

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

# The Bovina Blade

10¢  
Per  
Single  
Copy

THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

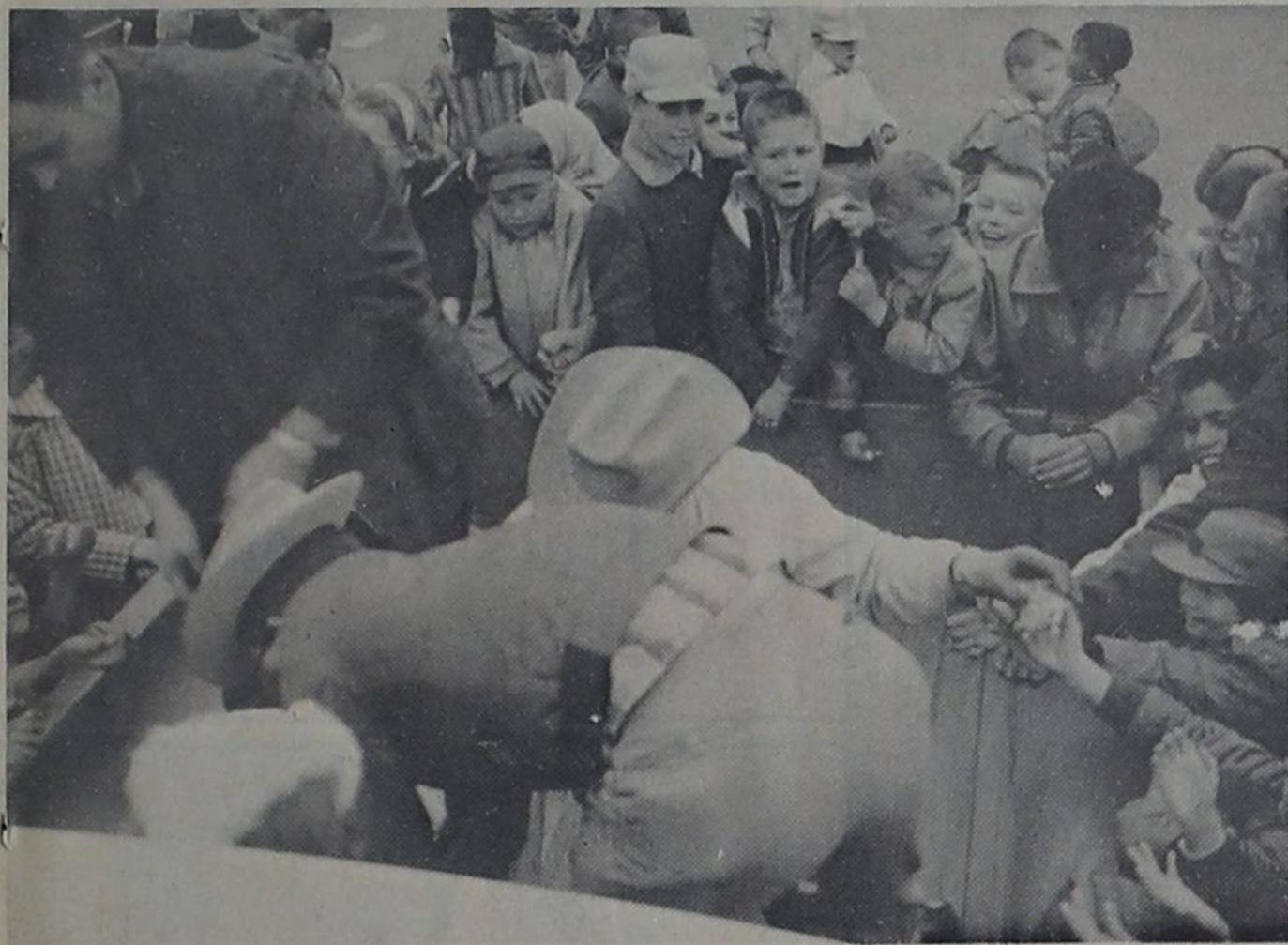
"In The Agricultural Center Of Parmer County"

WEDNESDAY, DECEMBER 25, 1963

BOVINA, TEXAS

VOL. VIII, No. 28

## Hundreds Visit With Santa Here Friday



BUSHELS OF CANDY--Chamber directors, Mario Trevino, Jim Russell and Bud Crump, are shown handing out hundreds of sacks of candy to Christmas - excited youngsters during Santa's visit here Friday afternoon.

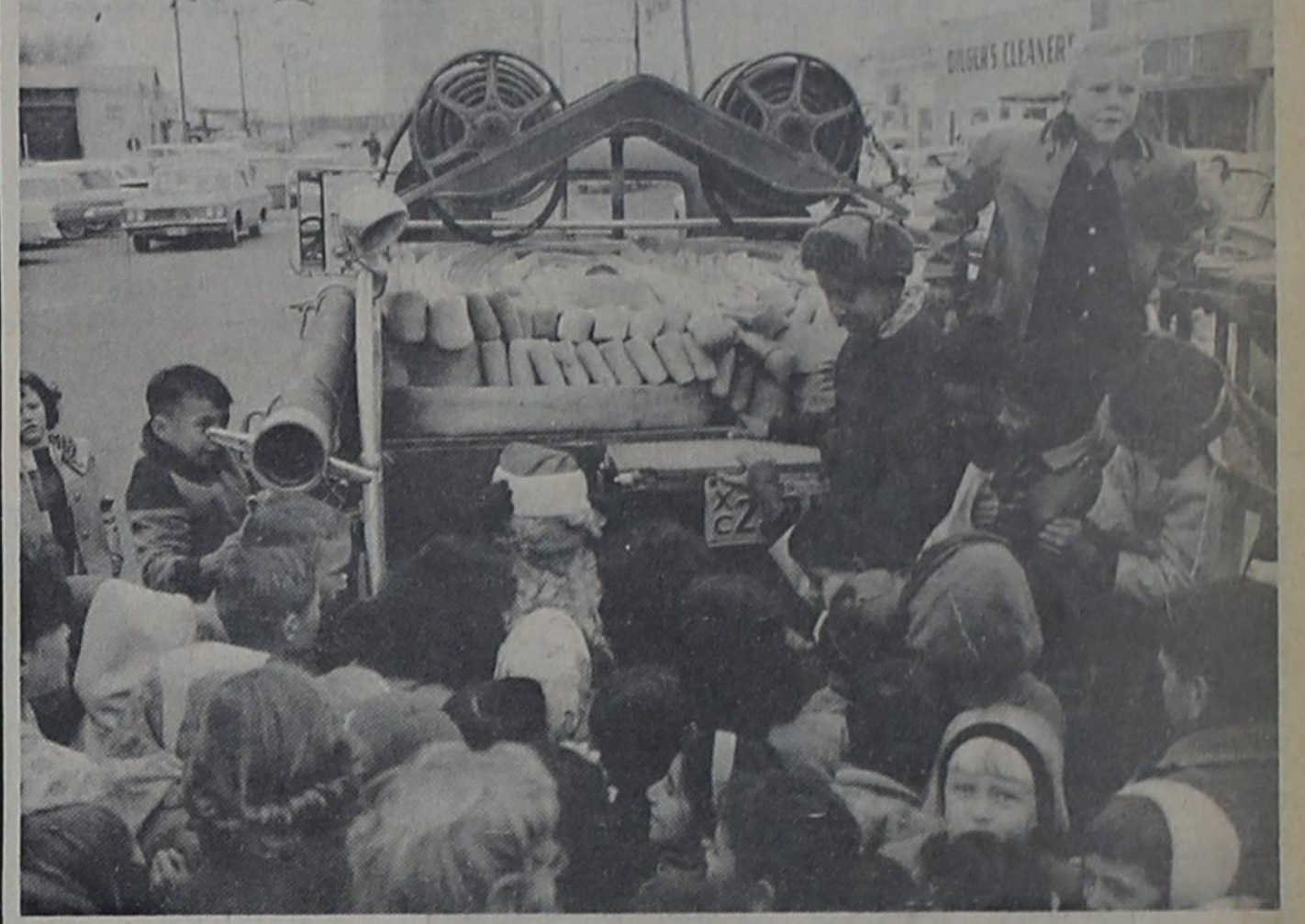
Downtown Bovina turned into a sea of swarming youngsters eager for a chance to see and visit with Santa Claus Friday afternoon.

The occasion was Santa's annual visit here sponsored by Bovina Chamber of Commerce and Agriculture.

Hundreds of children were on hand to see the jolly ole fellow and many also received sacks of Christmas candy handed out by Santa's helpers who were members of the chamber's board of directors.

Santa's arrival time was 3 o'clock and he was right on time. The crowd of children had started gathering several minutes before, however, and they filled the street as Santa rode in on the city's

(Continued on Page 2)



SANTA'S HERE! -- Swarmed by a throng of children, Santa Claus is shown visiting with a few of them during his annual visit here Friday afternoon.

### Card Project Earns \$634

Bovina's first annual Christmas Card Project netted \$634.22.

Announcement of the total was made this week by Mrs. Earl Stevenson, chairman of a Bovina Woman's Study Club committee in charge of the project. Contributors to the fund gave

the amount of money they usually spend for Christmas cards and stamps to local people with the understanding that the money would be used to benefit the community.

Name of contributors to the fund appear in an advertisement in this issue of The Blade.

### MRS. HAWKINS FIRST --

## Decoration Contest Winners Named

Mrs. Charles Hawkins' entry was judged best in Bovina 1963 home Christmas decoration contest.

She will receive \$25, the first place award, from Bovina Lions Club, sponsor of the annual contest.

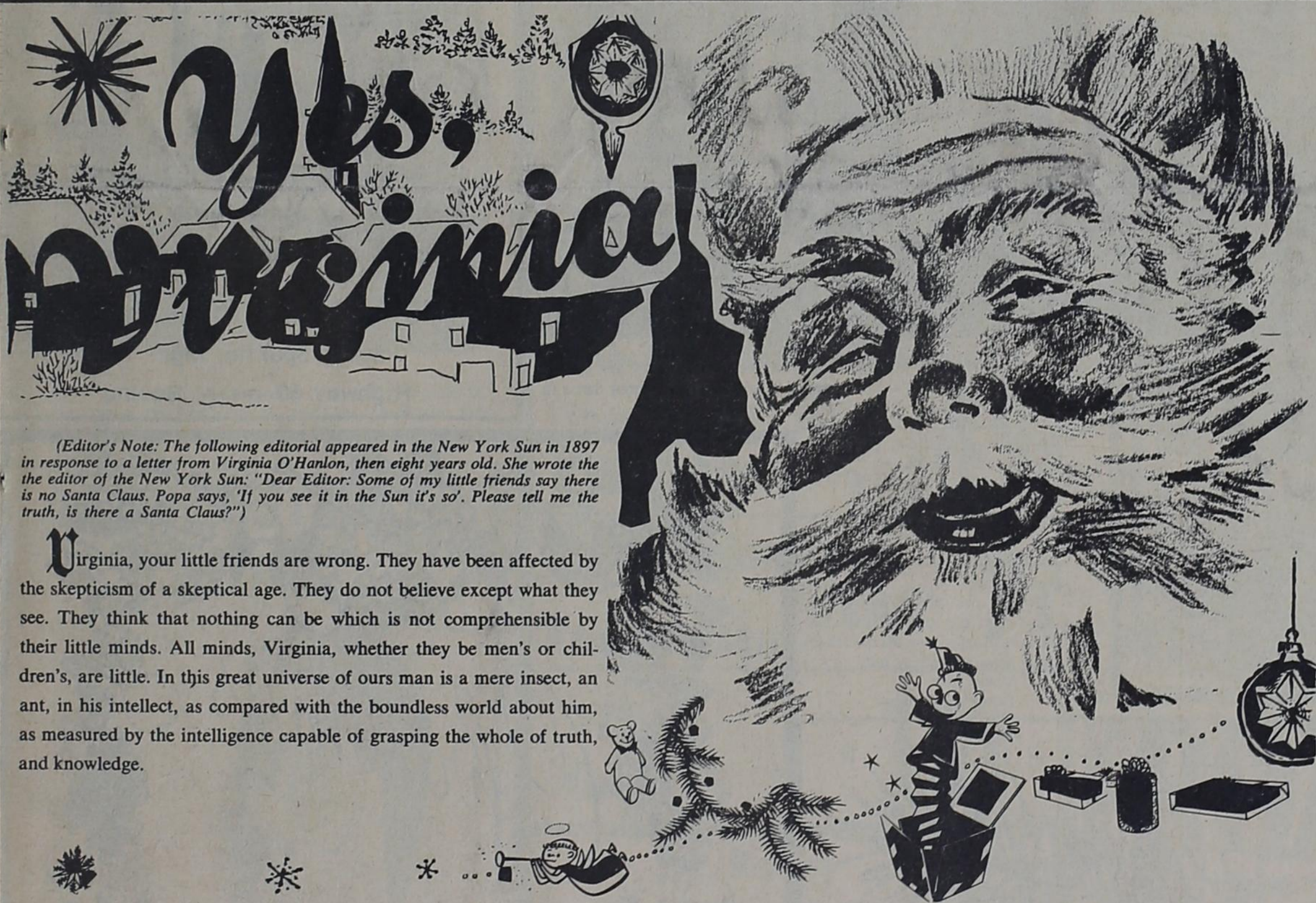
Winning second place was Mrs. Buck Ellison. She will receive a \$15 check.

