

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

# The Bovina Blade

"In The Agricultural Center Of Parmer County"

THE NEWSPAPER THAT WORKS FOR A BIGGER, BETTER BOVINA

EDNESDAY, DECEMBER 21, 1960

BOVINA, TEXAS

VOL. VI, NO. 26

## MRS. RHINEHART SECOND--

### Mrs. Charles Wins Decoration Contest

Mrs. Mark Charles is winner of Bovina's 1960 Home Christmas Decoration Contest. She will receive a \$25 award for being named the winner. Mrs. O. W. Rhinehart won second place money of \$20 and third place went to Mrs. Al Kerby. Third prize was \$15. Judging was done Friday night by an out-of-town committee of three. Bovina Lions Club and Bovina

Chamber of Commerce and Agriculture sponsored the contest in interest of having the community better decorated at Christmastime. Mrs. Charles tied for second in last year's contest. The winning entry featured a manger scene. Pictures of the top two entries

will appear in Christmas issue of The Blade. This is fifth year for the contest to be sponsored here. Judging was done on a point basis with points awarded by each of the judges being added to determine the winners. The judges said they were impressed by the entries, but

were disappointed by the number of entries. Several homes in the community which were decorated were not entered in the contest. Winner of the contest in 1959 was Mrs. Harold Hawkins. Lions Club paid \$40 of the prize money while the chamber added \$20 to the total.

## Two Blades This Week

Next issue of the Blade, which will be annual Christmas issue, will be out early. It is scheduled to be mailed in Bovina Friday with subscribers on the route receiving it Saturday, Christmas Eve, morning. The issue will contain Christmas greetings, feature articles and stories. That issue will replace the one scheduled for Wednesday, December 28. Friday's paper will be the last of the year. Next issue published after it will be Wednesday, January 4.



## 350 Attend Junior Play

A crowd of some 350 people was on hand in school auditorium Friday night for presentation of "Girl Crazy," annual play of Junior Class of Bovina High. The class made approximately \$265 from the production, Superintendent Warren Morton says. Mr. and Mrs. Charles Thompson directed the play.

## Youth Choir Has Cantata

"Star of Bethlehem," a Christmas cantata, was presented by members of the Youth Choir of First Baptist Church Sunday evening at the church. The 40 voice choir under the direction of Mrs. Harold Hawkins dedicated the program to the memory of Ervin Boatman. Mrs. Opal Perry, pianist, and Mrs. Charles Embry, organist, accompanied the choir. Narrating the Christmas story was Miss Sherry Hutto. Rev. John Ferguson closed the program with benediction. Following the program a reception was held in the fellowship hall of the church. The members presented Rev. Ferguson with a Christmas gift.

## MURPHY, WRIGHT--

# Bovina Farmers Win Production Contests



TOP MILO PRODUCER--Don Murphy, shown here with a pile of milo partially covered by snow, has been named by DeKalb Agricultural Association, Inc. as top milo producer in the nation this year. DeKalb figured Murphy's production at over 13,000 pounds per acre.

For third consecutive year, Bovina farmers are among the top in DeKalb's yield contest for corn and milo. Don Murphy is top milo producer in the nation, according to J. T. Hammonds, DeKalb representative here. J. W. Wright was number one in Texas in five acre corn growing contest. According to information from DeKalb, Murphy made 13,771 pounds per acre on the five acre plot which was measured. Wright produced 130 bushels of corn per acre on the five acres which were measured.

This is first year for Bovina to have a winner in sorghum production contest. In corn production, however, this is the third year for a Bovina farmer to move into winner's circle. Gene Ezell was first winner in '58. Billie Suderth won the contest last year.

Awards will be made to Murphy and Wright at a DeKalb banquet which will be scheduled later, Hammonds says.

Other high milo yields in Bovina area were Jesse Walling, 12,204; J. B. Barrett, 11,907; Art Mast, 10,074; T. C. Wiseman, 10,029; L. L. Grissom, 8,891; and James Clayton, 8,391. Jack McCracken was top dryland DeKalb milo producer in the county with a yield of 3,811.

## WEATHER BY WILLIE

Boy, it is cold weather, but look for better weather next week.

-----Willie



TOP CORN PRODUCERS--J. W. Wright is third consecutive Bovina farmer to win DeKalb Agricultural Association's state award for corn production. Wright's winning corn was measured at 130 bushels per acre, slightly under what Billie Suderth and Troy Fuller, champion and runner-up a year ago, made.

## DEC. 26 AND JAN. 2--

### Mayor Proclaims Pair Of Holidays

Bovina Mayor Emmett Tabor has proclaimed two holidays for the city during Christmas-New Year's period. With both holidays coming on Sunday, Tabor says businesspeople had expressed a desire to observe the Mondays following each as holidays also.

Those dates are Monday, December 26, and Monday, January 2. Most businesses in the community will observe these holidays as will the school. School was dismissed this (Wednesday) afternoon. Classes will resume at regular time, Tuesday, January 3.

The proclamation: WHEREAS, the Christmas-New Year's season is a gay and festive, yet meaningful period and, WHEREAS, Bovina businesspeople have expressed a desire to remain closed Monday, December 26, and Monday, January 2, in observance of Christmas and New Year's holidays, now, THEREFORE, I, Emmett Tabor, mayor of the City of Bovina do hereby proclaim these two days as official holidays in City of Bovina and I call on my fellow citizens to join me in observing these dates as part of Christmas-New Year's season.

Emmett Tabor  
Mayor  
City of Bovina

### Funeral Tuesday For Mrs. Alderson

Mrs. Minnie Mae Alderson, 79, pioneer Bovina citizen, died Saturday about 7:30 p.m. in Clovis Memorial Hospital. Mrs. Alderson had been a resident of this area some 40 years. Funeral services were conducted Tuesday afternoon at Bovina Methodist Church, where she was a member. Rev. Davis Edens, pastor, officiated.

She was preceded in death by her husband, "Uncle Billy" Alderson, in November of 1958. Survivors include two sisters, Mrs. Tom Montgomery of Farmington, Ark., and Mrs. Joe Ray of Chickasha, Okla., and a number of nieces and nephews.

Mrs. Alderson was born July 5, 1881 in Madison County, Ark. Pallbearers were J. O. Combs, Frank Spring, Edward Spring, Melvin Sachs, Robert Schueler and E. O. Johnson. Serving as honorary pallbearers were J. H. Floyd, A. D. Smith, Carl Schlenker, Arthur Drake, Frank Hastings and Herman Schueler. Burial was in Bovina Cemetery with Claborn Funeral Home, Friona, in charge of arrangements.

### Mustangs Take Two Last Week

Bovina's Mustangs picked up a pair of victories last week while the Fillies broke even in two games.

Tuesday, the Ponies blasted Vega 53-32 as the Fillies lost 69-52.

Bill Strawn led Mustang scoring with 14 points. Roger Ezell made 11, Tally Kelso had nine, Rocky Hance seven, Don Caldwell five, Buddy Turner three, Jerry Frazier three and Mac Glasscock one.

Kay Looney was high point for the Fillies in their loss. She made 24, Cynthia Patterson had 19, Judy Roach six, Penny Loyd two and Marilyn Brandon one.

Playing here Thursday night, the Mustangs came from behind to edge Anton, 67-61. The Ponies trailed by five points at half.

Ezell and Jon Riddle paced the Mustang attack, which had its highest point total of the year, with 15 each. Barnett was high for Anton with 26.

The Fillies beat the Anton lassies, 39-34. Kay Looney was high with 15 points. The teams resume play in Friona tournament last of this month. The tournament was cancelled in mid-December because of bad weather.

The Mustangs play in semi-finals at 6 p.m. December 30 against Springlake. The Fillies go against Lazbuddie in consolation semi-finals at 4:30 the same afternoon.

If the teams win, they will play again December 31.

## HERE MONDAY NIGHT--

# March Of Dimes Strategy Planned

Ten persons were on hand Monday night at Bovina for an organizational meeting of the 1961 Parmer County March of Dimes, but few plans were laid for the month-long drive because only a small number of volunteer workers turned out.

Cary Joe Magness, county chairman of the National Foundation, explained the past history of the Dimes drive in Parmer County and then handed

out campaign supplies to local chairmen.

Magness expressed disappointment because of the small turnout, but said that he hoped there would be more volunteers by the time the drive starts, January 2.

Area chairmen present at the meeting were Charles Thompson, Bovina; Mr. and Mrs. Jack Patterson, Rhea; Mr. and Mrs. Joe Jesko, Lazbuddie; and Richard Hapke and Russell

Grimes, Farwell. Also present were Hugh Moseley, secretary for the county March of Dimes; and Herb Potts, treasurer.

A chairman for Friona had not yet been named, and Patterson was delegated to find someone to head the drive in that community. Plans were also discussed for getting area chairmen and volunteer workers for Oklahoma Lane, the Hub and Black communities.

Magness reviewed the past three drives in the county and gave the following amounts as totals that had been raised: 1958, \$1,754; 1959, \$3,698; and 1960, \$2,019.

During the past 20 years, Parmer County citizens have contributed \$34,000 to the March of Dimes, and of that total 33 per cent has been retained locally and 67 per cent has gone to the National Foundation.

Because of the small number of polio cases the county has had in the past, the ratio between local funds and the amount going to national is far below average, Magness

## Exes Schedule Banquet Dec. 31

Bovina High School Ex-Student, Teacher banquet has been scheduled December 31 at 7 p.m. in the school cafeteria.

According to Gene Ezell, president, the invitation list is so incomplete that several may miss invitations. However, all ex-students and teachers are invited even if they do not receive a written invitation.



RECEIVING CAMPAIGN SUPPLIES for the upcoming Parmer County March of Dimes drive are several volunteer workers who were present at the organizational meeting in Bovina Monday night. Handing out the supplies is Cary Joe Magness, county chairman, (second from left), and receiving them are Charles Thompson, Bovina chairman, left; Mrs. Jack Patterson, Rhea; Mrs. Joe Jesko, Lazbuddie; and Russell Grimes, Farwell.

## WHITTLIN'

BY DOLPH MOTEN

The above picture proves that this chamber of commerce business, which was recently revived here, is nothing new. The picture belongs to Lady Armstrong. She says it was made about 1927.

Emphasis of the picture is on the chamber of commerce sign. However, Bovina's skyline may be seen if you'll use your imagination a little.

The view is looking west from Bovina's east side. This was when the highway, if you could call it that, ran through the middle of what is now downtown Bovina and continued on west on opposite side of Santa Fe tracks that it does now. The sign says "BOVINA Full of Good People But Always Room For Another Good Man Stop and Investigate! Bovina Chamber of Commerce and Agriculture."

No one has told us who wrote the wording for the sign. However, we'll bet the drinks it was Willie Williams. We know he was active in chamber of commerce work and the wording sounds like something he'd say. If we're wrong, we'll give credit where credit is due. But, like we say, we'll bet we're not wrong.

In the background, almost behind the "new" car is an advertisement for Security State Bank in Farwell.

We realize there are a lot of old pictures of the community around, but we thought this one especially interesting because of the chamber of commerce angle.

..... We've heard a few complaints lately about President-elect John Kennedy's choice for secretary of agriculture, Orville Freeman of Minnesota.

We disagree, of course, with the complainers. The choice was all right, we feel.

Some of the people we talked to feel that Bob Poage, congressman from Waco, would have been better for this area. And possibly he would have. However, if Freeman isn't better for this area than Ezra Taft Benson we're going to have a lot of things to complain about and the secretary of agriculture will probably be number one on that list.

But Freeman is going to be better. Don't worry about that.

..... The pre-Christmas rush is bad, we're sure, in a lot of occupations. In ours, it's really had us feeling sorry for ourselves during the past couple of weeks.

Trying to put out one paper in a week is all but beyond our mental capacity. And this week we're putting out two so we can have a few days off during the holidays and it just about has us down and out.

About now, our ulcers are so irritable they're fighting each other.

Once we're finished, though, it'll all seem worthwhile we keep telling ourselves so we won't quit until we are finished.

Through all the madness, we've figured out one thing for sure. We don't want anyone to wish

(Continued on page 6.)

STILL BIG SELECTIONS! STILL LOW PRICES! STILL TIME TO SHOP! BUT HURRY!

WILLIAMS MERCANTILE CO.

"Pioneers In Bovina"



The Bovina Blade

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

Dolph Moten . . . . . Publisher & Editor Sue Moten . . . . . Women's News

39'ers Have Yule Party

Mrs. A.M. Wilson entertained members of the Thirty-Niners birthday club Friday evening in her home.

from a table laid with a white cloth and centered with a Christmas arrangement. The menu consisted of smoked turkey, ham, vegetables, salads, cake and coffee.

