The Magi were members of a priestly caste — their religion was fundamentally that of Zoroaster, an ancient philosopher. This particular group was recognized to be physicians, versed in the use of herbs and were credited with remarkable healing powers.

They were, no doubt, astronomers as well as geographers. Their studies of the heavens led them to recognize the advent of a new star in the system of Jupiter and Saturn.

And, their journey from Persia, which is believed to have been their starting point, to Bethlehem was a trip of over 1,000 miles. Traveling by camel, the trip could have taken anywhere from three months to a full year.

Kings, scientists, seers — the Magi were all of these — they were the Three Wise Men of the Christmas Story.

We want to take this opportunity to wish you cheer... and to thank you for letting us serve you.

Drimble Barber Shop

Emmett Tabor C.E. Trimble

GREETINGS

For Everyone...

With our good wishes go our heartfelt thanks for your patronage and support.



Ward's Garage

Vernon Ward

Bovina

Help the Fire Chief Have Merry Holiday

Help the fire chief and his men have a Merry Christmas this year by using care with fire around the house, says the National Board of Fire Underwriters.

The chief and his men, like everyone else, would prefer to have quiet Christmas dinners with their families, the Board adds.

You can make the chief happy by being careful to avoid fire this holiday season.

In addition, you can have a Merry Christmas yourself without the prospect of a rebuilding bill in January.

An experimental program of the Tennessee Game and Fish Commission will attempt to develop new strains of game birds. First order of business: a game bird that will be compatible with modern agricultural practices. — Sports Afield.



A Christmas Prayer

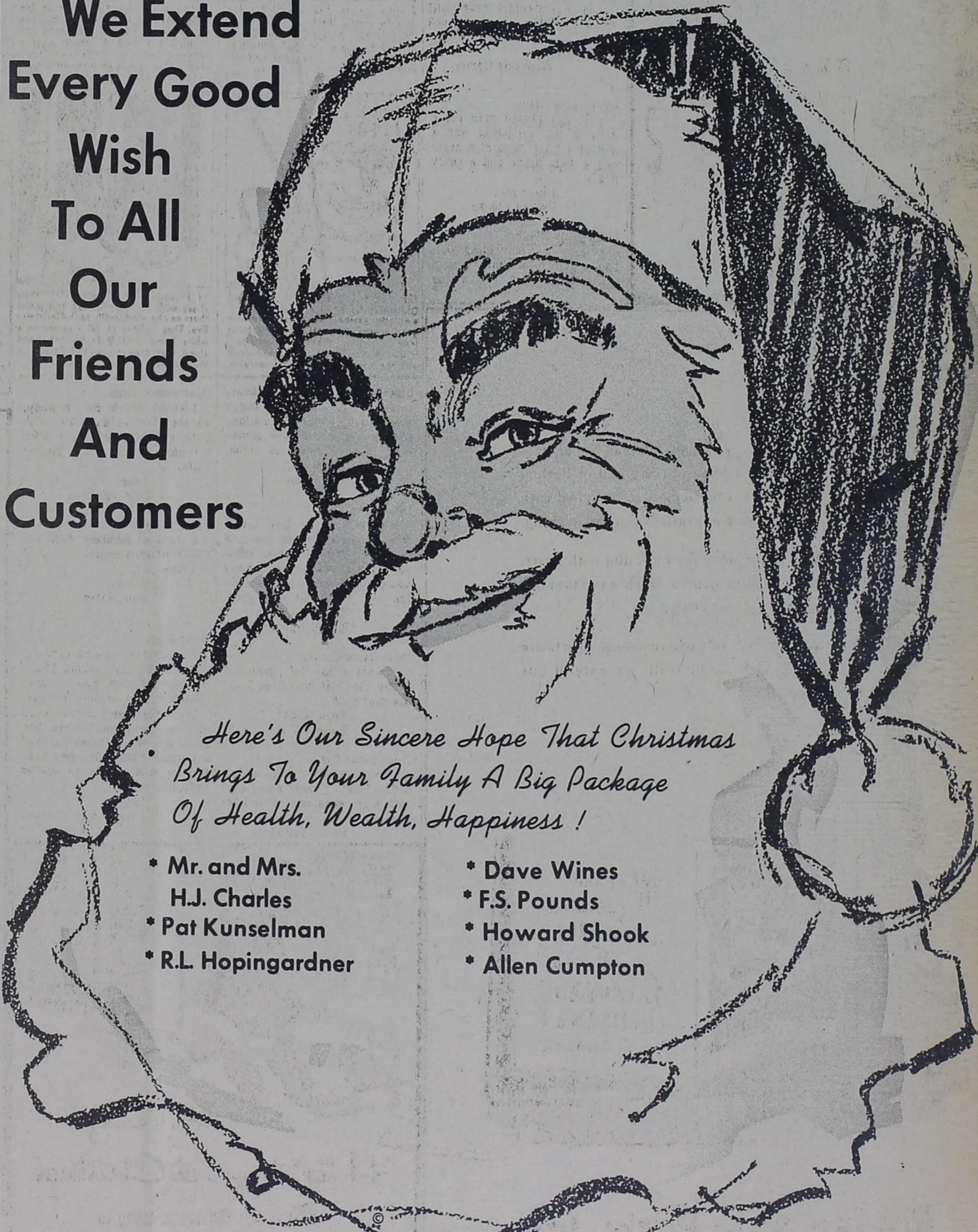
May the spirit of Christmas remain in all men's hearts so that hope and peace and love shall prevail over our land and all other lands on earth.