Taking third place and \$10 was Mrs. Joe Pinner.

An anonymous committee judged the contest this week. Lions Club officials express

appreciation to the people who entered the contest. They also stated out that there are some good home Christmas decorations in the community which weren't entered.

Checks to the winners will be mailed. They should arrive by Christmas Eve.



(Editor's Note: The following editorial appeared in the New York Sun in 1897 in response to a letter from Virginia O'Hanlon, then eight years old. She wrote the editor of the New York Sun: "Dear Editor: Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in the Sun it's so'. Please tell me the truth, is there a Santa Claus?")

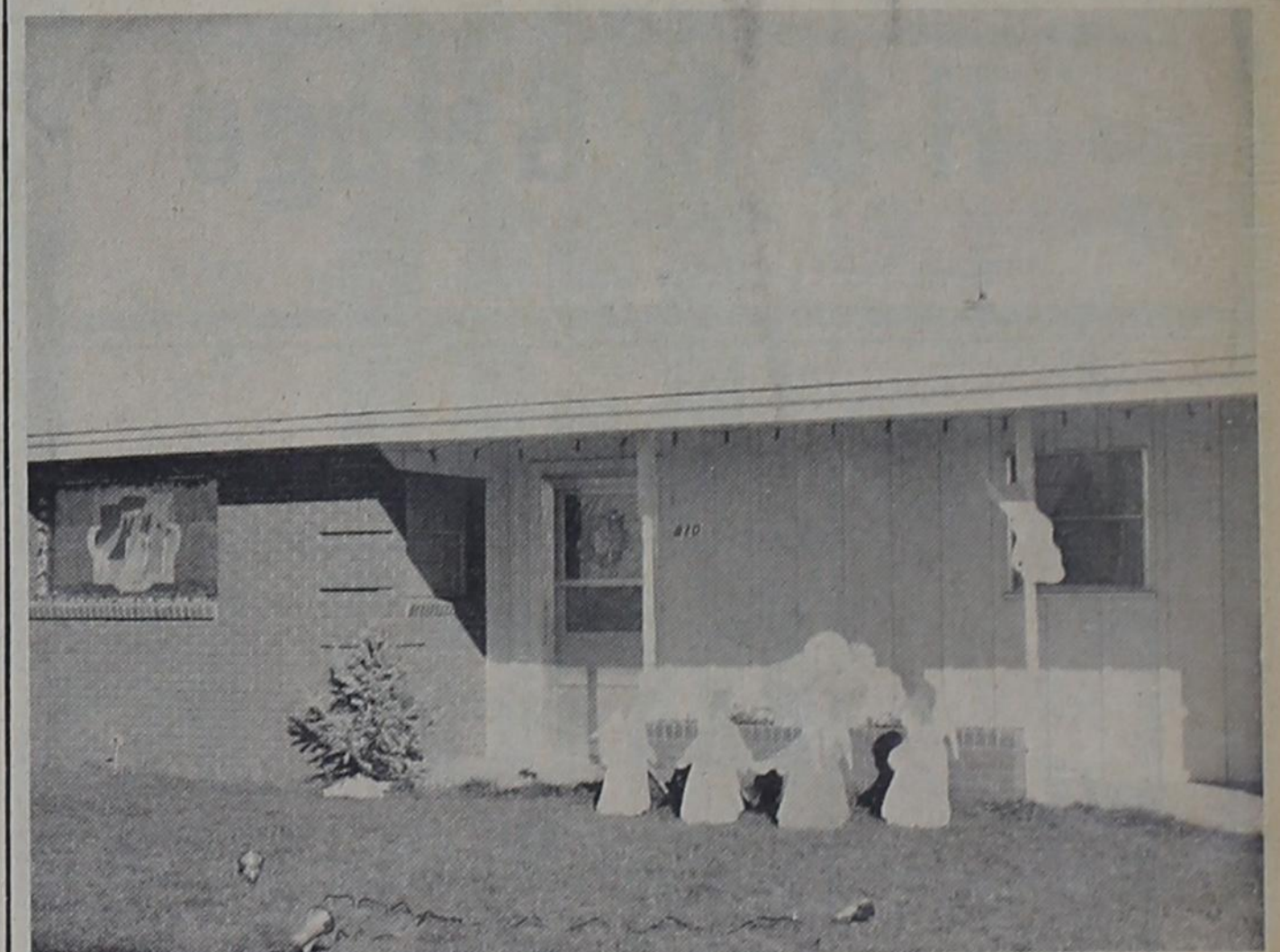
Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth, and knowledge.

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

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus but, even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else more real and abiding.

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



The angel scene at the home of Mr. and Mrs. Charles Hawkins depicts the true spirit of Christmas.



"Santa Claus is Coming To Town" is what this gay Santa and his reindeer depict from atop the home of Mr. and Mrs. Eton Venable and family.



**TEXAS PRESS ASSOCIATION**  
**1963**  
**PRIZE WINNER**

**NEWSPAPER CONTESTS**

*The Bovina Blade*

Second-Class Privileges Authorized at Bovina, Texas  
 Publishes At Bovina, Texas, Every Wednesday

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

**Santa Visits--**  
 (Continued from Page 1)

fire truck which had its siren blaring. In a drawing sponsored during Santa's visit, Bovina Modelers awarded a portable television set to Jimmie Charles.

A cold, dreary day failed to dampen the crowd's enthusiasm for seeing Santa. School busses taking students home from school stopped downtown before making their routes so their riders would have an opportunity to see the red-suited man from the North Pole.

Dear Santa,  
 I want a pretty doll with some pretty clothes on, I want a  
 Tammy doll, I love you,  
 Love,  
 Susana Rubio



Ready for Santa are the McCracken boys, Jay, left, and Mike. They are posed with their elegantly decorated Christmas tree and the Three Kings. They are the sons of Mr. and Mrs. Jack McCracken.

Dear Santa Claus;  
 I want that bity tractor and the trailer and disk and the dump truck and loader. Also some books and other things. Please remember my brother, Mike, and my dog, Thor, and all the other good little boys and girls.  
 Love and Merry Christmas  
 Jay McCracken  
 P.S. I am going to leave you some milk and cookies.



School children eagerly point to the jolly ole man with the long white beard as if they are almost too eager to wait. Debra Sorley, left, and Mike Ware, right, seem to be explaining about Santa to first grader, Diane Sledge.

Dear Santa:  
 It's late to be writing but just thought I'd ask you to please be especially good to Flossie and Gene down at the post office. They have to put up with all kinds and they are just wonderful about it. I am proud to know such people.  
 Santa, this is personal, but please leave a few things for me under the tree even though I haven't been too good.

Be sure and clean your feet before you come in.  
 Love,  
 Rose McCain

Dear Santa:  
 Would you please bring me a go-cart, gun and a Big Bertha cannon. Remember all the other little boys and girls, too.  
 Thank You,  
 Butch McCain

**Area Herefords Win Classes At Lovington**

McCracken and Son of Bovina and Elmer Langford and Son of Pleasant Hill, are registered Hereford breeders, had some of the better cattle consigned to the 23rd Annual One-Stop Show and Sale at Lovington, N. M. recently.

Silver Mischanna-1, McCracken's first calf by Silver Mischief 171st won her class as was a contender for reserve champion honors. The junior calf was purchased by Bridwell Hereford Ranch of Winthorst. Langford's winter bull calf, also by Silver Mischief 171st, won his class and was purchased by Norman Taylor of Bovina.

**Burglars Damage Machines**

Burglars damaged two soft drink machines at service stations here Tuesday night. Machines at Bonds Oil Co. and Paul Jones Texaco Service Station were broken into. Damage to the machine at Bonds was estimated at \$100 and some \$75 damage was done at Jones' station. The change was taken from Jones' machine. Nothing was missing from the box at Bonds.

Dear Santa,  
 Please bring me some blue jeans, a buggy, skates, a pig tall doll, some pots and pans and dishes, gum, candy and fruit. Have a Merry Christmas and thank you for everything from last year and this year.  
 Love and candy canes  
 Brenda Charles

Dear Santa:  
 I wish you would bring me a go-car and a BB gun. Thank you.  
 Love,  
 Bennie McCain

**GREETINGS**

It is a real pleasure for us to send you our heartiest Christmas Greetings and to express to you our sincerest wishes for a joyous Holiday Season

**Jones Gift Shop**  
 Mrs. J.T. Jones  
 Third Street Bovina

To our friends and patrons—  
 all the pleasures of a good, old-fashioned Holiday!

**Bovina Auto Parts, Inc.**  
 Sonny Spurlin, Mgr.  
 Highway 60 ----- Bovina

**Everywhere he goes...**

He'll be bringing excitement and good cheer. When he visits your house we hope he brings an extra big measure of all good things.

It has been an honor to serve you in the past. We look eagerly to a future of continued friendship for many years to come.

**H & M Garage**  
 Highway 60 East  
 Gene Hall - Grady Hall - Bob Burnet

**As Christmas approaches...**

... all of us see many changes in this world of ours. But the relationship with the people we serve remains unchanged. . . . for we can progress only as we earn your friendship. The Christmas season, dedicated to good-will among men, is an appropriate time for us to voice our thanks, and to tell you how much we have enjoyed serving you. All of us here at General Telephone wish all of you and yours a very

**MERRY CHRISTMAS**  
 and  
**A GOOD NEW YEAR**

**GENERAL TELEPHONE**  
 OF THE SOUTHWEST

**Artistic Beauty Salon**  
 Bovina Hotel  
 Mr. and Mrs. Herman Estes

**BEST WISHES FOR**

*A Merry Christmas*

To you, who have been so faithful a friend and customer... we repeat this year the ageless, unchangeable phrase, "Merry Christmas." We know that you'll know it comes from the heart.

**Christmas**

Once again the wondrous season of excitement and good cheer has come! We sincerely wish you the fullest measure of the Season's Best along with the hope that it will last through each and every day of the year ahead. Our special thanks for your friendship... it is one of our finest memories of the year past.

**SOUTHSIDE SERVICE STATION & GROCERY**  
 F. M. Crook - Highway 86 - Bovina





The home of Mr. and Mrs. Buck Ellison features Christmas candles and ornamented tumbleweed as a part of their decoration.



"HO, HO, HO and Merry Christmas" is what the jolly St. Nick looks like at the home of Mr. and Mrs. Joe Pinner and family.

### AT CHRISTMAS - 1963 -



WE  
THANK  
THEE...

For love and Peace, for the Goodness in the world,  
For life and family, for truth and for freedom,  
For friends, one of the most valuable gifts of all. To each one we extend a special wish for a Christmas of Peace and for future years of happiness.

## BOVNA DRY GOODS

Mr. and Mrs. Edward Isaac

Main Street

Bovina



# Thrifter

Shop These SPECIALS Thursday, Friday Saturday Dec. 26-27-28 Yes, We Will Be Open Dec. 26!