Bridge Club Has Coffee

Members of Thursday Bridge Club were entertained Tuesday morning in the home of Mrs. Jim Henke, with a coffee.

Following the dinner the group exchanged gifts. Attending were Mrs. Paul Jones, Mrs. Emmett Tabor, Mrs. J.W. Wright, Mrs. Nat Read, Mrs. Jesse Walling, Mrs. Joe Wilson, Mrs. C. E. Trimble, Mrs. Pete Davies, Mrs. A.E. Crump and the hostess.

The ladies played Court Whist for prizes. Winning were Mrs. Bob Wilson, Mrs. Jimmy Charles and Mrs. Dean McCallum.

Christmas dishes, which included, candies, cookies, nuts, mints, Cranberry candle salad and date nut bread were served to guests.

Gracing the serving table was a centerpiece which featured a hurricane lamp adorned with greenery and pine cones placed on a Christmas cloth decorated with applied poinsettias.

Congratulations

Mr. and Mrs. Wayne Weir welcome the birth of a six pound five ounce baby boy born December 13 at Clovis Memorial Hospital. The new arrival is named Calvin Wayne.

Present were Mrs. Durward Bell, Mrs. Bedford Caldwell, Mrs. Jimmy Charles, Mrs. Johnnie Horn, Mrs. Dean McCallum, Mrs. Vernon Willard, Mrs. Bih Wilson, Mrs. A. M. Wilson, Mrs. Mack Ragsdale, Mrs. Leon Grissom and co-hostess Mrs. Don Sides.

Bowling Team Has Dinner Party

Mr. and Mrs. A.M. Wilson entertained members of Hartwell Machinery bowling team and their husbands Sunday evening with a dinner party at Clovis Country Club.

Winning prizes for the afternoon were Mrs. Charles Ross, high, Mrs. Bill Prince of Farwell, low; and Mrs. Glenn Phillips, also of Farwell, won the traveling prize. Christmas centerpieces were presented to winners.

Larry Webb Has Surgery

Attending were Mr. and Mrs. Dick Sparks, Mr. and Mrs. Emmett Tabor, Mr. and Mrs. Howard Looney, Mr. and Mrs. S.E. Redden and the hostesses.

Larry Webb Has Surgery

Larry Webb, son of Mrs. Bessie Webb, underwent an emergency appendectomy Tuesday afternoon at Parmer County Community Hospital in Friona. He was released late Tuesday afternoon and is reported to be doing well.



"Musta used too much bubble gum, when I fixed the flats."

Mistakes can happen-but our SERVICE isn't one of them. We go out of our way to do the job quickly, dependably. For what your car needs-see us.

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Class Of 1956 Plans Reunion

Bovina graduating class of 1956 has scheduled a class reunion Saturday night, January 31, in home of Mrs. Jerry Rogers.

The party will be after the ex-student banquet. Members of the class and husbands or wives are cordially invited.

Not Everybody Belongs To A Co-Op But Everyone BENEFITS BOVINA WHEAT GROWERS, INC. Jim Russell, Mgr. AD8-2691

Woman's Society Has Yuletide Program

"Emanuel, God With Us" was the title of the Yuletide program presented to members of Woman's Society of Christian Service at their monthly luncheon Wednesday at Methodist Church.

Mrs. Jimmy Charles opened the program with a vocal selection which was followed by the scripture reading given by Mrs. Wilbur Charles. Mrs. E. M. Ware closed the devotional with a prayer.

Mrs. John Dixon and Mrs. Leon Ware helped present the program along with chairman Mrs. Jimmy Charles.

Following the program Mrs. Warren Morton presided over a short business session. Mrs. Jimmy Charles, Mrs. Billie Sudderth, Mrs. John Dixon and Mrs. Mable Newberry reported on their trip to Lubbock.

A covered dish luncheon hosted by Mrs. Mark Charles and Mrs. Billie Sudderth was served in the Fellowship hall.

The buffet table was laid with a white cloth and graced with pink Christmas centerpieces, candles and pine cones. Individual tables were laid with white cloths and streamers of

Alfred Whites Host Party

Minister and Mrs. Alfred White entertained Young Married Peoples Sunday School Class Sunday evening in the minister's home.

Mrs. Robert Read and James Boardman won prizes for the evening's entertainment.

Following games the group was served sandwiches, chips, dips, Coffee and soft drinks. Attending were Mr. and Mrs. Billy Mayfield and family, Mr. and Mrs. Wayne Wilcox and family, Mr. and Mrs. Joe Pinner, Mr. and Mrs. Wayne McCutchan, Mr. and Mrs. Billy Marshall, Mr. and Mrs. James Boardman, Mr. and Mrs. Thomas Rhodes, Mr. and Mrs. William Gromowsky, Mr. and Mrs. Robert Read and Mr. and Mrs. Howard Ellison.

Charity Circle Completes Project

Charity Circle of Methodist Church completed its Christmas project Friday afternoon at their regular meeting at Methodist Church.

The group prepared Christmas boxes of food, clothes and toys for a needy family. Helping with the project were Mrs. Hallie Gee, Mrs. Dean McCallum, Mrs. Leon Grissom, Mrs. Jimmy Ware, Mrs. Vernon Willard and Mrs. Mark Charles.

You don't have to go all the way to the North Pole to fine Santa Claus--he has a home in Indiana. World Book Encyclopedia points out that the Hoosiers named a small town after the plump gift-giver and put up a statue of him dedicated to "The Children of the World." In a typical year, some four million pieces of mail pour into the post office of the town, to be remailed with the postmark "Santa Claus."

Enter Now Holidays Bowling Tourney Friona Lanes First Annual Holidays Handicap Tourney Starts Dec. 21-Jan. 3. Enter As Many Times As You Wish, Place Once Prizes Of \$100 To Top Men And Women Bowlers. You May Win Friona Lanes Phone 3831 Friona

Christmas Party In Pinner Home

Several Church of Christ youngsters between the ages of six and seven attended a Christmas party in the home of Mr. and Mrs. Joe Pinner Thursday evening.

The children played games, which included pinning the beard on Santa, and Mrs. Pinner read the children a Christmas story.

Following the entertainment the group was served sandwiches, cookies, and punch from a table laid with a Christmas cloth which was decorated with holly and poinsettias. Centering the table was an arrangement featuring candles and Christmas ornaments. Crystal appointments completed the setting.

Attending were Hugh Rogers, Toni Pinner, Melanie Marshall, Brenda Newbrough, Patti Mills, Paula Mayfield, Beverly Pinner, and Mrs. Alfred White. Co-hostess for the party was Mrs. L.C. Newbrough.

Bowling Team Has Party

A Clovis restaurant was scene of a Christmas dinner for members of Deep Rock ladies bowling team Thursday evening.

Following the dinner the group returned to the home of Mr. and Mrs. Bill Hutto for refreshments and exchanging gifts.

Those attending were Mr. and Mrs. Henry Minter, Mr. and Mrs. Bill Hutto, Mr. and Mrs. Jay Harris, Mr. and Mrs. Pete Davies, Mr. and Mrs. Leslie McCain and Mr. and Mrs. Joe Wilson.

Blade Sawdust by SUE MOTEN

Aubrey Brock told me the other day in the drugstore that I was showing my age by reminiscing about days gone by and remembering people who had been here as he put it "a long time ago." Hadn't occurred to me that I was aging until that time. Since then have met with some former classmates to plan a class reunion and discovered it has been years since high school graduation. As somebody famous must have said at one time or another "my how time flies."

If you think the Christmas season isn't a rushed one you should see Paul or Ola Lee Jones. Saw them sitting in their car on main street the other day just talking. Walked over and asked them if they had to take a coffee break to get to see each other and they assured me this was the case.

(Continued on page 3)

Rainbow Girls Have Annual Christmas Party

Approximately 25 Rainbow girls and guests attended their annual Christmas Party at a restaurant in Clovis Wednesday evening.

Following a Mexican supper, Mrs. Roy Crawford opened the Christmas program with a reading, "The Meaning of Christmas," and the "Starlighters," Kay Looney and Charlotte Hromas sang "Winter Wonderland" and "Blue Christmas."

The "Wilsonaires" Trio sang "Here Comes Santa Claus" and "White Christmas." Composing the trio are Janice Leake, Marilyn Brandon and Brenda Jones.

After the program the girls exchanged gifts and their Mother Advisor Mrs. Tommy Bonds, presented them with pajama poolies.

Among those attending were Mrs. Cliff Leake, Mrs. John Wilson, Mrs. Dick Sparks, Mrs. Bob Johnston, Mr. and Mrs. Roy Crawford, Otho Hammonds, Roy Crawford Jr., Judy Crawford, Mary Ann McKinney, Maureen Hammonds, Kay Looney, Charlotte Hromas, Melvin

Have Annual Christmas Party

Gaines, Marilyn Brandon, Don Caldwell, Brenda Jones, John Lynn Riddle, Janice Leake, Jerry Wright, Patsy Richards, Buddy Turner, Judy Meachem,

Jackie Turner, Patricia Crawford, Delbert Hall, Linda Johnston, Gregory Mahon, Carla Meachem, Terry Lovett and Mrs. Bonds.

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Guaranteed Motor Repair Service for CARS-TRUCKS-TRACTORS IRRIGATION MOTORS We Welcome Your Business H&M Garage AD 8-2041 Dub Mayhew Bovina Gene Hall

Give a GAS LIGHT for Christmas! A Gas Light helps capture the old-fashioned charm of Christmas . . . all year long. Order now for post-Christmas installation and receive a gift certificate for presentation to the recipient. Choose from six models, priced from \$49.50 installed. Fuel for a growing empire Pioneer Natural Gas Company

Hospital Notes

Mrs. Lucy Wilson is hospitalized in Northwest Texas Hospital in Amarillo. Her condition is reported to be fair.

Ship the better way Santa Fe No matter what you ship, call your local Santa Fe Agent and let the railroad that is always on the move toward a better way go to work for you.

# HD Agent's Gossip

BY MISS ETTIE MUSIL

So much has happened in the last week. Approximately 17 Farwell 4-H Club Girls met Monday afternoon, December 12, in the Grade School Library. It was a great pleasure to meet all of the girls we shall be working with.

Program suggestion sheets were given to each of the girls to check the programs they would like to have during the year. These programs will be announced later when all of the other 4-H girls clubs will meet.

Mrs. U.L. Lesly and Mrs. R.C. Lemons, Sr., met with the Farwell 4-H Girls Club as adult leaders. I was sorry I had to leave early for another meeting, but I did see some of the supplies the girls had brought to make Christmas gifts and decorations.

Another great occasion took place Tuesday morning with the Lazbuddie Jr. and Sr. 4-H Girls Clubs. During the Jr. 4-H Girls Club Meeting at 8:45-9:45 a.m., Carolyn Annear did a fine job as president of the club. She had the club business well organized. Twenty-nine 4-H girls checked the suggested list for the 1961 programs. Adult leaders, Mrs. Glenn Annear and Mrs. James Mabry, also attended.

From 11:00 to 11:50 a.m. I met with the Sr. Girls 4-H Club officers and members. These officers are Katie Blackstone, president; Marianna Gammon, vice-president; Mersella Mayfield, secretary-treasurer; Linda Gleason, reporter; Judy Koelzer, council delegate, and Charlotte Seaton, recreation leader. Mrs. Joe Jesko attended as adult leader.

Each of the club members took home their suggested list of programs to discuss with their parents. I would like to remind the girls to send their lists to me so we can plan the programs for January and the rest of the year. We plan to organize yearbooks for the clubs, too, and need suggestions. Do let me or your adult leaders know what you would like to have in the year-

book. The adult leaders will then notify me of these suggestions.

On our return from Lazbuddie to Farwell, Joe Jones, our County Agricultural Agent, told me about the good demonstrations the 4-H boys presented during their club meetings. I know each of the boys parents learned much from their sons as they made preparations for the method demonstrations. Then the other boys in the clubs learned how to make electric motors.

Now, in expressing our season's greetings to each of you I would like to share this meaningful poem with you. It was written many, many years ago by Henry Van Dyke, but the message is always up-to-date. Let's keep Christmas together as a family.

### "KEEPING CHRISTMAS"

"Are you willing to forget what you have done for other people and remember what other people have done for you; to ignore what the world owes you and to think what you owe the world; to see that your fellowmen are just as real as you are, and try to look beyond their faces to their hearts hungry for joy?"

