



READY FOR VISIT....Chris and Brandon Caldwell, children of Mr. and Mrs. J.B. Caldwell of Bovina, are typical of the many young Bovina

residents who are anxiously awaiting the arrival of Santa Claus this week. Chris is four and Brandon is 18 months old. Grandparents of the kiddoes also

live in Bovina. They are Mr. and Mrs. Bedford Caldwell and Mr. and Mrs. Don Murphy.

"The Greatest Gift"

Christmas is a time of special emphasis. For many it means that cash registers will ring as millions of people wildly rush about purchasing gifts. For others it is an occasion for new financial headaches that will not go away until half the new year is gone. Some see in Christmas an historical event that occurred nearly two thousand years ago--the shepherds and wise men, angels and stars, with Joseph, Mary and infant Jesus lying in a manger.

Our interest in Christmas must get beyond the external facts that surround the birth of Jesus to the spiritual reality that is in it. We could use the words of John at this point: "Behold, the Lamb of God which taketh away the sins of the world."

First, we note that the greatest gift of all is the gift of God himself. He has nothing better than this to give. The other side of the coin is that the best possible gift that you and I can give Him is the gift of ourself.

The inspiration of this gift is discovered in the very nature of God for "God is love." "For God so loved the world that He gave His only begotten Son that whosoever believeth in Him should not perish but have everlasting life." And further "For God sent not His Son to condemn the world; but that the world through Him might be saved." Paul writes, "Even when we were dead in our sins, Christ died for us." His love is unconditional, sacrificial, constant, continuous, long-suffering and eternal. He gave and gives and will continue to give as we give ourself to Him.

Finally, note the intent of His gift. "That whosoever believeth in Him should not perish but have everlasting life." He came not to condemn the world. The world is doing enough of that. He came not to inform the world. The world has enough information. He came to save the world. To accomplish this, He gave Himself. Will you give yourself to Him?

--James Putnam



Reflections

From *The Blade*

20 YEARS AGO-DEC. 19, 1956

Santa Claus slipped away from his toy workshop at the North Pole Saturday long enough to make a two- or three-hour visit in Bovina. Parmer County teachers and school board members met in Bovina School cafeteria Wednesday night for their annual Christmas meeting. Bovina's city commission met with Ralph Douglas, engineer from Littlefield, and Tom Anderlitch, bondsman, at a called meeting Wednesday night to discuss possibilities of paving for Bovina. Anderlitch represents First of Texas Corporation, a bonding company in San Antonio. Bovina American Legion met Monday night for the second regular meeting since the organization was revived earlier this month. Entries in the Bovina Junior Chamber of Commerce outside Christmas Decoration Contest have

been trickling in since announcement of the contest was made last week.

15 YEARS AGO-DEC. 20, 1961

A total of 19 people were awarded certificates for completing a six-session community civil defense course here last week. Almost 50 hams and-or turkeys were awarded to lucky hunters during the Bovina Lions' turkey shoot held south of town Friday. The project grossed more than \$600. Property at intersection of Highway 86 and Third Street, which was formerly used by state highway department, is now for sale, announces Lloyd Killough, highway maintenance foreman in this district. Santa Claus is coming to town on Thursday. In addition to traditional visits with children, he will give away sacks of Christmas candy treats to all children present. Music students of Mrs. Margaret Caldwell were featured in a Christmas program Friday afternoon in her home.

10 YEARS AGO-DEC. 21, 1966

Mr. and Mrs. Tom Bonds are first place winners in the Bovina Christmas Decorations Contest, sponsored by the Lions Club. Larry Wendell Finley, 19, died enroute to an Amarillo hospital about 1:00 a.m. Monday as a result of a gunshot wound in the left eye. Mrs. Jolene Decker has resigned as English and Spanish teacher in Bovina Schools effective in mid-term, according to Otis Spears, superintendent. A total of 95 donors contributed \$799.12 to the Christmas Card project sponsored by the Bovina Community Improvement Committee for the medical clinic and doctor fund.

5 YEARS AGO-DEC. 22, 1971

Joe Jones miraculously escaped serious injury Thursday afternoon when the semitrailer grain truck he was driving was struck by a Santa Fe freight train at the west crossing in Bovina. First and second place prize money in Bovina's 1971 tailfeather contest was divided between Bruce Caldwell and Chester Brown of

Tucson, Ariz. Friday, Christmas Eve, will be a holiday for some offices and firms in Bovina. Christmas-New Year holidays will begin at 2:30 p.m. today (Wednesday) for students and teachers in Bovina Schools. Brett Whitten, son of Mr. and Mrs. Earl Whitten of 902 Sherwood Lane, is the first place winner in the 1971 Decorations Contest, sponsored by Bovina Lions Club.

Services Held Saturday For G. McKinney

George McKinney, age 80, died at 6 p.m. on Thursday, December 2, at Parmer County Community Hospital after a lengthy illness. He was born in Tioga, Denton County, Texas, June 25, 1896. He was a retired farmer-rancher and a resident of Bovina for 46 years. Services were held on December 4 in St. Ann's Catholic Church here, with the Rev. Dermot O'Brien officiating. Burial was in Tyson Cemetery, Pilot Point, Texas, under direction of Parsons-Ellis Funeral Home, Friona. Survivors include a son, Joe, of Bovina; two daughters, Mary Wanda Talbot of Atwater, Calif., and Mary Ann Lloyd of Canadian, Texas; three brothers, David of Sherman, Texas, Hubert of Fort Worth, Texas and Barney of Denton, Texas; two sisters, Mary Newman of Loving, Texas and Bessie Lawson of Fort Worth, Texas, and four grandchildren.

The Bovina Blade

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Subscription Rates--Parmer & Adjoining Counties, \$4.50 per year. Outside area, \$6.00 per year.
Bill Ellis Publisher
Richard Jones Editor
Scooter Russell Bookkeeper

Letters To Santa Claus

Dear Santa Claus,
Please bring me a wagon, hot cycle and mighty dump truck. Remember all the children. God Bless You.
Roy Robledo
+ + + +
Hi! Santa
It's Christmas time again. So please, bring me a "Hush Lil' Baby and a Cinderella watch."
Thank You God Bless You
Gracie Robledo
+ + + +
Hello! Santa Claus
Please bring me a Battleship game and a watch. Thanks. Remember my Friends too.
Bye,
Bobby Robledo

Dear Santa Claus,
My name is Sunshine Stone. I will be 2 23 of December. We will be home for Christmas. I want a doll and some dishes and a doll buggy for Christmas. I have been a good girl. My brother and I will have some cookies and milk for you.
Sunshine Stone
+ + + +
Dear Santa,
It is almost Christmas. I have tried to be nice this year. If you can, I would like for you to bring me a snow cone machine, a watch, and a Thumbelina, this year. I love you.
Love,
Sharlet Johnson

Dear Santa Claus,
My name is Charles Stone. I am 4 years old. We will be home Christmas. I want a bike and Weeble Wobble Farm and Lone Ranger for Christmas. I have be a good boy. My sistor and I will have some cookies and milk for you.
Charles Stone
+ + + +
Dear Santa Claus,
My name is Crystal Trim. I am 2 years old. I have been a good gir for you. I would like a doll and a bike for Xmas and a flag for my bike. Bye see you at Xmas.
Love,
Crystal Trim

Dear Santa,
I have been a good boy this year. I would like a super hot cycle, a rabbit hunt, toy CB radio, and a real wrist watch. I would also like for you to bring my friend Motie a bionic woman doll.
Love,
Kenny
+ + + +
Dear Santa Claus,
My name is Shonda Trim. I am 4 years old. I have ben a good girl. This year I would like a bike this Xmas and a Sweet Baby and a Flag for my bike. Bye for now. See you at Xmas.
Love,
Shonda Trim



SPUDNUT SHOP

Frosty and the Mrs. are delivering our holiday message: be cheerful. Thanks for trusting us.



May the night before Christmas
And all the year through
Be happy and bright
And enchanted for you!
Warm wishes and thanks
to you and your dear ones.

**DON'S MEDICINE CHEST
STUFF 'N SUCH
DON AND GLADYS SPRING**



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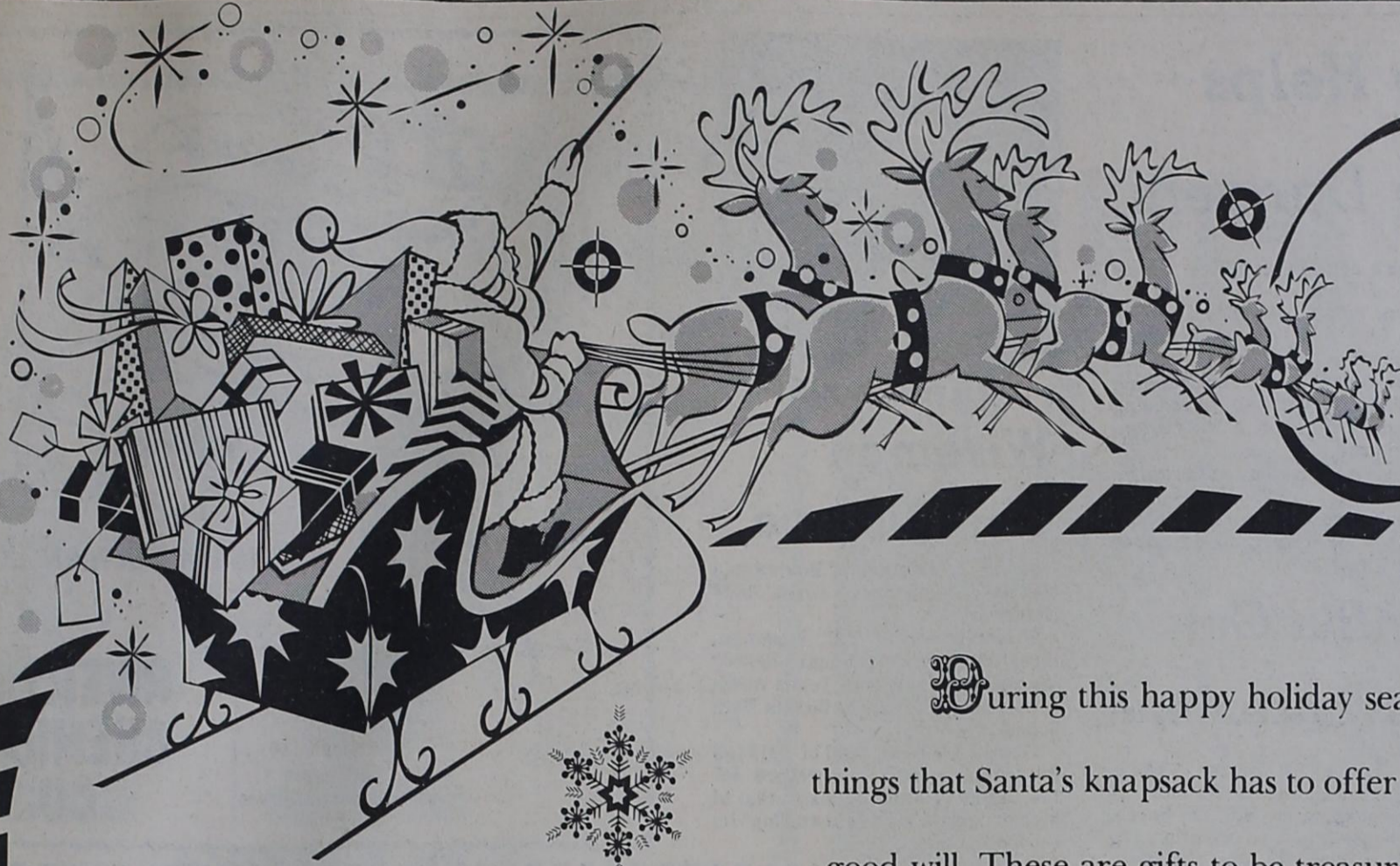
OPEN CHRISTMAS DAY FOR YOUR SHOPPING CONVENIENCE

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BOVINA, TEXAS



A Very Merry

Christmas

During this happy holiday season we hope for one and all the best things that Santa's knapsack has to offer . . . peace and faith, brotherhood and good will. These are gifts to be treasured and enjoyed not only at Christmas time but all the year 'round. With these go wishes to brighten up everyone's Yuletide . . . good times, good friends and warm feelings. We wish you all these and thank you for your valued friendship and support. Have a happy!



First State Bank Of Bovina Joins With Bovina Women's Club This Christmas Season In Presenting Project Christmas Card With Names Of All Contributors Who Wish You And Yours A Merry Christmas.

PROJECT CHRISTMAS CARD

The Penny Andersons
 The R.G. Barrons
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 The Tom Caldwell
 Mr. and Mrs. Harry J. Charles
 Nettie Charles
 The Dickie Claytons
 Mr. and Mrs. Jack Clayton
 Mr. and Mrs. Jimmie Cockerham,
 Wes and Steve
 The Bill Denneys
 Mr. and Mrs. Earl Derrick
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 Mr. and Mrs. Bill Ellis
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 Maesie Flynn
 The A.L. Glasscocks
 Mr. and Mrs. A.W. Gober
 Mr. and Mrs. Dale Gober
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 Mr. and Mrs. L.M. Grissom and Lola
 Mr. and Mrs. J.T. Hammonds

Mr. and Mrs. A.L. Hartzog and Roy
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 Stevenson
 Doris and Norvell Strawn
 Burry and LaVerne Thatcher
 C.E., Esther, Cathie and Charlie
 Trimble
 George and Bessie Trimble
 Mrs. E.M. Ware
 The Leon Wares
 The Billy Whitecotton Family
 Earl, Norma and Bret Whitten
 A.M. and Mary Jane Wilson
 The T.C. Wisemans

WE WILL BE CLOSED FRIDAY, DECEMBER 24th; ALSO FRIDAY, DECEMBER 31st.

The People And Businesses Whose Names Are Listed Here Have Cooperated With Project Christmas Card By Contributing The Money Usually Spent For Cards And Postage To A Special Fund Which Will Be Used For The Fire Department.

Member,
 FDIC

FIRST STATE BANK





MIKE SPEARS

Spears Is

ENMU Grad

Michael Wayne Spears of Bovina is among Eastern New Mexico University's 237 first fall graduates. Spears earned a bachelor of business administration degree in marketing and business administration. Eastern University's graduates include 13 associate's degrees, 150 bachelor's degrees, and 74 master's degrees.

Spears, the son of Wayne Spears and the late Barbara Spears, is a 1972 graduate of Bovina High School.

Grissoms

Have Son

Mike and Donna Grissom of Bovina announce the birth of their first child, a son, Jason Leon, born on December 10 at Clovis Memorial Hospital.

The infant, at birth, was 21 inches long and weighed six pounds, eleven ounces.

Grandparents are Mr. and Mrs. Leon Grissom, Bovina; Charles Carter, Dimmitt, and Mrs. Iris Carter, Lubbock.

Great-grandparents: Mr. and Mrs. L.M. Grissom, Bovina, who will celebrate their 60th wedding anniversary on December 24; Mr. and Mrs. J. Jolly, Plainview and Mrs. Zora Patterson, Seminole.

Bovina Couple Helps Host Square Dancers

Five squares square-danced Saturday, December 11 at the old Parmer County Implement building to the calling of Troy Ray Jr.

Visiting the Friona Buttons and Bows Club were 12 couples of the Merry Mixers Square Dance Club of Hereford. Also visiting were Mr. and Mrs. Troy Ray of Friona.

Guest caller, Troy Ray, Jr., spent the summer calling for dances in Red River, N.M.

Host couples for the evening were: Mr. and Mrs. Eune Martin of Friona, Mr. and Mrs. Glen Herring

of Friona and Mr. and Mrs. Barny Varbel of Bovina.

Friona Buttons and Bows Square Dance Club will host a Christmas dance on December 18 at the old Parmer County Implement building on Fifth Street, with the caller being Ed Gunnels of Clovis, N.M. Visitors are welcome.

Next series of lessons will begin on January 15, 1977. For more information contact a member of the Buttons and Bows Club or phone Porter Roberts.

Griffin Gets Advancement

The son of a Bovina, Texas resident has achieved the rank of staff sergeant in the U.S. Air Force.

Sergeant Billie A. Griffin Jr., whose mother is Mrs. Virginia Lambert of Bovina, is an aircraft maintenance specialist at Mountain Home AFB, Idaho, and serves with a unit of the Tactical Air Command.

The sergeant is a 1971 graduate of McCallam High School, Austin, Texas. His wife, Janee, is the daughter of Mr. and Mrs. James C. Russell of Bovina.

Club Sets Give-Away

According to Mrs. Larry Mitchell, the Jaycee Wives are sponsoring the raffling of a macrame hanging table at the Brownsabout, corner of Third and North Streets, at 1 p.m. on Monday, January 3. The macrame was made by Mrs. Mitchell.

The tickets will cost 50 cents each and can be purchased from any Jaycee wife. The prize can be seen at the Brownsabout during regular business hours up to the time of the drawing.



STEVEN WISEMAN

Wiseman Gets Degree

Steven T. Wiseman of Bovina is a centennial graduate of Texas A&M University.

Wiseman, son of T.C. Wiseman, received his undergraduate degree in animal science from Texas A&M. He is a 1970 graduate of Bovina High School.

Texas A&M had a total of 1,418 fall graduates, a mid-term record for the state's first public institution of higher learning, now entering its second century.

CHRISTMAS IS...



Christmas is the time of the heart's inventory, the time of being together and going home, if only in the mind's eye.

Christmas is the magical transformation of mothers and fathers, even grandmothers and grandfathers, into the children they once were—and still are—for a fleetingly short time once a year.

Christmas is the feeling of compassion for the less fortunate that glows more warmly in the heart this day than on any other day; it is the tender glory that, nearly 2000 years later, still stands out in the retelling of a wondrous story that never grows old; it is the miracle of the star of Bethlehem and the child to whose manger crib the star led the Magi.

Christmas is the traditional celebration of the birth of Christ. But, in effect it is everybody's birthday, with the party going on all over the world.

Christmas is many things—some real, some only felt.

Christmas is the excited gleam in the eyes of children; it is happy music and talking and laughing. It is bright painted toys, decorated trees and the fulfillment that follows hectic days of preparation.

FROM THE DWAIN NANCES

RIVERSIDE CHEMICAL CO.

"Riverside serves Agriculture And Agriculture Serves Everyone."

Joy to the World

Let us rejoice in the eternal wonder of Christmas.

BONDS OIL CO.

With warmest good wishes, we greet you at Christmas.

As you reflect upon the true meaning of this Holy time, may rejoicing and the sublime spirit of peace and good will be yours.

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MERRY CHRISTMAS

FROM THIS NEWSPAPER

Bringing You The News Of ...

- YOUR FAMILY
- YOUR CLUB
- YOUR CHURCH
- YOUR BUSINESS
- YOUR FRIENDS
- YOUR SCHOOLS
- YOUR GOVERNMENT

... 52 WEEKS A YEAR!

BILL ELLIS
DICK JONES
SCOOTER RUSSELL
TRACY RUSSELL

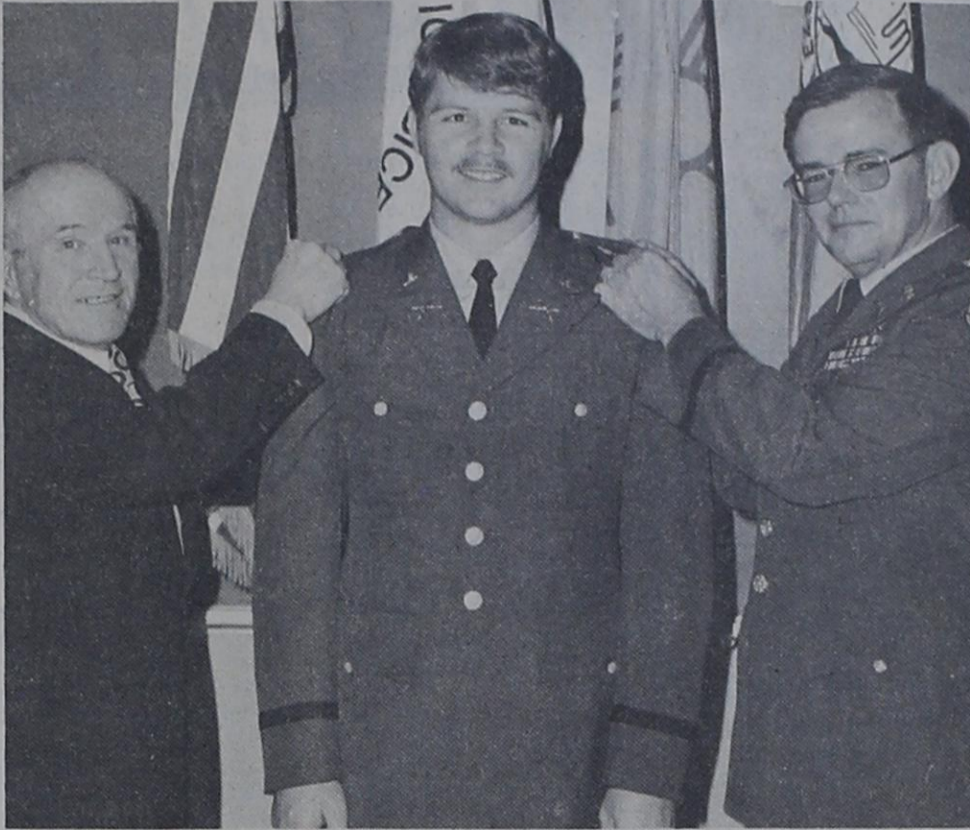
THE BOVINA BLADE

Christmas joy



Let us take a moment to wish you and yours all the happiness and good cheer that this Yuletide season brings. We appreciate your friendship and generous support.

SPEARS HANDI-STOP



ROTC COMMISSIONING....Pinning second lieutenant bars on Shannon Davis of Bovina are Col. Parker Woodul, United States Army, retired, and LTC Peter P. McKenzie, professor in military

science, during Eastern New Mexico University's Reserve Officer Training Corps commissioning. Davis is an ENMU graduate who received a commission in the United States Army Reserve. (Photo by ENMU)



GLORY GLORY

May the Blessings of the Christ Child be with you all through this glorious holiday and always. Our sincere thanks.

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FIRST BAPTIST CHURCH of BOVINA

SUNDAY
Sunday School-9:45 a.m.
Morning Worship-11 a.m.
Training Union-6 p.m.
Evening Worship-7 p.m.

WEDNESDAY
Prayer Meeting-8 p.m.



Rev. Derrel Lewis

PLEASANT HILL BAPTIST CHURCH

Pleasant Hill, N. Mex

SUNDAY
Sunday School-10:30 a.m.
Texas Time;
Morning Worship, 11:30 a.m. Texas Time;

Church Training, 6 p.m. Texas Time;
Evening Worship, 7 p.m. Texas Time.



Rev. Bob Roberts

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"Your Transportation Counselors Since 1938"

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"Serving Parmer County Farmers the Year Around"

ST. JOHN LUTHERAN CHURCH

Sunday School-9:30 a.m.
Morning Worship-10:30 a.m.