Borden's Charlotte Freeze **MELLORINE** 1/2 Gal. **39¢**

Wolf Brand No. 2 **CHILI** Can **59¢** Morton's 10 Oz. **POTATO CHIPS** Twin Pak **49¢**

Gladiola 5 Lb. Bag **55¢** **BAKE-RITE SHORTENING** 3 Lb. Can **59¢**

## Buy BETTER MEATS Here!

New! Affiliated Food Finest Quality **Whole Hog SAUSAGE** Hot or Mild 2 Lb Bag **\$1.09**

USDA Graded **T-Bone or Sirloin STEAK** Lb. **89¢**

### FRUITS and VEGETABLES

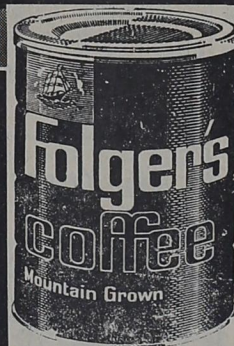
White Russett 10 Lb **Potatoes** Bag **49¢**

Green Onions or **Red Radishes** Bunch **7¢**

White **Grapes** Lb **19¢**

Roxey **DOG FOOD** 7 Tall Cans **49¢**

Kraft Miracle Whip **SALAD DRESSING** Qt. **49¢**



Folger's **COFFEE** 1 Lb. Can **69¢**

## FROZEN FOOD SPECIALS

Banquet **POT PIES** 6 8 Oz. Size **\$1.00** Beef - Turkey - Chicken

Shurfresh Baby Lima **Beans** 10 Oz. Pkg. **19¢**

Banquet **TV Dinners** 11 oz. Size **39¢**

Eat - More - Beef 12 oz. **STEAKS** Pkg. **59¢**

Shurfine Fancy **Tomatoes** No. 303 Cans **39¢**

Shurfine Cut **Asparagus Spears** No. 300 Can **27¢**

Shurfine **CATSUP** 2 14 Oz. Bottles **39¢**

Shurfine **Pork and Beans** 9 No 300 Cans **\$1**

Shurfresh **Cheese Spread** 2 Lb. Loaf **79¢**

Shurfine **TUNA** Flat Can **29¢**

Powdered **TREND** Giant Box **45¢**

Shurfine **CRUSHED PINEAPPLE** No. 2 Can **29¢**

Sunshine Krispie **CRACKERS** 2 Lb. Box **55¢**

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



# WILSON'S

Phone 238-4781

FARMER COUNTY'S FINEST



SUPER MARKET

BOVINA



### Letters to Santa

Dear Santa,  
I want a Merry Christmas  
bike and a doll.  
Love  
Guadalupe Espinoza

Dear Santa,  
I want a baton and a pair of  
marching boots and a suit that  
matches the boots and a Mc-  
Calls doll. I want you to come  
to our party Friday in our room.  
Love  
Nancy Hutto

Dear Santa,  
You are a fine fellow. And I  
like you to. I want a doll for  
Christmas. Will you come to our  
party on Friday, December  
20th.  
Love,  
Darla Hawkins

**Dilger's**  
**CLEANERS**  
Parmer County's Finest Cleaning  
BOVINA, TEXAS



Mrs. Alfred Mills, left and Mrs. Earl Dean Boyd, busily pack a box of gifts to be delivered to Girls Town at White Face. This is a part of the Good Neighbor Sewing Club project for the Girls at Christmas.

### Christmas JOY

Friendship adds joy to the routine of business and we deeply appreciate how much you have done to make our's a successful one. May your Christmas be more joyful than ever before—that is our wish for you.

## Superior ELECTRIC CO

Industrial — Commercial — Residential Wiring

Main St. - Bovina - 238-2751



### Holiday GREETINGS

Best wishes of the season and our sincere thanks to all our friends and patrons.

## Bovina Restaurant

Cash and Mildred Richards  
Woody and Jimmy

## Local Clubs Sponsor Various Yule Projects

Christmas projects for various places and groups are in full swing in Bovina preceding the holiday season.

The Good Neighbor Sewing Club, Bovina Woman's Study Club and the Church of Christ have a regular Christmas project for their favorite charities.

For the past five or six years, members of Good Neighbor Sewing Club have taken Girls Town at Whiteface under their wing.

They provide quilts, bedding, clothing and other items during the entire year but at Christmas they make it a special occasion. In years past they have had bake sales and bought gifts to send. They have taken trading stamps as well as just gifts to the group at Girls Town. This year their project was a little different.

Mrs. C. W. Crisp, local Stanley Dealer, gave the club a discount on products to be sent to Girls Town. Club members sponsored a party with the products being bought by various individuals to be sent to the girls. The prizes received from having the party also will be sent to the girls.

Members made a trip to Whiteface with the packages on December 17.

Bovina Woman's Study Club has actively been in charity work for several years, ac-

ording to Mrs. I. W. Quikkel, club member.

During recent years they have had Christmas projects to send gifts, money, clothing to State Hospital at Wichita Falls.

One year they provided a money tree to be sent and this year they brought gifts ranging from combs, brushes, scarfs, powder to perfume to be sent to the hospital.

Earlier during the year they sent \$50 to Girls Town as another phase of their charity program.

Church of Christ in Bovina plays an active part in the life of the orphanage at Portales.

Several of the women give not only gifts but their time all through the year. They go one day a month and spend the day mending and ironing at the orphanage. This year at Christmas they sent gifts to the orphanage as part of their project.

Also in their program they sponsored the entire support of a girl at Boles Home in Quinlan.

### Blade Sawdust by SUE MOTEN

There are many beautiful Christmas trees all over town; many flocked, some artificial and others just plain green. As we think about Christmas trees each year we remember the most beautiful tree we ever saw. The tree was in the home of Doris Wilson and she decorated it between music lessons.

This time consuming effort had to be abandoned as sure as students increased. We can remember Doris having us practice our music, and hearing her count in the background as she put another icicle or two on the tree. The business of icicles is what made her tree so beautiful. She called it scalloping the icicles. They weren't put on haphazardly. Each one was placed on the tree in coordination with the branches. The finishing touch was plain-colored Christmas balls. The overall effect was something to behold.

Am sure many of her former students recall her Christmas trees.

Another thing we vividly remember about Christmas was the candy. Not chocolates, divinity, etc, but the sure enough, sticky ribbon candy. We have bought some in recent years but either our palate or the flavors have changed. It is still good but not "laripin" good like it was when you found it stuck to the peanuts and oranges in your stocking.

### Letters to Santa

Dear Santa,  
I want a BB gun and some BB's and a bicycle and a bicycle light and also a hot dog maker. Please come to our party on Friday.  
Love,  
Terry Sherrill

Dear Santa,  
I want a Barbie Dream house and a doll. You are fat, you are a sweet man, you are a funny man. I am going to Ma's and Pa's house. You will see me there.  
Love  
Jana Barrett

Dear Santa,  
I want a Barbie doll and a little car. I want a jump rope too. Will you come to our party December 20.  
Love,  
Kay Ford

### Letters to Santa

Dear Santa,  
We hope you come to our party Friday. I want a gun holster, truck, cowboy boots and a castle.  
Love,  
Chuck Gilbreath

Dear Santa,  
Wee will be good, I will have a tree. I like you, I want a doll, Tammy, clothes, electric blanket.  
Love,  
Sylvia Ramos

Dear Santa Claus:  
I want a ree track and a toy tractor. Also, I want some books and puzzles. Would you please bring my dog, Thor, a bed to keep him warm. Please give all the other boys and girls a Merry Christmas and if you can't bring me all the things I want, that is okay.  
Love and Merry Christmas  
Mike McCracken

P.S. I am going to leave you some milk and cookies.

**YULETIDE HAPPINESS**

May your Holiday Season be jam-packed with much joy and Christmas merriment.

...And Thank You For Your Business During The Year!

**DEEP ROCK SERVICE STATION**

Hwy. 60 Bill Moore

*Greetings*

Season's greetings and our thanks to all our friends whose patronage we value so highly! We're all aglow with warm wishes for a holiday full of love, joy and good cheer!

**Ernest's Auto Clinic**  
Earnest Englant - Bovina

*With sincere appreciation of your friendship and good will we extend to you*

**BEST WISHES FOR A HAPPY HOLIDAY**

**Rogers Barber Shop**  
Jerry Rogers - Third St. - Bovina

*Season's Greetings*

Just dropped by to tell you how much we appreciate your patronage and to wish you all the joys of this festive holiday season! Good luck and much happiness!

**The Spudnut Shop**  
Main Street  
Odis and Lula White

**Bovina Electric**  
Electrical Service  
Plumbing  
Odis White  
Ben Sisk

*Yuletide*

# GREETINGS

Every sight and every sound proclaims the season: The stroke of the clock... the excitement of children... the gay decorations... all of them tell us that once again it's time for Christmas.

It is our hope that your Christmas Time be filled with long moments of contentment and bright hours of success.

**Gateway Produce Co.**  
Bovina

*it's time for*  
**CHRISTMAS**

*Season's Greetings*

Away we go, full speed ahead! We just couldn't wait another minute to tell you how deeply we appreciate your loyal friendship and patronage and to extend to you and your family our very warmest wishes for a holiday season bright with all the great blessings life has to offer!

**3-WAY CHEMICAL COMPANY**  
"Farmers' Headquarters"  
Bovina - Pleasant Hill - Rhea



# WANT ADS

**FOR SALE:** One owner 1959 Ford pickup, F-100, 6-cyl., 3-speed, long wheelbase, wide bed, custom cab, trailer hitch, recent overhaul, good tires, priced to move. Phone 238-4273. 17-tfnc

**FOR SALE BY OWNER**  
80 A. farm well located on pavement, Near Bovina. Good 6 - inch irrigation well fully equipped, 57 A. in cultivation. All nice smooth land, 33 A. native grass most of which is smooth and level.  
75 A. could be farmed or all could be put in grass and watered. Price only \$250 per A. Half down, Balance 10 years at 6 per cent interest. Contact  
O. M. HAMMONDS  
Hammonds Electric Shop  
Bovina, Texas 24-3tp

**FARM LISTINGS**  
75 A. on pavement, 8" well, 13 A. cotton, 21 A. wheat, balance maize. Terms. 157 A. 8" well. Well allotted, water from one ditch.  
160 A. 8" well, on pavement, nice 2-bdrm home, wheat, plowing and motor goes.  
154 A. tiled, 8" well, wheat and motor goes. 29 per cent down, 20 yrs. on balance.  
189 A. all in cultivation, 8" well, \$450 per A. 29 per cent down, 20 years on balance. Half mile of Bovina.  
160 A. on pavement, tiled, 39 A. cotton, balance wheat and maize, 8" well.  
200 A. with nice home, two wells, 35 A. cotton, balance wheat and maize.  
315 A. with 2 strong 8" wells, waters from one ditch, well allotted, motors go.  
320 A. 3-bdrm home, 48 by 80 barn, 298 A. in cultivation balance permanent grass. Priced right.  
640 A. all in cultivation, 2 sets improvements, 4-10" wells, all tiled, 200 A. cotton, 335 A. maize, 55 A. wheat, 29 per cent down, 20 years on balance.  
-- Farm Loans--  
**RAY SUDDERTH REAL ESTATE**  
Hiway 60 Bovina  
Bus. Ph. 238-4361 Bovina  
Res. Ph. 481-9064 Farwell

**Political Announcements**  
The Bovina Blade is authorized to make the following political announcements subject to action of the Democratic Primary in May, 1964:

**FOR SHERIFF,** Parmer County Chas. Lovelace (Re-Election)

**FOR ATTORNEY,** Parmer County Hurshel R. Harding (Re-Election)

**FOR TAX ASSESSOR-COLLECTOR,** Parmer County Leona Moss Hugh Moseley

**FOR SALE OR LEASE--** OK Tire Store and Service Station. See Tom Bonds, phone 238-2271 or 238-2631. 16-tfnc

**PHONE 5282,** Friona Plumbing, for plumbing, electrical service, gas line piping, ditching service. 39-tfnc

**NOW OFFERING WORK**  
**With Electric Root Raider Machine**  
★  
**Ditching Service**  
★  
**BOVINA ELECTRIC**  
Odis White - Pho. 238-3871

**FOR SALE --** Three-bedroom home in Bovina. Well located. On pavement. Has large lot. Priced to sell. Warren Morton, phone 238-2011. 25-tfnc

**FOR SALE OR TRADE--** Two-bedroom house in Bovina. Well located on corner lot on pavement. Good terms available. A. L. Glasscock Real Estate, 238-3231. 26-tfnc