Southside Service Station And Grocery

F. M. Crook - Highway 86 - Bovina

At This Holiday Season

We Extend Every Good Wish To All Our Friends And Customers



Here's Our Sincere Hope That Christmas Brings To Your Family A Big Package Of Health, Wealth, Happiness!

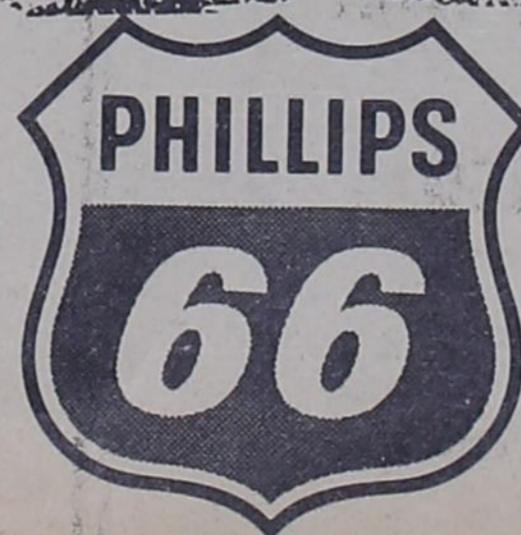
- * Mr. and Mrs. H.J. Charles
- * Pat Kunselman
- * R.L. Hopingardner
- * Dave Wines
- * F.S. Pounds
- * Howard Shook
- * Allen Cumpton

CHARLES OIL CO.

Retail - Hwy. 60

Wholesale - Third And Main

BOVINA



Northside Service Station

Hwy. 60 East - Bovina -

At Close Of
Another Year
And Completion
Of Another
Harvest Season
We At Macon
Elevator
Express Our
Apprecia -
tion For
Oppor -
tunity Of
Serving
You!

In 1962,
We Pledge To
Continue To
Strive To
Give You
Kind Of
Elevator
Service
You
Like