Rev. Herman Schelter

OKLAHOMA LANE METHODIST CHURCH

Sunday School-10 a.m.
Morning Worship-11 a.m.
Evening Worship-7 p.m.



Rev. H.L. Whittenburg

BOVINA CHURCH of CHRIST

SUNDAY SERVICES
Classes-9:45 a.m.
Worship-10:45 a.m. and 6 p.m.
WEDNESDAY
Devotional and Classes-9 p.m.



Cecil Bunch

OKLAHOMA LANE BAPTIST CHURCH

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



Rev. Moody Smith

BOVINA METHODIST CHURCH

Sunday School-9:45 a.m.
Morning Worship-11 a.m.
M.Y.F.-6 p.m.
Evening Worship-7 p.m.
Choir Practice-
Wednesday-8 p.m.



Rev. James W. Putnam

ST. ANN'S CATHOLIC CHURCH

Mass-Sunday, 8:30 a.m.
Wednesday-8:00 p.m.
CCD-After Mass Sunday
High School CCD-7 p.m. Wednesday
Confession: Sunday, 8-8:25 a.m.
Rev. Dermot O'Brien,
Administrator

Church Chuckles by CARTWRIGHT



"Thank you for your invitation to join. If you'll prepare a prospectus, financial statement, and growth analysis, I'll have my lawyers evaluate your proposal."

GIVE THANKS TO THE LORD

"IT IS A GOOD THING TO GIVE THANKS UNTO THE LORD, AND TO SING PRAISES UNTO THY NAME, O MOST HIGH" (Psalms 92:1)

It is hard to teach children manners. When something has been given and accepted, parents must patiently question, "What do you say?" Only then does the mannerly "Thank you" come from the child. Has it occurred to you that the Heavenly Father has the same problem with his children? How frequently we dine sumptuously and leave the table without the manners to say "thank you" to the Lord, whose goodness has been so richly enjoyed.

Truly, it is a good thing to give thanks to the Lord.

How? By singing praises to His name. Walking down the streets of Bovina, I have heard the Lord's name profaned at least a hundred times.

What a repugnant sound it must be in the ears of God who said, "Thou shalt not take the name of the Lord thy God in vain." What welcome sound it must be, when through that din of blasphemy, there comes the voice of saints singing praises.

God's blessings are countless. There is no way to estimate the extent of His bounty. But, we can be grateful, and prove it by taking advantage of every opportunity "to sing praises unto thy name, O most High."

Cecil F. Bunch
Minister
Church of Christ

BOVINA PENTECOSTAL HOLINESS CHURCH

Sunday School 10:00 a.m.
Morning Worship-11 a.m.
Evening Worship-7 p.m.

MISION BELEN BAUTISTA

Escuela Dominical-9:45 a.m.
Mensaje-11:30 a.m.-Union De Pre Preparacion-5 p.m. Miercoles Estudio De La Biblia-7:30 p.m.

Want Ads YOUR BEST MARKET PLACE

Ph. 238-1523

Word Ads, first insertion, per word 8 cents
Additional insertions (no copy change), per word.....6 cents
Minimum charge.....\$1.25

Classified display (boxed ads) 1 column or 2 column width. Per column inch.....\$1.25
Cards of Thanks--same as classified word rate, minimum charge.....\$1.25

DEADLINE for classified advertising in Wednesday's issue--Noon Tuesday.

Check advertisement and report any error immediately; The Blade is not responsible for error after ad has already run once.

A-1 T.V. REPAIR

Repair All Black & White

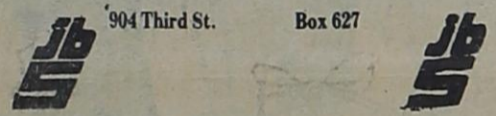
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Monday-Friday, 9 a.m.-6 p.m.

CHRISTMAS GREETINGS

May you all enjoy this cheery season and add your own touch of happiness and goodwill to all those around you.
Thanks, friends.



++++
Saving Is Great--Invest In Real Estate
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To report emergencies or any suspicious activity, any time of the day or night, Marshall Gary Gillespie may be contacted at one of the following numbers: 238-1133, 238-1116, 238-1393 or 1-481-3303. He is also monitoring CB Channel 9. 23-tfnc

MONUMENTS

Winsboro Blue Granite
White Georgia Marble
and Bronze
See Percy Parsons
or call collect
Friona 247-2729

BOVINA ELECTRIC
Dale Berggren
225-6505 or 225-4535 42-tfnc

HELP WANTED....Cooks and waitresses. Apply at Bovina Restaurant. 9-tfnc

HELP WANTED....The City of Bovina is accepting applications for the position of Water and Sewer Dept. Assistant. For more information or to apply see Larry Gilley at City Hall. 17-tfnc

WANTED....Coyotes killed during pheasant hunting season. Call Don Bandy, 238-1381 for removal. Will pay bounty. 23-4tc

McKilip Drag Line Service. Excavation and dirt moving. Phone Farwell 481-3302. 34-tfnc

DISCOVER MUSIC....IT'S GREAT WHEN YOU PARTICIPATE. A festival of values at Phillips House of Music for pianos, organs, band instruments, guitars, lessons and repairs. Now serving this area with musical supplies for 23 years, from 1953 to 1976. 118 Main in Clovis, N.M. Phone 505-763-5041. 43-tfnc

PAINTING.....Interior-exterior. Sprayed acoustical ceilings. Sheetrock wall repairs. Free estimates. R.B. Riley, 238-1355. 11-tfnc

NOTICE....If you have loaned photos to The Bovina Blade for news stories and want them back, they can be picked up between the hours of 9:30 a.m. and 5 p.m. Monday-Friday. 15-

FOR SALE....16" well casing, new steel 18 1/2 cents per lb., 6" and 8" column pipe; highest prices for junk iron. Farwell Pipe and Iron, 601 Ave. A, Farwell. Phone 481-3287. 19-tfnc

FOR SALE....Five grain trucks with hoists. Combine trailer (will haul any combine) Corbin. Call after 6 p.m., 247-3153, Friona. 10-tfnc

\$50,000 Down--Nice irrigated farm on highway north of Bovina. Will help save taxes with 6 wells, 1 1/2 mile underground pipe, three bedroom home, barns and corrals. Call Rex Harris, 806-364-6696. 11-tfnc

FOR SALE....New tufted naugahyde wall-away recliner. Light rust color. Call 295-6863. 22-4tc

NOTICE TO BIDS

Sealed proposals entitled "City Hall Remodeling Bid" will be received at the office of the City Manager, City of Bovina, Texas 79009, until 5:00 p.m. on the 3rd day of January, 1977 for the contract for the general repair and remodeling of Bovina City Hall. Plans may be examined during regular office hours, Monday-Friday, 8:00 a.m.-5:00 p.m. No bid may be withdrawn for a period of 30 days after bid closing date without the consent of the Council. The Council reserves the right to reject any or all bids.
Larry D. Gilley
City Manager 25-2tc

WE HAVE THREE new 1976 Huntsman Mini Motor Homes in stock up to \$3000.00 Discount. Also, up to 84 months financing available with approved credit.

FRIONA MOTORS
Phone 247-2701
1011 Grand Friona, Texas 24-2tc

FOR SALE....1973 Chevrolet. Blue and white; low mileage. Contact Mrs. J.D. Stevens, Bovina, 238-1309. 25-1tc

THANK YOU
I would like to say a special thank you to the Bovina people for being so nice to me the past year, and a Merry Christmas and Happy New Year.
Fay Wheeler 25-1tc

NEW 40-channel CB radios. One used CB radio, cheap. Bob's CB Center. Phone 238-1113. 24-2tp

FARM FOR SALE OR TRADE....

One section, Curry County, N.M. 420 acres irrigated farm land, 220 in native grass, terraced and good for dry land wheat; 200 acres growing wheat, irrigated. Three 6-in. wells, 2 miles underground pipe. 50x120 ft. Quonset barn; barn with corrals; hay shed. Good 2-bedroom house, double garage with apartment. Will trade for other property but must have some cash. Call 806-247-3998 or write 409 W. 9th, Friona, Texas, 79035. 24-2tc

FOR SALE....'68 VW. New motor. 238-1570. 25-2tc

NEED A HOME LOAN?
SEE FIRST FEDERAL
FIRST FEDERAL SAVINGS
AND LOAN ASSOCIATION
801 Pile St.
762-4417
Clovis, New Mexico

M.D. Lovvorn Dirt Moving

Tailwater Pits
Land Leveling Dams
25 Years In This Area
Box 544, Farwell, Texas
Phone (806) 481-9029 4-tfnc

\$500 CASH TO BE GIVEN AWAY

Buy A Vehicle Between December 14 And December 31, 1976 And Receive A Chance On
First Prize Of \$250;
Second Prize Of \$150
Third Prize Of \$100

Offer Good On Any New Or Used Vehicle Or Recreation Vehicle.

-- OPEN LATE THURSDAYS UNTIL CHRISTMAS --

FRIONA MOTORS
BOVINA PH. 238-1395
HWY. 60 FRIONA, TEXAS

Your local used cow dealer is.....
friona bi-products
For 7 day a week dead stock removal Call 247-3032 Collect



IN ORDER TO BETTER SERVE OUR CUSTOMERS IN BOVINA AREA, WE HAVE INSTALLED A DIRECT LINE. CALL US ANY TIME FOR SALES OR SERVICE.

238-1373

Parmer County
Implement Co.
FRIONA



PEACE
It is the season to kindle the fires of love and brotherhood in our hearts and to greet one another in peace!
Our deep gratitude to all.

PARSONS-ELLIS FUNERAL HOME

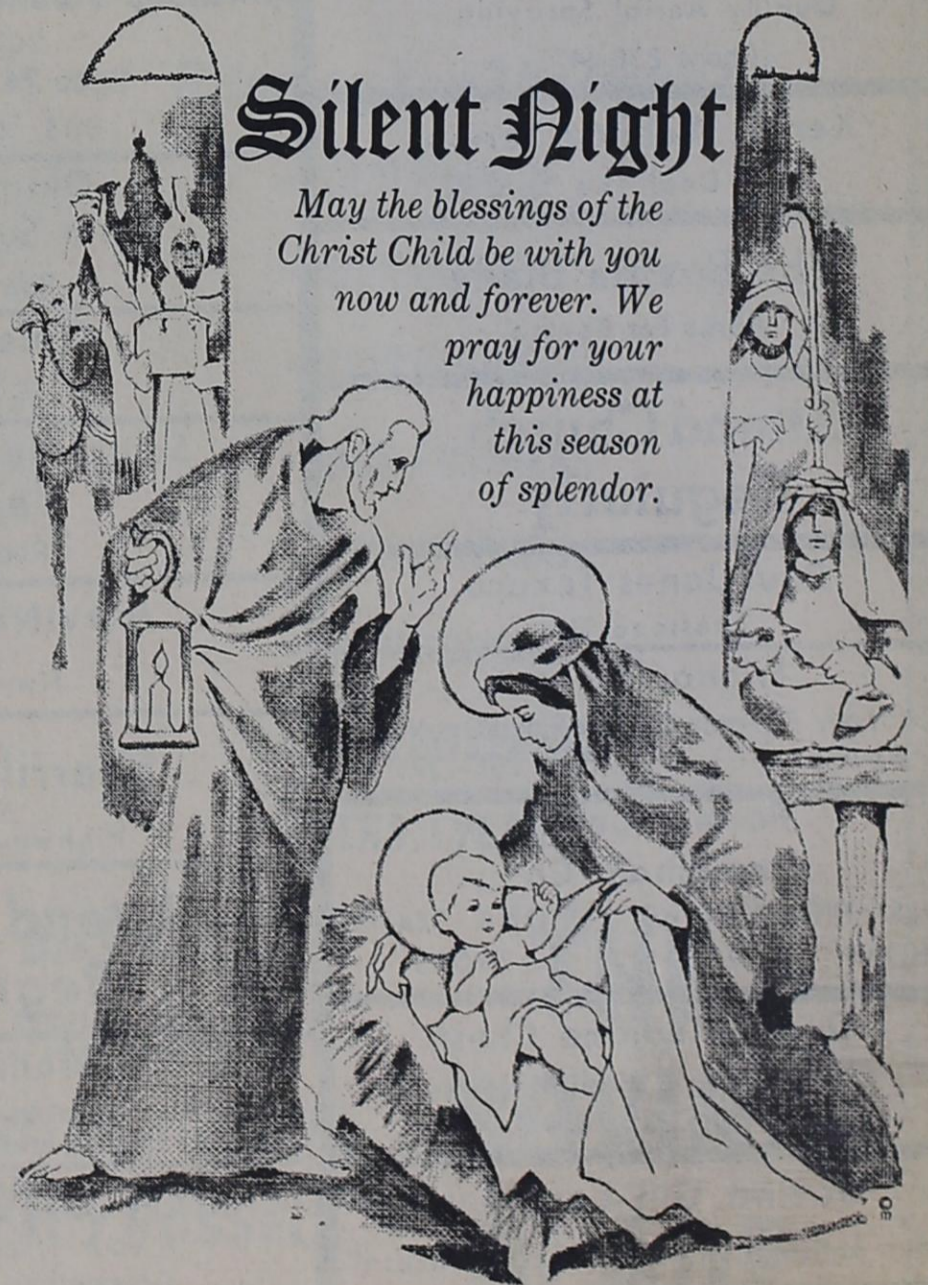
Percy & Margaret Parsons

Darrell & Mary Eckols

Mike Roberts

Silent Night

May the blessings of the Christ Child be with you now and forever. We pray for your happiness at this season of splendor.

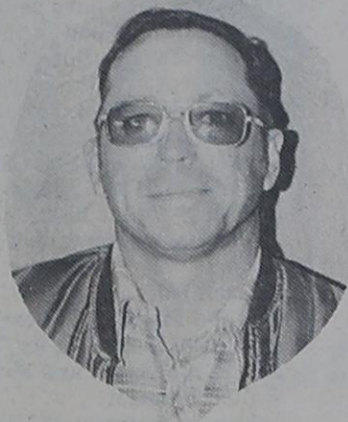


CLOVIS IRRIGATION

A Joyous Christmas



Jean Wiseman



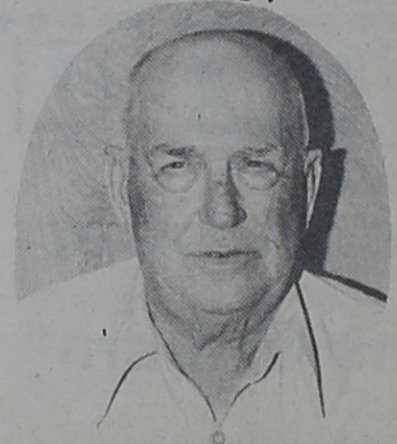
Gaylon Rhodes, Mgr.



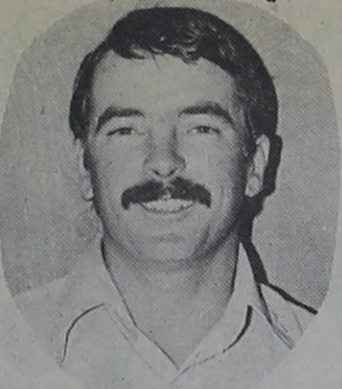
Doris Strawn



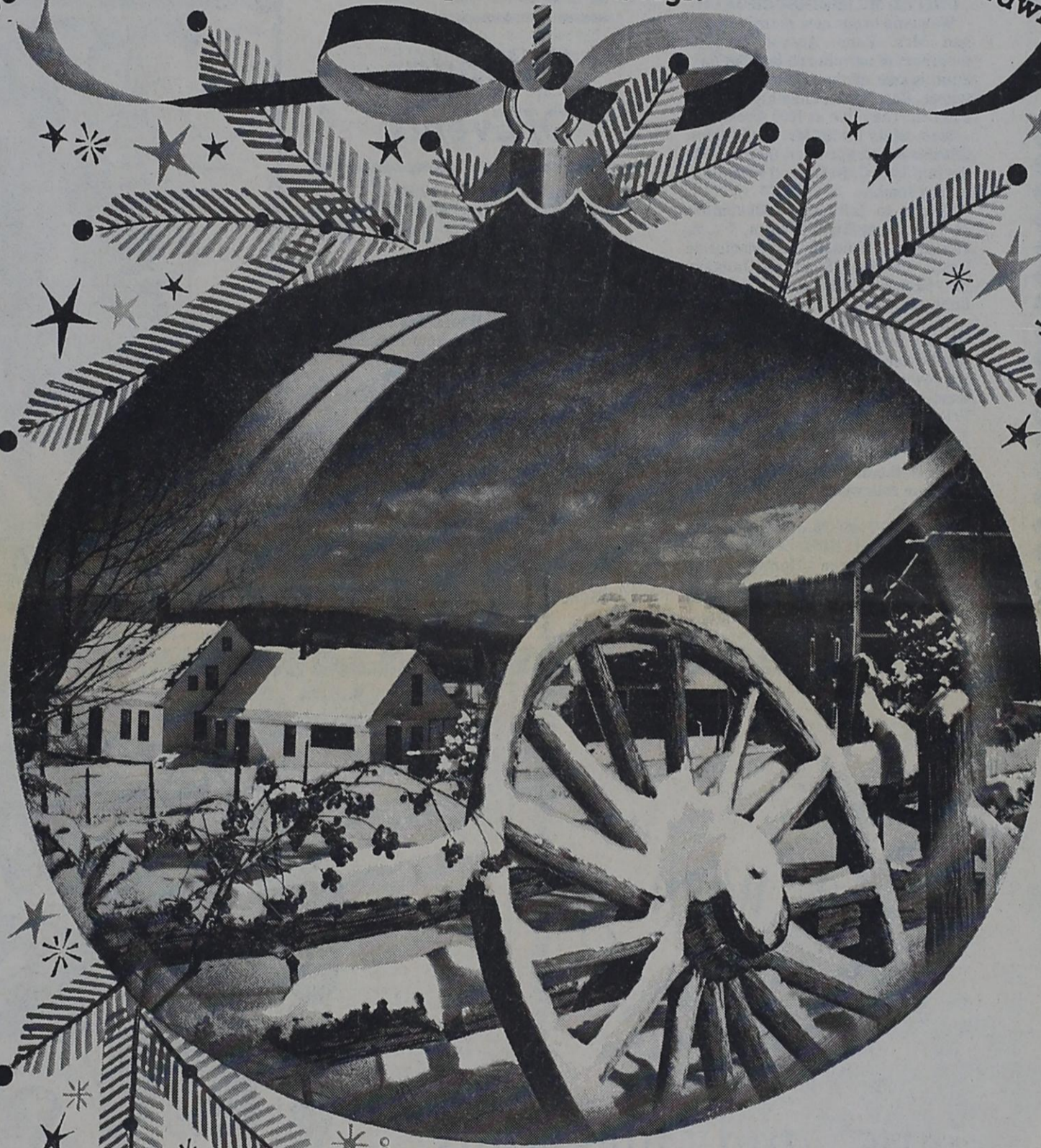
Dickie Garner



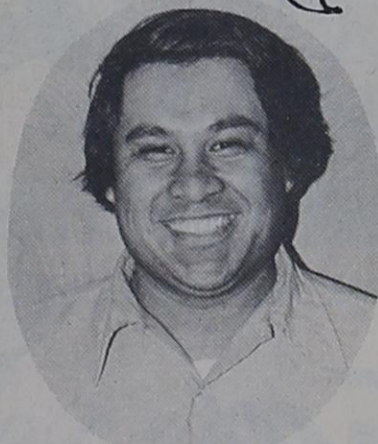
George Douglas



Mike Nabers



Royce Grissom



Manuel Hernandez



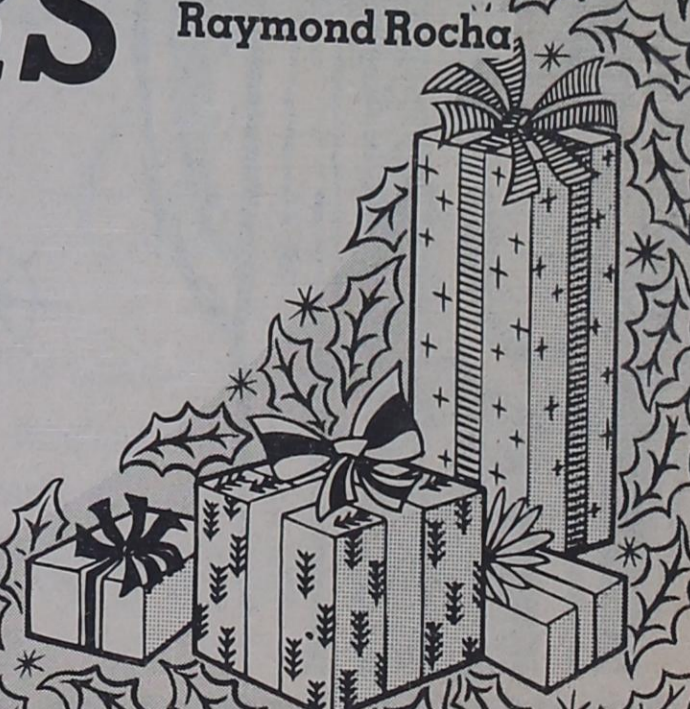
Raymond Rocha

The landscape is serene wearing a mantle of fresh snow as we greet Christmas, holiday of Joy. Joyous in observance of its origin, joyous in its expression of peace, we gather together at this special time in good fellowship. In an atmosphere of wonder we wish you a happy holiday and say thanks for your friendship.

AGRI-SPRAYERS

STOCKHOLDERS

- Durward Bell Leon Grissom
- Troy Christian Tom Caldwell
- Vernon Willard Daryl Kirkpatrick
- Wendol Christian Grady Sorley
- Lawrence Jamerson



Santa Letters

Dear Santa,
How is your elves and your reindeers and especially Rudolph? I have tried to be nice this year and it is almost Christmas. Do you know what I want for Christmas? I want a Baby Alive and a Bionic women game and the Bionic women for Christmas and a Don't-Cry-Baby, Thumbalina doll, trampoline, and a watch. I guess that is all for now.

Love,
Tracy Moore

Dear Santa,
My name is Rusty and I am 2½ years old. Thank you for all of the nice toys you left me last year. This year I would like to have an inch worm, jack-in-a-box, a tractor and football. Please don't forget all the other little boys and girls.

I love you,
Rusty Venable

Dear Santa,
My name is Becky Webb. I will soon be 10 years old. Please bring me a Hush Lil Baby, an 8 track stereo and a Pink Panther.

Thank you for taking time out of your busy schedule to write me and my brother, Kendell a letter. It is nice to hear that the elves are all fine.

See you soon.

Love,
Monica

Love,
Becky Webb

Church News

CHURCH OF CHRIST
Those who will serve: Wayne McClaran, Kent McClaran, Jerry McClaran, Greg McClaran.