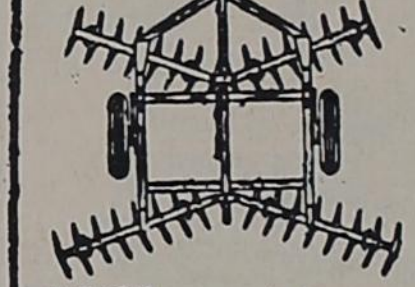
**FOR ALL KINDS of** insurance and farm loans, see Jim Ware at Bovina Insurance in First National Bank Building or phone 238-4382. 23-tfnc

**FOR SALE --** Cane bundles. Oakley Stevenson, phone 238-2102. 25-tfnc

**CUSTOM Carry--** All dirt work. Eddie Redden, Phone Sharp 225-4147. 23-13tp

**FOR SALE:** New Hale tandem-wheeled stock trailers, 12, 14, 16 and 20 feet. Robert Calaway, Phone Sharp 225-4438. 22-tfnc

**BUY YOUR KRAUSE IMPLEMENT CO. BOVINA IMPLEMENT CO.**  
At Bovina Hwy. 60 - 238-2541



Dear Santa Claus,  
I want a Robot for Christmas and a blue car and play horse.  
Love,  
Frank Ramas

Dear Santa,  
I want some dishes for Christmas and a Nancy Nurse doll. My brother wants a pony and a come to our party Friday.  
Love,  
Ruby Harris

Dear Santa,  
I want a horse.  
Love,  
Dale Cooper

Dear Santa,  
I want a toy gun.  
Love  
Eugenio DeLeon

Dear Santa,  
I want a football suit and a bicycle light, I want a gun for my brothers, I want you to get my baby a new suit.  
Love,  
Richard Lloyd

Dear Santa,  
We want a Barbee doll and a bike and a horse and a player and a truck.  
Love,  
Sherry Ann Burnett

Dear Santa,  
I want a gun and a cowboy hat and a cowboy suit and a robot with a T.V. in it and a holster with two guns and a sword and a sled.  
Love,  
Jimmy Martin

**SHERIFF'S SALE**  
THE STATE OF TEXAS  
County of PARMER

**NOTICE IS HEREBY GIVEN** That by virtue of a certain Order of Sale issued out of the Honorable 99th District Court of Lubbock County, on the 27th day of November, 1963, by the Clerk of said Court for the sum of Two Hundred Forty-Five and 85/100ths Dollars plus interest from June 19, 1958 at the rate of 7% per annum and attorney's fees of \$100.00 and costs of suit, under a judgment, in favor of Municipal Investment Corporation in a certain cause in said Court, No. 35500 and styled "Municipal Investment Corporation vs J. A. Richards, and, if dead the unknown heirs and legal representatives of J. A. Richards, deceased as set forth above and that on the first Tuesday in January 1964, the same being the 7th day of said month, at the Court House door of Parmer County, in the City of Farwell Texas, between the hours of 10 a.m. and 4 p.m., by virtue of said levy and said Order of Sale I will sell said above described Real Estate at public venue, for cash, to the highest bidder, as the property of said J. A. Richards, and, if dead, the unknown heirs and legal representatives of J. A. Richards, deceased, And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Bovina Blade, a newspaper published in Parmer County.

Lohoyt Richards, placed in my hands for service, I, CHARLES LOVELACE as Sheriff of Parmer County Texas, did, on the 7th day of December 1963, levy on certain Real Estate, situated in Parmer County, Texas, described as follows, to-wit: East Fifty (50') feet of Lot Eleven (11), Block Twenty-Three (23), Original Town (also known as Old Town) Addition to the City of Bovina, Parmer County, Texas, and levied upon as the property of J. A. Richards, and, if dead the unknown heirs and legal representatives of J. A. Richards, deceased as set forth above and that on the first Tuesday in January 1964, the same being the 7th day of said month, at the Court House door of Parmer County, in the City of Farwell Texas, between the hours of 10 a.m. and 4 p.m., by virtue of said levy and said Order of Sale I will sell said above described Real Estate at public venue, for cash, to the highest bidder, as the property of said J. A. Richards, and, if dead, the unknown heirs and legal representatives of J. A. Richards, deceased, And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Bovina Blade, a newspaper published in Parmer County.

**LOST OR STRAYED --** Six whiteface and one black steers weighing about 325 pounds. Branded B Arrow Slash. Contact Gene Boatwright, phone Pleasant Hill EV 9-2331. 25-2tp

**FOR SALE --** Large water storage tank with pressure pump. Practically new. A. L. Glasscock, phone 238-3231. 25-tfnc

**FOR SALE --** 1952 Chevrolet pickup. Runs good. Good tires. 4-speed transmission. Gary Kent Glasscock, phone 238-3421. 25-tfnc

Witness my hand, this 7th day of December 1963.  
Charles Lovelace  
Sheriff Parmer County, Texas. 24-3tc



**Christmas Greetings**  
May the true spirit of Christmas bring joy to every home... contentment to every heart. And throughout the coming year, may we all know the peace and good will of which the angels sang on that Holy Night, long ago. To you and yours, we wish a very merry Christmas.

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

# MERRY CHRISTMAS



The People Whose Names Are Listed Here Have Cooperated With Project Christmas Card By Contributing Money Usually Spent For Cards And Stamps To A Special Fund Which Will Be Used For Benefit Of The Community This Is Their Christmas Card To You!

The D. R. Bushnells  
Mr. and Mrs. Jimmy Ware and Family  
The A. L. Glasscocks  
The Billie Sudderths  
Mr. and Mrs. S. A. Barbee, Rhonda and Sheila Don, Ernestine, Gary, Larry and Sandi Sides  
Mr. and Mrs. Travis Lloyd and Patsy  
The Leslie McCains  
Parmer County Farm Supply  
Mr. and Mrs. E. H. Moody and Alfred  
Mr. and Mrs. G. D. Turner  
Mr. and Mrs. Robert Read and Girls  
Mr. and Mrs. Jack McCracken and Family  
Roy and Pearl Dodson  
Bovina Dry Goods  
Mr. and Mrs. W. J. Parker  
Mr. and Mrs. T. M. Caldwell and Children  
The John Fergusons  
Mr. and Mrs. Ernest Woelfel and Nickle  
Mr. and Mrs. J. T. Hammonds  
Bovina Implement Co.  
Mr. and Mrs. G. D. Anderson, Jr. and David  
Mr. and Mrs. E. B. Caldwell and Sons

Dilger's Cleaners  
The Kelsos  
Mary Ruth Martin  
Mrs. Barbara T. Eves  
The Alan L. Staleys  
The Charles Corns  
The Henry Minters  
Mr. and Mrs. Buck Ellison  
Mr. and Mrs. Warren Morton and Janice  
Mr. and Mrs. James Roach and Children  
Mr. and Mrs. Joe Hromas  
Warren Auto  
Lady Armstrong and Granny Gaines  
Mr. and Mrs. J. C. Pewitt and daughters  
Mr. and Mrs. Reagan Looney  
Mrs. J. R. Caldwell  
Hodge, Hazel and Jerry Rigdon  
Mr. and Mrs. Warren Embree  
The Lloyd Gobers  
Mr. and Mrs. Joe W. Bell  
Mr. and Mrs. Jack Clayton, Dickie and James  
Roel and Thelma Barron  
Mrs. Fleta Terry and Lee

Mr. and Mrs. Wm. Gromowsky and Children  
Mr. and Mrs. Oakley Stevenson, Stephen and Annette  
Mr. and Mrs. J. P. Macon  
Amos and Leona Steelman  
Mr. and Mrs. A. J. Jarrell  
Mr. and Mrs. L. M. Grissom and Lola  
Carolyn, Jimmie, Johnnie, Lisa and Renee Charles  
Dolph, Sue, Mat and Beth Moten  
Grace and Henry Ivy  
Howard and June Ellison and Family  
P. D. Barron  
Cicero Smith Lumber Co.  
The J. E. Sherrill Family  
Mr. and Mrs. Ovid Lawlis  
Lawlis Gin, Inc.  
Mr. and Mrs. C. F. Hastings  
First National Bank of Bovina  
Mr. and Mrs. Jimmie Heard  
The A. M. Wilsons  
Willie Mae and Charles Ross  
Mr. and Mrs. Chester Rogers and Family  
Mr. and Mrs. Marlin Ferguson, Marl and Linda  
The John Dixons  
Mrs. E. M. Ware

Mr. and Mrs. C. E. Trimble, Christie and Cathie  
Mr. and Mrs. Levi Johnson  
Mr. and Mrs. Robert Calaway and James Lee  
The Al Kerbys  
Hamlett Welding  
Mr. and Mrs. F. O. Turner  
The Bill Denneys  
Mr. and Mrs. Hylton Moore  
Mr. and Mrs. T. W. Fuller and Elaine  
Mr. and Mrs. Thomas Ware, Kim and Pat  
The Clements--Jimmie, Gwen, Denise, Buddy and Janie D'Ann  
Mr. and Mrs. Aubrey Brock  
Mr. and Mrs. Elmer Venable  
Mr. and Mrs. Clarence L. Jones  
Mr. and Mrs. Joe Wilson  
Mr. and Mrs. Wilbur Charles  
Mr. and Mrs. Scott Goger and Family  
Bovina Roping Club  
Vernon, Francis, Terri and Dennis Willard  
Mr. and Mrs. Jesse Walling  
Joyce, Gary, Brenda and Janice Lide  
Mr. and Mrs. Willie Williams  
Rev. and Mrs. Harold Morris  
C and S Chemical Co.

**Sponsored By Bovina Woman's Study Club**



# Snooky



"Beat it, Bub, I'm keeping this job so I can earn lots of money and buy all the hobby supplies I want at C and J Hobby!"

**C and J  
Hobby and  
Craft Shop**

902 Ninth  
- Bovina -

EXCHANGE STUDENT TELLS OF --

# Yule Season In Wintry Iceland

A white Christmas is a matter of fact in Iceland, whereas in West Texas it is a novelty. Heidi Jonasdottir, exchange student from that country, who makes her home with the R. E. Wilson family, is eager to experience an American Christmas.

Heidi pointed out that in her country the season is called "Gol" meaning the same as Yule is here. The actual Christmas season doesn't start in Iceland until December 24, at 6 p. m. This is the hour designated for the first church service. The ringing of Church bells can be heard throughout her city on Christmas eve.

The Iceland custom is not to sing Christmas carols during the month of December - just start on Christmas eve.

After the church service on the eve of Christmas the families return to their homes and have their Christmas fruit and open their gifts.

The children set their shoes in the window for the "Gol Man" who will leave goodies for them to find on Christmas morn.

Christmas trees are also a part of their tradition but since there are almost no trees in Iceland they have them shipped in from Norway. The decorations and ornaments are similar to American decorations.

A special custom is the advent wreath. A wreath is made from greenery, and pine cones or decorations and a candle is placed on the wreath each Sunday during the month of December.

Christmas day is very similar to what is known here; visits to family and friends and a big meal, with the main dish usually being leg of lamb.

One delightful custom is the Christmas pudding. The pudding contains only one nut and the one who is lucky enough to receive the nut in his serving gets an extra Christmas gift.

Christmas is just as commercial in Iceland as it is here. However, they do have church services on both Christmas eve and Christmas day.

New Years follows approximately the same pattern. A custom which is unique is the fact that they burn the old

year out and welcome the new year in with fireworks.

At approximately 10 p. m., several groups all over town congregate, bring papers and their Christmas trees to build big bonfires to burn the old year away. At 12 midnight Church bells ring and sky-rockets, Roman candles and other fireworks light the sky welcoming in the new year.

All in all the holiday season greatly resembles the one in West Texas but wherever the country the event is always looked forward to by young and old alike.

\* \* \*



Exchange student, Heidi Jonasdottir, right shows her American sister, April Wilson, the advent wreath used in Iceland at Christmas. The kissing ball over April's head is her contribution to the scene depicting the custom in America.

Dear Santa,

I have been a pretty good boy this year. Here is what I want for Christmas, a Poppa Bear, train, boat and tool set.

Yours truly,  
Jimmy Taylor

P.S. I want every boy and girl to have a very Merry Christmas and I wish everybody a Merry Christmas.

Dear Santa,

I want a bike with training wheels. Make it a bright red one. Bring Douglas a train. We will hand our socks up and be sure and fill them good. Put in some candy and chewing gum. We will have some hot chocolate and cake for you when you come. I will see you when you come to Bovina.