Mr. And Mrs. J.P. Macon

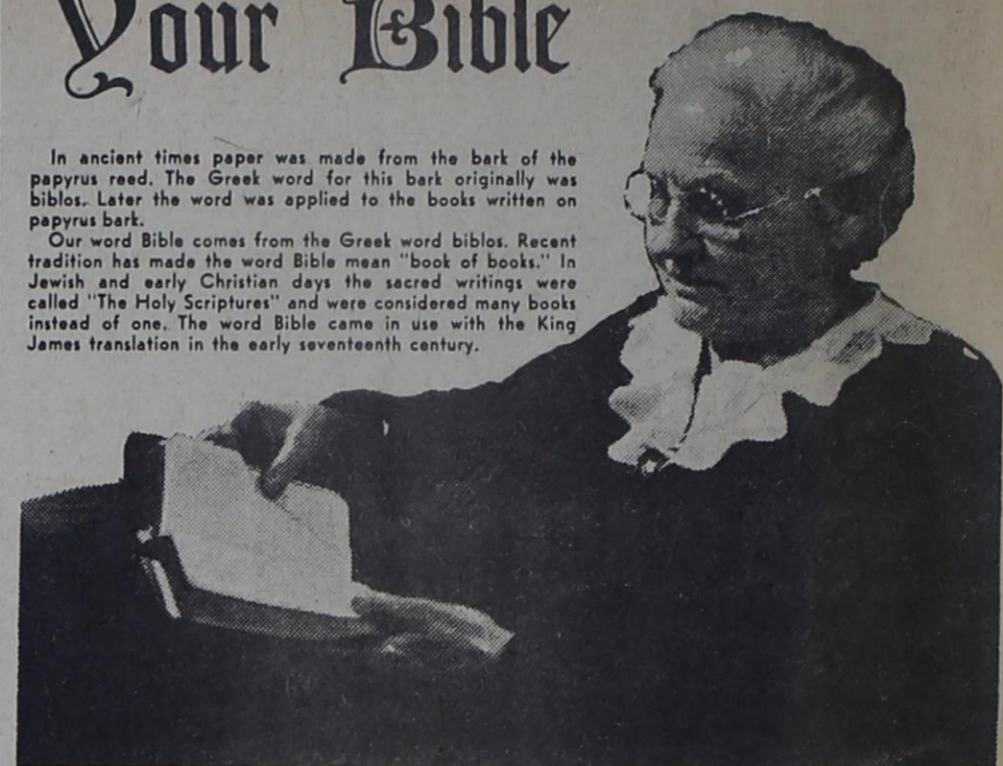
Highway 60

Bovina

238-2411

Your Bible

In ancient times paper was made from the bark of the papyrus reed. The Greek word for this bark originally was biblos. Later the word was applied to the books written on papyrus bark.
Our word Bible comes from the Greek word biblos. Recent tradition has made the word Bible mean "book of books." In Jewish and early Christian days the sacred writings were called "The Holy Scriptures" and were considered many books instead of one. The word Bible came in use with the King James translation in the early seventeenth century.



OLD SANTA STILL SPRY

Santa Claus—the "Grand Old Man" of Christmas hits his stride at a near century this year — and the old gentleman never looked better.



For it was back in 1863 that cartoonist Thomas Nast first created — on his drawing board — the image of Santa Claus as we know him — full grown to his white whiskers.

During the early '60's, Nast was commissioned to illustrate Clement Clark Moore's poem "A Visit From St. Nicholas" ("The Night before Christmas"). The drawings he submitted showed Santa Claus pretty

Christmas Comes Out of Pagan Past

December 25th marked an important date in the life of the pagans centuries ago, just as today this day is important to all in the Christian world.

The Sun Festival, one of the most important rites in the pagan world, was marked on this day and was followed by twelve day of a "high old time" devoted to the expulsion of evil.

Lighted torches, assorted bells and noisemakers, a hue and cry set up by the populace, were supposed to drive away all demons, witches and evil spirits.

much as he looks today.

Nast had previously achieved fame through his famous political cartoons that helped to smash Boss Tweed's infamous "Tweed Ring" in New York City.

So through the years —

To minimize the importance of pagan festivals that lingered in the first centuries following the Birth of Christ, the early Christian leaders turned this into a Holy Day.

In the Roman Julian calendar, December 25th was figured as the day when the sun was "born." On this day the light lengthened, the sun rays became warmer, stronger — and the chill of winter would soon leave.

The last day of this period — the twelfth Day, January 6th — marked the conclusion of these noisy rites.

and in spite of 98 hard-working Christmas seasons — Santa Claus keeps "young" for the youngsters and the young in heart.

At one time certain parts of England, France and Germany believed all oxen could speak on Christmas Eve.

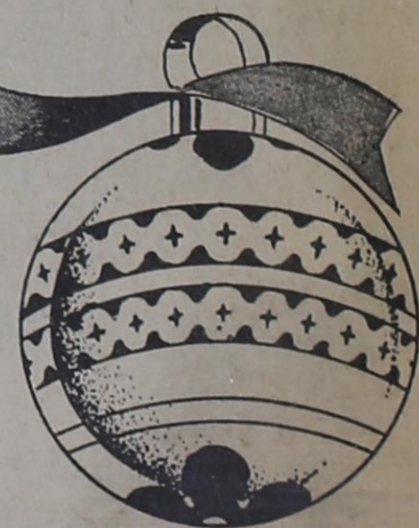
SEASON'S GREETINGS



This year we have made more friends and enjoyed a greater share in the confidence of our patrons than ever before. And you have played an important part in making those friendships more real, and more enjoyable.
And so we want you to know that our Christmas is Merry because of folks like you... and we're wishing for you and yours the Merriest of all Merry Christmases.

AUTOMOTIVE REPAIR

A service department dedicated to the most dependable automotive repair. Trained and courteous mechanics... genuine parts for every job.



H & M GARAGE

North Street - Bovina - 238-2041

Dub Mayhew - Gene Hall - Chester Rogers