Table (night)--Tad Mayfield; announcements--L. Widner; prayers--B. L. Marshall, A. Rushing; nursery--Scott Johnston; prayer (offering)--Jerry McClaran; song leader--Widdy Gromowsky.

Our Sick: Brother Rex Beardain is in the Central Plains Hospital in Plainview, room 228. Rex underwent surgery on Tuesday and is progressing quite well at present time.

Brother Dwain Nance has returned home after a short stay in the West Texas Hospital in Lubbock. Travis and Billie Ruth are progressing at home.

Broken arm--Kathryn Gromowsky fell at home and has a broken arm.

Brother Abe Martin to Walsh--The church at Walsh informed us that they have hired Brother Abe Martin to be their local minister. Abe is from Clovis and will do a good job for the congregation in Walsh.

UNITED METHODIST CHURCH
Welcome to our new members--Mr. and Mrs. Zane Reeves became members of our church last Sunday. Zane is one of the coaches in high school. Carolyn teaches high school English. They live at 1003 Avenue K. Memorial Fund--Mr. and Mrs. Charles Ross expressed their love to the family of C. B. Russell with a gift to this fund.

Things to talk about--December 24, Christmas Eve Services, 7 p.m. January 2--Student Appreciation Day; Pension Sunday, January 15--"Effective Sunday School", Lubbock.

"A Service of Carols and Candles" will be the theme of the worship service on Christmas Eve.

Known Ill: Mr. and Mrs. Charles Ross are both in the hospital in Friona.

FIRST BAPTIST CHURCH
Next week at First Baptist Church: Sunday, 7 p.m.--Christmas program followed by the Christmas fellowship.

Monday, 3:45 p.m.--Children's adventure hour. Kids, bring a toy to take to the Children's Home. Anyone else in the church who would like to give a toy for these children, please bring it by the church office.

Brotherhood meeting, 7:30 p.m.

Tuesday, 7 p.m.--Betty Lewis' S.S. class will have their Christmas party at the Bovina Restaurant.

Wednesday, 7:30 p.m.--Bible study; 8:15 p.m., choir practice.

Mrs. Nettie Rhinehart has moved to Friona and her new address is Prairie Acres Home, 201 E. 15th, Friona.

Memorial gifts have been given to the Memorial Fund in the memory of Boye Taylor. Donors were: Mr. and Mrs. A. L. Glasscock, Mr. and Mrs. F. M. Crook, Mr. and Mrs. Keith Garner, Mr. and Mrs. E. G. Steelman, Mr. and Mrs. Bruce Parr, Mr. and Mrs. A. L. Kerby, and Mr. and Mrs. Walter Schueler.

Also, in memory of Tom Paine. Donors: Mr. and Mrs. Herman Grissom, Mr. and Mrs. F. M. Crook, Mr. and Mrs. E. G. Steelman, Mr. and Mrs. Keith Garner, Mr. and Mrs. A. L. Kerby, and Mr. and Mrs. Walter Schueler.

Also, in memory of Lillie Norton. Donors, Mr. and Mrs. F. M. Crook and Mr. and Mrs. A. L. Glasscock.

Calendar Of Events

WEEK OF DEC. 23-JAN. 5

Thursday, December 23
Women's Study Club meets, club house, 3 p.m.

Friday, December 24
Jaycees meet, Bovina Restaurant, 6:30 a.m.

Wednesday, December 29
Jaycee Board of Directors meets, Bovina Restaurant, 6:30 a.m.

Monday, January 3, 1977
Senior 4-H meets, home of Mrs. Houston Bartlett.

Volunteer Firemen meet, Fire Station, 7:30 p.m.

Bovina Christian Men's Fellowship Prayer Breakfast, 6:30 a.m., United Methodist Church.

Tuesday, January 4
Junior 4-H meets, high school cafeteria, 3:45 p.m.

Wednesday, January 5
Jaycee Board of Directors meets, Bovina Restaurant, 6:30 a.m.

Merry Christmas



Christmas is the perfect time for remembering the friendships we cherish. We count you among our dear friends and wish you every happiness now and always.

BOVINA CABLEVISION



To wish you
all the
joys and blessings
of Christmas

Merry Christmas

The magical moment of Christmas is here again. In the spirit of the season we wish our neighbors and patrons many happy moments — rich in friendships, family get-togethers, heartfelt contentment. May all your holiday dreams come true. Thanks for your generosity.

BIG NICK MACHINERY

Hwy. 60

Ph. 238-1614

Bovina

Santa Claus Sets Visit On Dec. 23

Santa Claus, alias St. Nick, Kris Kringle or St. Nicholas, will arrive in Bovina on Thursday, Dec. 23, while on his annual pre-Christmas journey through surrounding towns, according to word received here by Bovina civic organizations.

The easily-recognized, jolly old gentleman will be in downtown Bovina at approximately 1 p.m. He has been able to fit his visit here into his very busy schedule and it is known his reindeer are ready for the trip, with the irrepressible Rudolph leading.

No landing facilities are available in the downtown section, so members of the Fire Department will meet Santa Claus outside of town and escort him to Main Street in the fire truck, where he will distribute candy to the children and visit with them for a while.

Children and little tots can meet and talk with Santa because school buses will pass the spot where he will be stationed as they proceed from the schools to their home-bound routes.

The favorite of children worldwide St. Nick will make his visit here under the auspices of the Bovina Lions Club, the Chamber of Commerce and the Volunteer Fire Department.

Conversations with Santa's assistants at the North Pole during the week confirmed that he will accept delivery of letters addressed to him that had been sent to this newspaper by area children.

Santa will pick up the letters in person for his careful attention before he begins his night-time journey on Christmas Eve.



DANNY HARRIS



GERALD SHELBY

Hart Dominates 3-A All-District Team

The Hart Longhorns, as expected, dominated the All-District 3-A team announced by district coaches.

The young Bovina Mustangs garnered two spots, with Danny Harris making the offensive team at end, and Gerald Shelby the defensive team as an interior lineman.

Sophomore quarterback Ronnie Cary, and defensive back David Murphy gained honorable mention honors.

OFFENSE

Ends--Bryan Irons, Hart; Danny Harris, Bovina High senior.

Tackles--Larry Marble, Hart; Clay Roberts, Farwell; Richard Mora, Kress.

Guards--Remigo Segura, Kress; Berto Minjares, Hart.

Center--Jeff Ferguson, Vega.

Quarterback--Eliazar Castillo, Hart, and Russ Jones, Farwell. The coaches' votes ended in a tie and the two players share the honor.

Backs--Kerry George, Hart; Dane Sisemore, Kress; Travis Bibbs,

Farwell.
Punter--Russ Jones, Farwell.
Bovina's sophomore quarterback Ronnie Cary received honorable mention.

Unanimous votes went to end Bryan Irons, tackle Larry Marble, guard Berto Minjares, back Kerry George, all of Hart, and center Jeff Ferguson, Vega.

DEFENSE

Interior linemen--Allen Fangman, Vega; Remigo Segura, Kress; Gerald Shelby, Bovina junior; Glen Black and Gary Jackson, Hart.

Robert Olvera, Bovina, gained honorable mention.

Linebackers--Bryan Irons, Hart; David Doshier, Vega; Eddie Gonzales, Kress; Mike Goettsch, Farwell.

Secondary--Russ Jones, Farwell; Lester Aven and Eliazar Castillo, Hart; Travis Bibbs, Farwell.

Honorable mention went to David Murphy, Bovina.

Kicker--Billy Boggs, Kress.
Most Valuable Player--Bryan Irons, Hart.

Unanimous choices were Bryan Irons, Hart; David Doshier, Vega; Russ Jones, Farwell.

Chocolate-Filled Snowballs

- 1/2 pound soft margarine
- 1/2 cup sugar
- 1 teaspoon vanilla
- 2 cups sifted flour
- 1 cup finely chopped pecans or walnuts
- 1 (5-ounce) package chocolate kisses
- Confectioner's sugar

Beat butter, sugar and vanilla until light and fluffy. Add sifted flour and nuts; blend well. Chill dough. Remove foil from kisses. Shape dough around kisses, using about 1 tablespoon dough for each; roll to make ball. Be sure to cover kiss completely. Place on ungreased cookie sheet and bake in 375-degree oven for about 12 minutes or until set but not brown. Cool slightly. Remove carefully to wire racks. While still warm, sprinkle tops with confectioner's sugar; cool, store in tightly covered container. Roll in sugar again, if desired, before serving. Makes about 40 cookies.

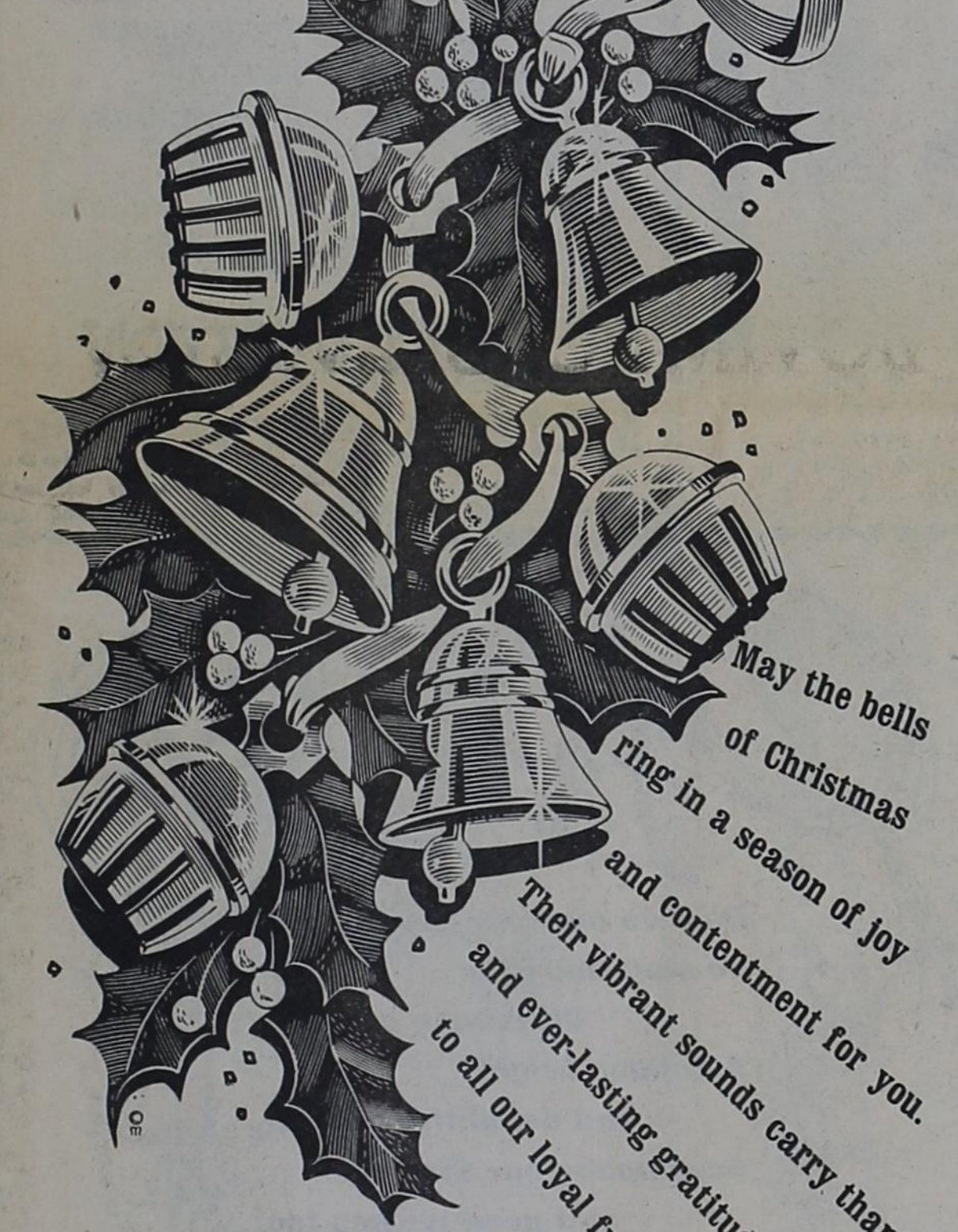


To faithful old friends,
To cherished new friends,
Our thanks and best wishes
for a Merry,

MERRY CHRISTMAS

BOVINA
CHURCH OF CHRIST

HOLIDAY CHIMES



May the bells
of Christmas
ring in a season of joy
and contentment for you.
Their vibrant sounds carry thanks
and ever-lasting gratitude
to all our loyal friends.

FARM BUREAU

agri-facts

By John Ricci



Activities around the world which may well affect American farmers include a statement made by a Belgian representative of the Common Market who proposed solving Europe's milk surplus problem by halving American imports of soybeans to reduce the output of their dairy herds. In Spain, it's been suggested that a heavy custom duty be imposed on American corn and soybeans in order to finance Spanish development of these same crops. In Australia, some of the corporate farm operators are deciding the competition with the family farmer may be too tough because the profit return on investment is far too low. And in Britain, recent editorials in the agricultural press, blame the United States for delaying action on proposed development of a system of world grain reserves. All these events and many more contribute to the American farmer's problem of deciding what and how much to plant and when to sell crops already harvested.

TUCKER
EQUIPMENT CO.
4100 Mabry, Clovis
762-4453

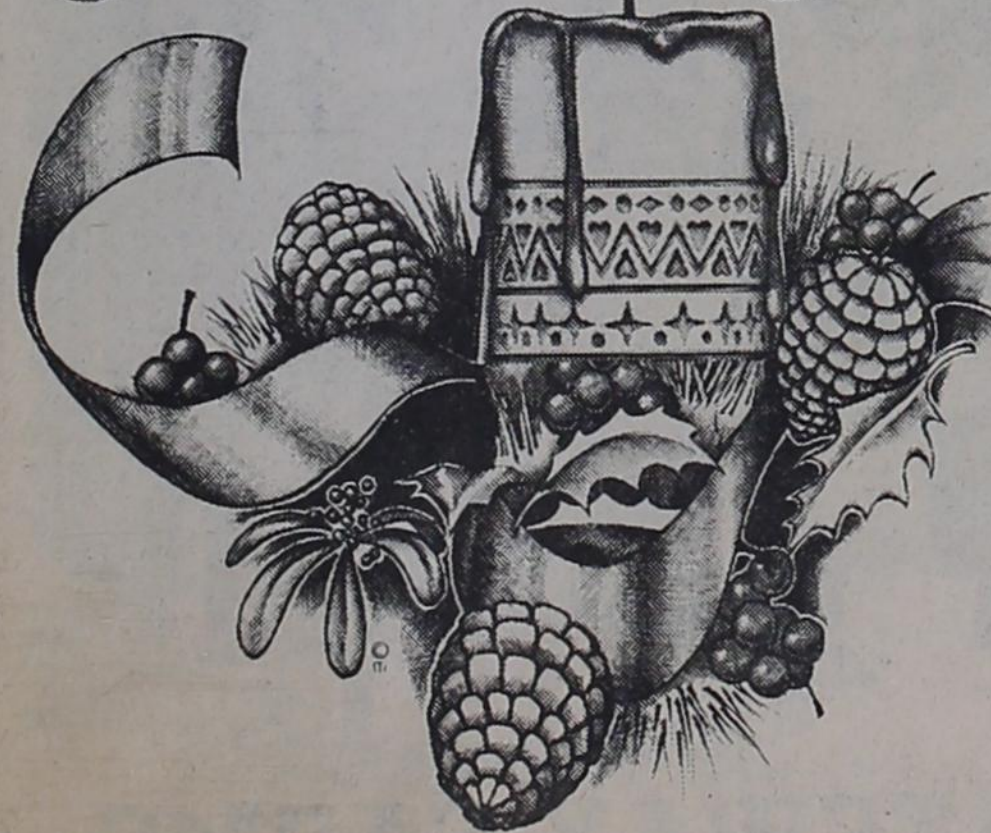


Merry Christmas

Make it a fun-filled holiday! Fill it with an abundance of love, laughter and warm hearts everywhere. Best wishes for a cheery, blessed season to all. Our special thanks.

DOC STEWART
Buick • Chevrolet
Clovis

Joy at Christmas



Wishing you
bright moments
To enjoy while
they're here,
And sending
warm thanks
To our friends
far and near.

RODRIQUEZ & SON GROCERY

Former Resident Gets College Post

Dr. Alan L. Staley, formerly of Bovina, has been named vice president for student services at McMurry College, according to Dr. Thomas K. Kim, McMurry president.

Dr. Staley has been serving in the administration at McMurry for more than seven years, first in the position of dean of men and then in the position of dean of students.

Staley is also professor of psychology as well as director of counseling and testing at McMurry. He joined the McMurry faculty in 1967.

The McMurry professor grew up in New Mexico where his father, the late J.E. Staley, was owner-editor of the Clayton News.

After earning his bachelor's degree from Colorado State University, Staley first taught in public schools at Kirtland, N.M., and Clovis High before serving as high school principal at Bovina. He also served two years as assistant state supervisor of agricultural education in New Mexico.

Staley earned his MA degree from Eastern New Mexico University where he then served 1959-63 as

assistant professor of agriculture and director of university farms.

In 1967 Staley added his PhD degree in psychology from Colorado State, doing specialized study in college student personnel work. He is a licensed psychologist, certified by the Texas State Board of Examiners of Psychologists.

Active in Abilene civic work, Dr. Staley has served as president of such diverse groups as the West Texas Council for Children With Learning Difficulties and the Key City Kiwanis Club.

He is a member of the American Personnel and Guidance Association, American College Personnel Association and a life member of the National Education Association.

He and his wife, the former Olive Hoffman, have a daughter, Linda Worley of Clovis, N.M., and a son, Alan Lee Staley of Abilene.

Dr. Staley was vocational agriculture teacher at Clovis High from 1942 to 1959. His daughter, Mrs. Dwayne (Lina) Worley, and grandsons Richard and Alan reside at 76 Chaparral Courts in Clovis.

Dr. Staley was principal of Bovina High School from 1963 to 1966.



DR. ALAN STALEY

Mrs. Norton's Rites Held

Mrs. Lillie Purselley Norton, 82, a long-time resident of Hood County, died in Granbury Friday, December 10.

Daughter of Carswell and Sarah Purselley, she was born December 1, 1894 in Hood County and was married to C.A. Norton in 1929.

Services for Mrs. Norton were held Sunday, December 12, in the chapel of Martin's Funeral Home, with Rev. Gene Hadley officiating. Interment was in Bovina Cemetery, Bovina, Monday, December 13.

Survivors include two daughters, Mrs. E.L. Cochran, Farwell, and Mrs. Gwendolyn Merideth, Lake Dallas; three sons, E.O. Norton and A.R. Norton, both of Alvin; C.B. Norton, Jal, N.M.; 11 grandchildren and 16 great-grandchildren.

Martin's Funeral Home was in charge of arrangements.

Stock Show Schedule

The Bovina junior livestock show is scheduled for Tuesday, February 15, at 6 p.m. at the Bovina Show Barn, according to Mack Heald, county extension agent. Also, the Parmer County junior livestock show will be held Friday, February 18, at 8 a.m. at the Friona Community Center.

More details on these events will be printed in future issues of The Bovina Blade.

Letters To Santa Claus

Dear Santa,
I want a skateboard. I want a six million dollar man.

Love,
Roy

+++

Dear Santa,
I want a watch. I want a six million dollar man.

Love,
Alberto

Bookmobile To Visit

It has been announced that the High Plains Bookmobile has been cancelled in the cities named below, on the dates indicated:

Wednesday, December 29: Whiteface No. 1, Whiteface No. 2, Lehman, Bledsoe and Maple.

Thursday, December 30: West Camp, Lariat, Bovina. Friday, December 31: Lums Chapel, Spade, Hart Camp, Fieldton.

Saturday, January 1: Olton, Amherst.

Dear Santa Claus & Elves,
I would like a green machine, a John Deere tractor, a basketball and a slide projector. I would also like some new clothes for school. I have been not a very good boy but I try but it is just a little hard. Please remember all the poor kids and bring them something nice. We will have some goodies waiting for you when you arrive Christmas Eve.

Merry Christmas and I love you.

Bud Venable
P.S. Will have food for your reindeers also.

+++

Dear Santa,
I want baby that-a-way. I want Barbie doll. I hope you good luck.

Love,
Mary

+++

Dear Santa,
I want a six million dollar man and a rifle. And motorcycle too. A police car for my brother and me.

Love,
Tom

Dear Santa,
I want a skateboard. I want a six million dollar man. I want a play rifle. I want a bear. I want an alligator.

Love,
Vince

+++

Dear Santa,
I like dishes. I like a doll and a toy. I like Santa.

Love,
Juanita

Dear Santa,
I want a skateboard, and some books. And a doll for my little sister, and curlers for my mother, and some pants for my father.

Love,
Rachel

+++

Dear Santa,
I want a typewriter. Have a good time.

Love,
Veronica



Heavenly angels pray for a joyous Christmas for you and those you hold most dear. Ever thankful for your trust and devotion, we join them in their good wishes.

FIRST UNITED METHODIST CHURCH

Local Leaders Are Back From Confab

Larry Webb, manager of the Bovina Wheat Growers, Inc., and Leon Schilling, vice president of the cooperative's board of directors, attended Farmland Industries' annual meeting in Kansas City, Mo., earlier this month.

They were among 18,000 persons from 15-states attending the convention.

Ernest T. Lindsey, president of Farmland, reported on a record year for Farmland in sales and the second highest in savings. Sales reached \$1.9 billion with savings of \$112 million. About half of the savings were refunded to member associations at the close of the meeting.

Other speakers included Rep. Thomas S. Foley (D-Wash.), chairman of the House Agriculture Committee, who interpreted the

farm outlook in light of the election of Jimmy Carter to the presidency; George Voth, executive vice president and general manager of Far-Mar-Co, Inc., the regional grain marketing cooperative based at Hutchinson, Kan.

Hugh Sidey, Washington Bureau Chief of TIME Magazine; Robert D. Partridge, general manager, National Rural Electric Cooperative Association, Washington, D.C.; Dr. Joyce Brothers, psychologist, and Roy Chelf, chairman of the Farmland Board.

Farmland, a regional farm supply cooperative headquartered in Kansas City, serves more than 500,000 farmers and ranchers through about 2,200 local cooperative associations of which Bovina Wheat Growers, Inc. is a member.