Dian Roming

Dear Santa,

I want a record player and Tammy clothes. Please give my baby sister a doll. I like you. So does my sister and mother and daddy. We will leave some cookies and milk for you.

Love,  
Cindy Read

It is good to have served you,

and we are grateful, not only from the standpoint of the good business

we've enjoyed, but from the knowledge that our greatest

asset is our many friends we are privileged to serve.

the

Brilliant

Joy of



Christmas

GULF

LP-Gas  
WARRENGAS

**BONDS  
OIL CO.**

Bovina-Highway 60 Pho. 238-2271

# Greetings

...and our heartfelt gratitude for your kind friendship and patronage during the year.

**Bovina Service Station  
And Grocery**  
Clifford Leake

Dear Santa,

I want a robot, a scooter, skates, some guns and cowboy boots, a horn, a cowboy hat, also some nuts, candy, gum and fruit.

Thank you so much.  
Love and peppermints,  
Randal Charles

Dear Santa,

I want a musical baby doll and a typewriter.  
Thank you Santa,  
Christie Trimble

Phone 238-4481 For

Information About Cotton You Have Here

# LAWLIS GIN CO.

Wishes For  
You And Yours:

Holiday  
Greetings!

# MERRY CHRISTMAS and HAPPY NEW YEAR

And, As Another Cotton Harvesting Season Ends, We Want To Say Thank You For The Continued Opportunity To Do Your Ginning. In An Effort To Better Serve You, Our Equipment And Services Are Consistently Being Improved And Expanded!

During Ginning Season And Throughout The Year Depend On The Services Of . . . .



LAWLIS

GIN CO.

Highway 86 - Bovina  
Ovid Lawlis, Manager



# The Bovina Blade

"In The Agricultural Center Of Parmer County"

10¢  
Per  
Single  
Copy

THE NEWSPAPER  
THAT WORKS FOR  
A BIGGER, BETTER  
BOVINA

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

WEDNESDAY, DECEMBER 25, 1963

## Christmas Trees -- Now And Then

During recent years the decline of the genuine green Christmas tree has started at a landslide pace.

Most people can remember that when one started thinking about purchasing the annual tree

Dear Santa Claus,  
I would like a dog,  
Carlos

Dear Santa Claus,  
I am writing you this few lines to tell you that if you can bring me some toys for Christmas and I want a bicycle and a train and a car and a dog and a doll.

there was no question of color, material, durability or any major decisions except what size tree to buy.

As everything Christmas trees have also progressed, trees come in all sizes, colors, materials, as well as prices.

One of the newest trees to make its debut is the tinsel

Dear Santa,  
I have tried to be a good little girl this year. Please bring me a bike and anything else you have. Remember all the other boys and girls in the world.

tree. These come in a variety of sizes and colors. Several like this type of tree due to fact that it lasts several years, there is no mess and the danger of fire is nil.

The snow-flocked tree is still a high ranking favorite among several women. They like to

Dear Santa Claus,  
Please bring me a little doll to play with.  
Your friend,  
Ella Cabellero

Dear Santa,  
Bring me a doll.  
Caroline

flock their tree either white or a particular color then have one color of decorations or perhaps satin apples to decorate it. Usually these occur in the family with older children.

Another new type of tree is the plastic tree which looks almost real. These are green and have needles similar to a good old fashioned pine. They look

Dear Santa,  
I want a round box of crayons, a cowboy hat and outfit, a basketball and net, a rifle, some school paper and a box of pencils.  
Tra Straw

real nice and have the cleanliness aspect that so many

Dear Santa,  
I am 6 years old and live in Bovina, Texas. Please bring me for Christmas a Chatty doll with a baby buggy and baby clothes for the doll. Also bring me some fruit and nuts and Santa bring other little children presents too. Please don't forget my little brothers. They want guns. I have been a good girl Santa. There will be some coffee and pie on the table for you to eat. I love you Santa.  
Your friend, Tina Isaac

people seem to prefer. Small trees for decoration, such as centerpieces, piano arrangements or card arrangements can be made from net, plastic cleaning bags and other ingenious devices.

For the most part, the people still favor the old-fashioned green tree.

Perhaps this is because the

Dear Santa,  
I want a drag line and a Palidan gun set, a machine gun, a knife, a sword, a bulldozer, a road grader and a tractor and disc.  
Yours truly, William

youngsters like to decorate the tree and the green tree is durable or perhaps a bit of nostalgia creeps in when it is time to purchase a tree. One comment was most used "when it comes to Christmas we think of it as a time for children and they seem to like a 'sure-enough' green tree."

Dear Santa Claus,  
I have tried to be a good little girl this year, so I hope you will remember me. I would love to have a big Chatty Cathy doll and a baby Chatty Cathy doll, also I would like a little baby bed for the baby doll. Please bring me a toy mixer so I can bake cookies and cakes for my dolls.

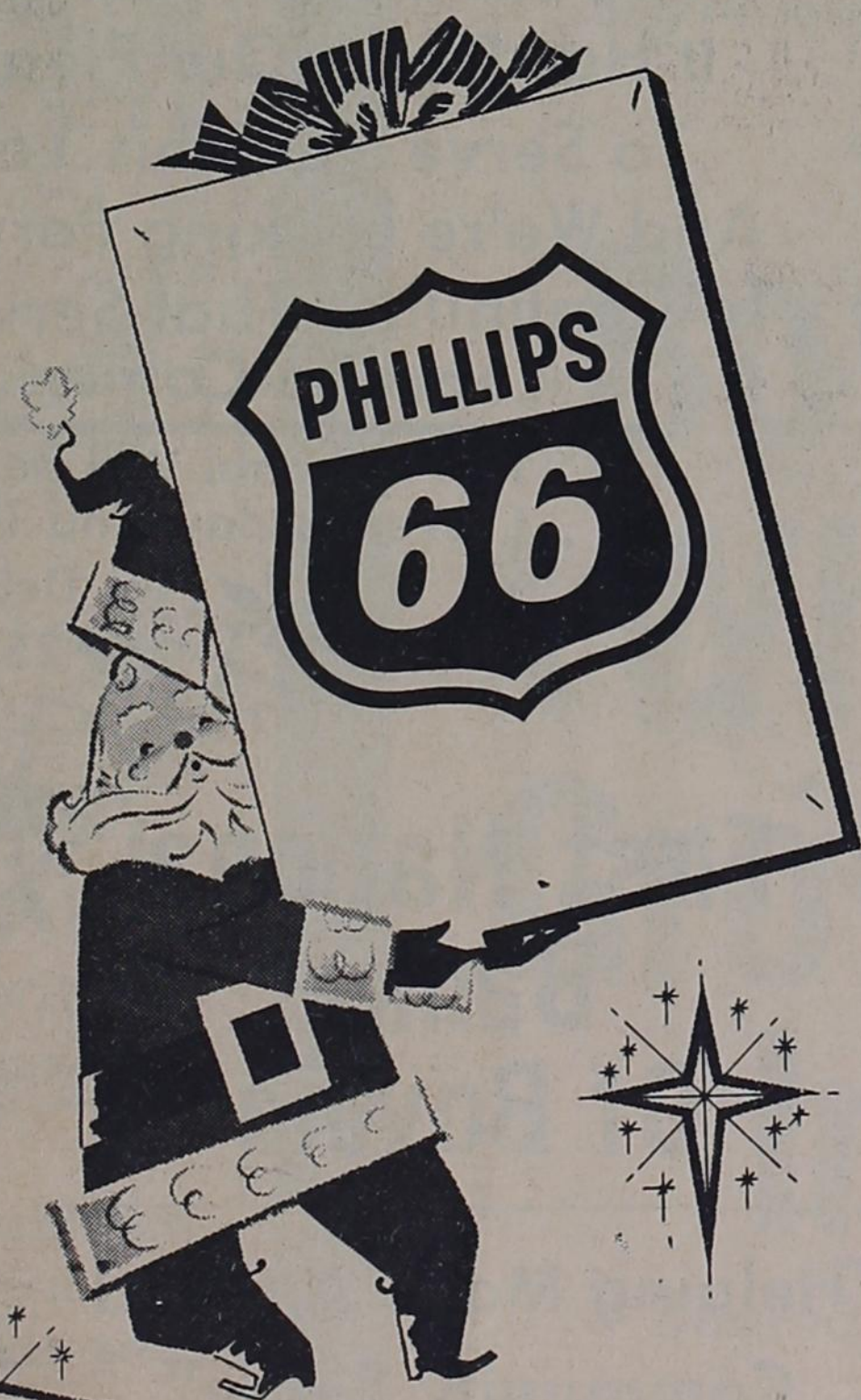
My little brother has been pretty good so don't forget to bring him some toys.  
Love you, Tami

However, most everyone agrees on one point Christmas just isn't Christmas without a tree, no matter what kind, size or color.

Dear Santa,  
Please bring me a doll bunk bed and some Barbie doll clothes. I have been a good girl. Please bring my brothers and sisters some toys too.

Love, Pam Mayfield

All The Folks At  
**Charles Oil Co.**  
Wish For Their Many  
Friends And Customers  
A VERY  
**MERRY CHRISTMAS**  
AND A  
**Happy, Prosperous 1964**



H.J. Charles, Owner-Manager



R.L. Hopingardner



F.S. Pounds



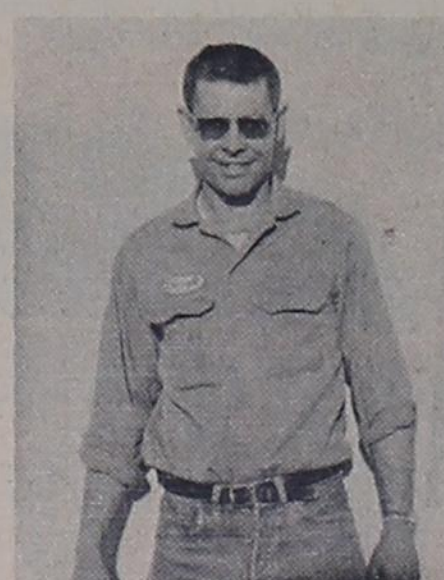
Robert McCormick



Sid Killough



Dave Wines



Darrell Holland



Howard Shook

# CHARLES OIL CO.

Phone 238-4321

— Bovina —

Phillips 66 Jobber





**TWELFTH NIGHT**

Twelfth Night, or Epiphany, is celebrated in various ways around the world. To Christians, Epiphany commemorates the manifestation of Jesus as Christ the Savior. Literally translated, Epiphany means "appearance." In many parts of the world, Epiphany is associated with the "Three Kings." The visit of the Three Kings to Bethlehem; the baptism of Jesus; and His first miracle at Cana are all three believed to have happened on the same date, although in different years.

**PROPER TOYS**

The fact you wanted a certain toy when you were a child is no indication your child would like to have one for Christmas. He might just as soon play with the box and the wrappings. Toys are for children. They represent wasted money if the child has no interest in them, if they are too "old" for the child, or so complicated only an older child or an adult can manipulate them.

**Letters to Santa**



Dear Santa,  
I want a blackboard and a truck. I will be a good boy.  
Thank you,  
Richard Rejno

Dear Santa,  
I am a 4 year old boy. I have tried to be good. Please bring me a jeep and boat. Also a service station. Please remember my big brothers and sister and all the other little boys and girls. Merry Christmas to everyone.  
Love,  
Steve Cockerham

Dear Santa,  
I want a talking doll and a Tammy doll and a walker.  
Stephanie

Dear Santa,  
I am a little girl 7 years old. Have tried real hard to be good. For Christmas I would like a doll and some dishes. Don't forget Gary and Brenda and most of all Mother.  
Thank you  
Janice Lide

Dear Santa,  
How are you? How are you going along with the toys. I hope you are still as nice as you were last year. In case you don't know where I live I live in a big white house and the windows are black and white. Santa, I promise you I will be nice with my Mother. I'll sweep the floor, and go to the trash barrel. Santa for Christmas I want a football suit. Santa you are the nicest person in the whole wide world. Don't forget to say hello to Mrs. Santa. Bye Mrs. Santa and bye Mr. Santa Claus and I love you. Oh I forgot something. In case you want to know what grade I am in, I am in the fifth grade and my teachers are Mr. Boothe and Miss Kid.  
Love, Alvaro Cano



The children of Mr. and Mrs. Bill Read seem to enjoy their trip to Jones Gift Shop. They are inspecting both toys and the tree. From left to right are Mike, Denise and Lynn Read.