"Are you willing to stoop down and consider the needs and desires of little children; to remember the weakness and loneliness of people who are growing old; to bear in mind the things other people have to bear in their hearts; to try to understand what those who live in the same house with you really want without waiting for them to tell you; to trim your lamp so that it will give more light and less smoke; and to carry it in front so that your shadow will fall behind you."

"Are you willing to believe that love is the strongest thing in the world, stronger than hate, stronger than evil, stronger than death, . . . and that the blessed life that began in Bethlehem 1900 years ago is the image and brightness of Eternal Love?"

"Are you willing to do these things even for a day? Then you can keep Christmas. And if you can keep it for a day, why not for always? But you cannot keep it alone."

### Sawdust--

Read an article the other day in the Amarillo paper that stated living in the Sahara desert wasn't any worse than where we live. The article went on to point out that if you are the type person who always wants to turn the heat up you should turn the water on instead. That it is the humidity that is eating you up. There isn't enough moisture in the air for the heat to penetrate your skin and therefore one feels cold and dry constantly. This isn't true, of course, in the summer. Another point presented was that during the winter with the lack of moisture we are prone to have more dandruff, and skin diseases. While reading this article I went to the heater and turned up the thermostat. Guess we are just creatures of habit.

### JURY NEVER GETS CHANCE

A 35-member jury panel was summoned twice last week for a couple of Parmer County District Court cases but never got a chance to hear either of them.

The jury was dismissed by Judge E. A. Bills Thursday after the counsel for the defendant, in a case styled the State of Texas vs. Bill Rollins, failed to make an appearance.

Rollins, of Tyler, was present to face charges of theft with false pretext but his attorney from Dallas did not appear. The attorney will be charged with contempt of court, the judge said in postponing the case until a later date.

It was the second time in the same week that the jury panel had been summoned but never got a chance to hear a case. On Monday of last week, a 12-man jury had already been selected to hear a case against Everett Deaton of Friona but the judge ruled a mistrial.

Both cases have been re-scheduled for a later session, probably in January, says Parmer County Sheriff Chas. Lovelace.

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**LOW PRICES**  
**EXTRA CONVENIENCE**  
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Bring Your Gift List And Come On In . . . The Shopping's Fine!

**Henderson's Variety**  
Downtown Bovina

## CHRISTMAS SPECIALS . . .

Thur.- Fri.- Sat.- Dec. 22-23-24  
And Tues. & Wed., Dec. 27 & 28  
We'll Be Closed December 26

# FOR THRIFTY FEASTING!

Shurfine **CRANBERRY SAUCE** 2 No. 300 Cans **35¢**

Tender Crust **BROWN 'N SERVE ROLLS** 2 Pkgs. **49¢**

Shurfine **Shortening** 3 Lb. Can **65¢**

Non Such **Mince Meat** 9 Oz. Pkg. **29¢**

Carnation **MILK** 2 Tall Cans **27¢**

Scott Soft-Weve **Toilet Tissue** 2 Rolls **29¢**

Scott Regular **Toilet Tissue** 2 Rolls **27¢**

Supreme Town House **CRACKERS** 1 lb. Box **35¢**

Shurfine **PUMPKIN** No. 2 1/2 Can **19¢**

Shurfine Cut **GREEN BEANS** No. 303 Can **21¢**

Hip-O-Lite **Marshmallows CREAM** Pint Jar **25¢**

Curtiss **Marshmallow** White or Colored 10 Oz. Pkg. **19¢**

Hershey's Semi-Sweet **DAINTIES** 12 oz. Pkg. **39¢**

Baker's **GERMAN CHOCOLATE** 1/4 lb. Pkg. **25¢**

Baker's Angel Flake **COCOANUT** 2 7 oz. Pkg. **65¢**

Shurfine All Green Cut **ASPARAGUS** No. 300 Can **25¢**

Libby **TOMATO JUICE** 46 Oz. Can **25¢**

Shurfine Small **WHOLE SWEET POTATOES** #2 Can **23¢**

10¢ Off Label **FOLGER'S COFFEE** 2 Lb. Can **\$1.29**

**FRUITS & VEGETABLES**



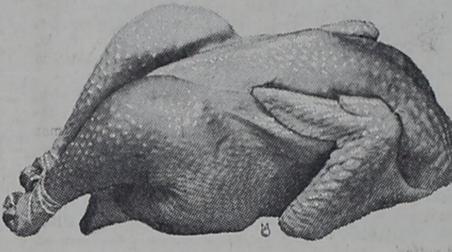
Fancy California **Pascal Celery** Lb. **10¢**

Maryland US No. 1 **SWEET POTATOES** Lb. **12¢**

**CRANBERRIES** 1 Lb. Cello Pkg. **19¢**

Florida Ruby Red **Grapefruit** Lb. **10¢**

### Nutritious Tender CHOICE CUT MEATS



**TURKEY**  
Hens Or Toms Lb. **49¢**

Ask For Your Favorite Meat Cut

Armour Star Boneless, Fully-Cooked **Canned HAM** 5 Lb. Can **\$3.98**

Pinkney Harvest-Time **BACON** 2 Lb. Pkg. **99¢**

Shurfine 7 1/4 Oz. Jar **Stuffed Olives** **39¢**

Sunmaid **RAISINS** 15 Oz. Box **25¢**

Kleenex **Table Napkins** 2 50 Ct. Boxes **49¢**

Contadina Whole **SPICED PEACHES** No. 2 1/2 Can **23¢**

Rustic Whole Spice **Crabapples** No. 2 1/2 Glass Jar **39¢**

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## Importance Of Soil Test Stressed At Hub Meeting

Don't Guess... Soil Test! This catchy little slogan was the theme of a meeting in the Hub Community Center last Thursday night when 35 agricultural leaders of Parmer County met to discuss a four-point soil fertility program.

Bill Gunter, area agronomist from the Texas Agricultural Extension Service, and Jim Valentine, area soil chemist from Lubbock, were on hand and they both pointed out the need for testing soils in determining the amounts and types

of fertilizers to apply on the land.

Fertilizer dealers from throughout the county attended the meeting and they voted to adopt the soil test slogan and to assist the county agent and other agricultural leaders in working out a soil testing program for county farmers.

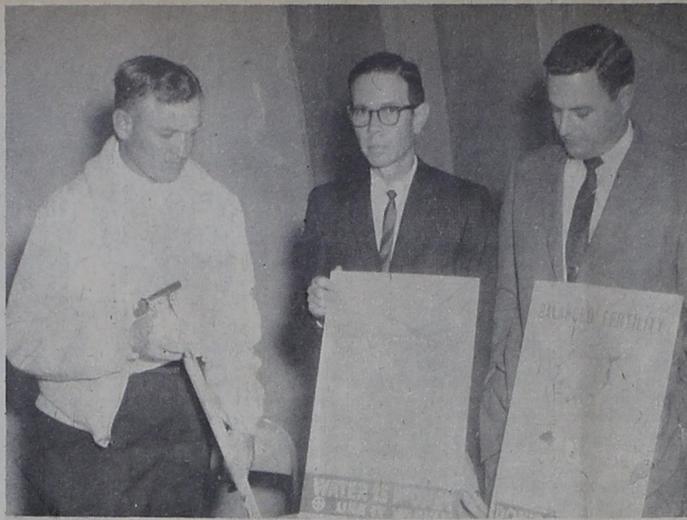
Special car and window stickers bearing the slogan, "Don't Guess. Soil Test" were handed out to the fertilizer men, as were posters on soil testing, and kits for mailing soil samples into the new soil testing station at Lubbock.

In his talk to the group, Gunter explained that soil testing was only one of the steps necessary in a good farming program. "The soil test is a good foundation stone," Gunter said in outlining a four-point plan that would help the farmers in obtaining maximum yields and higher net profits from their crops.

The agronomist cited several changes which had occurred in the farming program and mentioned the \$39 million county farm income total of 1959 as being indicative of how farming in this area was a "big industry."

"If you increase the farm income by 10 per cent, that's a new \$4 million industry for the county," Gunter said in emphasizing how important it was to strive for maximum production.

"Each farm is a factory," Gunter said, as he compared the need for good planning and management on the farm with that of big business operations.



LOOKING OVER POSTERS which were distributed to Parmer County fertilizer dealers at the soil fertility meeting at Hub Thursday night are Robert Wilson, left, Bovina farmer; Jim Valentine, of the Lubbock soil testing station; and Bill Gunter, area agronomist for the Texas Agricultural Extension Service. Wilson is holding a specially-designed probe for taking soil samples.

"When you spend from \$5 to \$15 for fertilizer, you should know what you're putting in the ground," he said.

The extension service representative gave some statistics on the amounts of fertilizer used in Parmer County during 1959 and the amounts soil experts thought should have been used.

Parmer County farmers used 2,968 pounds of nitrogen, "and according to what some of the best soil fertility men say, we needed to use 8,275 pounds," Gunter said. Phosphate used on farms in the county totaled 397 pounds and it should have been 6,620 pounds, while potash applied totaled only 31 pounds, and it should have been 662 pounds.

By using the soil test, a farmer can find out how much more fertilizer, if any, is needed and just what elements of the soil are missing.

This scientific approach will help the farmer in getting the best fertilizer application for his money, Gunter said.

While there is a need for using more fertilizer, Gunter emphasized several times that this was only one phase of the overall farming program. He pointed out that "finger tip control" of water was just as important. "This is certainly true in cotton," he said.

Another point he made was that fertilization and irrigation should be backed up with good harvesting methods and other efficient production operations.

This rounded out the four-point program which was based on "balanced fertility, soil and water management, efficient production, and quality harvesting and marketing."

Explaining more about the soil testing program was Valentine, the soil chemist from the testing station which has just recently been opened in Lubbock. Valentine told how the soil analysis was made and how the soil samples should be taken from the fields.

He said that a composite sample of the soil from all sections of a field was needed, and the way to obtain these samples was by using special type probe, which he demonstrated at the meeting.

The samples should be taken by zig-zagging across a given field, placing all the samples

mailing these samples.

Also, the use of the special probes for obtaining these soil samples was stressed, and most of the fertilizer men indicated that they would obtain several and assist farmers in using them.

Also taking part in the program were Joe Jones, Parmer (Continued on next page)

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You'll Like What You Find At... **LULLABY LANE** In The Village - Clovis N. Mex. 7th And Main INFANTS - CHILDREN - MATERNITY WEAR

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**Hub Meeting--**

County Agent, and Robert Wilson and Arlin Hartzog, members of the county soil fertility committee. This committee, along with the county agent, was responsible for arranging the meeting.

These three men started off the meeting by explaining the need for a good soil testing program, and it was pointed out how the new soil testing

station at Lubbock would permit farmers in this area to obtain quicker service on their soil tests.

Previously, the soil samples had to be sent to Texas A&M at College Station and it took much longer to obtain results on the samples than it will in the future.

In winding up the program, the County Agent said that several farmers in the county will be asked this next year to plant some test plots so that comparisons can be made between crops grown with the test station fertilizer recommendations and with crops grown with normal applications.

This plan will give farmers a chance to observe first hand whether or not the soil test method will be beneficial.



A GOOD SLOGAN for every farmer to adopt would be this one, points out Jack Patterson, left, farmer from the Rhea community. The decal, which Patterson is holding in his hand and showing to three other men who attended the soil fertility meeting at Hub, is one that will start appearing on vehicle bumpers and windows throughout the county. Looking on are Warren Embree, of the First National Bank, Bovina; T. O. Lesley, president of the Farmer County Farmers Union; and B. M. McGinley, area representative of the Grain Sorghum Producers Association.

**Quotas Okayed**

Some 370 Farmer County cotton growers turned out last Tuesday to once again approve overwhelmingly marketing quotas and allotments for the 1961 cotton crop.

The vote count was 331 for and 38 against, as county growers agreed with cotton producers throughout the nation

in approving the quotas by more than a two-third majority, which was required if the quotas were to remain in effect.

Growers who stay within the cotton acreage allotments this next year will be guaranteed a market price of not less than 70 per cent of parity.

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Sudan Seed, Hegari, Red Top Cane  
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Sales & Service ALL MAKES  
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- \*Book Your Asgrow Hybrid Grain Sorghum For 1961 With Us
- \*Buy Your Anti-Freeze From Us By The Case
- \*Talk To Us About Fertilizer
- \*Make Arrangements For Your Uran Fertilizer From Us.
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Or In The Senate  
It is mighty hard to believe that conversation is a lost art while you are waiting for your turn at the public telephone.  
--The Louisville Times.