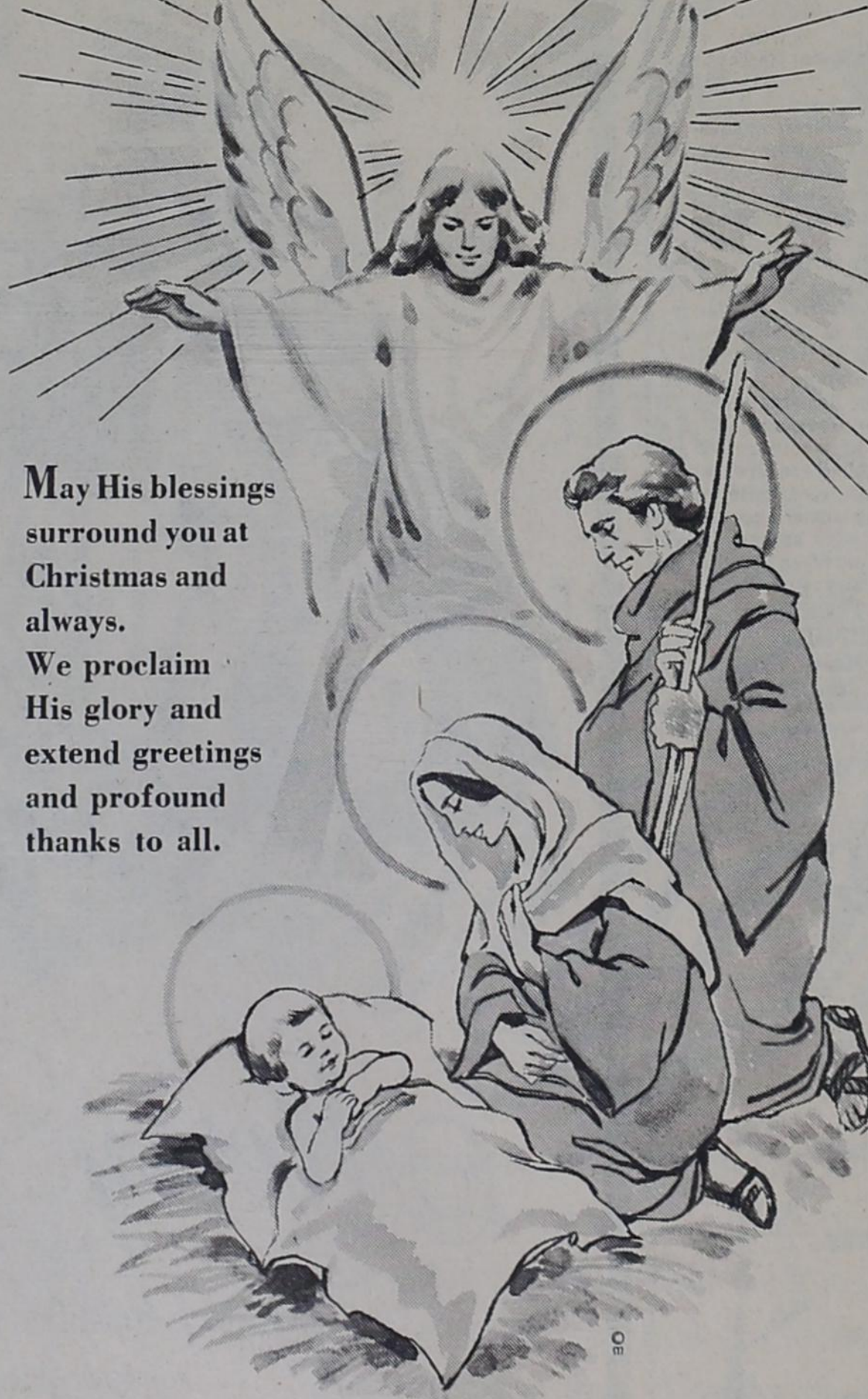
Spirit of Christmas



To rejoice in the glad message of the Christmas story... to treasure the blessings of home, family and friends... to know the rewards of giving... often richest when the gift is a smile or a greeting of warmth and cheer. May this spirit be yours this Christmas.

OLKAHOMA LANE FARM SUPPLY

Our Savior is Born



May His blessings surround you at Christmas and always. We proclaim His glory and extend greetings and profound thanks to all.

PARMER COUNTY PUMP



Don we now our gay apparel
To sing this jolly Christmas carol...
A holiday bright and delightful for you,
Accompany our thanks and good wishes too!



GATEWAY FARMS



TAMMY CHRISTIAN
FFA Sweetheart



LEZLI WILLIAMS
FFA Plow Girl

Christmas Card Fund Totals \$643 Locally

When deposits were tabulated Monday at First State Bank of Bovina, a total of \$643.08 had been contributed to the Annual Christmas Card Fund.

A list of those saying "Merry Christmas" in this way appears in a full-page advertisement in this issue of the Blade. This year, First State Bank is sponsoring the publication of the list of contributors.

Funds collected this year will go to the Bovina Volunteer Fire Department. The department had indicated that it needs money for the purchase of a new truck.

The Christmas Card project has been sponsored by the Bovina Woman's Study Club since its inception a number of years ago.

This year's contribution was just slightly below that collected last year, which amounted to \$684.50 on the same date. However, it is above the total for 1974, which came to \$550.70.

In the past, the funds have most often been designated to the Bovina Medical Center, Inc., and the Grace Paul Memorial Scholarship Fund.

A total of 70 families, individuals or businesses chose this method of saying "Merry Christmas" to their friends in the Bovina area this year.

The project suggests that contributors deposit at least the amount of money they would ordinarily spend for Christmas cards and postage to send greetings to those in the Bovina area.

The deadline for making deposits to the Christmas Card Fund was Saturday, December 18. Those who met the deadline have their names in the special advertisement. However, since there are usually some deposits after the deadline, those names will be announced in the next issue of the Blade.

Blade To Skip Issue Schools To Dismiss

Blade subscribers are receiving a larger than usual special holiday issue of the newspaper this week, containing special Christmas greetings from area business establishments, special news features, and letters to Santa Claus from Bovina area youngsters.

The Blade will not publish on its regular date next week (December 29), to enable its staff to be with their families during the holiday week.

Bovina schools will dismiss early Thursday for the Christmas holidays, according to Superintendent of Schools L.F. Jacobs.

School will dismiss at 2:35 p.m. on Thursday, December 23, and buses will run at that time.

After a ten-day break from the regular routine, classes will resume at their regular time on Monday, January 3, 1977.

FFA Sweetheart, Plowgirl Named

On December 2, at a regular meeting, the Bovina Future Farmers of America elected Tammy Christian as FFA Sweetheart and Lezli Williams as Plow Girl.

Fourteen members, the Sweetheart and the Plow Girl, and guest, Wendol Christian, were present at the district banquet at Morton.

Miss Christian was first runner-up in the Littlefield District Sweetheart Contest held on December 6.

Miss Christian, the daughter of Mr. and Mrs. Wendol Christian, is interested in water and snow skiing, playing basketball, and generally enjoys life. She was the 1973 Bulltown Queen, 1975 Miss Bovina, FHA president, treasurer of the Senior Class, Young Homemakers

Little Sister, and is a senior at Bovina High School.

Miss Williams is the daughter of Mr. and Mrs. W.E. Williams, and her interests are showing quarter horses, raising sheep, and baton twirling. She was the 1974 Bulltown Queen, 1974-75 FFA Sweetheart, and star greenhand. She also is a Bovina High School senior.

Sr. Citizens

The Bovina Senior Citizens will meet at 11:30 a.m., Wednesday, December 29, in United Methodist Church.

Please do not bring a covered dish because the club will serve soup and chili. All seniors are invited.

Christmas Is Dedication Time

The birth of Jesus, which we commemorate, never down the centuries has lost its meaning. The manger, bedded with straw, Mary with the newborn baby, the shepherds and Wise Men, and the quiet figure of Joseph marked the beginning of a light that was to shine all over the earth. In this troubled generation mankind needs this light. It is time to dedicate ourselves to peace and goodwill. Most of us feel we cannot influence the nation's destiny, but we can all practice kindness and gentleness in our own neighborhood and our own town. We can all help someone, and Christmas is the time to remember this.

The giving of gifts began with the birth of Jesus, and as packages pile under trees we need to think of the meaning of giving. The only real value in any gift is the thought behind it, for a gift means "I think of you; I care about you." The race to give more and more expensive things is deplorable, and especially bad for children, who can easily get in the habit of wanting more and bigger toys.

City Gets Tax Check

State Comptroller Bob Bullock said Wednesday that Texas cities received a total of \$302.8 million in city sales tax rebates during the 1976 calendar year, a 14.4 per cent increase over 1975.

"The jingling of those cash registers has been music to ears, both at the state and city level," Bullock said.

Bullock said his office mailed checks totaling \$50.6 million today to 864 Texas cities as their December rebate of the one-cent city sales tax. The December rebate was \$9.8 million over that for the same month a year ago.

The biggest check—\$10.3 million—went to the City of Houston. Tiny Bloomburg will receive the smallest—\$4.42.

The city sales tax is collected by retailers along with the four per cent state sales tax. The Comptroller's Office rebates to the cities their share on a monthly basis.

Bovina's share of the city sales tax rebate for December was \$2,490.99.



Have a Ho-Ho
whole lot of fun
this Christmas,
as you share the
precious gifts
of the holiday!

BOVINA ELECTRIC

O, come all ye faithful



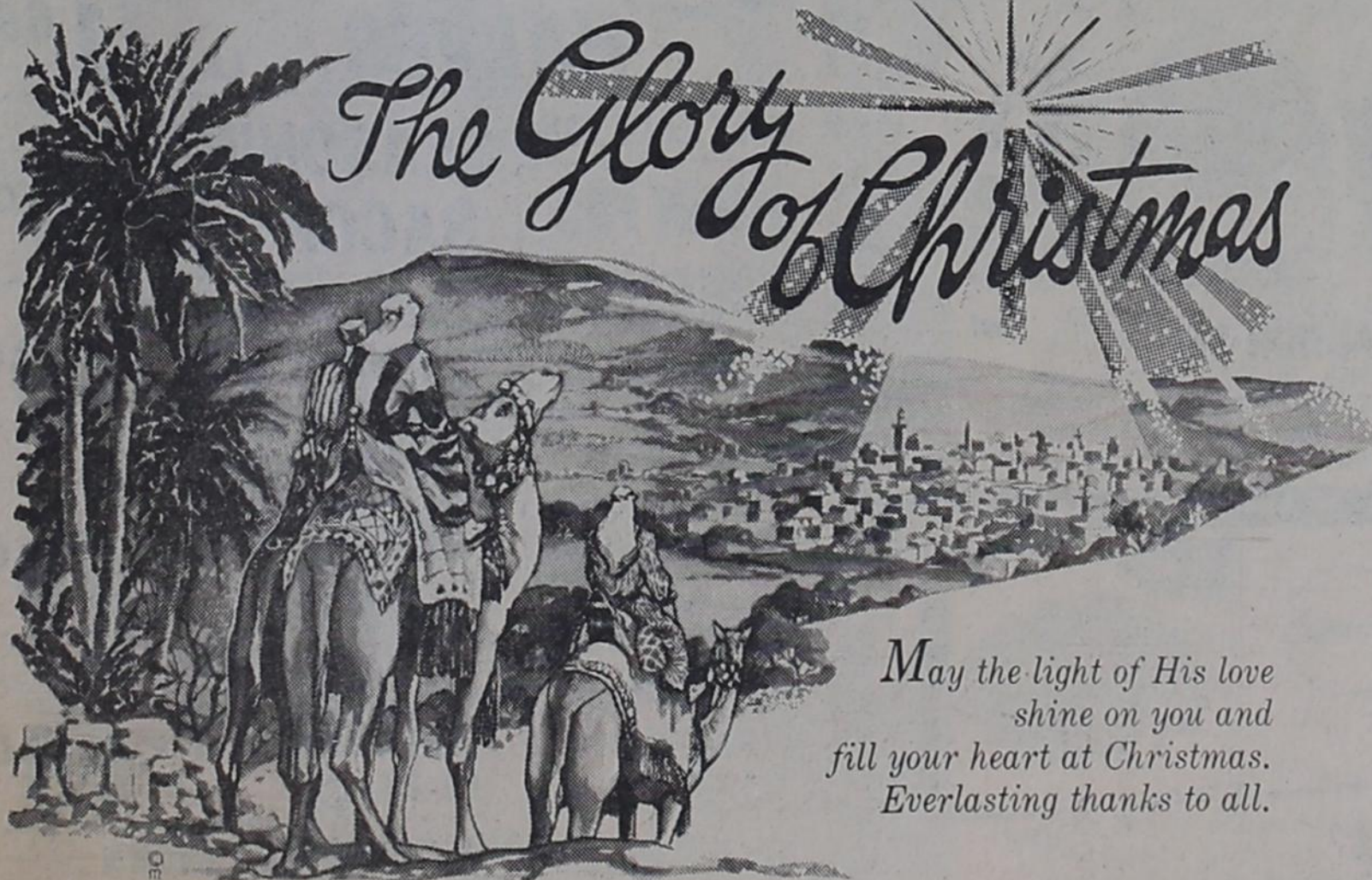
May the glorious music of long remembered Christmas carols bring harmony and love to your world. Sincere thanks.

ST. ANN'S



Bells peal joyously from church towers everywhere spreading a message of Peace. We say thanks for their jubilant message.

BOVINA RESTAURANT



The Glory of Christmas

May the light of His love shine on you and fill your heart at Christmas. Everlasting thanks to all.

PAUL JONES TEXACO



For Rent

You're doing without a Zimmatic center pivot. Saving your hard-earned capital for other improvements. Don't want to borrow right now.

But it's costing you money every year you wait. Two ways. First, you're losing the extra crop production you get under irrigation. Second, inflation is at work. Boosting prices, dropping the value of your dollars.

Why not rent a Zimmatic under our new lease plan? Let the system pay for itself and put some extra money in the bank for you at the same time.

Our rates are reasonable. You can include freight, installation, pump...

other "above ground" items in one flexible package, tailored to your needs. Why wait to irrigate? It's just costing you money. Call us today for details on our new lease plan.

LINDSAY

BIG T PUMP CO., INC.

HEREFORD, DIMMITT, DALHART, FRIONA
Phone 247-3311

SANTA WILL BE IN OUR STORE ALL DAY FRIDAY!

MERRY CHRISTMAS

HAPPY NEW YEAR

PRICES GOOD THRU DECEMBER 29

BOVINA SUPERMARKET & FAMILY CENTER
 HIGHWAY 86 PHONE 238-1324
 Billy Whitecotton Billy Smith
 "Big City Selections-Small Town Convenience"

PLANTER'S
POTATO CHIPS 69¢
 9 OZ. TWIN PAK
 NABISCO ASSORTED
SNACK and DIP CRACKERS
 8 OZ. - 10 OZ. BOXES 69¢

100 EXTRA S&H GREEN STAMPS 100
 WITH THIS COUPON AND PURCHASE OF EACH PKG. OF XMAS WRAPPING PAPER AT \$1⁵⁹ ROLL
 REG. \$1.98

DOUBLE S & H GREEN STAMPS
 WED., THURS. & FRIDAY
 DEC. 22-23-24

BORDEN DAIRY FOODS
EGG NOG QUART 69¢
 BORDEN
DIPS or SOUR CREAM 8 OZ. CUP 39¢

ADMIRATION
COFFEE LB. \$1⁷⁹

SOUTHERN BELLE
 SHELLED
WALNUTS 9 1/4 OZ. PKG. 89¢

SEVEN UP or PEPSI COLA
 QUART SIZE
4 FOR \$1⁰⁰
 PLUS DEPOSIT

GIFTS & TOYS GALORE!

MICKEY MOUSE
 DIAL TYPEWRITER
 © Walt Disney Productions
 Durable plastic typewriter types cartoon characters, letters and numbers. 22x19x 4 1/4 in. size.

Mickey Mouse
TYPEWRITER Now only 797 each

Tonka TRUCKS
 Tiny Tonka lowboy and dozer, aerial ladder truck or tractor and trailer.
 Choice 297 each

Air, Land, Sea RESCUE SETS
 3 piece sets each with colorful decals. Durable plastic. Action choices.
 Choice 297 set

Adorable BEANY PETS CHOICE
 Soft, plush bean bag pets are safe and non-toxic. Each is 10-in. tall.
 297 each

FARMER ALFALFA'S FARM™
 Puzzletown pieces to arrange however a child wishes! Includes Farmer Alfalfa, animals, more. Ages 3-8.
 Our low price 997 each

16-in. Agatha Dress Choice
 A girl's delight! 16-in. Agatha has moveable head, arms, legs and eyes and wears a long dress with bloomers and bonnet.
 797 each

Desert Flower GIFT SET
 The delicate fragrance women love! Set contains 2-oz. spray cologne and 3-oz. dusting powder.
 397 set

JOVAN - For Men
2-Pc. GIFT SETS Choice
 Giftable set contains 4-oz. cologne/after shave and 7-oz. rope soap. Choice of Musk or Sex Appeal scents.
 850 set

THE ORIGINAL TINKERTOY
 Educational and fun. Big 125-piece Junior Architect set.
 Just 377 set

POLICE ACTION SET Just 697 set
 Action set with adjustable S.W.A.T. helmet, Police car, rescue vehicle, more.

SIR GAMES
SCRABBLE
 The original crossword game of strategy for all word lovers. Ages 8-up.
 Just 497 each

FRESH PRODUCE
 DELICIOUS EXTRA FANCY **APPLES** 4 LBS. \$1⁰⁰
 SUNKIST **TANGERINES** LB. 19¢
 U.S. NO. 1 **SWEET POTATOES** LB. 19¢

FROZEN FOODS
 OLE SOUTH **PIE SHELLS** 9 OZ. PKG. 29¢
 BIRDSEYE **COOL WHIP** 9 OZ. CUP 59¢

meats
 LET US BAKE YOUR HOLIDAY HAM. BAKED, SLICED & DECORATED '3.
FARMLAND CANNED HAM 3 LB. CAN \$4⁵⁹
ARMOUR'S BONFLESS HAM FULLY COOKED HALVES LB. \$1⁶⁹
DRY SALT JOWL SEASONING
GRAIN FED FREEZER BEEF CUT & WRAPPED TO YOUR SPECIFICATIONS..
USDA GOOD CHOICE 81¢
USDA CHOICE 82¢
 PLUS SINGLE S & H GREEN STAMPS
ROASTRITE 16-22 LB. **TURKEYS** LB. 49¢
ARMOUR'S GOLD BAND TURKEYS 10-14 LB. LB. 59¢
SWIFT'S BUTTERBALL TURKEYS 10-22 LB. LB. 69¢
WISCONSIN LONGHORN RED & WHITE RIND CHEESE LB. \$1⁴⁹

Newsmakers For 1976 Are Given

Politics Paced The Bicentennial

Scanning the Blade's files for the past 12 months, one finds that as usual there were a number of newsmakers in Bovina during the year.

Politics were in the forefront during much of the Bicentennial year locally, all the way from City Hall to Capitol Hill in Washington.

Former Bovina resident Bill Denney announced for County Sheriff, giving longtime Sheriff Charlie Lovelace his first opposition in a number of years.

On the local scene, a justice of the peace contest developed after longtime Bovina JP Wilbur Charles died.

Here are the highlights of Bovina's year, at least as chronicled in the Blade's pages during 1976:

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again hosted by Bovina Schools, with Jim Noyes, junior high principal, serving as director of the county match.

Businessmen designed the world's largest Valentines to celebrate the 100th birthday of the internationally known Sweetheart City of Loveland, Colorado.

Parmer County Commissioners took initial steps toward raising



county property taxes an estimated 50 per cent.

Oklahoma Lane Methodist Church observed its 50th anniversary with a special program and luncheon.

One of two area chapters to be honored at the 14th Annual Convention of Young Homemakers-Young Farmers was Bovina's Young Homemakers.

The Jaycee-sponsored ping pong tournament was held on January 31-February 1 at Williford Gymnasium.

Parmer County Commissioners Court issued a formal protest regarding proposed weather modification activities in the county.

Johnnie Horn, long-time local resident and civic leader, died in Taos, N.M.

W. Doyle Elliott, Friona attorney, filed for the position of District Attorney.

The engagement of Deniese Lambert to Steve Holcomb of Clovis was announced by her parents.

FEBRUARY

Rep. Bill Clayton, Springlake farmer named to the high office of Speaker of the Texas House of Representatives in 1974, filed for re-election as state representative of the 74th District.

Mrs. Mildred Ethel Moody, former long-time resident of Bovina, died.

The Filly Club of Bovina High School sold tickets on a Pacer 23-channel civilian band radio.

Sheila Struve of Friona and Gary Stephen Carson of Bovina exchanged marriage vows.

Debra Gilbreath and Butch McCain were named Basketball

officer of the year; Mrs. Daryl Kirkpatrick, project of the year; and Mrs. Randy Barrett, Jaycee-Ette of the year.

Notices of allotments and yields



TOP CITIZENS...Highlighting the 16th Annual Bovina Chamber of Commerce and Agriculture Banquet in March was the announcement that Mrs. Joe (Sue) Fowler, left, and the late Johnnie Horn had been selected as the 1976 "Woman and

Man of the Year." Mrs. Mina Horn, right, accepted the plaque for her late husband. The presentations were made by Mrs. Robert Read, last year's woman of the year, and Kenneth Cary, incoming chamber president.

Queen and King of Bovina High School. Nominations took place for election of four new directors of Bovina's Chamber of Commerce and Agriculture.



On the ballot in 1975: Dickie Clayton, Ken Horn, Mrs. Furne Harris, Stan Klimek, Gaylon Rhodes, Steve Sherrill, Jimmie Cockerham and Oakley Stevenson.

Johnny W. Actkinson, a Farwell attorney, announced his candidacy for Parmer County Attorney.

Mark Mimms of Lazbuddie exhibited the Grand Champion barrow in the Parmer County Jr. Livestock Show, giving Lazbuddie its 16th consecutive title in that show.

Bovina Restaurant re-opened under the new ownership of Jim Carey.

Dennis Willard and Connie Ware, both senior students at Bovina High School, were named Mr. and Mrs. Bovina High School in an election by members of the student body.

The Bovina Jaycees placed third in ROC ways and means project at the District 1 Convention.

Joan Carson, a Senior 4-H Club member, broke a 29-year drought for Bovina exhibitors by showing the grand champion steer, a heavy-weight Charolais-cross, at the 29th Annual Parmer County Junior Livestock Show. The steer weighed 1,220 pounds.



The Bovina School District Board of Trustees scheduled the annual election of school trustees for April 3.

Mrs. Garry Beauchamp of Bovina was named chairman of the Cystic Fibrosis Spring Breath of Life Campaign.

Notices of allotments and yields

under the 1976 farm programs were mailed to Parmer County farmers.

Rhonda Lee Sudderth and Daniel Mark Smeiser were united in marriage.

MARCH

Four men filed for three city council positions and incumbent Mayor Tom Bonds was petitioned as a candidate for re-election.

Incumbents Bedford Caldwell and Dickie Clayton also filed for re-election, as did Vernon Estes, a farmer and former councilman, and Stan Klimek, office manager of Parmer County Cattle Company.

MBPXL Corporation reported plans for an \$850,000 expansion of its Friona facility.

The auction sale at the 29th Annual Parmer County Junior Livestock Show zoomed to a new all-time record, with premiums totalling \$68,568.38.

Larry Gilley was appointed as Bovina's new city manager.



Gale force winds buffeted the High Plains-Eastern New Mexico area, followed by a light snowfall and drizzle.

Two wrecks sent three men to the Parmer County Community Hospital in Friona.