*Good Wishes for Christmas*

At this joyous season of giving and receiving, we take pleasure in extending to you our heartfelt good wishes for a very Merry Christmas! We hope that you and all your loved ones enjoy every minute of this happy holiday!

**Bovina Variety**

-Alice Moore-Opal Bowen-  
Main Street-Bovina

Dear Santa Claus,  
I want a Nancy Nurse and a super market and a washer and dryer and ironing board. She wants a playhouse, a bike, middle size, and a Barbie house, Barbie car and a Ben Casey's patient.  
Ginger Gober

Dear Santa,  
I want a wagon and a BB gun and a toy pistol and a record player and I want a Big Bruiser.  
Gary Gober

Dear Santa,  
How are you? I hope you will come through Bovina this year. I have always wanted a bike for Christmas, but I never get one. I will try my hardest to

respect my mom and my daddy. I love you Santa very much. I would like to live in the North Pole with you. There will be cake and milk on the table. Good-bye Santa and say Hi to Mrs. Santa.  
Good-bye Santa  
I love you Very much  
Freddy Cano

Dear Santa,  
Please bring me a talking doll, record player and records, new doll clothes for Ken and Barbie. Santa please bring my little brother Dickie a fire engine, a farm set, a filling station, a road grader. Thank you.  
Mandy and Dickie Pegram

Dear Santa,  
Please bring me a Midgee, Ken and some clothes for each. I want a suitcase too. Bring my little sister, Joni the same thing. We love you Santa.  
Jana Rogers

Dear Santa,  
I would like to have a doll buggy and a doll that moves. And the electric stove.  
Rhonda Suderth

Dear Santa,  
I want a book, "Cat In The Hat," a game of checkers, and a bow and arrow set. Don't forget to bring my brother, David, a road grader and a little combine.  
Love, Joe Steelman

Dear Santa Claus,  
Please bring me a doll and dishes.  
Love, April Wilson

Dear Santa,  
I am writing you these few lines just to say I want a talking doll for Christmas, please.  
Diane Sledge

Dear Santa Claus,  
Please bring me a train, a dog named Gaylor, a farm set, a tractor with combine and binder. I am six years old and in the first grade. I have been a good boy and made two good report cards.  
Love, Bryon Fillpot

**Wilson-Brock Insurance Extends**

**Christmas GREETINGS**



It is pleasant at Christmas time to include with messages of good will and happiness... an appreciation for the many courtesies that have been sent our way. We want you to know we are sincerely grateful for the confidence you have shown. So, thanks and Merry Christmas!

**and GOOD WISHES**

**Wilson-Brock Agency**

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



**First National Bank Extends Sincere**

**CHRISTMAS GREETINGS**

To Our Friends and Customers, . . . And At The Close Of This Year, May We Thank You For Your Patronage. It Has Been Our Pleasure To Serve You This Year And We're Looking Forward To Continuing That Service In Years To Come.

First National Will Be Closed, Wednesday And Thursday December 25 and 26

**First National Bank Of Bovina**

"Helping Make A Good Community Better"  
Member FDIC

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



# THE FAMILY TREE

BY MIKE BENNETT

"YOU'LL FEEL different about it, Bill, once you see how pretty an old-fashioned tree will be. What on earth are you stopping for?"

Dad opened the car door. "Jack, you and Eddie stay in the car where it's warm. I wasn't about to get out in that cold. Eddie was fast asleep."

There was silence for a long time. Then mother spoke up. "I'm sorry, Bill. I guess my idea is causing a lot of trouble. . . Now what are you stopping for?" "Everything's fine. Just fine. Fine and dandy . . . except we have a flat tire."

### Time Out

I don't know how long it took to change the tire. I fell asleep. When I woke up, we were parked in front of a farm house and dad was on the porch talking to someone. The man pointed across the road to a steep hillside.



The rope broke and the tree slipped forward across the hood of the car.

Mother got out of the car. "I'd like to pick the tree." Dad frowned. "I may have to go a long way up the hill. It's steep, and slippery. I wouldn't recommend it."

"But I have walking shoes on, and I'll be careful. Honest, I will." "Well, all right then. Come on." "Us, too?" Eddie was awake now, leaning out the car window.

"Sure, why not. Everybody help get the tree." We examined every tree on the bottom of the slope. Dad made up his mind several times but mother would say, "Let's find a better one."

We looked higher and higher up the hill. We were almost to the top when it happened.

### Accident

Mother was following the three of us and no one saw it. Suddenly we heard her gasp, looked around, and there she sat, looking helpless and frightened.

Dad dropped his axe and rushed to her side. "What happened?" "It's my ankle. I think I turned it."

Dad muttered something. I knew it wasn't, but it sure did sound like he said, "Merry Christmas."

It took several minutes to get mother down to the car. Dad had to go slow to keep from falling himself. Often, he would start to slip and he would look like an acrobat, supporting mother with one hand and trying to find something to hold on to with the other.

The three of us were silent the whole time dad was back up the hill. When he returned, he had the axe and what looked like the most beautiful Christmas tree I had ever seen. He tied it to the top of the car with some rope and soon we were on our way home-

ward, still silent as church mice. It happened just before we got back to the main highway. The rope snapped suddenly. The tree slipped forward, across the hood of the car.

Forgetting the windows were closed to keep out the cold, dad tried to reach out and catch the tree and in that split second, the car began to slide sideways, the two rear wheels coming to rest deep in the snow of the ditch beside the road.

Dad walked two miles to the nearest farm house and a kindly old man brought two old mules to pull us back on the road. The car wasn't hurt, but mother's ankle had really begun to swell

and by this time dad was talking to himself.

Dad insisted the old man take five dollars for coming out into the cold. He did, reluctantly, wishing us a "Merry Christmas."

### Last Straw

Nothing else happened, believe it or not, until dad was putting the last few ornaments on the tree, under the expert guidance of mother, naturally.

The footstool crumbled. That's dad, sitting there by the fireplace. Doc Smith says it's a back sprain, nothing a few days off his feet won't cure.

That "Merry Christmas" sign above dad's head he put there him-

self. Eddie, mom and me know it actually means "Don't Disturb!"

Mom says don't worry, though, dad will soon get into the spirit of things, especially when all the neighbors start coming in to see our tree. She called them all up to invite them and they'll come. Mom says folks have to see for themselves when you tell them you have the "most expensive tree in town."

Dear Santa Claus, Please bring me a football suit and a train.

Love, Alton Ray McCormick

### HOLIDAY CANDLES

Don't deny yourself a candle-light atmosphere at Christmas if such is your desire. Just remember that the candle represents a potential fire hazard.

Never place lighted candles on a Christmas tree, or in the window. Do not use them in any manner with decorations that are flammable. Light them only in rooms where someone will be able to watch them closely.

Extinguish candles whenever you leave the room or the house.

### POINSETTIA

Long before the poinsettia became a popular American Christmas ornament, the plant had great practical value in Mexico, where the Indians used the red leaves to make a scarlet dye and extracted milky juice from the stems to use as a tonic for nursing mothers.

### BIRDS AND BEES

Cranberry growers know all about the birds and the bees. And, many of us might not

enjoy this holiday fruit if such were not true.

Cranberry growers build homes for swallows near their cranberry bogs. The birds eat destructive insects which would harm the crop.

Bees perform another valuable service—pollination. Cranberry pollen is too heavy to be carried by the wind, so bees pollinate the flowers. Growers have found that the number of bees present per acre of berries has a direct bearing on the cranberry crop.

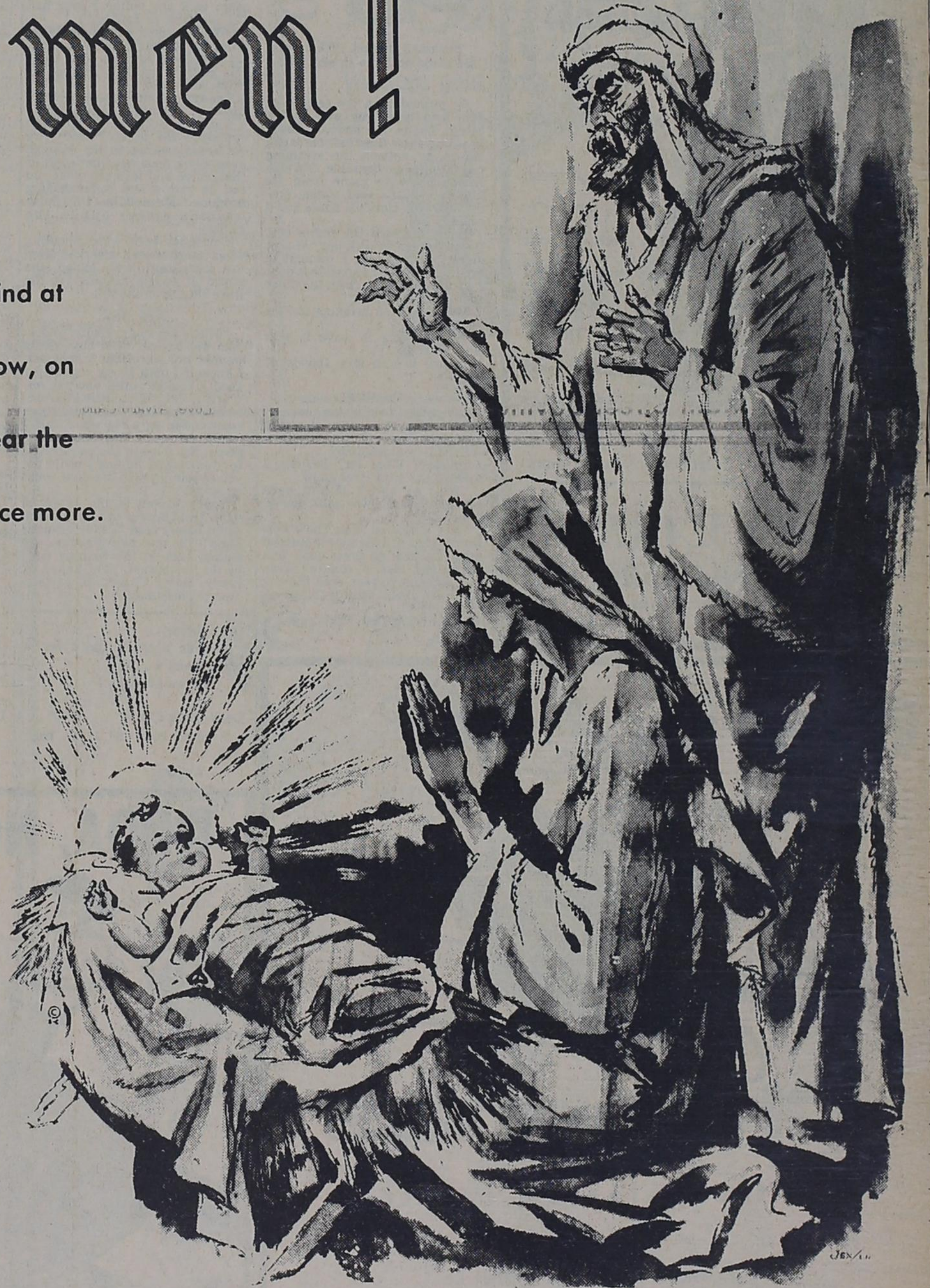
THIS IS HIM . . . The familiar figure of Santa in the Christmas book is a delight to the heart of childhood. The merry old gentleman in the red suit is a very special person to these youngsters.

BUILDER . . . Toys can offer to the busy, inventive mind of the average boy the opportunity to "build things," to improvise and to learn things by doing.

# "...and on earth peace, good will toward men!"

How wondrous the message given to all mankind at Bethlehem nearly two thousand years ago. Now, on Christmas Eve, an uneasy world pauses to hear the glad tidings, and is filled with hope and joy once more.

For the Prince of Peace is born anew  
in the silent hearts of men;  
May His loving peace abide with you  
as He comes to us again.



# Bovina Wheat Growers, Inc.

Bovina and Rhea

- Jim Russell, General Manager
- T. J. Parkey, Rhea Manager
- Charles Gilbreath, Elevator Superintendent
- Allen Cumpston, Fertilizer Representative
- Arthur Pruitt-Frances Shamblin-
- Mary Ruth Lane-Dean Wines-Dottie Ward
- Jesse Rodriguez

At Christmas-Time 1963, We Express Our Appreciation To All Our Fine Customers For Their Local Patronage.