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Long Term -- Low Interest  
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Announcing The New Pontiac Trophy V-8 Engine  
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**Pruitt Bros. Implement Co.**  
Local Owned Local Operated  
Your Friendly Massey-Ferguson Dealers  
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Phone 7550 or 2660 Muleshoe

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We must reduce our inventory before Jan. 1st 1961. Our entire stock of high quality furniture and gifts will be offered at real savings. Seldom do you find these prices. Dozens and dozens of sofas, living room and bedroom suits, chairs, rockers, and gifts at cost and some even less.  
COME AND LOOK!

**STOCK**

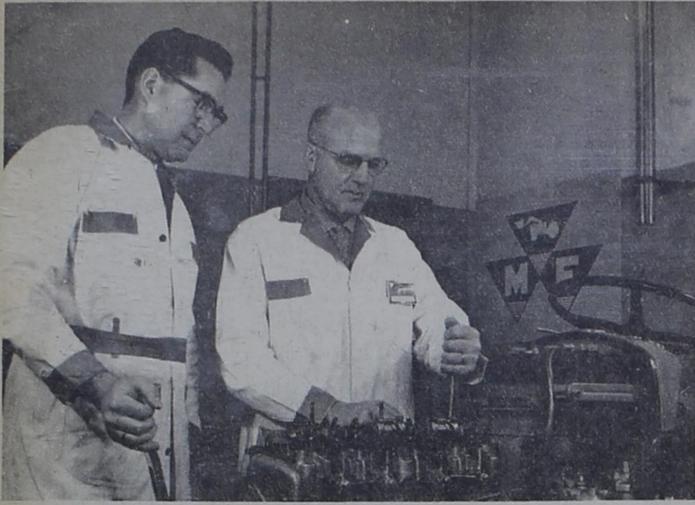
**REDUCTION**

**STARTS TUES., DEC. 27, THRU SAT. DEC. 31,**

**STORE WIDE SAVINGS**

**25% To 50% Or LESS**

**H & H DISCOUNT FURNITURE IN HEREFORD**



E. B. CALDWELL, right, of Bovina Implement Co., Massey-Ferguson dealer for the Bovina area, recently attended a one-week technical service course at the M-F Service Training Center in Detroit, Mich. With Caldwell is Charles Powers, instructor.

# One County Road To Be Improved

The Texas Highway Commission today approved the expenditure of \$10,700 for highway safety and betterment in Parmer County during 1961, announced District Highway Engineer O. L. Crain of Lubbock.

He said a total of 12.2 highway miles in the county will be involved. The work will be under the supervision of H. Bruce Bryan, District Maintenance Engineer.

This work is part of two statewide "highway housekeeping" programs revealed today by the Texas Highway Department. Totalling \$40 million, the programs are keyed to safety features and proper upkeep of

the State's highway systems. The two safety-and-betterment programs will be evenly divided financially throughout the State with \$20 million to be spent on the U. S. and State Highway System and \$20 million earmarked for the Farm-and-Ranch-to-Market Road System.

The 1,075 items involved in the two programs, covering a total of 224 counties, will all be done during the next calendar year. A total of 2,779 miles of U. S. and State Highways and 3,686 miles of Farm-to-Market Roads are included in the work list. Highways are due for improvements such as surface widening, bridge widening and replacement, base

strengthening, and paving of shoulders.

District Engineer O. L. Crain said a total of 434.4 miles in this highway district would be involved, at a total cost of \$1,994,000.

The following projects will take place in this county: Farm road 1412 from Deaf Smith county line to U. S. 60 at Friona. The 12.2 miles of road will receive a seal coating.

# WANT ADS

**FOUND**--Paint horse weighing about 1,000 pounds. Estimated age: 12 years. Has been at my place about 30 days. Owner may have by paying feed bill and for this ad. Euell Hart, BA5-4184. 26-tfnc

**FOR SALE**--House, outbuildings and five acres of land; house has three bedrooms and attached garage. \$9000. Located 10 miles west of Friona or 9 miles north of Bovina. Contact Norlan Dudley, Box 368, Hart, Texas or call Farmers State Bank, Hart, W 83210. tfnc

**WANTED** -- In the event you are interested in selling your farm or that extra piece of land, we would appreciate your listing and will work hard toward selling it for you. O. W. Rhinehart in Bovina 30 Years Phone AD8-2081 21-tfnc

**LOST**--Masonic ring with diamond on each side. Al Kerby. AD 8-4441. 25-2tc

**FOR SALE**--Two very nice coming 2-year-old registered Polled Hereford bulls. Also would like to buy good used barb wire and posts. E.C. Berry, Bovina. 25-2tc

**FOR SALE**--2 refrigerators, 1 apartment range, 2-2 wheel trailers, 1 living room suite, 1 bathub. R. L. Edwards, Bovina. 24-3tc

**HOWARD GRIFFIN**  
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Home Repairs  
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**FOR RENT** -- Floor Polisher. \$1 per day. Superior Electric, AD 8-2751 32-tfnc

NEWS FROM THE  
**FARM BUREAU**  
BY RAYMOND EULER

We enjoyed the four days in Denver, attending the 42nd Annual American Farm Bureau Convention, along with about five thousand others from the forty nine states and Puerto Rico. There were to have been three hundred or more Texans there, but due to road conditions, several we know of didn't make it. Even the weather and roads were pretty bad on the way up, the weather during the convention was beautiful. Messages to the convention were received from both President Eisenhower and President-elect Kennedy. President Shuman replied that Farm Bureau would give "full support and cooperation in all efforts to strengthen America, increase farm income, and advance the cause of individual freedom."

One of the most significant resolutions passed at the convention, we thought, is the one stating that "Action should be taken to prevent the Supreme Court from changing its long established interpretations of the constitution. These changes should only be made through the constitutional amendment procedures." Although the voting had not been concluded when we left, we feel pretty sure that the delegates also gave support

resented by each sample. Be sure the sample numbers on the sample boxes correspond with sample numbers on the information sheet.

All fertilizer dealers present at the Hub meeting on December 15, have the information available for taking and sending off soil samples. I believe each dealer indicated he planned to also serve as a collecting agency for samples and send them to the laboratory for those desiring them to do so.

The cost for soil analysis and fertilizer recommendations is \$2.00 per sample. This fee to accompany samples and to be paid by the farmer. The dealers present indicated they would take care of the postage or freight on the samples they send in for you. I plan to have materials necessary for sending off soil samples in the hands of all fertilizer dealers soon after Jan. 1.

**FOR SALE**--Black '55 Ford 2-Dr. Victoria hardtop, 4 new tires, for \$650. See John Farron at Bovina Dry Goods. 26-3tp

**CHRISTMAS PRESENT** -- Shetland pony for sale. Tony Ivy, Bovina. 26-2tp

**FOR SALE**--3 refrigerated boxcars to be moved. Sam Sudderth, AD8-4071. 26-4tp

**FOR SALE**--2 bedroom home, newly redecorated and carpeted. New hot water heater. Good location on Third Street, see Dick Martin at First National Bank or Phone AD8-4721. 15-tfnc

**LAND WANTED** - We have buyers for irrigated land, also dry land and grass land. Call, write or see Turner Bros. Land Co. Ph. 5221, Hale Center, Texas. 16-12tp

**Richards Slaughter House**  
'Your Business Appreciated'

to adoption of the 23rd amendment. This is the amendment that would force the Federal Government to dispose of businesses that is maintained in competition with private business, and also certain land holdings. This action would result in a situation that would make possible the elimination or drastic reduction of federal income taxes, among other things. The farm labor situation held the spot light for several hours during the convention, and many references were made to the TV show of a few weeks ago, called "Harvest of Shame," in which all the bad features of farm migrant labor situation were shown, and none of the favorable features were revealed. It is our personal opinion, as well as that of some others, that it is important that each farmer be sure he is not the one these kind of "publicity against farmers people" would like to investigate and publicize.

**CONSIDER THIS:** As a thorn goeth up into the hand of a drunkard, so is a parable in the mouths of fools. Proverbs 26:9

**Whittlin'--**

us a Merry Christmas next year. Having a Merry Christmas is the easy part. We can do that fine. What we want to have next year is a Merry pre-Christmas.

That's the thing we need to work toward.

Here are two wishes for you, if you've read this far; take your choice:  
Merry Christmas  
Merry pre-Christmas

The word Xmas as a form of Christmas originated in the early Christian Church, reports World Book Encyclopedia. In Greek, X is the first letter of Christ's name. It was often used as a holy symbol.

## Lubbock College Conducting Fund Raising Campaign

Lubbock Christian College is in the midst of a \$2,000,000 fund-raising campaign to improve and enlarge its campus and \$300,000 is needed Dec. 31 when the land option expires. The money is needed to acquire 229 additional acres for future expansion and school officials feel the land is worth more than double the option price of which it can be purchased.

Included in the campaign is the payment of campus indebtedness, building a men's dormitory and completing a giant fieldhouse which will be

one of the largest in the nation. The campaign will continue until all these goals are reached. Approximately 114 men have been selected to serve as co-chairmen for the school covering a wide area of West Texas and New Mexico with a county given a goal.

James Mabry of Lubbock has been named county chairman for Parmer County which has a goal of \$17,500.00. In addition, the county has reached 10 per cent of its goal.

Working with Mabry as local chairmen are Van K. Crume and C. L. Mahaney, Farwell; Bill Marshall and James Bordman, Bovina; James Procter and Bill Wooley, Friona; Gerald Curtis Lariat; and Marvin Mimms, Lazbuddie.

## Valverde Returned Here From Olton

Rudy Valverde Sr., 45, was returned to Farwell from Olton Monday by Sheriff Chas. Lovelace to face charges of removal of mortgaged property.

Valverde, who formerly lived near Bovina, was arrested by a deputy sheriff at Olton. His bond was set at \$500 and he has been bound over to the grand jury.

Arrested in Friona Monday by Deputy Bill Morgan was F. L. Adams, 19, who was charged with stealing tires and wheels from the City Body Shop there. He was also bound over for grand jury action.

### MOD--

"We have been very fortunate," Magness said, in pointing out that the county organizational had managed to stay in the black. "The state as a whole is several thousand dollars in the hole and national is broke," Magness said.

The chairman cited a case at Lamesa where expenses for one patient alone was \$200 a week. One case like that in Parmer County could change the situation here considerably, Magness said.

Magness pointed out that the National Foundation has now broadened its scope to include treatment and research on arthritis and birth defects. "The drive is just as important now as it ever was," he said.

The Japanese version of Santa Claus is the ancient god Hoteiosho, who has eyes in back of his head to help him see how children behave, according to World Book Encyclopedia.

## NEW STOCK OF AC OIL FILTERS AND SPARK PLUGS

... Primarily For Tractors & Industrial Engines  
**Get Your Supply Here**  
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**Gaines Hardware Co.**

"Nothing Knocks On Bovina But Opportunity"

## WITH THE COUNTY AGENT

JOE JONES

The 4-Point Soil Fertility Program got off to a good start Thursday night with a good turnout of fertilizer dealers, farmers, and other business representatives present at the Hub Community Center to kick it off. The Program embodies balanced fertility, soil and water management, efficient production, quality harvesting and marketing.

The first step for a balanced fertility program on your farm is the soil test. The soil test is not the whole answer, but is the best guide known for determining fertilizer needs for any particular crop on a given piece of land. To date we have been using too little of the scientific research available to our agricultural enterprise here in Parmer County. The slogan adopted by the group Thursday night was "Don't Guess - Soil Test."

Jim Valentine who runs the Texas A&M College Extension Soil Testing Laboratory at Lubbock was present at the Thursday night meeting along with Bill Gunter, Area Extension Agronomist.

collection of a soil sample is extremely important."

The sample must be a true representative of the land from which it is taken. To insure it truly represents the area you intend it to represent, be certain you take several samples from this area and send one composite sample from this and submit for analysis and fertilizer recommendations. Take soil samples from the depth land is generally broken.

In this county most of the samples should be taken from the top 6 to 9 inches. Samples should not be taken from the row area where fertilizer was banded the previous year. In most instances, between rows would be the area to secure the sample. Don't wait for your soil to dry if you are ready to send in samples.

Valentine says they are prepared to dry samples at the laboratory and wet samples do not bother them. Do not oven-dry samples before sending as you will burn out the organic matter and not get a true picture of your soil. Be sure you do not get tobacco ashes in your samples as this will cause the sample to be inaccurate and worthless to you. Fill out information sheet completely and submit this information sheet with your sample. Keep a record for yourself as to the area rep-

**Firestone CHAMPION NYLON**

**12.95** 6.70-15 Black Tube-Type Plus tax and recyclable tire

☆ All the top quality Champion features PLUS the rugged strength of NYLON!