The 22nd Annual meeting of the West Texas Rural Telephone Cooperative, Inc., was held at the Bull Barn in Hereford.

Total payments to Parmer County farmers under the 1975 crop farm disaster program was \$1,023,474.

Billy Whitecotton and Billy Smith announced details on Bovina Supermarket and Family Center, a new business enterprise.

Mrs. Mary Ruth Martin, long-time city secretary, submitted her resignation at a meeting of the Bovina City Council.

Bovina's 16th Annual Chamber of Commerce and Agriculture banquet featured charcoal-broiled rib-eye steaks.

Michelle Bonds, daughter of Mr. and Mrs. Tom Bonds, represented Lion District 2T-1 sweetheart contest.

Bovina's Fillyies broke one meet record and tied another on their way

to winning the team trophy with 112 points in the Annual Twin City Relays at Farwell.

Kevin Smith, son of Mr. and Mrs. Billy Smith, narrowly escaped serious injury in an accident at the intersection of Avenue D and Halsell Street.



Graveside services for Jack Milner Baker, 60-year resident of Bovina, were conducted by the Rev. Howard Marcom.

Mrs. Joe (Sue) Fowler and the late Johnnie Horn were recognized as Bovina's "Woman and Man of the Year" at the Bovina Chamber of Commerce and Agriculture banquet.

Five men were arrested in two separate narcotics incidents.

Bovina Supermarket observed its fourth anniversary of business here.

The resignations of five teachers were accepted at a meeting of the Board of Trustees of Bovina Schools.

A two-block portion of Halsell Street, running in front of the Bovina schools, were blocked off by chains in a safety measure designed to stop through traffic in front of the school.



Roberto Quintana, 3, escaped with minor injuries when struck by a car.

Bovina Mustangs compiled 25 points in Division II of the Bulldog Relays at Borger.

APRIL

Mrs. Pat Kunselman was appointed as the new city secretary.

Bovina's All-Star Little Dribbler teams in the 9-10 and 11-12 divisions competed in the Regional Little Dribbler Tournament at Dimmitt.

A near-record total of 281 Bovina voters went to the polls and elected Dickie Clayton, Bedford Caldwell and Vernon Estes to the City Council, with Tom Bonds, running unopposed in his bid for mayor, returned to that position.

In a large turnout, 423 ballots were cast, resulting in the election of Leroy Mayfield and Edwin Lide as trustees to the school board. Only three other times have 300 or more voters marked ballots-1970, 360; 1966, 320, and 1964, 300.

The High School Fillyies amassed 133 points to 77 for the second-place

team in taking the team trophy at the Springlake-Earth track meet. Enroute, the Filly tracksters broke three meet records.

City Marshal Mike Reilly submitted his resignation to the city council.

Epifano Cruz, an employee of Leon Grissom of Bovina, was killed in a freak accident involving a feed mix truck.

Four local high school students competed at the regional literary contests at Texas Tech University in Lubbock.

Leon Ware was re-elected president of the school board, with Edwin Lide chosen vice president and Earl Whitten, secretary.

Parmer County's seven feed yards registered a staggering 52 per cent decline in fed cattle in 1975, knocking the county from the second-place ranking it had held in previous years to third, behind Deaf Smith and Castro Counties.



Daylight Savings Time began its annual six-month run.

Funeral services for Mrs. Margaret (Verner) Porst were held in the First Baptist Church of Farwell.

The first measurable moisture in nearly seven months fell on Parmer County, with hail reported at every location. The damage to wheat crops was reported as slight.

Bovina had representatives in two of the three slow-pitch softball leagues in Clovis.

More than 200 youngsters gathered some 150 pounds of candy eggs at the community Easter egg hunt sponsored by Bovina Lions Club.

The high school's speech department participated in Class A state one-act play competition at the University of Texas, Austin.



Georgette Malouf of Friona was named Parmer County Farm Bureau Queen at the annual event, held here.

About 100 persons attended the Jaycee installation and awards

(Continued on Page 2)



JAYCEE-ETTE AWARDS.....Receiving awards for serving during the past year at the annual banquet were, from left, Mrs. Bob Turner,

officer of the year; Mrs. Daryl Kirkpatrick, project of the year; and Mrs. Randy Barrett, Jaycee-Ette of the year.



OUTSTANDING YOUTHS...Cathie Trimble and Alan Rhodes, both seniors at Bovina High School, were recipients of the first annual Outstanding Girl and Boy Awards presented at the chamber banquet last March in Bovina Schools

cafeteria. Based on leadership and citizenship, engraved plaques were presented the honored students. Parents of the two are Mr. and Mrs. C. E. Trimble and Mr. and Mrs. Thomas Rhodes, Jr.

1976 Newsmakers

(Continued from Page 1)

banquet.
MAY
One hundred five high school athletes were recognized and honored at the Booster Club-sponsored athletic banquet.

Dennis Willard and Dianna Naegle gained awards as the best all-around Mustang and Filly athletes, while Tommy DeLeon and Cathie Trimble received Mustang and Filly spirit awards.

Given the opportunity, for the first time, to express their preference in a presidential preference primary election, 2,566 Parmer County residents went to the polls.

Funeral services for Junior T. Lambert were held at the Assembly of God Church in Muleshoe. Rev. H.D. Hunter officiated at the services.

Pam Grissom, a graduate student



at WTSU, Canyon, was initiated into Psi Chi, national honor society in psychology.

Students in grades three through six competed in a track and field meet held in conjunction with picnic day.

The Fillies, "coming out of nowhere," finished three points behind Paducah's Dragons in the state Class A track meet at Austin.

The first rough weather of the tornado season produced a heavy barrage of hail, a near-cloudburst of rain and several tornadoes, one of which "touched down" near Friona. The greatest damage was reported from Pleasant Hill and Rhea.

Honor students of the 1976 Senior Class at the high school, were: Freddie O'Hair, Fran Jacobs, Connie Ware, John Caldwell and Kay Beardain.

Ron Nuttall became an official charter member of the recently installed Sigma Nu Chapter of Lambda Chi Alpha Fraternity.

An open house and dedication of the new Oklahoma Lane Baptist Church parsonage was held, with 61 persons attending.



Lowell Boozer, Ken Horn, Dickie Clayton and Richard Carson attended the state Jaycee convention.

Marshal Mike Reilly was the target of a would-be burglar who fired two shots at the officer when he interrupted an attempted break-in at Don's Medicine Chest.

Workmen began erecting the framework of the new Bovina Supermarket and Family Center, located at 8th Street and Dimmitt Highway.

Eighth grade honor students: Kara Mills, Kirtus Garrison, Annette Stevenson, Steven Stone, Jimmy Rhodes and Keith Guest.

4-H Club dairy team members Donnie Gustin of Friona and Rocky Bartlett and Steve Cockerham, Bovina, scored 743 points out of a possible 900 to take top honors in the division in the second round of District 2 Contests in Lubbock.

Graduation exercises for 43 high school seniors were held in the school auditorium.



Leon Schilling and Eddie Gayle Steelman were re-elected to the board of directors, Bovina Wheat Growers, Inc., at the annual meeting.

The 1975-76 edition of the school yearbook, "The Mustang," was dedicated to Miss Opal Perry, long-time teacher in the Bovina Elementary School.

A story in the U.S. News and World Report pegged the American farmer as "The Nation's Greatest Success Story."

Every U.S. farmer produced the food and fiber to supply 49

Americans—himself plus 48 other people.

JUNE

Approximately 40 graves of veterans of four wars were marked by small American flags in observance of Memorial Day.

The Bovina-Muleshoe Triangle Emergency CB Club sponsored a rest stop at the roadside park on U.S. 60 during the Memorial Day weekend.

Nine Bovina High School students completed a course in ag mechanics which, it was reported, would enable them to go from school into a job without having to take specialized training.



The annual week-long Vacation Bible School was held at the First Baptist Church.

Parmer County students named to the dean's honor roll at South Plains College in Levelland included Mrs. Christie McCain, this city.

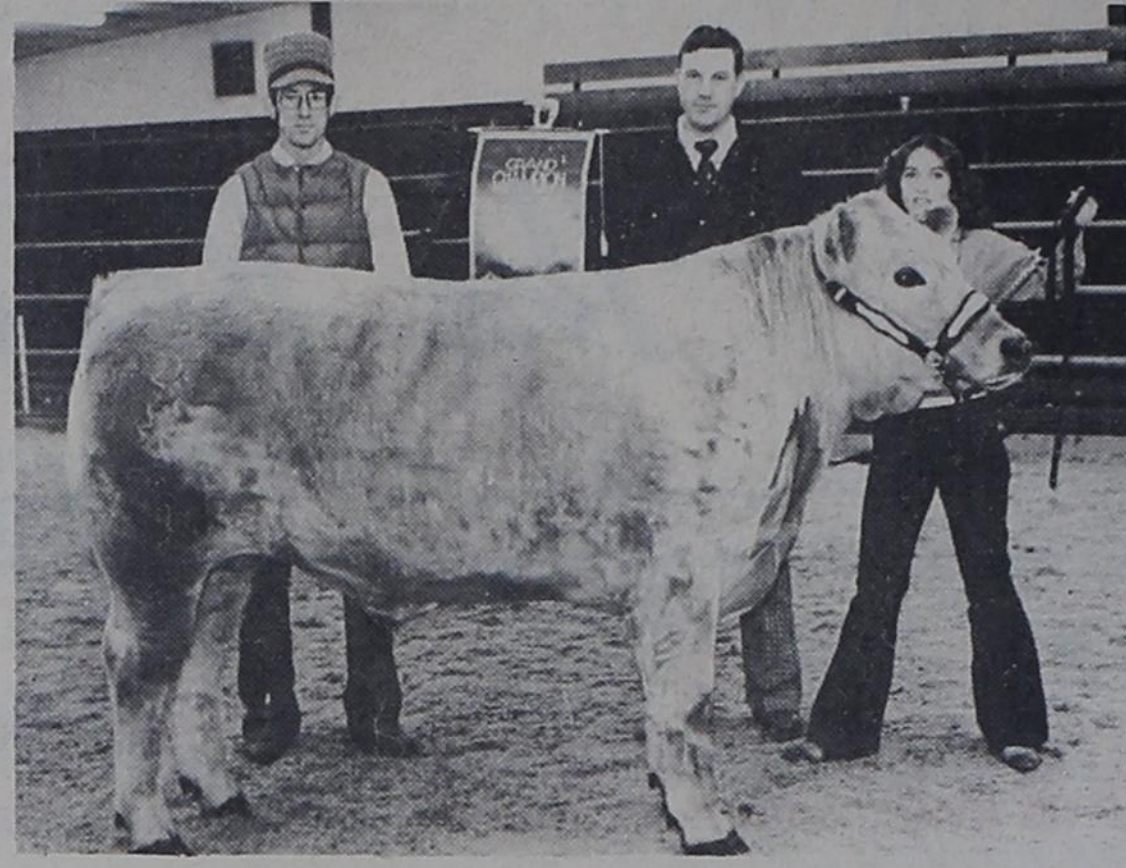
Farmers in the area were all smiles after getting from an inch to two inches of rain.

For the fourth consecutive year, the Bovina CowBelles sponsored a "Father of the Year" contest and asked local residents to pick the winners.

Less than 25 per cent of the county's qualified voters took part in the Democratic Party's second primary.

Former County Judge Archie Tarter won nomination over Wendol Christian for a seat on the county commissioners' court.

Rev. James Putnam replaced Rev. Howard Marcom as pastor of the First United Methodist Church and Rev. Harvey Whittenburg moved to Oklahoma Lane Methodist Church, with Rev. Oran Smith going to Welch-Wellman.



GRAND CHAMPION STEER.....
Joan Carson, a Bovina 4-H exhibitor, showed her Charolais cross steer to grand champion honors at the local and county junior livestock shows last February. It was the first time in the history of the show for a Bovina entry to capture the

championship trophy. Shown with Joan are Mack Heald, left, Parmer County Agent, and James Walker of Vega, Oldham County Agent, who judged the steer show. Miss Carson, a freshman, is the daughter of Mr. and Mrs. m. H. Carson.



Rhonda Kaye Nuttall and Clint Schueler exchanged marriage vows in the First Baptist Church.

The Blade was notified that it was one of Texas Press Association's prize winners for the 1976 Newspaper Contest.



John Ransom, Bovina, an employee of Charles Oil Company, was critically injured in a freak accident, north of the city.

Resignation of three teachers was accepted at a meeting of the board of trustees and four teachers were hired.

Bill and Juanita Davis and their dog Reno passed through Bovina during a 5,000-mile hike from San Diego, Calif. to Philadelphia.

Don Spring, local pharmacist and owner of Don's Medicine Chest, was the city's "Father of the Year" for 1976.

"Low key" was the description of

the year's wheat and barley harvest, according to local elevator men.

Isaiah Mejia, a 1974 graduate of Bovina High School, was among 72 Friendship Ambassadors from the New England Youth Ensemble in Massachusetts and the Hardin-Simmons University Choir in Abilene who departed for a three-week special concert tour in Poland and the Soviet Union.

County Agent Jana Pronger and Bovina's Rocky Bartlett, District Council delegate, attended a District 4-H Leadership Lab at South Plains College, Levelland.



Residents were reminded of the community-wide garage sale sponsored by the Chamber of Commerce and Agriculture.
Bovina observed the 200th anniversary of the United States with no special activities.



Chuck's Spraying Service and the Jaycees sponsored a free bicentennial air show at the Clovis Municipal Airport.

MBPXL Corporation announced that the recently completed second quarter provided record physical volume and profits.

Miss LeeAnn Williams of Farwell and Kyle Jones of Bovina exchanged marriage vows at the First Baptist Church in Farwell.



JULY

Lions Club-sponsored men's slow-pitch softball league got underway for a four and one-half week season, concluding with a double elimination city tournament.

Gary Gillespie, a native of Memphis, with nine years' experience in law enforcement, came to Bovina as the new city marshal. Before coming here, Gillespie worked in the police and sheriff's departments in Hereford and the sheriff's department in Amarillo.

Three city residents were injured, none seriously, in a two-car accident at Third Street and Avenue C.

Earl Stevenson, injured when he was thrown from a horse at his farm, was reported to be recovering.

Senator Lloyd Bentsen and Congressman George Mahon an-

(Continued on Page 3)

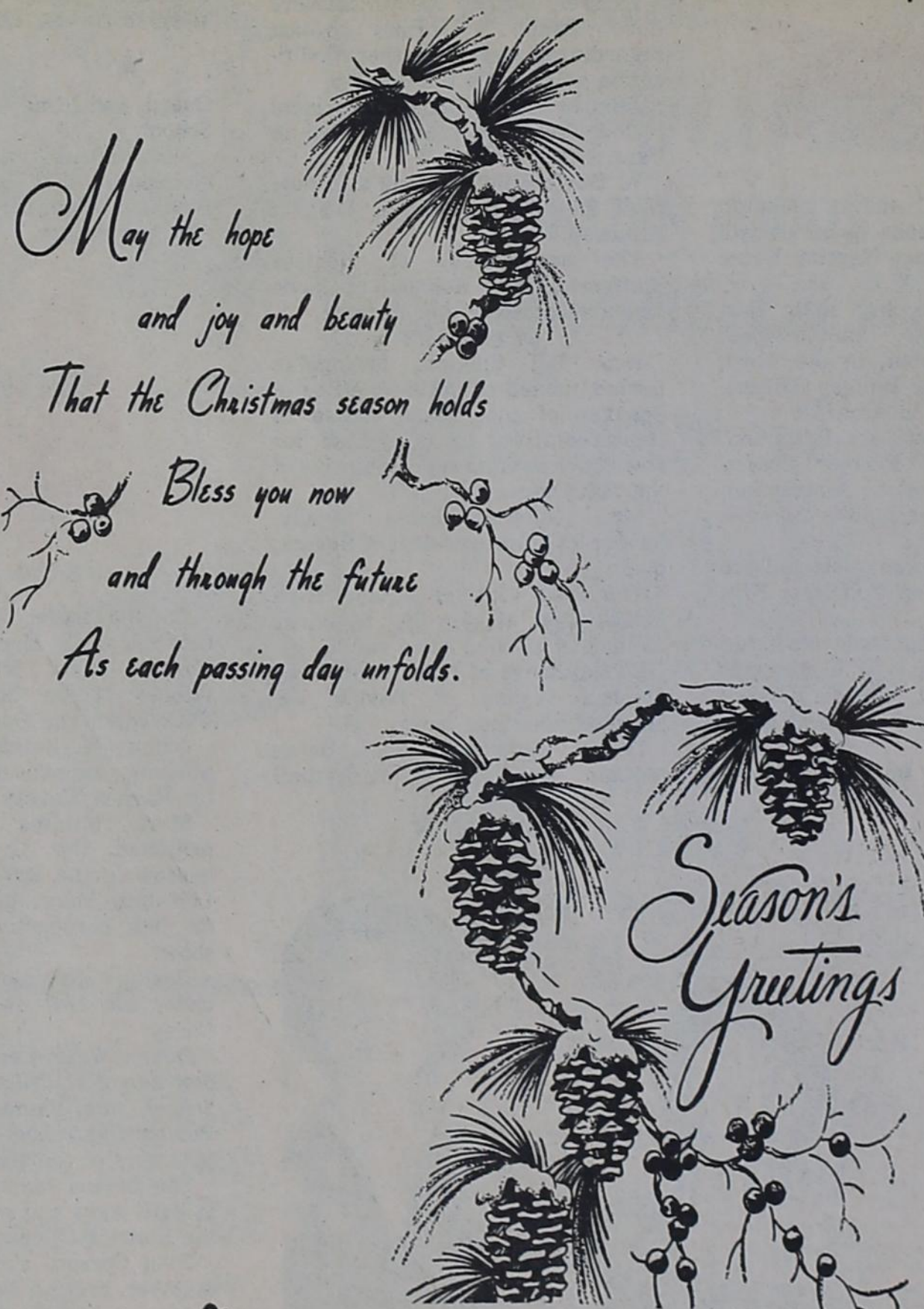


Merry Christmas

May the serenity of Christmas find and keep you content. May every day of this joyful season be filled with joy . . . abundant in peace . . . rich in brotherhood. To all the cherished patrons we serve . . . our warmest gratitude.

Parmer County Spraying Service

Kirby Carrol, Jack Rains, Larry Gregory, Ovid Lawlis



May you and yours be blessed with the love and tranquility that abound throughout this glorious season. We wish for you a happy holiday. Thanks so much for your support.



CHARLES OIL CO.

H.J. CHARLES MARGARET CHARLES BILLY J. CHARLES
J.T. HAMMONDS JOHNNY MARTINEZ
BARBARA CHARLES WILLIE DAVISON
E.R. VENABLE ANDY MARTINEZ JAVIER ROBLED0

1976 Newsmakers

(Continued from Page 2)

nounced a grant of \$13,655 for improvements at city parks.

Mr. and Mrs. Galen Hromas announced the birth of a son, Matthew Gabe.

Cabbage was the first crop brought to Gateway Farms, Inc., processing shed here, as harvesting operations began.

The Miss Bovina Beauty Pageant was canceled because of apparent lack of interest.



Attention was centered on proposed road construction at a meeting of the Parmer County Commissioners Court.

Tax Equalization Board, Bovina Independent School District, conducted its annual meeting at an all-day session.

Rebecca Hodnett, Lisa Schilling, Wendy Sherrill, Gwynn Powell, Tamie Nabors, Tracey Moore, Patti Sherrill, Wendy Hall and Gail Turner participated in a "Food Fun for Juniors" program, sponsored by Deaf Smith Rural Electrification Cooperative.



According to parade chairman, Mrs. Jack Kassahn, the theme of the Bull Town Days would be "1776 to 1976."

Herman A. Conner became full-time principal of grades three through eight at city schools.

Up to as much as four inches of moisture was reported south and east of Bovina in the Oklahoma Lane and Hub communities.

Steve Sherrill was elected cashier

by directors of the First State Bank of Bovina.

Rouel Barron and Tommy Williams were elected to three-year terms on the board of directors of the Bovina Medical Clinic, Inc.

An "Almost Anything Goes" contest, patterned after the ABC-TV summer show, was included in the list of events slated for the Bull Town Days celebration.

Parmer County ranchers placed third in the state in the total number of cattle and calves, with about 170,000 head on hand.

The third annual "Little Miss" and "Miss Baby Doll" pageants, sponsored by the Jaycees, was held in conjunction with Bull Town Days.

A.T.T. Amusement carnival opened for a four-day run, featuring 11 rides and 12 booths.

Prentice L. Mills, Farwell, executive director, PCASCS, received a 20-year certificate of service award.

The arrest of a Bovina man apparently cleared up several burglaries of city businesses.

AUGUST

A general rain brought relief to hard-working irrigation motors in Parmer County in the first wide-spread cloud-letting in several months.



An exhibition of oil paintings by Mrs. Mabel Lester, age 81, of Fort Worth, was held at the Bovina Hotel.

The Putnam Brothers presented a concert of sacred music and spiritual witnessing at First United Methodist Church.

Wilbur Charles, in charge of bean cooks for the Bull Town Days barbecue, issued his annual request for volunteers to cook the pinto beans.

A gala grand opening sale was held at Bovina Supermarket and Family Center, as the business celebrated moving into its beautiful new quarters on the Dimmitt Highway.

Nineteen criminal cases were set

in district court in Farwell.

The 1976-77 school year began on August 24, according to Superintendent L.F. Jacobs.

Lou Nuttall, news editor and editor of The Blade since 1970, resigned the position.



The stage was set and final details smoothed out for Bovina's 13th annual community celebration, Bull Town Days.

Bovina Mustang gridders, picked by some to finish in the District 3-A cellar, started practice.

Mrs. Mary Loraine Head, former teacher in the Bovina Elementary Schools, died at Retirement Ranch in Clovis.

Miss Dian Roming and Dan Lusk exchanged marriage vows in the First United Methodist Church.

Tamra Read was named Bull Town Queen for 1976 and reigned over the city's Bicentennial year.

The "Miss Baby Doll" crown went to Jennifer Beauchamp; "Little Miss" title went to Elyse Moody.

In the Almost Anything Goes contest, the team sponsored by Big Nick took first place.

A crowd of 200 persons partook of the Chuck Wagon breakfast, and a good crowd attended the oldtimers' dinner and reunion. Virgil A. Cuning, 80, of California, received the oldest oldtimer award.



Winning \$50 and first place in the float division was an entry of the Muleshoe Chamber of Commerce.

Prizes for best decorated bicycle went to Justin and Greg Powell, while Corey Kirkpatrick placed first in the tricycle division. Motorcycle division winner was Steven McClaran.

An estimated 1,200 people ate

barbecue at that annual feature, and the Chamber of Commerce sold \$1,000 worth to take home.

Cow calling winner was Joe Looney; beard growing titlist, Wayne Jones; old fiddlers champ, Don Lancaster, Muleshoe. Kenneth Webb of Azle won the hand-tooled leather saddle, valued at \$450.00.