It Has Been Our Pleasure To Serve You . . . And We're Looking Forward To Improving Our Services In The New Year!



1963

MERRY CHRISTMAS

Greetings to our many patrons and friends.

Fantasy Beauty Salon

Lillian Rogers Ph. 238-3541





# A NEW YEAR

The beginning of a New Year is a time for joy and happiness. Father Time has pressed into our hands another "clean slate" and, with few exceptions, each of us hope to write thereon with a bigger and bolder hand.

It is the nature of man to plan and to hope. Ask anyone you meet to detail his "hopes" for 1964 and every man will give you some kind of an answer.

No man will tell you that he will be satisfied with the coming twelve months if they bring the same things that came his way in the season just past. It is also the nature of man to be optimistic.

Each man, whether he will admit to it or not, cherishes within himself the belief that one day his "ship will come in," "dame fortune will smile" upon him, and all his dreams come true.

We never attain all of our "wants," for if one dream comes true, we immediately fashion another.

With these thoughts in mind, it is possible to fashion a happy year in the months ahead. The best beginning is in the simple matter of being honest with ourselves. This will help us to be reasonable in our expectations and firm in our resolution to do more than just "dream" and "hope" during 1963.

Dear Santa,  
I want an army set and a cannon.  
Thank you  
Michael Ray Verner

Dear Santa Claus,  
Please bring me a football, bicycle, suit and accordion.  
Rush Looney

Season's Greetings

At this special time we're sending your way, warmest wishes for Holiday pleasure and joy. May this be the merriest of Yuletides for you and yours.

**THE MARY MARR SHOP**

Margaret Minter - Jessie Williams

Third Street Bovina

## CLOSED FOR CHRISTMAS

BY C. R. ROWAN

TEDDY AMES closed the door and turned the key for the last time, then crossed the street to Beckman's Restaurant. It had begun to snow, softly, quietly, as it should on Christmas Eve.

Pausing in the flickering light of the restaurant neon, he turned once more to look across the street. No one but himself would miss "Teddy's Smoke Shop." "He'd miss the joy of seeing new faces every day."

No, Teddy thought to himself, money hadn't mattered at all. He just couldn't stand the idea of doing nothing "just quittin'," as old man Beckman put it, had killed more old folks than any sickness in the world.

Teddy couldn't blame the old man for any part of what had happened. The old man had been fair. He'd always wait a week or more if Teddy was short on the rent money.

The younger Beckman's, Ah, they were different. They had the "go-getter" philosophy. They were going to take out all the old empty cigar boxes. Teddy had stashed away in corners and under counters, remodel the whole place and open up a washateria.



Beckman smiled. "This coffee is too hot. Too strong, too."

He pushed open the restaurant door and made his way to the corner booth. He had sat down, brushing snow from his coat lapel, before he noticed the steaming cup of coffee on the table. Old man Beckman's voice came from the kitchen. "That's your coffee, Teddy. I saw you close up. Knew you'd come."

Teddy fingered the coffee cup. It was too hot to pick up. "Almost didn't. All day long I thought to myself that once I locked that door I would turn my back on the place and never look back."

"Without even bringing me the key?"

"I was going to leave it with Mrs. Davidson."

"Leave it with Mrs. Davidson? Why?"

Question

He walked behind the counter, poured himself a cup of coffee and made his way to the table. "Teddy, you need any..."

"Money? What for? Besides, I sold all my stock, you know."

"Why go away? If you need something to do, why can't you do it here?"

"Not a chance. You know how things are, with the new industrial plant coming to town soon and everything else. I couldn't even find a garage to rent. And the city has laws about selling things on the street."

Beckman smiled. "This coffee is too hot. Too strong, too."



This Santa may be artificial but the hugs given him by Rene Charles left, daughter of Mr. and Mrs. Jimmie Charles, and Tandra Rogers, right, daughter of Mr. and Mrs. Chester Rogers, is real enough.

## New Year's Party Can Be Happy Time

Planning a New Year's party? Be sure that it is kept in line with the happy spirit of the holiday.

Make a list of things "to do." Don't try to make up a "schedule." Just have a list of games and activities and be ready to suggest something when and if the party begins to appear dull.

Remembering that the New Year celebration in old China was both lengthy and happy, you might inject a Chinese theme into your celebration. You can begin with New Year resolutions.

In writing the resolutions, try to pick out humorous weaknesses. These might read: "I most profoundly resolve to do setting up exercises each morning, thereby stretching my weak frame"; "No more despicable smoking for this insignificant creature"; or "This No. 1 boy resolves to study his mathematics one hour every evening."

Men and boys will like "Chinese Get-up." Two persons sit on the floor back to back and lock arms.

The first to get to his feet without unliking arms is the winner.

**For Children**  
If the children are restless, have them go to a rather large room to play "Catching the Dragon's Tail." This game is like "Crack the Whip" and requires space. The children place their hands on each other's shoulders, forming a line. The first person is the dragon's head; the last one, its tail. With the line intact, the dragon's head attempts to catch its tail. When the first person succeeds, he goes to the end of the line as the tail, and so on.

Since all parties need refreshments, humble nourishment for your superior guests should be in keeping with the Chinese theme. You might serve Chinese tea and Chinese almond cakes or nut cookies. Candied fruits and nuts are also Chinese delicacies.

To greet the illustrious New Year, you will want to have ready plenty of noisemakers, confetti and streamers. According to an old Chinese superstition, the noise will frighten away evil spirits.

A toast to one's lover was popular in Rome, and it was custom to drink one glass for each letter of a sweetheart's name.

## Don't Waste Resolutions

We don't help ourselves when we make up a list of New Year resolutions we cannot keep. We'd be much better off if we made no resolutions at all.

This is the advice of Dr. George I. Smith, professor of psychology at Rutgers (N.J. Newark College of Arts and Sciences).

Dr. Smith says we should make resolutions aimed at self-improvement rather than promising to do things which would require a sharp change in our habits or activities.

### Four Rules

The State University psychologist offers the following rules for successful self-improvement resolutions:

1. Don't resolve to do anything under the pressure of a calendar date or a friend's nudge to do "something to improve yourself."

2. Do take serious stock of your problems. Try to define the source of the trouble, not merely the symptom. If you are overweight and it is due to boredom or feeling sorry for yourself, solve the problem and weight loss will be easier. If necessary, get professional advice.

3. Once you have located the source of your difficulty, find out how important a change is to you. Is it a project you can really put yourself into? If you are not convinced you really want to overcome a situation as a personal goal, your resolution probably will be worthless. Other people's prodding is a poor substitute for a personal commitment.

4. Finally, keep your goals reasonable. Many mental problems and lost resolutions are results of unreasonable, unattainable goals.

Dear Santa,  
I want a truck and a horse trailer and a rifle.  
Elias Munoz

Dear Santa Claus,  
I would like and a cry baby doll.  
Audrey

## Looking Ahead

Traditionally, New York's Eve is a time for looking ahead, as exemplified in earlier times by the "dipping" custom.

While the family gathered about in eager anticipation, the head of the family would close his eyes, flip open the family Bible and indicate a passage with his finger.

The text of the passage was supposed to indicate the luck—good or bad—which would come with the New Year.



DREAM HOUSE... Every little girl likes to play "house and dreams of having a house of her own, even in miniature. Unit shown is constructed of chipboard and folds into a light compact carrying case.

## TRIMBLE BARBER SHOP

Emmett Tabor-C.E. Trimble  
Main Street-Bovina

# Merry Christmas

to the Motoring Public

We extend sincere good wishes to each of you for the Holiday Season. We invite your continual patronage — it will be a true pleasure to serve you in the future... and in the meantime, please accept our wish that Christmas will be joyful for you and yours.

**PAUL JONES TEXACO SERVICE STATION**

Highway 60 - Bovina - Pho. 238-4331

Mr. and Mrs. Paul Jones and Randy

## WHOA, NOW!

It's Time To Stop And Say Merry Christmas And Thank You For Your Business During The Past Year. Come To See Us In '64!

**Kerby Welding Service**  
—Radiator Repair—  
A  Deal The Year

Bovina Phone 238-2332

# SEASON'S GREETINGS

Christmas is that time of the year when our thoughts turn to the more noble things of life... to the happiness we can bestow rather than that which is bestowed on us. As an expression, therefore, of our genuine appreciation of your good will, we extend to you our most sincere good wishes for Christmas.

**BARBEE CLEANERS**  
WE CLEAN CLEAN

Shallie And Doris Barbee Bovina

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



NEW YEARS BIG DAY --

# Mrs. Newton Describes Holidays In Japan

Christmas in Japan for the most part is celebrated in the cities due to the fact that things following World War II have become more American, according to Eiko Newton, Japanese bride of Jerry Newton, who is in the Navy.

Eiko has made her home in Bovina for approximately one year and celebrated her first American Christmas here last

year. She remarked that even in the cities of Japan the emphasis is not placed on gifts and presents for each other as we know it in America. Perhaps presents for a fiance are given at Christmas time but for the most part New Year is the big holiday in Japan.

The cities do have holiday decorations for Christmas and

families have Christmas trees which children decorate but the emphasis is placed on fellowship with people rather than gifts for each other.

The main food for celebration at Christmas is a cake which is bought at a bakery, due to the fact that Japanese women do not for the most part know how to make and decorate Christmas cakes.

The children put their stockings

under their pillow rather than hang them up and their stockings are filled with candy and goodies by their parents

while they sleep.

New Year is the really big holiday in Japan. This is the holiday most anticipated by everyone rather than Christmas.

Tradition at New Years is carried out by the family buying new clothes for all the children and perhaps the adults. The women have their hair done for New Years and relatives gather for a family celebration on this holiday.

An old Japanese belief is if you are the first one to pray in the Temple of Buddha on New Years Eve you will have a lucky year, Eiko points out that the religious holiday is New Years rather than Christmas. She says that most Japanese do not know the Christian story of Christmas.

Fireworks are also a traditional part of the New Year celebration as well as a visit to all friends and neighbors on New Years Day to wish them "Happy New Year."

During the Christmas and New Year season most of the schools are closed for approximately one month as well as many of those who work have an extra long holiday.

Eiko, whose real name is Tsu Taco, meaning Ivy, comes from a very old Japanese family named Kitamura. Her family home is more than 200 years old and the eldest brother always inherits the family home. She has two brothers and one sister. Eiko worked for a time at an attorney's office in Japan but was employed at a Naval Hospital when she met Jerry.

Eiko has lived for a time in San Diego and San Francisco but points out that she likes Bovina the best because the people are more friendly.

After spending one American Christmas here Eiko is eagerly anticipating Christmas this year, according to her the best present will be the fact that Jerry will be home for Christmas.

## OLD SANTA STILL SPRY

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



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

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

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

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

## LETTERS TO SANTA

Dear Santa Claus, God bless everyone all over the world at Christmas time. And thank you God for our Christmas and our wonderful savior, Happy Birthday to Jesus on our Christmas. Bless each and everyone and may they know the true meaning at Christmas. Help me to be a better boy not only now but as I grow up, I don't want to ask for much I will be happy with what you give me.