TUBE-TYPE NYLON		TUBELESS NYLON	
SIZE	BLACK*	WHITE*	WHITE*
6.00-16	12.95	16.50	
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7.10-15	14.95	18.95	
7.60-15	16.95	20.95	

\*Plus tax and recyclable tire

**Paul Jones Texaco Service Station**  
Bovina  
AD 8-4331 - Highway 60

**CHRISTMAS SPECIALS**

From Now Until Christmas From 10% To **50% OFF** On Many Christmas Gifts. Fill Your Gift List At These Savings!

FREE GIFT WRAPPING

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Enjoy clean, healthful, even temperatures - automatically! With Gulftane and a modern LP-Gas furnace, you can sail through winter's coldest weather with nothing more to do than set your thermostat at ONCE! Costs less than set your thermostat at ONCE! Costs less than you think. Let us tell you all about it.

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AD 8-2271 Bovina

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the gift that's "different" yet practical

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# The Bovina Blade

THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

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

"In The Agricultural Center Of Parmer County"

BOVINA, TEXAS

VOL. VI, NO. 27

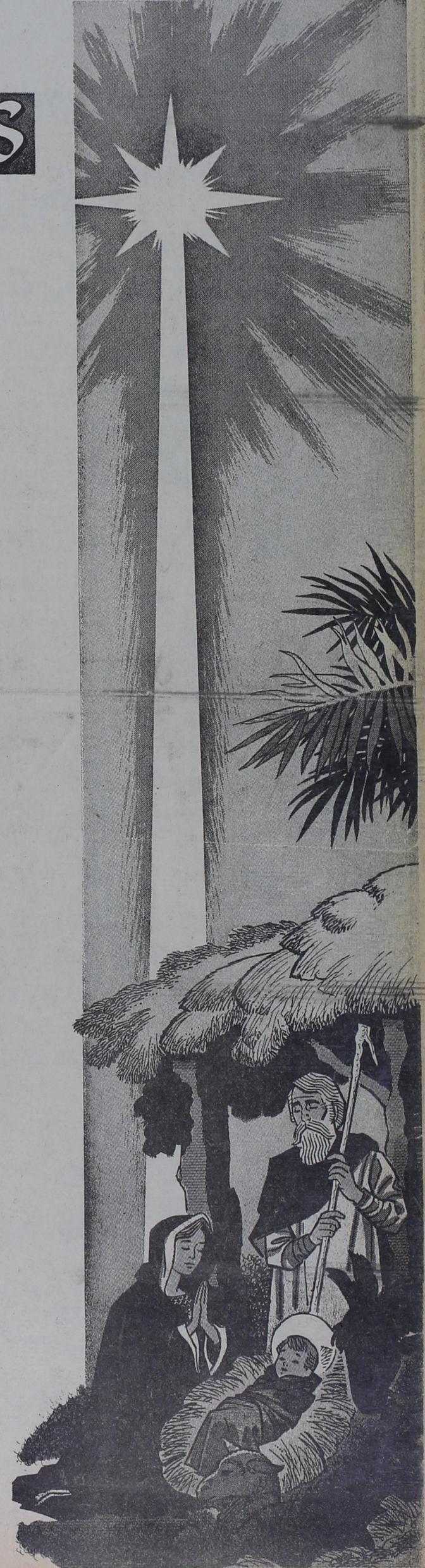
## CHRISTMAS

As brightly as the Star of Bethlehem shone in the heavens of long ago to mark the place of our Saviour's birth, the spirit of that first Christmas shines in our hearts today . . . dispelling our fears, dispersing the darkest shadows of despair . . . fortifying our faith . . . restoring our dearest hopes, sustaining our finest aspirations . . . inspiring us with a deep and abiding love for one another. And now, as we prepare to celebrate another Christmas, let us rejoice anew in the Divine Miracle with which it all began. Let us find in the blessed message of "Peace on Earth, Good Will Toward Men" the true significance of the Day which has for so long meant so much to so many. Let us fill our lives with the shining wonder and glory of this promise, so that it may brighten all the days of our years, and make us forever deeply grateful for Christmas.

In This Issue:

### CHRISTMAS:

- \*GREETINGS FROM BUSINESSES
- \*PICTURES
- \*STORIES
- \*FEATURES





### The Bovina Blade

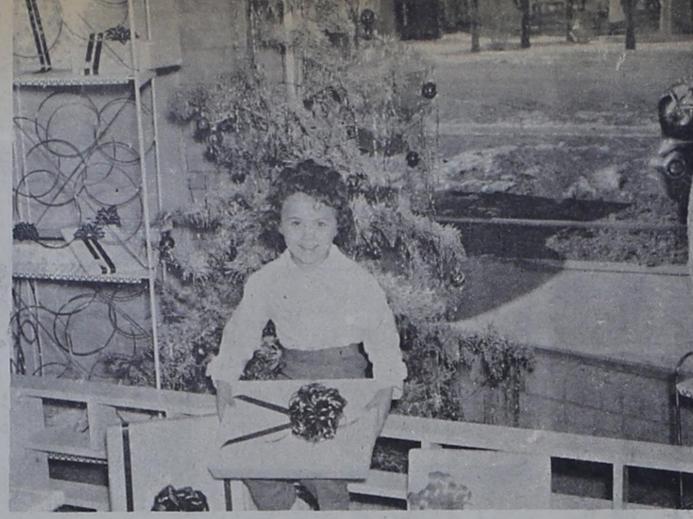
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Dolph Moten . . . . . Publisher & Editor  
Sue Moten . . . . . Women's News

The author of the favorite children's Christmas poem, "Twas the night before Christmas," an eminent New York divinity professor, felt his creation was below his dignity and would not admit he wrote it for 20 years.

The Colorado Blue Spruce, the Black Hill Spruce, or the Alcock Spruce are the most preferable trees for use as Christmas trees.

Legend has it that before the Crucifixion the berries of Christmas Holly were white instead of red as now.



Candy Turner, daughter of Mr. and Mrs. H. N. Turner, is shown with a Christmas package and a smile of anticipation as she awaits Santa's visit.

#### IN DAYS GONE BY--

## Dinner Bucket Caste System

BY SALLY WHITESIDES

In my day, which was, much as I hate to admit it, more than a few years ago, there was the infallible dinner bucket caste system.

This system worked very simply. I was among those who proudly carried a shiny new 39 cents lunch box for the first couple of weeks in September. Only for a couple of weeks though, I'd then dispose of it in one of an assortment of ways.

One way that never failed was to set my bucket down to play until the bus was ready to leave. I always made it to the bus by the skin of the teeth and would be half way home before remembering my lunch bucket.

And then there were other ways; like falling on it at a hard run and warping the thin metal, or having it snatched by the "big kids." Once, I gave it as a bribe to a darling little boy. It worked, too. He let me call him my boyfriend for three whole days. To me, it was worth it, but I have often wondered how he explained his riches to

his mother. I know I had a heck of a time figuring out a believable lie for mine.

So, each year as my dinner bucket became a casualty, I had to drop back to the paper sack level. There was even a sub-caste here, with some of the luckier kids getting a new sack every day. I was one of those who had to make one sack last a week--woe unto me if when Mother called "Where's your sack, Sally?" I couldn't produce.

Of course, there was always a few kids who not only started out each new school year with a brand new 98 cent lunch box, but mayhap it was lost, stolen or broken, they got new ones--right away. Come to think of it, those kids rarely suffered from stolen buckets and even rarer were the cases where they bribed their way to popularity through the giving of their boxes.

But what came out of the lunch bucket when the dinner bell rang was what really told the tale. Prosperity certainly showed up inside.

Take the sandwiches. How I

envied those who brought nice, uncomplicated biscuit and bacon sandwiches. One of the sweetest smells I've ever known was that of a newspaper wrapped biscuit, with a slab of fried ham or bacon and plenty of mustard oozing out the edges.

Bought bread was a rarity for even the dollar pail carriers, but they showed their wealth with cheese, roast beef or sliced, boiled ham to tempt their tongues.

But neither of these had I. My mother baked our bread--great loaves of snowy white goodness that smelled so good coming out of the oven; was pure delight when either smothered in butter while hot or sopped in red bean juice when cold.

Then how was it that, for all it's goodness, homemade bread was such a dismal failure in the dinner bucket?

Those who know about these things know home made light-bread doesn't bend to meet the sandwich, it breaks, crumbles and spills the innards into one's

(Continued on page 5.)

At Christmas Time This Year, We Wish To  
Extend A Special Thanks To Our Friends  
And Customers For Their Patronage During  
The Six Years We've Been In Business Here.  
Your Business Has Been Appreciated During  
Those Years And We're Looking Forward To  
Serving You In Those To Come.



## Southside Service Sta. And Gro.

M. Crook

### MERRY CHRISTMAS

Once more we come to the day of greetings and family gatherings, the day of Peace and Joy and good will. It is the Season when we especially want to pause and say "Thanks" to you for our pleasant and friendly association during the past twelve months.



### KERBY Welding Service

A Deal The Year Round  
- Bovina -



# Warm Wishes

We take a gift of words, wrap it with good cheer, adorn it with a friendly smile, and send it on its way to you and yours. What is it? It's our package of holiday wishes, warmly felt, heartily said. May your Yuletide season be merry and bright... filled with lasting contentment.

## FRIONA LANES

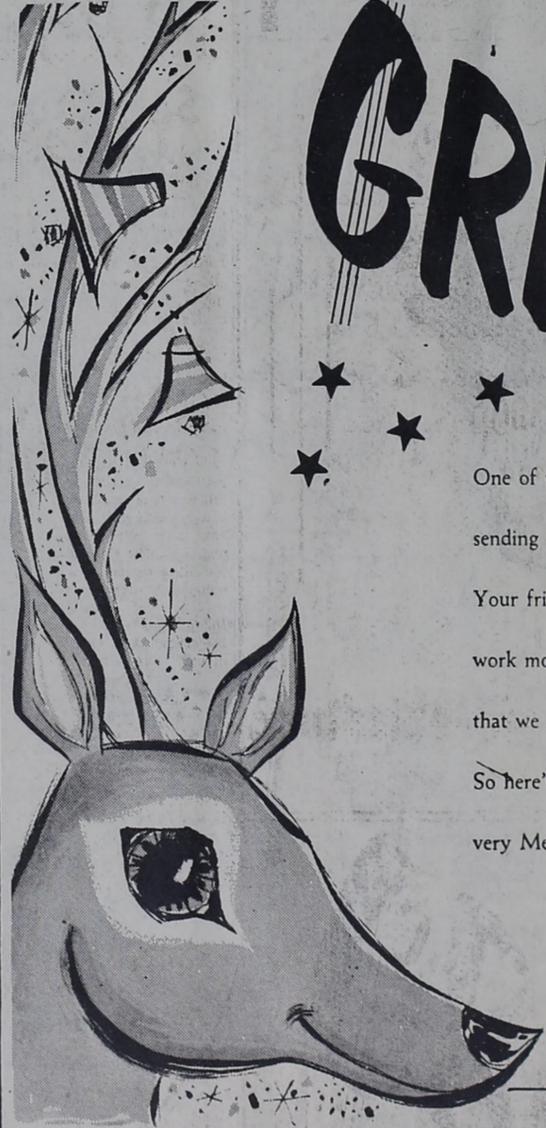
Ed Hicks Gary Hicks Valton Howard  
- Friona -

# Christmas GREETINGS

One of the greatest pleasures of Christmas comes in sending good wishes to our friends.

Your friendship and patronage has made our work more enjoyable, and we want you to know that we sincerely appreciate your every consideration.

So here's hoping that yours will be a very Merry Christmas.



## WARREN AUTO SUPPLY

Mr. And Mrs. C. P. Warren

Hwy. 60

Bovina



Santa as shown on the roof of the home of the Mark Charles' home is about to enter for his annual visit through a miniature chimney. This is a part of winning entry in Christmas contest.

**Christmas Greetings**

HOLIDAY calls are a vital part of CHRISTMAS and everywhere you turn, folks hurry on these pleasant errands. Since we cannot come in person, we take this means of expressing our appreciation for your friendship and good will. We sincerely wish that your Holiday Season will be a joyous one with a full measure of success and happiness.

**Bovina Auto Parts, Inc.**  
Dick Wall, Mgr  
Downtown Bovina

Phone  
Day AD8-2391  
Night AD8-4671

**Letters To Santa**

Dear Santa Claus,  
I want a typewriter for Christmas. My father has already told Santa Claus to bring me a typewriter for Christmas. I would love to have a typewriter and write to my grandmother.