SEPTEMBER

Funeral services were held in Bovina for Wilbur Charles, 81, justice of the peace and retired farmer.

Gladys Spring was named news editor for The Blade.

The annual football contest made its debut in The Blade, with an increased grand prize being offered.



Bovina Independent School District hired 11 new teachers, one new principal and a new secretary.

The Mustangs launched the football season by traveling to Boys Ranch to meet the Roughriders.

Faron Grissom took first place and \$7.50 in the weekly football contest.

A successful Little Buckaroo Rodeo was dedicated to R.T. Harbour for his outstanding service to the Bovina Youth.

Revival services were held at the First Baptist Church.

With an attendance of 39, Parmer County Young Farmers met at Bovina Restaurant for a steak dinner and program.

The Mustangs, playing here, stamped the Happy Cowboys, 12-0.

Mary Lou Walker and Danny McKay were married in the patio garden at the home of Mrs. James Stagner, the bride's grandmother.

Two children, Jesse Sevellos, 3, and David Morales, 7, who were



CONTEST WINNER.....Greg Hromas was the champion football predictor in Bovina for 1976, although he had to use his tie-breaker scores to come out with

the championship over Wayne Gilliland of Muleshoe. Hromas is shown receiving his prize check from Scooter Russell of the Blade staff.

brothers, were suffocation victims when they apparently locked themselves in an abandoned refrigerator behind the Gateway Apartments.

Football contest winner in the third week was young Jimmy Rhodes.



The Farm Bureau held its annual meeting at the school cafeteria. A barbecue dinner was catered by Bovina Restaurant.

Jerry D. Stone of Bovina assumed responsibilities of assistant foreman, Dimmitt Maintenance Station, SDHPT.

Wayne Spears announced he would be a write-in candidate for the office of Bovina Justice of the Peace.

Bull Town Days of 1976 were termed a big success by the Bovina Chamber of Commerce board of directors.

Several lambs valued at between \$500 and \$700 were killed by dogs at the Ag farm after nightfall.

A cold front brought the season's coldest readings, with temperatures falling below 40 in the area.

Winning first place and \$7.50 in the

(Continued on Page 4)

Best Wishes



...to you and your family.
May the beauty of the season be reflected in the hearts of all men.

LAWLIS GIN

CIC INC. YOUR LOCKWOOD PIVOT DEALER

SPECIAL DISC

2101L LOCKWOOD OIL DRIVE
'NEW MEXICO'S SALES LEADER''

\$22,400⁰⁰ Set Up

Ready To Irrigate

- ★ REVERSIBLE
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- ★ LOW PRESSURE SPRAY NOZZLES MAY BE USED
- ★ OPERATE WET OR DRY
- ★ 6 5/8 GALVANIZED MAIN LINE STEEL PIPE
- ★ TOWABLE

Limited Time Offer

Must Be Delivered In 1976

The Special Disc Also Applies
On Lockwood Elec. Pivots



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1976 Newsmakers

(Continued from Page 3)

weekly football contest was Dianna Naegle, a high school student. It was the third week a high school student took the honors.

For the third year in succession, an auto show for new models was held in Friona.

OCTOBER

The 12th Annual First Freeze Contest, sponsored by The Bovina Blade, got underway.



Commercial buildings in the city were remapped, rerated and reinspected by three crew members representing the Texas State Board of Insurance.

Hugh Rogers won \$7.50 for first place in the fifth week of the football contest.

The High School Homecoming Bonfire was held on the draw west of Bovina on the Dimmitt Highway.

Judge James D. Hamlin was the subject of a book titled "The Flamboyant Judge."

Funeral services for Mrs. Cora Wilkinson were held at the First Baptist Church.

Earl Elliott of Farwell claimed the prize in the sixth week of the football contest.



Swine flu shots were administered at Parmer County Community Hospital three days a week over a period of time.

A George Mahon Re-election Committee for Parmer County was appointed.

D. Jay Lewis, son of Rev. and Mrs. Derrel Lewis, was elected to the Wayland Student Government at Wayland Baptist College in Plainview.

Funeral services for Vester C. Venable were held at the Farwell Church of Christ.

High school seniors raffled off a

12-gauge pump shotgun, with Benito Oliveres being the winner.

Earl Whitten was the football predicting champion for the seventh week of The Bovina Blade's contest.

U.S. Congressman George Mahon visited the city during the political campaigns.

The Junior Class of Bovina High School presented its class play, "The Phantom Strikes Again."

Blessed with good weather, the corn harvest progressed at a steady clip as long lines formed at the local elevators. There were some good yields, some outstanding yields and some just fair, it was reported.

Three generations of the Joe Harris family celebrated their birthdays with a dinner. Harris; two sons, Carl and Danny, and a grandson, Mark, had birthdays in the same week.



Upsets seemed to be the name of the game in the eighth week of the football contests, with Pauletta Curtis of Farwell picking up the \$7.50 check, with nine points.

Central Standard Time returned to the area, giving residents an opportunity to gain an hour's sleep.

City voters went to the polls to help elect a president, U.S. senator, a congressman, a state railroad commissioner, and, locally, a justice of the peace for this precinct.

Nathan Moore, who farms north of Bovina, ginned what was believed to be the first bale of cotton in Parmer County. The bale weighed 580 pounds.

Funeral services for Charles Lee McDaniel were conducted from the First Baptist Church.

NOVEMBER

Wayne Spears won the Justice of the Peace unexpired term for the Bovina-Rhea precinct, climaxing a successful write-in campaign by a margin of 49 votes.



City voters joined those areas across the county, state and nation in giving their majority to president-elect Jimmy Carter.



Congressman George Mahon, facing his first opposition in 30 years, outpolled Jim Reese of Odessa.

Senator Lloyd Bentsen was likewise successful, coasting to a comfortable edge over Alan Steelman.

Jon Newton was an easy winner in the Railroad Commissioner race.

The two proposed amendments were given comfortable margins in Parmer County.

Donna Grissom was the first-prize winner in the ninth week of the football contest. She was the only one of 127 contestants to correctly pick 12 games.

Bovina Supermarket and Family Center conducted a 10-day promotion, as they brought S&H Green Stamps to their customers for the first time.

The High School twirlers received a first division rating in their competition at the UIL Marching Contests in Lubbock.



Carquest Auto Parts Stores held Grand Opening promotions in the city area. During that period, customers received a free Carquest cap with each \$10 purchase.

The tenth weekly football contest saw Mary Hernandez correctly pick 13 of the 14 contest games to win the weekly prize of \$7.50.

Leon Ware, board president, and L.F. Jacobs, school superintendent, attended a school finance meeting called by Governor Briscoe in Austin.

The Mustangs slipped by a big Vega Longhorn team to capture



NEW BUSINESS....Billy Smith, left, and Billy Whitecotton, partners in Bovina Supermarket and Family Center, are shown in front of the lots

on which their beautiful new store was built during 1976. In addition to giving the Bovina business district a big shot in the arm, the project also

served to improve the community, which had housed two old abandoned houses.

their first big district win by a narrow 26-21 margin.

Law officers were summoned to First State Bank when an apparent crank caller warned that a bomb was going to explode there.

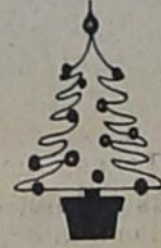
The second storm of the season left some four inches of snow and low temperatures in Bovina and the High Plains.

Rev. J.J. Terry accepted the position as associate to Pastor Derrel Lewis at First Baptist Church.

Greg Hromas won \$12.50 in The Bovina Blade's football contest and his weekly score of 12 shot him into the lead in the race for the grand prize.

The Mustangs played their final game of the season, losing to a powerful Hart Longhorn team, 21-6.

Susan Heflin and George Isaac were guests of the Bovina Woman's Study Club where they presented their reports on Girls and Boys State conventions.



Free swine flu shots, sponsored by Bovina Jaycees, were given in the high school cafeteria.

Rev. Jack Gray was evangelist for a three-day series of evangelistic services at the First United Methodist Church.

Woman's Study Club designated the fire department to receive the proceeds of the club's 1976 Christmas Card Fund.

Greg Hromas and Wayne Gilliland of Muleshoe were tied for the lead as the Bovina Blade's football contest headed into the final week. The city's share of the same tax

rebate for November was \$838.17.

DECEMBER
Funeral services for Boye Taylor, 72, of Bovina, were held in the First



Baptist Church.

A farm electric wiring and safety short course for adult farmers was held under the sponsorship of the Bovina High School Vocational Agriculture Department.

According to the Weather Bureau, most temperature records were

(Continued on Page 5)



"Christmas Blessings and Best Wishes"

May you have a joyous Christmas surrounded by all that's dearest to you. And may the Season bring you all the success and happiness that make for a rich, meaningful life.

KERBY WELDING



From The Directors & Employees Of Bovina Pump Co.

Sincere good wishes to you, our good friends and customers, this very joyous season.

BOVINA PUMP CO.

We wish to express our sincere appreciation for the privilege of serving you. We value both your friendship and your patronage. May the coming year bring the very best of Good Health and Happiness to you and your family.

From Our Family To Your Family
Happy Holidays

ELECTRICITY-IT DOES SO MUCH GOOD

THE ELECTRIC COMPANY

FOR SO MANY PEOPLE

1976

LOUISE SWENSON COTTERELL

News-makers...

(Continued from Page 4)

broken across the High Plains and Eastern New Mexico, although no blizzard conditions materialized.

Greg Hromas took the title in The Bovina Blade's annual football contest, climaxing one of the tightest races in the history of the contest. He was presented a check for \$100 by publisher Bill Ellis.



The Blade then announced a special one-week football contest to put the frosting on the season, with special cash prizes to be paid to the winners.

U.S. Representative George Mahon accepted the invitation of president-elect Jimmy Carter and met with him on Senator Herman Talmadge's farm near Atlanta.

Hunters were anxiously awaiting the start of the pheasant season and were out in force on opening day of the 16-day stretch. The season spanned three weekends as it had in the previous three years.



A former resident, Alfred Moody, had the unhappy experience of being involved in the daring bank robbery and kidnapping that occurred at Petersburg.

The Senior Class Play, a farce-comedy in three acts, was presented in the high school auditorium.

Steven Stone, high school student, won the special one-week football contest, correctly picking 12 of the 14 contest games.

Funeral services for Tom Paine were held in First Baptist Church, with the Rev. Derrel Lewis officiating. Paine had lived in the Bovina area 46 years.

Santa Claus was slated to visit Bovina before beginning his Christmas Eve journey around the world.



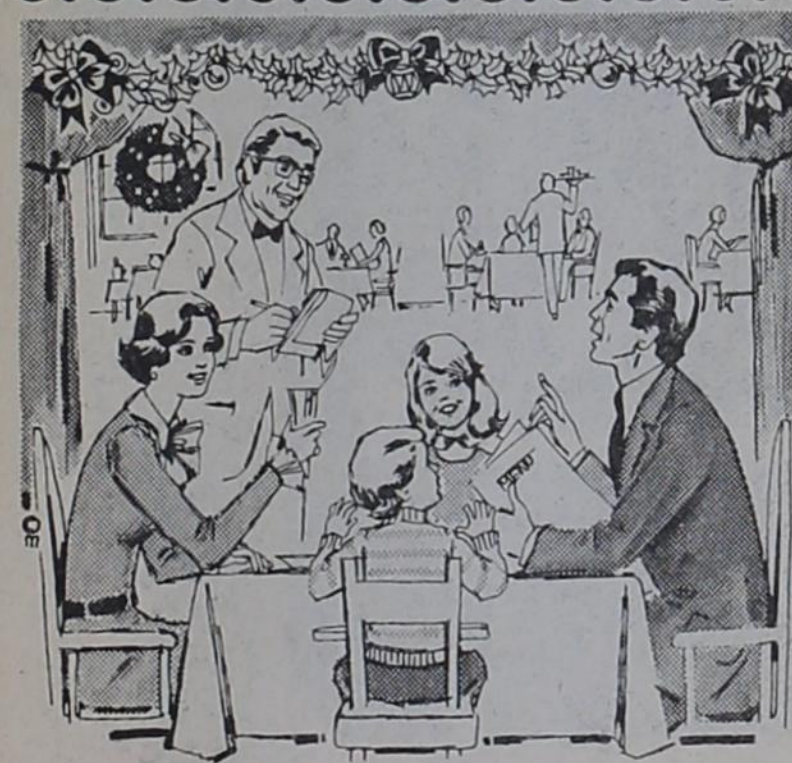
Contributions to the Christmas Card Fund were lagging as the deadline drew closer.

Bovina Wheat Growers, Inc., announced that patronage checks totaling near \$74,000 had been distributed to owner-members of the co-op.

The Bovina Schools held a band concert in the school auditorium, the first of the school year.

The City Council, in a 4 1/2-hour session, considered a number of items on a long agenda.

School was dismissed for the Christmas holidays on December 23.



Christmas Greetings

It's time for family feasting... and time for us to say thanks for patronizing our establishment. Happy Holiday!

GEE CLEANERS

Returns To See Childhood Home

An early day resident of Bovina, whose father was a partner in a land development firm based here in the early days, paid a visit to Bovina recently, to see just what it was like.

Louise Swenson Cotterell, whose father was one of the Swenson brothers who operated Swenson Land Company, came through Bovina enroute home to Salt Lake City, Utah, toward the conclusion of a several thousand mile tour of the United States during this Bicentennial Year.

Mrs. Cotterell's father, Albert O. Swenson, and his brother Eugene, owned and operated Swenson Land Company which headquartered in Chicago but during the early 1900s did a large business in selling land for the old XIT Ranch of which Parmer County was a part.



Mrs. Cotterell says that one of the Pullman cars which operated on the Santa Fe Railroad between Chicago and Bovina had been named "Louise" in her honor. When she came to Bovina as a young child of three or so, she was presented a bouquet of American Beauty roses which were "taller than I was."

The former resident says that she did not live in Bovina long, but had often wondered how the area had progressed that her father and uncle had helped to develop.

She lived in Los Angeles for a number of years and taught high school English there. She and her husband are now retired, and she says they have attempted to "revisit some of the places where I have lived, from Nebraska to Texas to Illinois to Indiana to California to New York to Utah."

A sales brochure which was published by her fathers' company

around 1906 was fascinating to read and compare to the area today, exactly 70 years later.



Excerpts from the brochure follow, such as the editors of the Blade thought might be interesting to the reader:

"So many inquiries have come to us about our lands at Bovina, Texas, that it is quite impossible to answer them all by letter. For this reason we have published this pamphlet that will answer as many as possible of these questions.

"Cheap, good land will soon be a thing of the past. Most of what is left is in the northwest and southwest. Tracts of land in the northwest are equally as good and rich a soil as ours, but the climatic conditions alone would decide you in favor of the southwest.

"Our equable climate permits outdoor work almost every day of the year. In some of the much advertised sections of the northwest the farmer is obliged to work hard six months of the year in order to lay by enough to sustain his family and stock during the long winter.



"There are no free homestead lands in Texas, no government lands. Texas did not come into the union as other states, but being an independent country was admitted by treaty. This explains why the adjoining states, where homestead lands could be had, have been



VISITS BOVINA...Mr. and Mrs. N.J. Cotterell of Salt Lake City, Utah stopped by the Blade office in Bovina recently during a vacation

trip. Mrs. Cotterell is the former Louise Swenson, and lived for a time in Bovina as a child. (Blade Photo)

settled, while Texas is still largely virgin soil, waiting for the day--now at hand--when the good free land would all be taken up, and the homeseekers' attention be turned to the equally valuable, in some cases better land, that can be had at a low price and on easy terms of purchase.

"The land controlled by us is known as the X.I.T. Ranch or Capitol Syndicate Ranch. This tract is part of a solid body of land that was set aside by the State of Texas in the year 1879 for the purpose of building a State Capitol at Austin.

"This tract of land was deeded by the State of Texas to the contractors as the building progressed. The purchasers of the land will, therefore, get a perfect title.

"These lands have been used as a large cattle ranch, but have been recently surveyed into sections.

Most of the cattle have been sold or disposed of and the rich soil is now waiting for the thrifty farmer to break the sod.

"This country has a beauty all its own. It is not the grand scenery of the mountains, with snow-capped peaks and rugged sides of glistening



granite, but it is the beauty of a fertile country, with vast undulations of green, growing things, and the air is so clear and the eye can see so far that the very vastness of the picture is entrancing.

"The rainfall is sufficient for any crop and as the greatest precipitation comes during the growing seasons, every drop counts and none is wasted. It has averaged over 24 inches annually for the ten years ending with the spring of 1906. This is amply sufficient to ensure a crop in the county in which our lands are located.



"The question of water is a vital one and one of the first that is asked us. We are fortunate in being able to answer it entirely to the satisfaction of all.

"The whole of the panhandle is underlaid by an immense body of sheetwater, furnishing an inexhaustible supply of pure sweet soft water that is a delight to the taste. Wells may be driven on our lands at any point with the full and complete assurance that there will be no failure to obtain an inexhaustible supply of the finest kind of water for domestic uses.

The first question that is asked naturally, in this connection is: "Will it grow paying and reliable crops of hard wheat?" A man whose farming experience has been gained in the older states, especially in the middle, or the middle western states, is very apt to think that this is the end and aim of all farming. That he must place his entire dependence on wheat as a money crop. While we answer the question "Yes," most decidedly, still we wish it just as distinctly understood that any man who comes to the Panhandle of Texas expecting to place his entire reliance on wheat, and wheat alone,

(Continued on Page 6)

A Very Merry Christmas and a Happy New Year



To all our friends and patrons we wish the Merriest Christmas ever. Your loyal support has been deeply gratifying. Have a happy holiday.

HORN INSURANCE



Season's Greetings

We celebrate the birth of the Prince of Peace with the hope your days are filled with wonderful joy.

SHERRIL LUMBER CO.

To our fine friends and patrons--an abundance of Yuletide cheer. It has been a pleasure being able to serve you. Our thanks.

Early-Day Resident...

(Continued from Page 5)

is making a mistake. It will grow wheat, and lots of it.

It will be found, however, that a diversity of crops, here as elsewhere is the plan of the successful man. This is so well-known now-a-days, that it is hardly necessary to mention it, except to show that wheat is not the only money maker, and that there are other crops that are raised in the Panhandle, that are favorable.

Wheat averages from 20 to 35 bushels per acre.

Flax, rye, barley and other small grains yield as heavy proportionately as wheat.



A paying crop of oats averages about 40 to 60 bushels per acre. We have reports of larger yields but can not say that they can be depended upon as a regular thing. Oats are sown as early as February and March.

Indian corn never fails to make a good crop, the average yield being from 25 to 50 bushels. Corn grown on new ground is usually troubled with worms. Farmers as a rule do not grow much Indian corn, they prefer Kaffir corn, as they find it more profitable to raise.

Kaffir corn and milo maize will yield from 40 to 60 bushels grain per acre. A failure has never been known. These grains will put on as much fat on stock as Indian corn. Three to four tons of fodder per acre adds to the value of these crops.

Millet has produced 18 to 22 bushels of seed and two to three tons hay per acre.

Broom corn will be king in the Panhandle. It does exceedingly well, making a heavy yield. Experts pronounce the quality as the best

that grows.

It is a common statement in the west, among men who are most familiar with western conditions, that the land will grow wealthy alfalfa if no other crop succeeds. The Panhandle is a new country and what its possibilities may be in this direction have not yet been completely demonstrated; this is partly because it has not been necessary to do so. And yet if a stranger asks about alfalfa he will show "patches," as they are called, of five, ten and twenty acres, green and luxuriant.

"Of all the crops that this section will produce there is none more productive or more profitable. The yield is from three to four tons per acre and it has to be cut three or four times a year. It brings on the market \$10 to \$15 per ton and more of it is being raised every year.

"All vegetables do amazingly well in all parts of the Panhandle. Sweet potatoes go 300 bushels to the acre. Pumpkins measure three inches to the hollow. The cantaloupes are of the Rocky Ford variety and in many cases superior to the Colorado article.

"Enough has been done both in tree and small fruits to make certain the fitness of the Panhandle as a fruit section.

"Texas is one of the greatest peach growing states in the nation and nowhere do they attain greater perfection than in the Panhandle. Apricots also do well, though this fruit is more susceptible to damage than some others.

"Apples do well and have been very successfully raised, the size,



coloring and quality being most satisfactory. They are free from blight. Plums are a good crop; wild fruit having been gathered that measured 4 inches in circumference. Pears and cherries are excellent; of large size and fine flavor.

"The Panhandle of Texas is the greatest stock-raising country on earth. This is not a mere statement, carelessly made, but is literally true. In early days it was the favorite pasture-ground of countless millions of buffalo, who were doubtless attracted by the mild, almost snowless winters, and the great abundance of sun-cured grass, that furnished an unequalled, natural pasturage, and which,



probably for this reason, has ever since been known by the name of "buffalo" grass. After the buffalo came the great free-range stock-rail with their immense herds of long-horned Texas cattle, known the world over. At a later date the range was fenced, and cattle divided into smaller, but still very large herds, and at this time the present owners of the Capitol Ranch secured the tract of country now being described, and stocked it, at great expense and at much expenditure of time and labor, with the splendid pure-bred high-grade cattle which have dominated the entire Panhandle country. The white-faced Hereford has come to be the trademark—as it might be called—of the Panhandle.

"This country is especially adapted to the raising of hogs. The pure water and abundance of alfalfa combine to make this one of the



EARLY HOTEL...A photograph taken at Bovina in the early days shows the Bovina Hotel, with Albert O. Swenson on the left, and Eugene Swenson on the right. The hotel's

cook, unidentified, is in the center. The Swensons owned the hotel during the time they were developing land in the Bovina area. (Personal Photo)

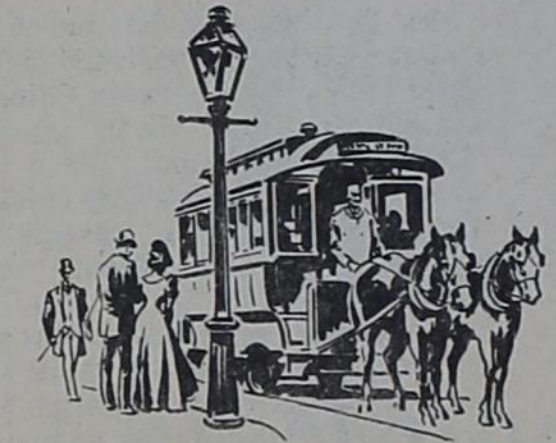
greatest hog-raising countries on earth. This region is entirely free from all diseases that attack the swine in Northern or Eastern latitudes. There never was a case of hog cholera known in this section. Hogs grow wonderfully fast and when pastured on alfalfa and winter wheat are shipped into market with comparatively little or no expense.

"The immense amount of Indian corn, Kaffir corn, sorghum, millet and milo maize, raised here insures plenty of good feed for the hog-raiser. The nearness to export market, the cheap freight rates all combine to make this country the coming hog-producing country of the great Southwest.

"On account of the excellent railroad facilities and its nearness to the seaboard, our markets for stock and produce are unsurpassed. Mostly all grain is shipped to Galveston, and on account of this close connection, wheat usually sells from 6 to 8 cents per bushel higher than in the central states. Kansas

City is about 630 miles east, Ft. Worth about 400 miles to the southeast; both cities are excellent markets for stock.

"All building material, coal, and articles used for home consumption



can be bought at Bovina as cheaply as in your home town. An investigation will convince you of this statement.

"Bovina, the center of the large tract of land that we control and now offer for sale, is located on the main

line of the Santa Fe Road. The population is steadily increasing and before long we will have a population of 1,000 people, then 2,000—and its growth will never stop.

"New buildings are continually being erected. Opportunities for business enterprises are practically unlimited.

"Bovina will certainly be the County Seat of Parmer County.

"We sell town lots and will encourage and assist anyone in search of a business location.

"Our lands are located from one to ten miles of Bovina. You are nearly always in sight of town when inspecting the land.

"Prices range from \$14.00 per acre and upwards depending on distance from town. One tract of land is practically as good as another.

"Terms are about one-half cash and balance in five or nine annual payments; 6 per cent interest. In

(Continued on Page 7)



LONGTIME FAVORITE...Farmers who think that corn's popularity as a crop in the Bovina area only dates back a decade or so may be surprised to learn that the above

photograph was made in the late summer of 1908. Louise Swenson Cotterell, about three at the time, is shown with her father, the late

Albert Swenson, in front of a corn field near Bovina. Swenson was a land developer here in the early days. (Personal Photo)

TWO HUNDRED CHRISTMASSES AGO...

General George Washington's ragged and declimated Continental Army was on the brink of dissolution; the cause was all but lost. Thomas Paine was calling for American resolve in "the times that try men's souls." And resolve there was. Somehow our fledgling nation pulled through.

Now, as our country's two hundredth birthday year draws to a close, we at Deaf Smith Electric Cooperative wish you a happy holiday season—and plenty of that American resolve. We'll all need it for the next century!

Merry Christmas from



Greetings

We wish you all the joy the season has to give. Peace. Happiness. Contentment. May they be yours to remember warmly for many a Christmas. Our heartfelt gratitude.

WORLEY GRAIN CO.



PRUITT HONORED.....Honorary Lone Star Farmer Degree was recently presented to David Pruitt for his work with the Future Farmer

of America. The award ceremonies, held in Amarillo, and was presented by Doug Reinart, FFA Amarillo District President of Hereford.

David Pruitt Recognized By FFA

The award of Honorary Lone Star Farmer was presented David Pruitt at the Amarillo Future Farmers of America District Banquet recently held at the Amarillo Caprock High School Cafeteria.

Pruitt, Area Development Manager for Deaf Smith Electric Cooperative, headquartered in Hereford, was presented the honor for his work in coordinating and supervising the Annual FFA Farm Mechanics Contest sponsored by electric cooperatives of the High Plains. The farm mechanics contest test FFA's skills in electrical wiring, plumbing, welding and tool identification.

The award was presented by Doug Reinart, Amarillo District FFA President of Hereford.

The Honorary Lone Star Farmer Degree is the highest honor given by the Future Farmer of America in Texas.

Santa Letters

Dear Santa,
Please bring me a motorcycle and I want it real and a bike. I no we can just take 4 thing and I want a jet and a rocket and that's all for you good dreams.
Your Friend,
Javier Villalon
+ + + +

Dear Santa,
I want a fire truck for Christmas. I will wait for Christmas to come and put in on my tree. Please bring a gun too. I have been a good boy.
Your Friend,
Mario Lara
+ + + +

Dear Santa,
I would like for you to bring me a baby bear. I like you very much. I like for you to bring me a ball. Thank you Santa Clause.
Your Friend,
Janie Gomez

Dear Santa,
I have been nice this year. I hope you've been nice Santa Claus. You have been very nice to us. I would like to have a doll.
Love,
Peggy Shepherd
+ + + +

Dear Santa,
For Christmas I want a Hush Lil' Baby, a T.V. set and a cash register. I also want some play money. I am 5 years old. I love you Santa.
Thank You,
Marsha Denise Shepherd
+ + + +

Dear Santa,
Bring me a gun for Christmas, and I want a motorcycle and a fire truck and I would like a bike for Christmas. Santa.
Your friend,
Jimmy Gonzales

Early Resident....

(Continued from Page 6)

some instances we can probably make more liberal terms. Buyers may pay all cash if they desire. "You have read the foregoing lines about our new country with some interest. It is our desire to make money for ourselves, to provide comforts for our families, and be able to assist our sons and daughters to get a start in the world and also to leave something behind us when we are gone. Unless the possession of wealth is accompanied by health, the making of a few dollars is not worth the effort. The health of a family is certainly the first requisite to comfort and happiness. Therefore, if you are thinking of making a change to better your conditions or probably to give your children a start in life, or perhaps seeking an investment, THINK HARD, and decide to accompany us on our next excursion. A visit to BOVINA will surprise you. We have all the elements and conditions necessary to make a prosperous community."

Letters To Santa Claus

Dear Santa,
I wold like a bike and a doll that turns over and a puzz and a football.

Your Friend,
Ortencia Garza
+ + + +

Dear Santa,
I want a real cash register and a Baby alive doll too and a walkie talkie and a Bionic women.

Your Frind,
Terri Hernandez
+ + + +

Dear Santa,
I have been a good girl. I would like five dolls, and jacks too and a bike.

Your Friend,
Norma Telles
+ + + +

Dear Santa,
I would like you to bring me a real motor bike. A real BB gun and a real monkey.

Your Friend,
Pat Vega
+ + + +

Dear Santa,
Bring me a gun for Christmas. I would like a fire truck, too. I have been a good boy. Thank You Dear Santa.

Your friend,
Steve Lara

Dear Santa,
I like Santa Claus. Santa Claus I would like to ask you to bring some toys to me. I want a baby that away. Please bring a bike for me. I want a television. Thank you for Christmas. I want jacks too.

Your friend,
Connie Bermea
+ + + +

Dear Santa,
I want a mini bike for real and a bike and a play car and a football and a walkie talkie and a ball.

Your Friend,
Jessie Lumbroso
+ + + +

Dear Santa,
Please bring me a bike and a BB gun. Please bring me a toy car. You will be nice.

Your Friend,
Goodie Espinoza
+ + + +

Dear Santa,
Please bring me a BB gun. Please bring me a toy. Please bring me a minibike and a real one. Please bring me a play gun.

Your Friend,
Shorty Guevara
+ + + +

Dear Santa,
I have tried to be nice this year. I would like a gun for Christmas.

Love,
Randy Redwine
+ + + +

Dear Santa,
I want a doll and a bike for Christmas. I tried to be nice to my sisters and my brothers and my mother and my father.

Love,
Janie Soliz
+ + + +

Dear Santa,
It is almost Christmas. I have been nice but I hope you well bring me Steve Austin and C.B. radio.

Love Santa,
Todd Glasscock
+ + + +

Dear Santa,
It is almost Christmas. And I have tried to be nice this year. Last year when you brought me all that stuff, I thank you very, very much. So this year I don't want so much. This year I want a Steve Austin, Bionic Boy, and there will be a glass of milk and some cake.

Love,
Shannon Nabers



There's no time quite like Christmas...
when the world is bright with fantasy
and we are all children again at heart.
In the midst of its magic, Santa and
we take a moment to wish you all you're
wishing for, this sparkling holiday.



A Child is Born...

Wrapped in swaddling clothes and lying in a manger,
the Christ Child came into the world to
lead the way to peace, love and happiness.

SOUTHSIDE MOTORS



PEACE ON EARTH... GOODWILL TO MEN

Throughout the distant reaches of the Christian world, worshipers rejoice in the glorious rebirth of hope and faith as the celebration of the Birth of Our Savior begins. May this spiritual communion, inspired by the true meaning of Christmas, prevail everlastingly and guide us to peace through sharing love, compassion and understanding with our fellow man.

**BOVINA WHEAT
GROWERS, Inc.**

-- DIRECTORS --

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DOROTHY LOONEY ALLEN CUMPTON
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EARL DEAN BOYD, RHEA MGR.

WE'LL BE CLOSED ALL DAY DEC. 24 & 25

Santa Letters

Dear Santa,
Please bring me a bike
and a dool I have been a
good girl. I want a teddy
bear.

Your Friend,
Josefina

++++

Dear Santa,
I want a Baby alive and a
Bionic women. I love you
Santa.

Your Friend,
Juana Guevara

++++

Dear Santa,
I want a bike. I want a gun
and a play car and a play
chuck.

Your Friend,
Vicente Duran

Dear Santa,
I want a scooterbike. I
want to buy my mother a
present. It is fun at school. I
want a stove. I want a Bionic
women.

Love,
Ginci Gonzales

++++

Dear Santa,
It's nice your alive. Prince
wants a dogsuit with shoes.
Sussie wants a dogdress
with shoes. But I want a ten
speed bicycle, Steve Austin,
Bionic woman, and a
post-hole-digger. Please
remember all the other boys
and girls.

I love you, Santa,
Prince, Sussie, Alan Noyes

++++

Dear Santa,
I have been a good girl
and I would like a wake up
thumblena and a easy bake
oven.

Thank,
Mona Sue Rocha

++++

Dear Santa,
I have been a bad boy this
year and I would like to have
a motorcycle and a football.

Your friend,
Ray Rocha

++++

Dear Santa,
I have tried to be nice. I
am 7 years old. I would like
a bike, a loader, and a
football suit. My name is
Todd Schilling.

Love,
Todd Schilling

Dear Santa,
I have been a pretty good
boy and would like a bike
and a big Birb A.M. radio
and I will leave some
cookies and a glass of milk
on the table for you.

Your Friend,
Larry Rocha

++++

Dear Santa,
It is almost Christmas. I
have tried to be nice this
year if you can I would like
for you to bring me a Dallas
Cowboy football suit, a
FM-AM record player, a
racing bike, some walkie-
talkie, and supertraek foot-
ball kicker and a racing
track.

Love Santa,
Michael Shepherd 2nd

Dear Santa,
It is almost Christmas. I
won't a Barbie, a Hush-a-
Baby, Mickey Mouse, and
Bionic Woman for Christ-
mas. I have TRIED to be
nice this year too. Please
remember all the teachers
and help them. I love you.
Please take care of your
reindeers and take care of
yourself.

Your Friend,
Melissa Dianne Taylor

++++

Dear Santa,
I have been a nice girl so
please give me a Marching
Mickey Mouse and a
television.

Your Friend,
Mona Lisa Martinez



JAYCEE AWARD....Several local awards and a first for Bovina's Jaycees, an international award, were presented at the annual banquet in Bovina Schools cafeteria. George Powell, far left, was named to receive a Jaycee International Senatorship in addition to two local

honors, the Key Man and project of the year awards. Others included, from left of Powell, Lowell Boozer, Jaycee of the year; Radford Venable, director of the year; and Mike Spears, chairman of the year. At the far right is John Thomas of Huntsville, guest speaker.

Christmas Greetings



May love and happiness decorate your holiday
and everyone around your tree share the special joy
that only Christmas brings! At this festive season we reach out
to greet the friends who mean so much to us
all year through. Thanks for being part of our lives.

Merry, Merry Christmas!

CHUCK'S Spraying Service, Inc.

CHUCK STALLINGS,
Owner

Call Day or Night 238-1331

Letters To Santa Claus

Dear Santa,
I have been nice this year
Santa Claus I would like a
doll named Baby Alive, a
Marching Mickey Mouse, a
Marching doll. I love Santa
Claus.

Love,
Nellie Tomez

++++

Dear Santa,
I want a Ballerina Barbie.
Christmas is Jesus' birth-
day. And Santa if you can, I
would like a Don't Cry Baby.
And Bionic Women. And if
you want to I'd like an
watch.

Love,
Janine Putnam

Dear Santa Claus,
It is almost Christmas. I
have tried to be nice this
year. And if you can, I would
like a Ballerina-Barbie for
Christmas. Jesus's Birthday
is on Christmas.

Love,
Robbie Stowers

TAX SHELTERED RETIREMENT PLANS

DO IT THE
SAVINGS WAY

I.R.A.
the \$1,500
tax break

If you're employed and not participating in a private or governmental retirement plan (Social Security doesn't count) you are eligible to start one of your own. This new plan is known as the individual Retirement Savings Account. You are entitled to contribute up to 15 percent of your annual salary, or \$1,500 (whichever is less).

New Pension Act
Enables Millions of
Working Americans
Currently Not Cover-
ed By Any Retirement
Plan to Set Up
Their Own Tax-Fav-
ored Retirement
Account.

KEOGH
the \$7,500
tax break

If you are self-employed and do not have a retirement plan, then you can start a tax-sheltered plan of your own. This new plan is known as Keogh HR 10. You may contribute up to 15 percent of your earned income or \$7,500 (whichever is less).

**1976 TAX BREAK -
DEPOSITS CAN BE MADE THRU DEC. 31st.**

You can claim your contribution to either plan as deduction on your federal and state income tax returns. In the meantime, the money in your account will grow tax sheltered. No income tax will be due until the funds are paid out to you, and FIRST FEDERAL pays the highest rate for which the amount qualifies. FIRST FEDERAL offers both these plans without charging fees or commissions. Call or come in and talk it over with the Savings Counselor at the FIRST FEDERAL office nearest you . . . or send in the coupon below.

PLAN TODAY FOR YOUR RETIREMENT TOMORROW!

tax break

Yes, I'm interested. Please send me, without obligation, full details on FIRST FEDERAL'S tax break plans.

- the \$1,500 tax break
IRA PLAN
 the \$7,500 tax break
KEOGH HR 10 PLAN

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



FIRST FEDERAL
SAVINGS & LOAN ASSOCIATION OF CLOVIS
(DEPOSITS INSURED UP TO \$40,000.00)

HOME OFFICE
801 Pile St.
CLOVIS, N. MEX.

BRANCH OFFICE
2nd and Abilene St.
PORTALES, N. MEX.

Grissom Recalls Early Days In Bovina

By DICK JONES

(Editor's Note: The following is from an interview with L. M. Grissom, a resident of Bovina for more than 50 years and a successful, retired farmer-dairyman.)

He is not tall, nor can he be considered physically large. Iron gray hair; eyes that do not waver from the face of the listener; firm mouth and jaw line; strong chin; a soft voice. These are the physical impressions we have of L. M. Grissom, West Texas pioneer and farmer-dairyman. An individual with the foresight to innovate and

the determination to make it work.

Born in Indian Territory, 18 miles south of Duncan, Oklahoma, on September 20, 1891, L. M. lived among the Indians until he was 10 year old, when his family moved to Elk City, Oklahoma.

At the age of 25, one of the most memorable events of his life occurred when he and his wife, the former Pearl Foster, were married at Elk City on Christmas Eve, December 24, 1916.

The couple, along with their children, grandchildren and the recently arrived (Dec. 10) great-

grandchild, will observe the 60th anniversary of that occasion this coming Friday.

Mr. and Mrs. Grissom, the parents of six children, five surviving, have 13 grandchildren, four of whom reside in Bovina, and one great-grandchild.

The Grissom children are Kenneth, a school teacher in Shallowater, Texas; Leon, a farmer-rancher with a fertilizer business; C. W., also a farmer-rancher, of Tiaban, N.M.; Lola Jean, of the home, and Cary Etta Crume, teaching school in Plano, Texas.

Having been a farmer and dairyman all of his working life, the patriarch of this large and successful family came to Bovina in 1926 looking for land to buy so that he might establish his own farming enterprise.

At that time, L. M.'s father-in-law, the late Frank Foster, was a land agent for the syndicates. After careful inspection of available acreage, a purchasing agreement was concluded and L. M. had bought his first parcel of land in Bovina. In addition to representing the syndicates, Mr. Foster was a farmer, county agent and sold seed throughout the area.

L. M. started construction of a house and barn on the property, located 7 miles south, 2 east of Bovina. At one time he had 20 men working on the buildings, with wages at \$1.00 per day. The cost of the barn was less than \$200; the house, \$6,400. The dwelling has six rooms and bath plus a 12'X20' basement, the barn measuring 38'X44'. Both buildings are still standing and the house is occupied.

In 1927, pressured by the syndicates to pay half his annual income on his note, L. M. successfully resisted the unusual pressure and, in view of what transpired some years later, almost certainly did not endear himself to the land barons.

According to Grissom, English syndicates, recognizing the profit potential in land speculation in the seemingly endless but, at that time, land-poor Southwest, had agreed, some years earlier, to construct the Capitol Building in Austin in exchange for ownership of a vast number of acres. These were the people that prospective buyers had to deal with.

Circumstances made prompt payment of his debt extremely difficult and the principal and interest accumulated steadily. The syndicates finally agreed to waive the interest if L. M. paid the principal in full. He was able to meet this proposal and became the sole owner of his original 240 acres in this community.

Taxes for 1932 went unpaid. Grissom, in debt for 160 acres bought at \$37 an acre, lost that half section. Holding on and continuing to rent the land he had to forfeit, L. M. recouped his fortunes and, in 1937, repurchased the same land for \$25

an acre.

Meanwhile, 1933 and the action of the Franklin Roosevelt Administration which led to the killing of livestock and the plowing under of crops. That order added an almost-impossible burden to an area which, unknown to its residents, was headed for what L. M. says was the driest year in his memory, 1934, which culminated, for him, in the poorest crop he has ever raised.

Grissom recalls 1941 as the worst year for wet weather. He remembers that the area received 40 to 50 inches of precipitation; crops decayed; farmers could not get into the fields for 30 or more days at a stretch and the result was another poor crop year. L. M. is firm in his belief that, regardless of breakthroughs in technology, farmers remain primarily at the mercy of the vagaries of the weather.

When asked his opinion of changes in the Bovina of 50 years ago and now, L. M. estimates an increase in population from some 800 in 1926 to approximately 2,000 today, although he feels there has been no marked buildup in the number of business; agricultural economy is as high as it has ever been, and industry could do well if it should come here.

L. M. Grissom a pioneer? In our opinion, yes. A migrant from Oklahoma in an era in which the pace was so slow inventions or innovations in techniques were almost non-existent, Grissom purchased and used new equipment as it became available, accepted new ideas and kept abreast of developments in farming. As an indication of his enterprise, he sold the first 10-gallon can of cream ever put up for sale in Farwell. To all concerned with grocery prices, L. M. mentioned that the largest grocery bill he ever owed amounted to \$16.00.

When asked to pinpoint a particularly pleasant period in his long life, Grissom replied that some of his happiest years were when the children were in high school and he and his wife went to basketball games wherever the teams were playing.

He is concerned about the changes in social conduct and mores which became noticeable to him around 1950, and he contends that Americans, in general, waste more than other countries produce.

Grissom is a charter member of three local organizations: Bovina Wheat Growers Association; First State Bank of Bovina, in which he has been a director since 1958, and the Oklahoma Lane Methodist Church.

While disavowing any interest in the past, being concerned only with the present and future, this successful but modest man is certain to figure prominently in the history of the City of Bovina.

A long, full, useful life encompassing victory and defeat, good times and bad, happiness and sorrow and, withal, the motto in which L. M. Grissom believes implicitly: "To determine is almost to be so."



PIONEER RESIDENTS.....Mr. and Mrs. L. M. Grissom are pioneer residents of Bovina, having moved here 50 years ago. They are shown here in the yard of their Bovina home with their daughter Lola Jean, right.



MODERN BETHLEHEM, viewed from one of the higher bell towers in the city, retains many of its age-old customs and looks much the way it did during ancient times, despite modern vehicles which move through timeless streets. Photo courtesy Israeli Government Tourist Office.

Many Faiths Converge On Modern Bethlehem, Observe Christ's Birth

It is customary in the United States to celebrate the birth of Jesus on December 25th, the date observed by the Roman Catholic Church and most Protestant denominations, but not all Christian faiths adhere to that date.

In Bethlehem, Christ's birthplace, the Roman celebration begins on Christmas Eve, December 24th, highlighted by the traditional Midnight Mass, and continues on Christmas Day. The Greek Orthodox Church, however, observes January 7 as Christmas Day, marking the occasion with similar ceremonies. January 18th and 19th are the dates for the observance in the

Armenian Church.

The three faiths have their own churches and chapels within the Basilica of the Nativity in Bethlehem and each observes Christmas on its own day with services in the Grotto of the Nativity at the exact spot where, it is believed, Jesus was born.

The separate observances are bolstered by a long history which ecumenism may find it difficult to erase. For centuries the Churches disputed possession of the sanctuary, originally built by the Roman Emperor Constantine in 330, and precedence in worshipping there. The Greek Catholics

took possession of the building in 1672. The Roman Catholics have shared it since the mid-19th century with the Greeks. Armenians have their own chapel and monastery in this city of about 25,000 population.

Since the different observances all involve numbers of celebrants, processions, traffic control, and other civic problems, the authorities of Bethlehem and the surrounding area would be just as happy if Christmas were celebrated universally on one day, but it is unlikely that such unanimity will be achieved soon in the face of the different traditions.

JOY TO THE WORLD



May the Holy Blessed Meaning of His birth be yours at Christmas. Reverent thanks one and all.

WARD WELDING

Joy to the World

May His boundless love bring you the many blessings of the Yuletide. Deep thanks.



VENABLE'S 66

CHRISTMAS



GREETINGS

A December day is all the more beautiful in remembering... Thinking of you and wishing you every happiness at Christmas.

ENGLANT LAUNDRY
FLOYD ENGLANT



Ring out with notes of good cheer!

PARMER COUNTY CATTLE CO.



IN THE TRADITION OF CHRISTMAS ...

Christmas time! That man must be a misanthrope indeed, in whose breast something like a jovial feeling is not aroused — in whose mind some pleasant associations are not awakened — by the recurrence of Christmas. There are people who will tell you that Christmas is not to them what it should be ... Never heed such dismal reminiscences ...

Dwell not upon the past ... Reflect upon your present blessings — of which every man has many — not on your past misfortunes, of which all men have some. Fill your glass again, with a merry face and contented heart. Our life on it, but your Christmas shall be merry, and your new year a happy one!

Christmas, 1608
 "Wind, raine, frost, and snowe caused us to keepe Christmas amongst the Savages, where wee were never more merrie, nor fedde on more plentie of good oysters, fish, flesh, wild foule, and good bread, nor never had better fires in England ..."

So John Smith wrote of the few days he and his men spent with the natives at the end of December 1608 when he was seeking provisions of the Indian chief, Powhatan.

"Make a joyful noise unto the Lord, all ye lands"

'Le Jour de Noel' For French Children

In France the Jour de Noel or Christmas Day is exclusively for boys and girls. Centuries ago the custom began of telling children how "le petit Jesus, Sauveur adorable, Le nuit de Noel" was born in a stable and the children came to believe that on Christmas Eve the heavens would open and Le Petit Noel would come down to bring them presents, if they were good children. In more recent times Le Petit Noel has been replaced by Le Pere Noel — Father Christmas — a heavenly personage who has charge of distributing toys and good things to well-behaved children. In many parts of France the children believe that Le Pere Noel has a companion, Le Pere Fouettard — Father Spanker — who carries a load of switches, a few of which he leaves for those children who have not been good.