Your friend,  
Lydia Rubio

Dear Santa Claus,  
I want a B.B. gun, an electric train, a space suit and a camera, and a tractor.

Your friend  
Carrol Foster

Dear Santa Claus,  
I want three dolls, an Ann Pillsbury cake mix, a ponds beauty bar, a dress up kit and a pop corn popper.

Love  
Pamela



**FOLLOW THE STAR**

To Our Friends and Loyal Customers

Some people may say that sentiment has no place in business, but we disagree. This is the time of year when we count our many blessings. We feel sentiment toward our many customers and friends who have played an important role in our success as a business firm. We feel that you are our most important asset.

Please accept our wish that all good things will come to you and yours this holiday season and the coming year.

Merry Christmas and Happy New Year,  
Granny Gaines & Lady

**GAINES HARDWARE CO.**

"Nothing Knocks On Bovina

But Opportunity"

**Best Season's Wishes To Our Valued Friends And Customers**

**With The Coming Of Christmas And The Closing Of 1960, We Express Our Sincere Gratitude To You For Your Patronage Here. It's Our Continual Aim To Design And Have The Kind Of Store You Want.**

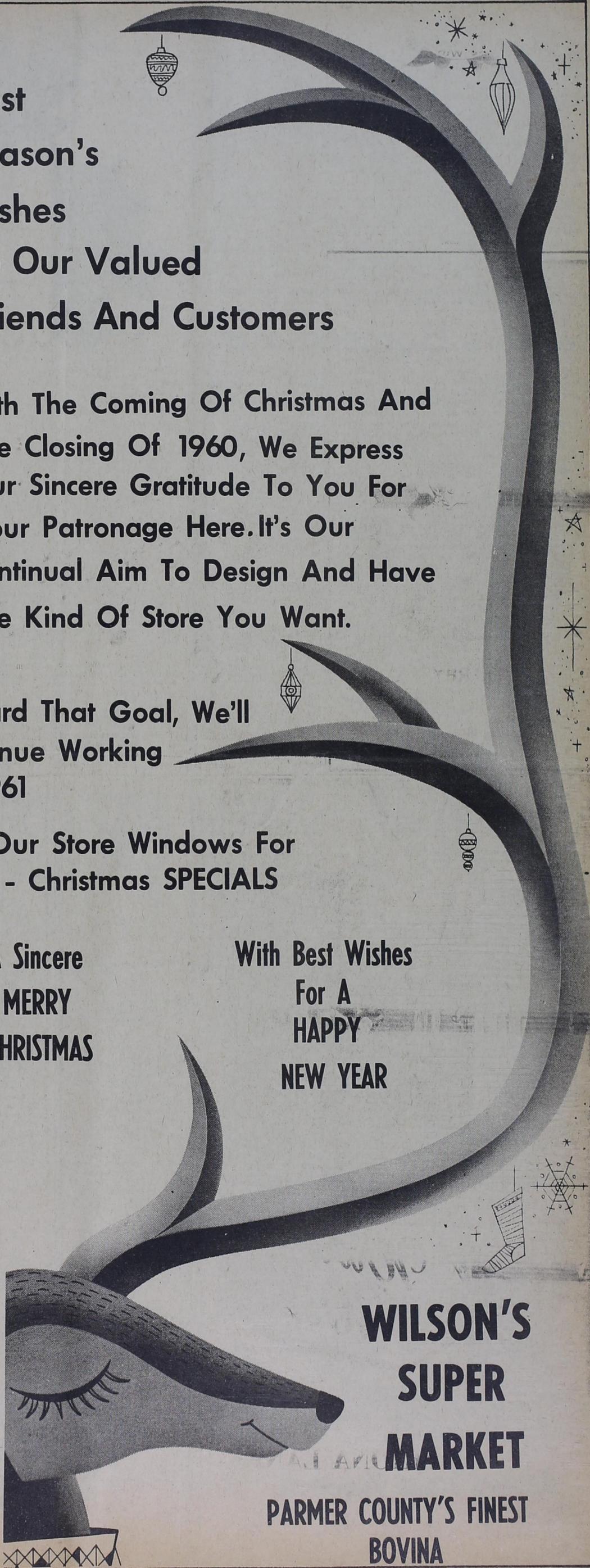
**Toward That Goal, We'll Continue Working In 1961**

**See Our Store Windows For After - Christmas SPECIALS**

**A Sincere MERRY CHRISTMAS**

**With Best Wishes For A HAPPY NEW YEAR**

**Our Store Will Be Closed Dec. 26 And Jan. 2**



**WILSON'S SUPER MARKET**  
PARMER COUNTY'S FINEST BOVINA



The nativity scene in front of the home of Mr. and Mrs. Mark Charles won the Chamber of Commerce Lions Club home decoration contest.

## Santa's Homecoming

BY SUE MOTEN

The last stocking has been filled, the final cup of cocoa, left by some thoughtful boy or girl, drunk; the sleigh empty and a tired, fatigued Santa Claus begins his journey home.

The reindeer sigh a sigh of relief as the long but joyous Christmas Eve has come to an end once more. Rudolph's nose begins to dim, Prancer ceases to prance and Dancer has done his last mombo step. Blitzen is looking tired beyond his years, and the reins in Santa's hands are slack. Even the rudders on the sleigh have lost their highly polished gloss and the fur robe which covers Santa's feet has lost its warmth.

This is the scene that dominates the starry sky over the North Pole as Santa wings his way homeward.

As Santa settles back he begins to nod and close one eye. He has no worry about a safe trip home because Rudolph will find his way even if he is somewhat tired from the long journey. Santa begins to dream of what Mrs. Claus will have waiting for him on his

return. She, too, realizes Santa has had a hard night and has prepared everything for him just as he likes it. Even Santa's elves have had a part in preparing for his return.

They gathered wood to make a warm crackling fire in the fireplace and a nice bucket of snow has been fetched and put on to warm in a big kettle. You see, after such a tiring evening as Christmas Eve Santa likes to soak his fat little feet in a tub of warm water and wiggle each toe to make the warm feeling return. It has been especially hard on his feet since his black leather boots get very wet trudging through the snow to the houses of boys and girls.

Mrs. Claus has laid out his favorite warm bathrobe and slippers. She filled his favorite pipe with his choice tobacco. The elves have scurried around placing his favorite chair in front of the fireplace and fixed a bowl of fruit and nuts for him to eat after he finishes the fine breakfast Mrs. Claus prepared for him.

Santa likes to have a good breakfast waiting for him after

the long night so Mrs. Claus makes his favorite pancakes, and has plenty of honey, butter and good hot chocolate waiting for her husband on his return.

Santa is awakened from his dreaming by a soft thud. The sleigh has come to a halt and the reindeer are rejoicing to be home once again. They have had a hard night and they know the elves haven't forgotten them. Downy beds of hay in a nice warm barn are awaiting them along with troughs of fresh feed and water and a lump of sugar is their special treat. Everyone is well taken care of at the North Pole. Santa sees to this.

Mrs. Claus opened the door for a tired, weary Santa. He enters with his red, fur-trimmed hat somewhat awry and his belt has been loosened for comfort during the long ride home. His boots resemble those of small children after a hard day at school. However, this kind gentlemen is not too tired to manage a smile and thank you for Mrs. Claus and the elves.

After a bountiful breakfast he sheds his great red coat and sits down before the fire with his feet in the bucket of warm water and reflects his evenings, work. He tells Mrs. Claus of all the wonderful boys and girls he has taken gifts to and the nice goodies they left for him to snack on. Occasionally he will emit a sigh as he wriggles one of his toes which has begun to thaw, tingle and feel warm again.

As he talks his head begins to nod and he has to try hard to stay awake. Try as hard as he may he is unable to stay awake after the long night. After his last nod, kind Mrs. Claus covers him with a warm downy quilt and puts his feet up on a foot stool and watches Santa snore cozily in his easy chair.

It has been a satisfying journey and Santa sleeps well. His job completed for another year, he can rest well.

The elves peep in to see if Santa is asleep and can't suppress a hasty giggle, for one of Santa's toes is sticking out from his quilt and is still a rosy pink from the cold night.

### Christmas Recipe

Take equal amounts of joy and peace; mix well until thoroughly blended. Spread evenly across the whole world. Add equal amounts of faith and hope. No other ingredients are needed, except, perhaps, a prayer to insure there will be a generous share for all.



When The Crop's  
All In This Fall . . .  
And Holiday-Time  
Is Approaching,  
We Wish The Season's  
Best For You Friends,  
Neighbors And  
Customers!

Again, At Close  
Of This Harvest  
Season, We Express  
Sincere Appreciation  
For Your Fine  
Patronage And  
Pledge The Best In  
Ginning In Years  
To Come.

**LAWLIS  
GIN CO**

--Ovid Lawlis--

Highway 86 - Bovina

*Greetings*

May your Christmas  
be one that will long  
be remembered for its  
happiness and good  
cheer.

The **Mary Marr** Shop  
Bovina

*Have a Happy Holiday*

There is no Christmas Carol, no poem, no truer word with which to express our sentiments than this sincere greeting . . .

**MERRY CHRISTMAS AND  
GOD BLESS YOU**

**Bovina Farm Chemical**  
- All Kinds Fertilizers -

Troy Fuller AD8-4311



Dinner Bucket--

Perhaps that's why most of our sandwiches were of the spread on variety. To this day, I still like to have a dime for every can of potted meat I've consumed.

One of the biggest risks we took, pall carriers ran was leaving our lunch at home. There were a mighty few times it happened to me. Not because I always remembered it, but, thanks to my dad's tender heart, he usually had business around the school house sometime before noon so he had an excuse to bring mine to me.

But for those who weren't so lucky, it was a time when one had to do without or depend upon his charming, sponging personality.

In carrying out either of these two alternatives, one's personality came to fore. The hungry one would either brazen it out by going out to play when the palls were pulled out from under each desk. Or, one could always sobriquetly until Teacher and the rest of the class shared their own.

I only tried the former once and learned a lasting lesson. After that, someone would contribute, if not from friendship to me then to simply shut me up.

"What ya got for a sweet?" was a question that raced around the classroom each noon. Cake, cookies, even pie were sometimes there but most often, it was powdered sugar icing between soda crackers.

Mentioning crackers brings to mind another provoking article to be found in lunch pails twenty years ago. Peanut butter.

If all kids were asked what their favorite food was at breakfast time, the answer most surely would be "peanut butter, syrup and hot biscuits. But ask them again at noon, as they struggled to gulp down masses of this sticky substance, further complicated by wet, gooey crackers and the answer would surely have been different.

The day you had peanut butter and crackers, you just naturally headed for first place at the water pail and, having washed down the first bunch, would retire to the end of the line for another turn at the dipper. Not much talking was done in the water line by peanut butter eaters. Not because they were the quiet kids of the school, but out of simple necessity.

Today, a buzzer sounds and whole classrooms of students troop to the cafeteria for a

well balanced meal. The only thing that was balance about ours was the sandwiches on one knee and the crackers on the other.

**Biblical Star Still Puzzles Astronomers**

The mystery of the Biblical Star of Bethlehem has for centuries intrigued scholars and astronomers.

Some scholars believe it may have been a supernova, or exploding star. Others think it might have been a comet or perhaps a conjunction of the bright planets Jupiter and Saturn.

If it was a supernova in the Milky Way, astronomers say, it would have unquestionably filled ancient stargazers with awe and the feeling that a great event might be taking place.

A "nova" implies a new star, but actually is not. It is rather an old star that suddenly flares up in a display 20,000 to 50,000 times brighter than the sun. A supernova is about 100 million times more brilliant than the sun.

**Guest Star**

Japanese and Chinese documents report a "guest star," so bright it could be seen in daylight, appeared in July, 1054. This, no doubt, was a supernova, astronomers say.

Astronomers do not know what causes a supernova. One theory is that the star's supply of hydrogen becomes exhausted. As the star contracts, the core temperature rises to 110 million degrees centigrade. The incredible temperature sets off helium-fusion processes, and the star becomes a huge nuclear fusion reactor which eventually flies to pieces.

**O Little Town of Bethlehem**

In 1865 Bishop Phillips Brooks, a young rector in Philadelphia went abroad for a year of travel and to make a pilgrimage to Palestine. On Christmas Eve he rode on horseback from Jerusalem to Bethlehem and visited not only the usual sights in the village, but went down to the traditional field of the shepherds. He visited the field where they say the shepherds saw the star. Also the site of the Nativity.

With these experiences in mind, young Brooks returned to Philadelphia and wrote for a Sunday school Christmas celebration the exquisite lyric, O, Little Town of Bethlehem. The music was composed by Brooks' organist and superintendent of the school.