THE HOLLY and THE IVY

The Holly and the Ivy,
 When they are both fully grown
 Of all the trees are in the wood,
 The Holly bears the crown,
 O the rising of the sun,
 And the running of the deer,
 The playing of the merry organ,
 Sweet singing of the choir,
 The Holly bears a blossom
 As white as any flower;
 And Mary bore sweet Jesus Christ
 To be our sweet Saviour.
 The Holly bears a berry
 As red as any blood;
 And Mary bore sweet Jesus Christ
 To do poor sinners good.
 The Holly bears a prickie
 As sharp as any thorn;
 And Mary bore sweet Jesus Christ
 On Christmas in the morn.
 The Holly bears a bark
 As bitter as any gall;
 And Mary bore sweet Jesus Christ
 For to redeem us all.
 The Holly and the Ivy
 Now both are full well grown:
 Of all the trees are in the wood
 The Holly bears the crown.



MERRY CHRISTMAS

May we take this time to send you all our brightest greetings for the Yuletide season, and our sincere thanks for your kind support.

Courthouse Notes

Instrument Report Ending December 8, 1976, in County Clerk Office, Bonnie Warren, County Clerk

WD, Lee J. Bowers, Hazel E. Bowers, S 85 ft. lot 2, Blk. 97, Bovina

WD, Jessie Lappin, Andy Sandoval, lots 8 and 9, Blk. 7, McMillen & Fergus Add., Friona

OGL, St. John Evangelical Lutheran Ch., J.D. Cobb, 5.9-32 ac. out Sec. 17, T15S;R2E

WD, Elton Wallace, et al, Kenneth J. Hilfiker, lots 27 and 28, Blk. 32, Farwell

WD, Thelma Porter, et al, Lauretta N. Brookfield, lots 7 thru 12, Blk. 3, Jones Add., Friona

WD, Raymond Douglas Geries, Theodore Robert Geries, und. 1-16 int. in Sec. 32, Blk. Z, Johnson

WD, Raymond Douglas Geries, Herman Geries, und. 1-16 int. in Sec. 32, Blk. Z, Johnson

WD, Raymond Douglas Geries, Dickie Glenn Geries, und. 1-16 int. in Sec. 32, Blk. Z, Johnson

WD, Raymond Douglas Geries, Don Howard Geries, und. 1-16 int. in Sec. 32, Blk. Z, Johnson

WD, Fangman Farms, John G. & Marston G. Mars, .86 ac. out E-pt. Sec. 26, T1N;R4E

WD, J.C. McCracken, Ralph Roming, 1.04 ac. out Sec. 5-15.08 ac. out Sec. 8-Blk. E. Synd.

WD, Alice Irene Spears, M.O. Spears, lots 1, 2, 3, 4, Blk. 3, exc. N 58 ft. thereof, Bovina.

Letters To Santa Claus

Dear Santa,
 I love you Santa Claus. I hope you come to see me. I have tried my best to be nice. I'm proud of you Santa Claus. I want a baby doll. At Christmas, it is Jesus Birthday. I want a Bionic Woman. I'm glad you are Santa Claus.

Love,
 Denise Johnston
 + + + +

Dear Santa,
 It is almost Christmas. I will leave you milk and cake. If you can bring me a watch and Bionic woman.

Love,
 Tabatha Ann Henry

Dear Santa,
 It is almost Christmas. I have tried to be nice this year. If you can, I would like for you to bring me Steve Austin C.B. radio and watch tis year. Jesus birthday is on December the 25th.

I Love Santa,
 Mario Espinoza
 + + + +

Dear Santa,
 It is almost Christmas. I have tried to do my best for Jesus. I want a Hush-A Baby, Dont Cry Baby, and a record player.

Love,
 LaJuhn Sikes

Dear Santa,
 It is all most Christmas. When you come to my house I will probably be asleep so just put my toys under the Christmas tree. I would like marching mickey mouse and a bike and remember to give presents to the other boys and girls.

Love Santa Claus,
 Anna Villarreal
 + + + +

Dear Santa,
 It is almost Christmas. Jesus birthday is December 25. I want a Don't-Cry-Baby. I Love You, Santa,
 Carol Ann Salazar

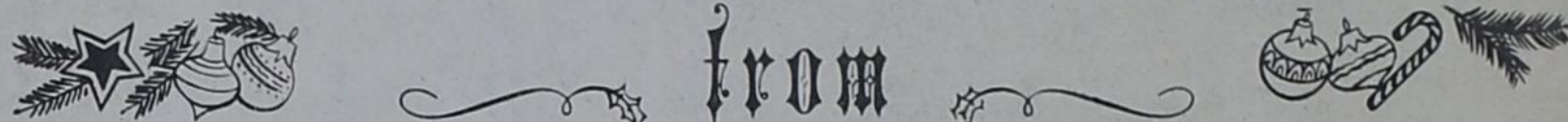
Dear Santa,
 I work hard at school. I would like this doll for Christmas, Hush-A-Baby. I like you alot Santa. I like anybody of the world love God a lot. Are you going to my house when it is Christmas? I work very hard at home.

Love,
 Rosylun Antillon

Dear Santa,
 I have tried to be nice. And remember to take care of Rudolph. Santa, I would like you to bring me a picture of Rudolph and a new dress. I love you Santa.

Love,
 Mindy Neal

Holiday Greetings



Federal Land Bank Association

Ernest Kerr, Mgr. Muleshoe, Texas Carelean Hamilton
 Office Assistant

Board Of Directors

Arlin Hartzog James Glaze
 Gordon Duncan Morris Douglas
 Jim Claunch

IF AMARILLO CAN DO IT...
 IF LUBBOCK CAN DO IT...
 IF CLOVIS CAN DO IT ...

THEN SO CAN
FRIONA!

BIG INVOICE SALE!

Thursday And Friday
 December 23 And 24
 YOU'VE HEARD ABOUT IT...
 NOW HERE IT IS!

ALL OF OUR PICKUPS, OLDSMOBILE 98s,
 CAPRICES AND IMPALAS WILL BE PRICED
 AT '100 OVER OUR INVOICE.
 ALL OTHERS AT INVOICE PRICE
 YOU'LL NEVER HAVE ANOTHER CHANCE TO
 BUY A NEW VEHICLE AT THESE SAVINGS!

WE WILL BE OPEN LATE THURSDAY, DEC. 23
 FOR THE FIRST BIG DAY OF OUR INVOICE SALE.
 A MERRY CHRISTMAS TO ALL
 Get your free copy of the Farmer's Almanac and 1977
 Calendars at Reeve's. Enjoy refreshments and
 Christmas cookies.

REGISTER...
 For Three Door Prizes To
 Be Given Away

- \$35.00 TUNE-UP & WASH JOB
- \$25.00 OIL FILTER CHANGE & WASH
- \$10.00 IN TOYS FOR SOME LUCKY KIDDIE

FIRST WEEK'S WINNERS
 Sue White, Jan Petree
 And Richard Ellis

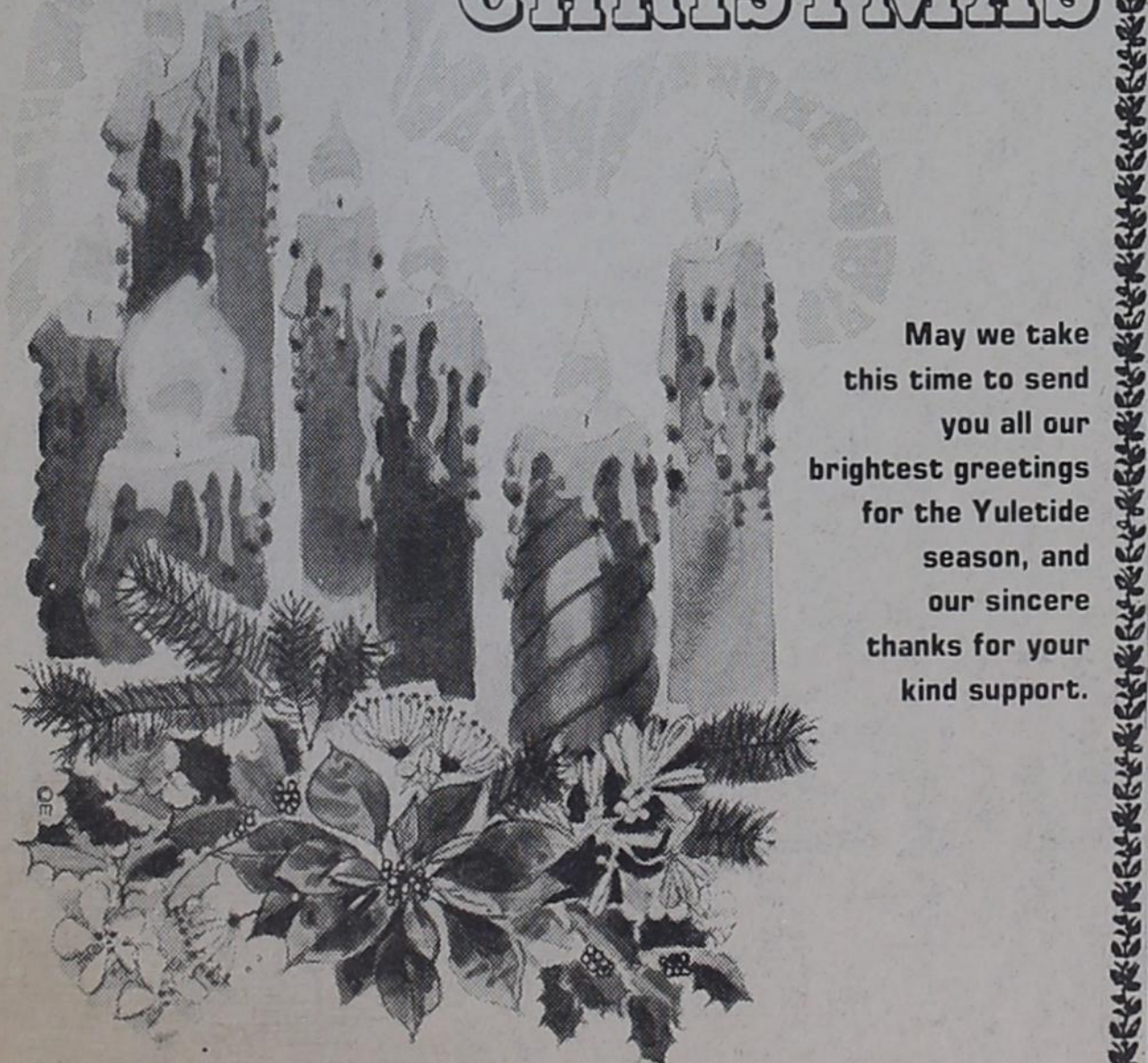


"KEEP THAT GREAT GM FEELING WITH GENUINE GM PARTS"

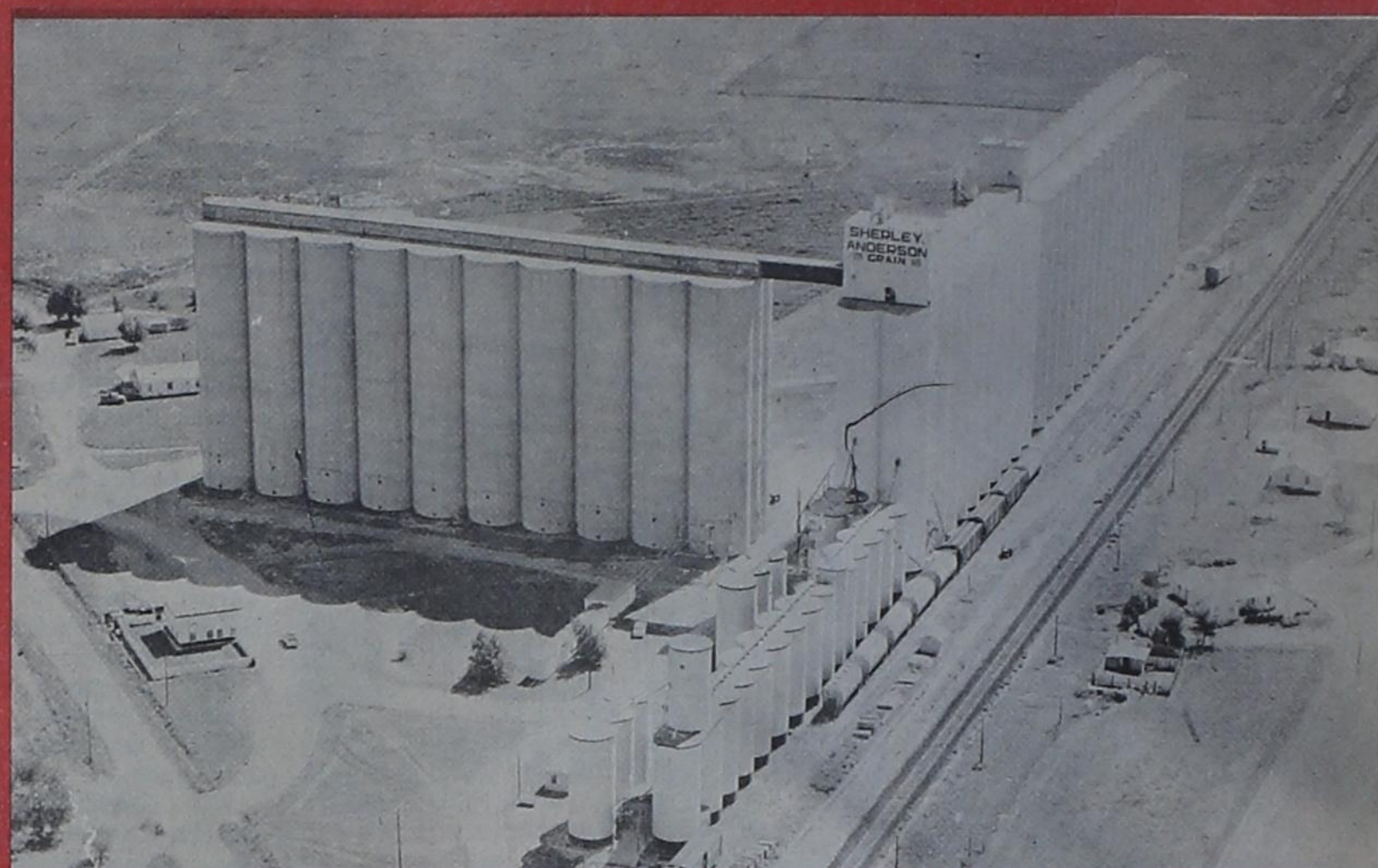
REEVE CHEVROLET - OLDS

WEST HIGHWAY 60 FRIONA, TEXAS PH. 247-2774

DAIRY FREEZE



**MERRY CHRISTMAS
AND
HAPPY NEW YEAR**



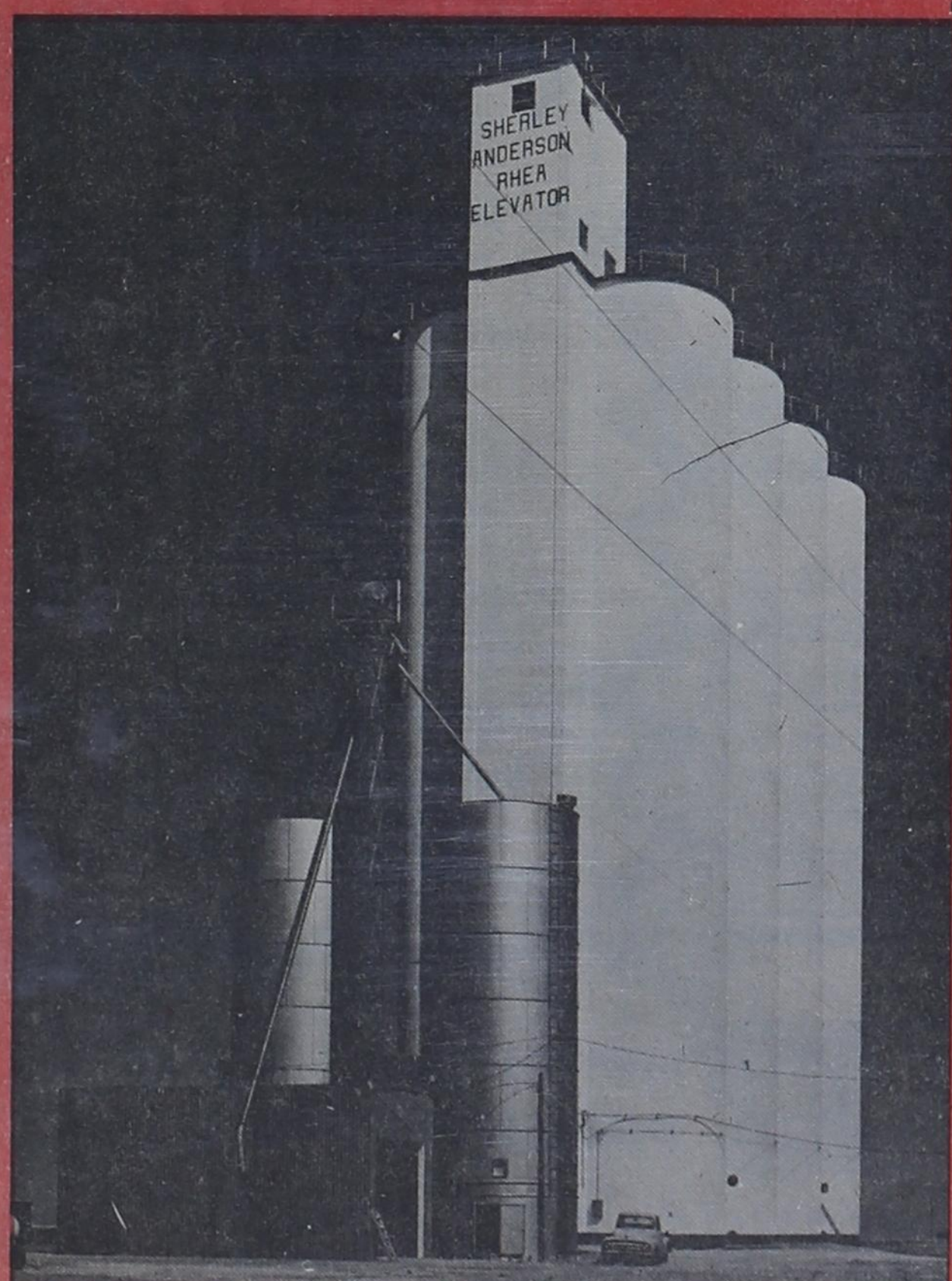
Sherley-Anderson-Pitman, Inc.-Farwell
JOHNIE WILLIAMS-FRED CHANDLER

Sherley-Anderson Grain Co.-Lariat
ASA SMITH

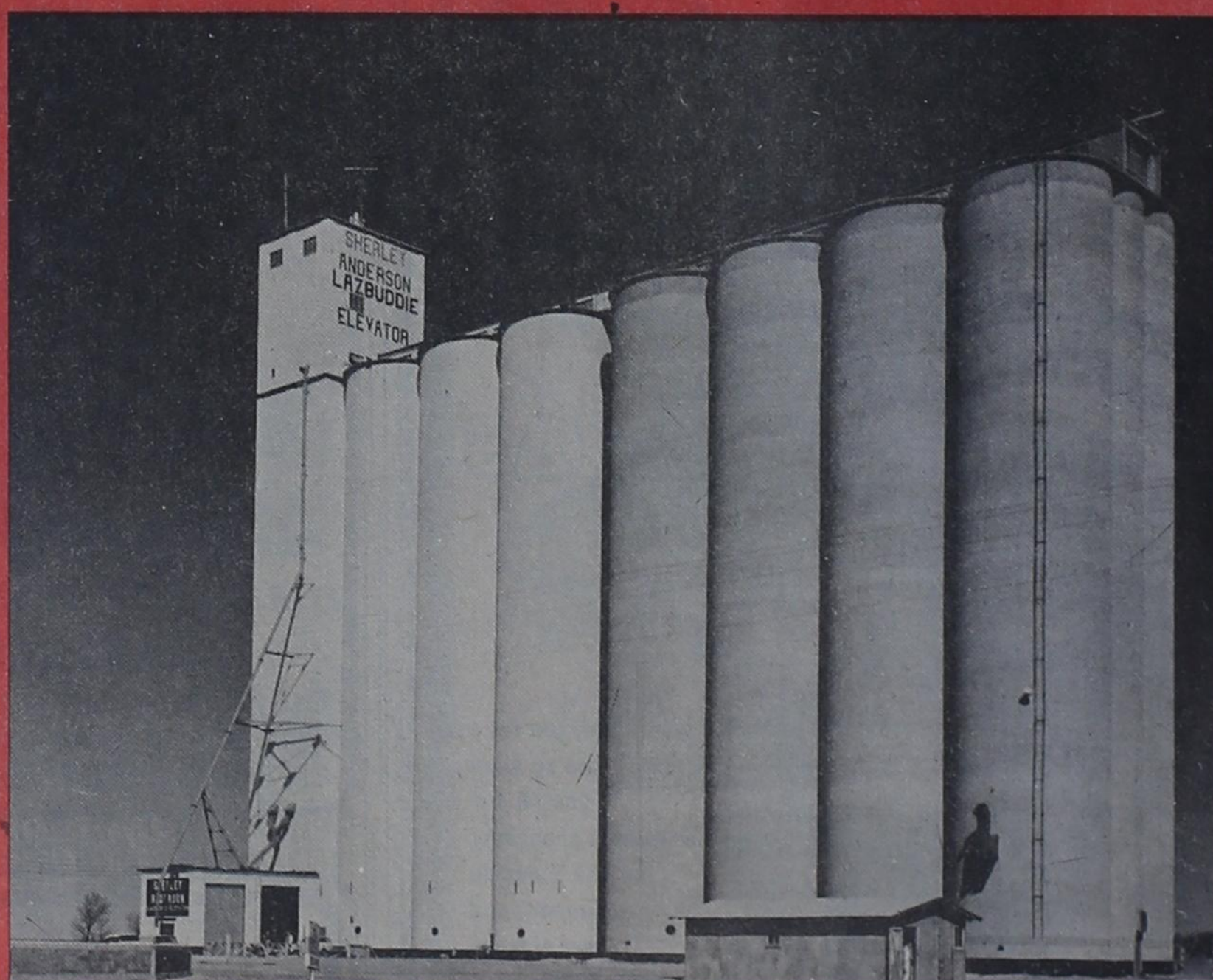
**SERVING PARMER COUNTY
FARMERS THE YEAR 'ROUND**



Sherley Grain Co.-Bovina



**SHERLEY-ANDERSON
RHEA ELEVATOR**
JOE ALLEN



Sherley-Anderson
LAZBUDDIE ELEVATOR
DAVID ANDERSON