The song is a perfect combination of the Bethlehem background, the gospel story, spiritual message for children and poetic beauty of expression.

**AT CHRISTMAS**

**Thousands Visit Holy Land**

Jerusalem and the Holy Land at this time of the year attracts thousands of Christians from throughout the world. They come by every means of transportation to visit the shrines and Holy places so important to the Christian world.

In Bethlehem they find the Church of the Nativity, traditional scene of the birth of Christ, which is cared for by monks of many sects.

From the Mount of Olives, where Jesus prayed and wept over Jerusalem, visitors can see the great beauty of the Holy City and the great wall that Herod built. Beyond it is the Dome of the Rock which tradition says marks the place where Solomon built his temple and Jeremiah hid the Ark of the Covenant.

**The Garden**

Near Jerusalem is the Garden of Gethsemane where Jesus prayed the night before he was killed. Some of the olive trees are said to date from the time of Christ's entry into the Holy City. The garden is cared for today by Franciscan fathers.

The tomb of Mary, mother of Christ, is near here and attracts many pilgrims. Visitors to Jerusalem today can not enter by the Golden Gate. It has been blocked and they must use the Dung Gate which leads into the North African Quarter.

**The Holy Place**

From inside this gate one can see the holiest places in Christianity—the Church of the Holy Sepulcher, erected over the place where Christ was crucified and buried.

It was completed in the twelfth century by the Crusaders and many different Christian orders have shrines here.

One of the many traditions of the church is that the keys are kept by a Moslem of the family of Nussibeh. This custom has been in practice since the time of Saladin, who was Sultan of Egypt and Syria from 1174 to 1193.

Supposedly by letting the family of Nussibeh keep the keys to the church it will keep peace among the many Christian factions.

These are but a few of the many shrines and Holy places that have attracted millions of pilgrims throughout the centuries and will continue to do so for centuries to come.

**BUSINESS GIFTS**

**Modest Gifts In Good Taste**

Formed last year by a group of sales managers interested in clearing the air relative to the subject of business gift buying, the Business Goodwill Advisory Council has taken the first significant step in this direction.

In a folder entitled "Business Gifts At Christmas—Good or Bad?", the organization set forth seven basic "Keys to Success" in the selection and distribution of business gifts. The rules developed by BGAC are:

1. Keep your gifts of modest value in relation to the importance of each recipient as an employee, prospect or customer. Extravagant gifts smack of bribery.
2. Choose your gifts individually, considering the tastes of each group of recipients, or preferably, of each individual recipient.
3. Choose only high quality gifts that are useful, durable and dependable.
4. Personalize each gift, if possible, with the recipient's name or initials.
5. Package each gift attractively and securely.
6. Accompany each package with a personal note, greeting card or at least a special gift label.

Deliver each gift with a special messenger—and preferably to each recipient's home rather than to his office.

The organization makes a strong point of the fact that "as a result of occasional abuses . . . some businessmen have made the mistake of forbidding their employees to accept business remembrances before realizing that such a public statement bares basic mistrust of the employees and inevitably results in very poor employee and public relations."

On the other side, detailed surveys have shown that "business giving is generally on the upswing; that the practice is definitely worthwhile, but it does depend on how it is done."

The giving of well-chosen remembrances can be a highly rewarding practice," the survey concludes. "Goodwill generates easily and it generates best when the remembrance is presented in a truly thoughtful manner as an honest token of appreciation."

**Clement Moore Gave Popular Image Of Santa**

That jolly, rotund, little man, who will bring joy to millions of children this year and whom we know as Santa Claus, was born in the United States—the product of the imagination of Dr. Clement Moore who wrote "A Visit from Saint Nicholas."

There was, of course, a Saint Nicholas. He is the patron saint of children and known for his miracles and generosity. But for the American people Dr. Moore transformed him into a jolly, plump, rosy-cheeked little man with reindeer and sleigh.

**In 1822**

The story of Santa's "birth" begins in the afternoon on Christmas Eve, 1822, in Dr. Moore's home—Chelsea House.

Christmas Eve was always an exciting time in the Moore household. Late that afternoon Mrs. Moore reminded her husband that he still had some Christmas presents to deliver to friends in nearby Greenwich Village.

Dr. Moore pulled on heavy winter boots and overcoat, called for Peter, an old Dutch handyman on the estate, hitched up a horse and sleigh and the two were off on the Christmas mission.

In an hour or so they were done and on the way home at a gay tempo with jingling bells which were fastened to the horse's harness.

**Inspiration**

During this ride Dr. Moore had his inspiration. In Peter's round, ruddy face and sparkling eyes he had seen Santa Claus. The sound of bells in the clear crisp air produced a vision of reindeer flying through the wintry night.

Dr. Moore remembered that he had promised to write a Christmas poem for his children and during the rest of the ride he composed the gay jingle.

**First Reading**

That evening, by the fireplace, he read the poem to his children. From this tenuous beginning, the Santa Claus we know has spread literally all over the world. The poem has been printed in many millions of copies. It has been translated into scores of languages, and into Braille.

It was in this manner that Saint Nicholas, a serious Fourth Century Bishop of Myra, in Lycia, Asia Minor, became a happy, laughing little man who flies through the sky in his sleigh pulled by reindeer, dressed in furs, smoking his pipe and going down chimneys to give little boys and girls goodies and toys.

*Superstitions of Christmas*

Legends and superstitions are part of every theme of Christmas today. There are tales about yule logs, Christmas decorations, legends of carols and Christmas hymns, and even superstitions of animals and trees at Christmas time.

One belief was that as the hour of Christ's birthday approaches, all the cattle fall on their knees and honor Him. Many people saw this happen and even though we, today, know cattle always rise hind feet first, with front knees still on the ground, it still makes a beautiful story.

Also, at this hour, there was a widespread idea that oxen were able to speak. Many people were said to have heard the oxen talking but "the listeners never heard anything good of themselves."

An old Irish superstition says that at midnight on Christmas, the gates of Heaven open, so anyone who dies can go straight to Paradise without entering Purgatory first. Often, if people were dying, but friends or relatives thought the sick might last until after midnight, they were "helped along" so they could get to Heaven before the gates closed.

Christmas morning could bring good luck or bad for the coming year, depending on many things. If the chirping of a cricket was heard on this morning, it was a sign of good luck just as to bring anything made of leather, into the house was considered unlucky. A woman or girl entering the house first was bad luck and a dark haired boy meant more good luck than a fair haired lad.

Young girls approaching marriageable age could learn a little about their future husband. On Christmas morning she would knock on the door of a pig sty. If an old hog grunted first, her husband would be an old man; but if a young pig squealed, her husband would be young.

It used to be believed every Christmas a number of angels were sent from Heaven to awaken an infant child from its first sleep so it could be taken to Paradise to sing a carol in honor of the Christ Child.

These superstitions, the pretty and the fanciful alike, are antiquated today but they still make for interesting story telling.

**Silent Night**

This truly great Christmas hymn was written in 1818 by an Austrian, Reverend Joseph Mohr, an assistant pastor in the tiny village of Oberndorf, Austria. In this typical Austrian village it was the custom for a band of strolling players to put on a crude show illustrating the Christmas story. In 1818 the play was given at the home of the wealthy ship-owner who invited Reverend Mohr as a special guest.

The hospitality and touching simplicity of the performance was such an inspiring experience to the young pastor that when he returned to his home he sat down and wrote what has proven to be one of the favorite Christmas songs of all times.

On the next morning Mohr took his carol to a friend who was organist at the church and asked him to set it to music. The task was completed by nightfall and the composition was sung at the Oberndorf church in the Christmas Eve service.

The little church in which Silent Night was first sung was washed away in a flood in 1899. Another was soon built, a small six-sided chapel of stone and stucco. A bronze bas-relief represents Pastor Mohr looking out of the window of heaven as he listens to children on earth singing his hymn.



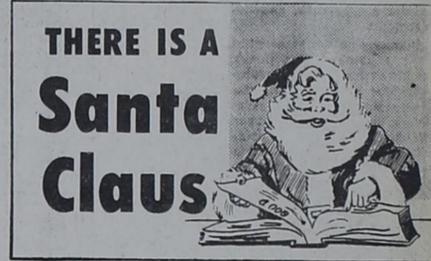
The Bible says: "God so loved the world that He gave His only Son."

As we prepare to celebrate another Christmas, how many of us remember these words—or are our thoughts too completely occupied with a present for Uncle John and Aunt Susie, with the preparation of lavish and expensive decorations; with the table settings for a sumptuous feast?

God did so love the world . . . that He gave us His Son . . . that He gave us this day that we call CHRISTMAS. This He gave us; nothing more. He did not supply the traditions; He spoke not of holly and mistletoe, nor of food and feasting. The many things that have come to be associated with the observance of Christmas—by

all too many people—have been added through the centuries. The sad part of it all is that some have become so fascinated by all the embellishments that they have lost sight of the true meaning of Christmas: Christ's birthday. The day on which Christ was born. The day of the Redeemer. A Holy Day, A Spiritual Day.

Let us keep our bright Christmas trees, the colored lights, and deck the halls with boughs of holly. Let us set a table that would please the palate of a king. But, with it all, let us find the time to search hopefully for the joy and peace that was Christ's purpose when He was born and when for thirty years and three He walked the face of earth, the highest example of life as a mortal being.



"Yes, Virginia, there is a Santa Claus."

This famous editorial reply to the pleading, almost tearful inquiry of a young girl, "Is there really a Santa Claus?" is repeated year after year and probably will be—a thousand years from now.

There is, indeed, a Santa Claus. And he is real—as real as we can expect him to be. And he continues to exist because there is a real need for him.

**We Can Argue**

Most of us argue that Christmas is too commercial. The sending of Christmas cards to everybody in town is grossly overdone. There is too much emphasis on gift-giving and receiving.

All of these things may well be true. But, we don't see how anyone can rightly complain about Santa Claus. He belongs to the very young, to the unspoiled, the hopeful. He gives some meaning and purpose, albeit not completely understood, to those too young to comprehend the true meaning and purpose of Christmas.

And, in all fairness, it must be said that only the deep religious significance of this great holiday is more rewarding to so many than dear old Santa.

As the New York Sun editorial so aptly said, "A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

**O COME ALL YE FAITHFUL**

The author of this wonderful old hymn was John Francis Wade, a man whose business apparently was to copy music for religious institutions and wealthy families. He was an Englishman by birth but had moved to France when he wrote the hymn.

In 1774 he set it to music, which with few changes is still used. Its popularity in all English speaking countries is universal. Hardly a congregation fails to sing it at Christmas time.

The method of presentation is dramatic. The author leads us with triumphant song to the cave of the Nativity in Bethlehem, shows us the Babe and bids us adore him.

Next we are given an explanation of what we see; it is not a human infant, but God.

The language is taken literally from the ancient Greek creeds of the fourth century.

This hymn is simple and sincere in emotion and one that a child understands easily and joyfully.

Our Wish For Everyone...

**COUNTLESS BLESSINGS**

For Christmas

The approach of the Christmas season causes us to pause humbly and think of the many blessings we have received . . . and to express our innermost thoughts to customers and friends. These thoughts have to do with warm friendships — with true appreciation for favors — and a sincere "Thank you" for your patronage.

**Williams Mercantile Co.**

"Pioneers in Bovina"

The W. E. Williams



How will you stuff your holiday turkey? One certain way of insuring a successful Christmas dinner is to include generous servings of appetizing and tempting stuffing.

No matter what method you select to cook your turkey, you will find carefully prepared savory stuffing a popular part of your menu. Turkey without stuffing is like a cake without frosting. Every family has a FAVORITE recipe for stuffing turkey or other fowl. We would like to share a stuffing recipe with an exciting taste . . . a special holiday treat. Here's how you go about it; but be sure to remember that stuffing expands during the roasting process. So be careful not to over-stuff the bird:

- Wild Rice 'n' Franks Stuffing**
- 1/2 cup chopped onion
  - 4 tbsps. butter
  - 1 cup chopped mushrooms
  - 1/4 tsp. thyme
  - 1/2 lb. skinless frankfurters sliced in strips

- 3 cups par-boiled wild rice
- 1 tbsps. salt
- 2 beaten eggs

NOTE: You may use fresh, canned or dried mushrooms. Dried mushrooms should be soaked overnight and thoroughly washed before using.

Par-boil wild rice until it is almost soft. Drain thoroughly. Roasting time will be sufficient to make rice completely palatable. Sauté onion in 2 tablespoons butter until lightly brown and set aside. Cook the mushrooms in remaining 2 tablespoons of butter for about 5 minutes, stirring constantly, and remove from pan. Beat eggs slightly. Slice SKINLESS frankfurters in strips, and brown lightly in drippings. Remove from heat and toss all ingredients, including sausage, onion, mushrooms, wild rice, beaten eggs and seasonings. Stuff bird between crop and tail. This will make about 5 cups, enough for a 10-pound, ready-to-serve turkey.

*All Good Wishes*

to our Many Friends and Customers

**Deep Rock SERVICE STATION**

Nat Read - Billy Don Read  
Highway 60 - Bovina

Our sincere thanks for your continued friendship and loyalty go with our wish that your Christmas be one of happiness and joy, filled with memories wonderful to recall.

**MERRY CHRISTMAS!**

**Superior ELECTRIC CO.**  
Industrial - Commercial - Residential Wiring  
Ph. ADams 8-2751 - Bovina, Texas

# One Solitary Life

Here is a young man who was born in an obscure village, the child of a peasant woman. He grew up in another village. He worked in a carpenter shop until he was thirty, and then for three years he was an itinerant preacher. He never wrote a book. He never held an office. He never owned a home. He never had a family.

He never went to college. He never put his foot inside a big city. He never traveled 200 miles from the place where he was born. He never did one of the things that usually accompany greatness. He had no credentials but himself.

While he was still a young man, the tide of public opinion turned against him. His friends ran away. He was turned over to his enemies. He went through the mockery of a trial. He was nailed to a cross between two thieves. While he was dying, his executioners gambled for the only piece of property he had on earth, and that was his coat.

When he was dead, he was laid in a borrowed grave through the pity of a friend.

Nineteen centuries have come and gone, and today he is the central figure of the human race and the leader of the column of progress.

I am far within the mark when I say that all the armies that ever marched, and all the navies that ever sailed, and all the parliaments that ever sat, and all the kings that ever reigned, put together, have not affected the life of man upon the earth as has that ONE SOLITARY LIFE.

—Author Unknown



Mrs. J.P. Macon is shown putting the final touches on her mantel which is dominated by a Christmas portrait of Jolly St. Nick.

fire rather than wear such "cock-eyed stuff" as he calls them.

"Shaving lotion, then."

"He'd buy that himself. We must give him something unusual yet costing nearly nothing—if possible."

### An Idea

"He's fond of jelly. And why not half a dozen glasses?" Lucy suggested, happily, pleased that she had at last come up with an idea.

"You know Mom Carson doesn't make jelly any more, or can fruit, or bake. She says she's graduated from all that. From now on she's taking things easy. And she deserves to, although I do feel a little sorry for Dad with his farm bringing up. To hear him tell it, his mother even tried chicken for breakfast. Sometimes he had fried chicken three meals a day. Not that I would want it, but he likes to eat. A habit formed when young, and, "they say," habits grow stronger as one grows older. But the jelly wouldn't do. Not homemade."

### A Winner

Phil suddenly took a long puff on his again-smilt pipe. "I know what! You're such a good cook, why not offer to bake him some pies? Any kind he likes. As many as he wants."

"Wonderful! Why didn't I think of that?"

"Because my brain happens to work a little faster than yours, my dear," Phil said, smiling fondly. "We'll get a nice card and announce our gift. What could be better?"

"Nothing! But it's a good thing you smiled when you made that brainy remark," Lucy told him, smiling as fondly at him as he had at her. "Now for sweeping and dusting until 1982!" She leaped to her feet and started into the

house.

Paul slowly stood up, groaning, "And me to work."

They went their different ways, unashamed of the gift they were to offer, and content, despite the problem of the high cost of living in the year of 1980. After all, there are satisfactory ways of beating it if you but use your brain.



By F. L. Rowley

IT would never have happened if it weren't for Bill Sykes. He kept bragging about how many artificial Christmas trees he was going to sell. He even stocked the whole front window of his hardware store with the shiny trees.

Now I'm old-fashioned. I like a good, green, strong-smelling pine tree for Christmas. Seems there's still a lot of us in Hillcrest who feel the same way. Too bad Phil Reagan didn't know it; he ordered only half his usual shipment. I guess Bill Sykes had scared him with all that bragging.

### Divided

So Hillcrest was divided. Some said there was nothing like the new fireproof metal trees. Others claimed that Christmas' fondest memories were built around the thick, odorless variety.

The debate went on until Christmas Eve.

Then I went over to Phil Reagan's gas station to get my tree. "Sorry, Bob," said Phil with a

fuming in the car in front of our house when my twelve-year-old son David came up. He held a neatly wrapped package behind him.

"What's up, dad?"

"I can't get a live Christmas tree. Phil's sold out."

"No kidding? Gosh, that's tough. Have you tried old Mr. Simpson?"

"Not a chance. Simpson hasn't done a decent thing for anybody in ten years."

"Let's try him anyway," urged David. "It's getting late; we should be trimming the tree by this time."

We drove over to Simpson's. The old man opened the door about a foot and eyed us suspiciously.

"We came to wish you a Merry Christmas, sir," said David.

"Eh? Did you now? First time anybody's bothered to do that in many a year. A merry Christmas to you, my boy! And to you, sir."

"Thank you," I said.

"We'd like to invite you to Christmas dinner—at our house," David cut in. "And there's your Christmas present, Mr. Simpson."

He handed over the package he'd been carrying.

### Surprise

David had surprised us both. Simpson's hands shook as he reached for the package. "To dinner, you say?" he muttered. "Turkey?"

"Yes sir—with all the trimmings. We're going to have a wonderful Christmas—even without a Christmas tree."

David was quiet for a long time after we left Simpson's. Then he said: "You know, dad, it didn't seem quite fair getting a tree that way. Mr. Simpson did seem pleased when I gave him the present though."

"He was delighted. Probably the first present he's had in years. What was in the package?"

"A keen pipe. It was supposed to be your Christmas present. Only I knew how bad you wanted a tree."

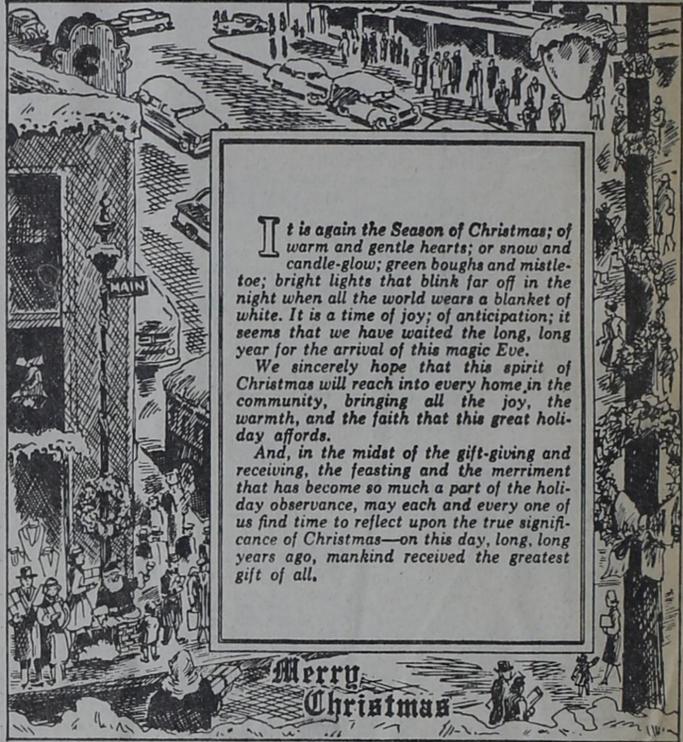
"It was the best Christmas present I ever got—er, almost got," I said gratefully.

We both laughed. We had gotten something wonderful out of this Christmas. Something even bigger than the green tree that we were bringing home.



You don't have to spend all your money to have a beautifully-decorated home at Christmas. Use ingenuity. Make most of your own decorations. In addition to the savings, you'll find that it's fun—and highly satisfying.

For example, stir up your own tree ornaments in a mixing bowl. Combine plastic starch and laundry detergent to make a stiff mixture. Then make frosty icicles by dipping bobby pins into the mixture. A loop of string tied through the closed end of the bobby pin serves as a handle for the dipping and as a hangar to put it on the tree.



**It is again the Season of Christmas; of warm and gentle hearts; of snow and candle-glow; green boughs and mistle-toe; bright lights that blink far off in the night when all the world wears a blanket of white. It is a time of joy; of anticipation; it seems that we have waited the long, long year for the arrival of this magic Eve.**

We sincerely hope that this spirit of Christmas will reach into every home in the community, bringing all the joy, the warmth, and the faith that this great holiday affords.

And, in the midst of the gift-giving and receiving, the feasting and the merriment that has become so much a part of the holiday observance, may each and every one of us find time to reflect upon the true significance of Christmas—on this day, long, long years ago, mankind received the greatest gift of all.

## Merry Christmas

- Burned out flash or light bulbs** make lovely tree balls if painted in gay colors. Stick on colorful seals, sequins, or ribbons for a finishing touch.
- Popcorn strings, an old favorite, are colorful Christmas-tree ropes if you pop the corn two or three days before stringing, and dip it in a thin sugar syrup colored with vegetable coloring.
- Save lids from paper ice cream cups, then trim by pasting on colored designs cut from old Christmas greeting cards. To hang, slip a paper clip or wire through a hole punched in the tab of the lid.
- Wrapping Hints**  
Do you have trouble gift-wrapping such items as vases and bottles? If so, aluminum foil will solve your problem. The foil molds easily to the shape and makes a very attractive package when set off with a pretty bow.

## DAD'S GIFT

By Bertha R. Hudelson

THE Carson's didn't run bills. That is, not many. They didn't dare! They were paying for their small ranch type home by the month, for Junior's appendectomy, and for Janie's teeth straightening. Besides house, life, and car insurance, church contributions, and taxes they had little money left for ordinary living, let alone for running bills at department, clothing, and other stores that display enticing wares for the weak. Weak in the sense that when there is not enough money for even necessary things, spend anyway!

On this special day in December, Phil and Lucy sat on their back steps mulling over a problem. They had, long ago, bought toys for the children's Christmas. But they had forgotten someone. "Dad Carson. What can we give him?"

"Socks, or Bermudas, I guess," Phil suggested, relighting his pipe for the fourth time since beginning their conversation. Phil had foregone cigarettes in order to stop one big money leak and resorted to pipe smoking for consolation. The transition had been



"We must give him something unusual, yet costing nearly nothing—if possible."

difficult, for he was forever forgetting to keep his pipe lit.

### Money-Conscious

Lucy, watching, remarked, "I'm even getting so money-conscious that I'm glad when your pipe goes out. Uses less tobacco and luckily the matches are free. Yet the economical sock idea leaves me cold," and she shrugged disdainfully. "Too ordinary. I don't see why nice gifts for men are so expensive. If Dad were a woman, I could get a ritzy little pair of earrings, or a fancy handkerchief, for not more than a dollar. That's about all we can afford. As for Bermudas! You know Dad. He'd stick them in the

# a happy christmas

Always we wish the best of everything for our friends and customers but it is particularly at Christmastime that we express a special kind of wish... one that will bring you complete happiness and joys which you can treasure in the days to come.



## to our friends Henderson Variety

Mr. And Mrs. Odell Henderson  
—BOVINA—



"Sorry, Bob," said Phil. "We don't have a sprig left. Sold out this morning."

shrug. "We don't have a sprig left. Sold out this morning."

"Sold out? Impossible! You know I get a tree from you every Christmas."

"So did all the others. Time was when I could figure within a tree or two just how many to order. Bill Sykes and his tin trees put a stop to that."

"Now what'll I do?"

"Buy a tin one, I reckon."

"I will not! After all my spouting off I'd be the laughing stock of Hillcrest if I went home with a metal tree. I promised Ruth and the kids a green tree. I'll get a green tree if I have to go into the woods with an ax."

I didn't really intend to. But I was stumped—and stubborn. I sat

## GREETINGS

The special happiness Christmas brings is the assurance that we live in the memory of our friends.

## TRIMBLE BARBER SHOP

Emmett Tabor C. E. Trimble

You have been a welcome customer of ours for some time and we want you to know how grateful we are for your patronage. We have every intention of maintaining the standard which has won your confidence and approval. Please believe, therefore, that our expression of "thanks" is genuine—that it comes from the heart. And it comes to you in the spirit of the season which prompts us to wish you all the Joy and Happiness that Christmas can bring.



## Greetings

### Ed's Auto Service

Mr. And Mrs. Ed Paetsch  
Complete Automotive Service

AAA - 24 - Hour Wrecker Service - AAA

Highway 86 Bovina