Thank you Santa Claus, Steven Michael Cruger (Edens)

P. S. And God without you there wouldn't be a Christmas.

Dear Santa Claus, I love you, I am a boy six years old. I have tried to be a good boy. Please bring me a football and a football suit. Remember all the other little boys and girls. Thank you, Love, James Wesley Cockerham

Dear Santa, I want a Tickles and a big bicycle. Please bring me these things. Please remember my big sister, Patti, and my little sisters Karla and Kara. Love, Debbie Mills

Dear Santa Claus, I have been a good girl. I want a Barbie doll and a Barbie doll house. I also want a dish set and a snow cone machine and a wig. Love, Marlene Dowdy

Dear Santa, I want a Give-A-Show projector, play clay dough, a farm and a high gear game. I love you, Mike McCallum

Dear Santa, I want a set of dishes, a pair of high heel slippers, and a bride doll. I love you, Macie Cougar

Dear Santa Claus, I want a kissy doll please. Thank you, Barbara Vargas

Dear Santa Claus, I want a doll and a little doll house and some dishes and a mirror for the little doll and a hat for the little doll. Well Santa, I think that all Santa. Your friend, Frances Deleon

Dear Santa Claus, I want a suitcase for Christmas and some dishes and a little house. Well Santa I think thats all. Your friend, Mary Estrada

Dear Santa Claus, I want a little play truck for Christmas. Reynaldo

Dear Santa Claus, I want a bicycle with two big wheels but the bicycle must be small because I am small and a little toy car. Well that is all for now I hope you find my letter. Yours truly Ruben Serna

Dear Santa Claus, I want a school board and a toy car that is blue and big. George

Dear Santa, Please bring me a book holder. Please, Santa, bring me an airplane. I also want a BB gun. I have been a good boy. Santa, Please bring my little brother Rocky an airplane, games and a train. He also wants a gun. He has been a good boy too. Love, Barty and Rocky Bartlett



Dear Santa Claus, I would like a magnetic board, record player, table and chairs. Bring to Grandmother Peterson's at Muleshoe, Texas, Merry Christmas. Yours truly, Janet

Dear Santa, I want a toy truck with four horses and I will be a good boy. Love, Richard Garza

Dear Santa, Please bring me a tank and a scooter and some records and holder, and an Etch-a-sketch, and bring Sandi a doll a doll bed, and a make-up set. And a sock full of toys. We have been good. Love, Lary Sides



GIDDYAP... Old Blaze, the talking horse, is operated by child-power. He also snorts and whinnies at the pull of the magic string.

**HAPPY HOLIDAYS**

We hope your joys are many and your troubles few...  
A very Merry Christmas from all of us to you!

**GORN'S Farm Store**

Highway 86 And Third Street  
Bovina Phone 238-3181

**BIG, BIG WISHES**

May everything you hope for this Christmas be yours.

It Has Been Our Pleasure To Do Business With You During 1963. We Are Now Closed For Re-Modeling.... But We'll Be Open Again In Mid-January Come To See Us!

**Bovina Dairy Freeze**

Highway 60 - The Boyd Gilreaths -

Best wishes to all for a very Merry Christmas

May you and all your loved ones be blessed with life's finest gifts — love, health, happiness and joyful success.

**Hammonds Seed Service**

J.T. Hammonds Phones 238-2541  
--- Bovina --- 238-4541

**DEKALB. Hybrids Seeds**

**TO WISH YOU**

**Holiday Joy**

May your home be bright with joy all through this most festive of holiday seasons. To all of our friends we wish the merriest Christmas ever.

We Sincerely Thank You For Your Fine Business During 1963!

**Bovina Implement Co.**

-- YOUR MASSEY FERGUSON DEALER --

Highway 60 Bovina Phone 238-2541





# Greetings and Thank You

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

**Warren Auto Supply**  
C. P. Warren  
Highway 60 — Bovina



Helping select a Christmas tree for the family are Linda, left, and Marla Ferguson. They are the daughters of Mr. and Mrs. Marlin Ferguson.

## BRIGHT NEW YEAR

BY EDITH L. GIBSON  
"HERE, SON, this chair is more comfortable."  
"Don't, Mom, please." Young Stanley Steward waved aside the cushioned rocker his mother proffered and took a straight chair.  
"I don't understand," said Mrs. Steward.  
"You wouldn't, and I'm sorry I spoke so quickly. It's just that I'm trying not to think of myself as

different, as needing easy chairs, special attention. That was part of our rehabilitation training."  
"I see. Then I'll ask you to do something for me."  
"That's better."  
"Go over and get Laura Hammond's spice cake recipe, the one she used at the church supper before Christmas. I'd like to try it for New Year's dessert. You haven't seen Laura, anyway, have you?"  
"No." His hesitation was apparent.  
"If you've planned something else."  
"No, Mother. But I still dread meeting people, hearing expressions of sympathy. But I must get over that. We're to take things head-on, not dodge. That, too, was part of the training."  
"Then go see Laura. I'll do you good."  
Stan was doubtful about that, but he took his cane and started down the road. It was clear of snow, yet slick as glass.



"Could you find my crutch," Laura asked. "I think it rolled off the porch."

He walked slowly, partly for fear of stumbling, for his cork leg was not functioning too well yet—partly from sheer weakness. To his left rose the towering peaks of the Rockies, so familiar they seemed a part of him. Only they were not challenging today as formerly; they were frustrating. Not too long ago, he had belonged to a mountain climbers' club and had scaled every peak that was sealable. Skiing had been a favorite sport, too.  
Queer that he had done all those things unscathed, then slipped on the deck of a ship in Pacific waters soon after enlisting in the navy. The injury to his leg had not seemed serious at first, but when he finally reached base hospital, there was nothing doctors could do but amputate.

**Memories**  
Now he was home. What came after that, he did not know. Laura was much a part of his memories. She was a girl born to the outdoors. Skiing, climbing, hiking, riding, square dancing—these were all right down her alley. Yet she was exquisitely feminine, exquisitely beautiful. Once he had hoped—but no use thinking of that now. The road back to health and usefulness, if there was one, must be taken alone.

Laura was sitting on the porch a blanket draped over her knees.  
**Conversation**  
It was hard to find things to talk about. Sports had been their common interest, but he could not yet bring himself to speak of that. He asked about her parents, the

ranch, mentioned mutual friends, commented on the weather, and soon rose to go. "By the way," he said, "Mom wanted your spice cake recipe, one you used at some church supper."  
"I'll get it," Laura said. "But could you find my crutch? I think it rolled off the porch."  
"Crutch?" Then he saw it. "Laura! What—why—?"  
"Polio. Your mother didn't tell you?"  
"No. I thought you looked pale."  
"But you didn't ask. I appreciate that. I can't stand pity. But now you may as well know. After sixteen months in hospital and a course in rehabilitation, I'm doing things—after a fashion. Baking spice cake, for instance, as a substitute for skiing and mountain climbing. Really, it's not half bad once you get used to it."  
Instead of giving her the crutch, he took her hands and drew her to her feet. She stood unsteadily, clinging a little.  
"Laura, you too!" It was hard to grasp.  
"Yes, me too. It happens in the best-regulated families, Stan."  
His arms closed tightly around her. "My brave, brave darling. Laura, do you suppose that we could—that is—together—?" He broke off awkwardly. "I'm not making sense," he said, "but I mean . . ."  
"I know what you mean. And I think we could—together. It could be a bright New Year."

**NATIONAL TREE**  
In 1926, the U.S. Department of the Interior officially designated a "National Christmas Tree"—a giant Sequoia located in King's Canyon National Park, California.  
A coniferous evergreen, the redwood trunk of the Sequoia rises 267 feet. It is estimated to be 4,000 years old, which means it was growing 2,000 years before the birth of Christ in Bethlehem.

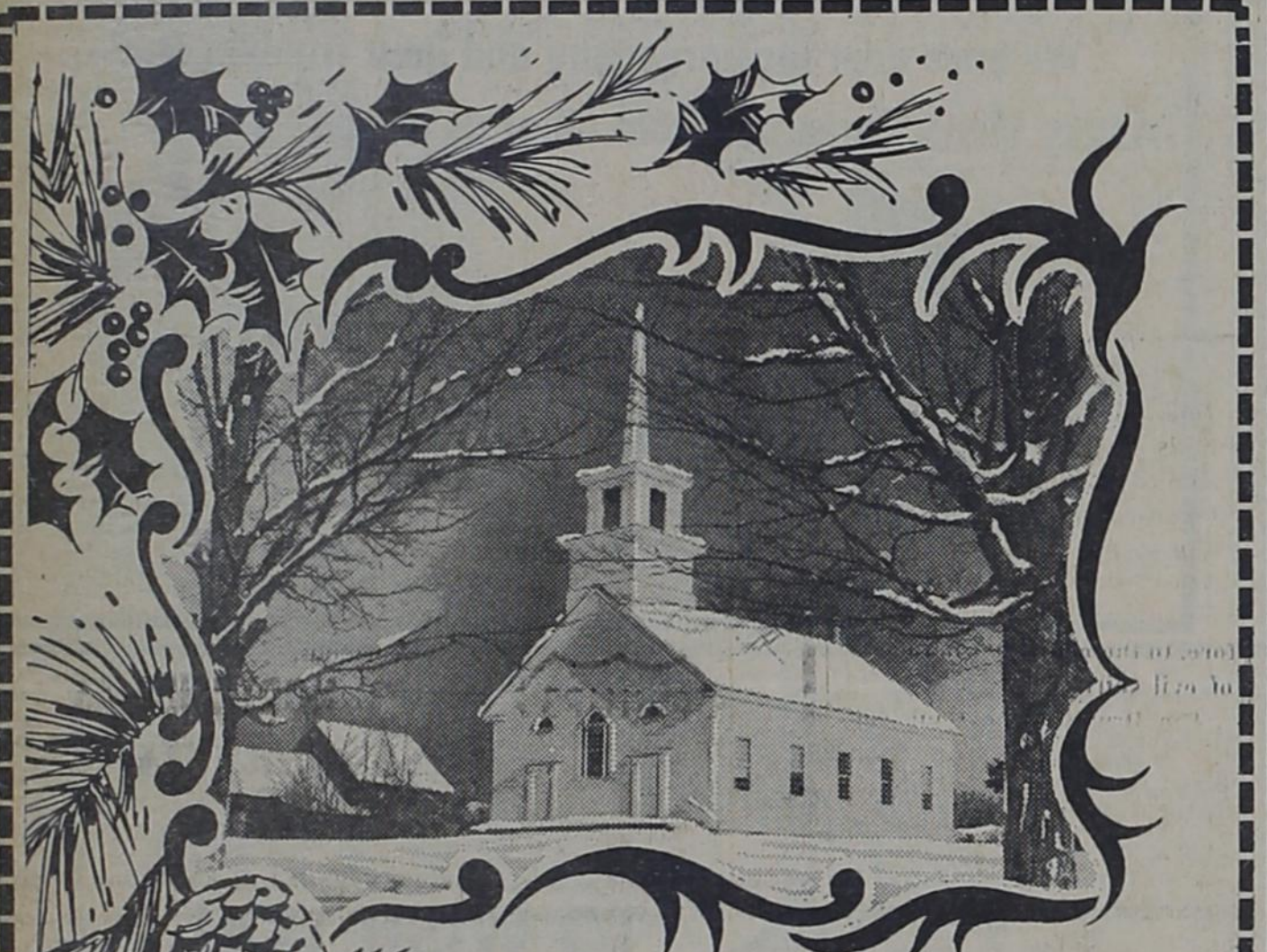
## Greek God Cronus Became Time Symbol

Chronometry is the science of measuring time—a project that has interested man since his earliest days on earth.  
The word comes down to us associated with Cronus, the Greek god once hailed as lord of the universe, as a corruption of the word "cronos" which means time.  
Cronus supposedly was warned that one of his children would dispose of him, and so vowed to devour them at birth. When a child, Zeus was born, Cronus' wife, Rhea hid the child away and presented a stone to Cronus instead. Everything ended happily, according to the legend. Cronus disgorged the stone, along with previous children he had swallowed. Zeus later dethroned his father and became the chief god of the Greek pantheon.  
Cronus? As we said earlier, because of the similarity of names, he became confused with the word for time. Someone placed an hour-glass in his hand, someone else added a scythe and the world came to know him as Father Time.



# NEW YEAR TREATS

In some sections of the United States, black-eyed peas are a "must" on the New Year bill of fare.  
Armenian women of Persia traditionally bake New Year cakes. Baking is done early, as the custom is to visit and entertain on New Year's Day.  
The Wassail bowl comes to us from Scotland where it was associated with legendary romance. The mixture of ale and sugar and spices is warm and sweet and wine is sometimes added.  
To many Swedes, Glogg is as important as food as part of the holiday fare. This traditional drink is made with claret wine, sweetened with sugar and flavored with almonds, raisins, cinnamon, cloves and cardamom. It is usually set afire before serving.  
A Spanish favorite is sopa, rice cooked with olive oil, tomatoes, vegetables and meat particles. Africans enjoy cous-cous, which is composed of wheat grains, lamb and vegetables.



# Greetings

Have a wonderful holiday time, friends and neighbors! Here's hoping that your Christmas will be the merriest and brightest ever.

**A. L. Glasscock** Real Estate  
Loans  
Corner Of Third And Main Bovina Life Insurance



Every year at this time we look forward to wishing you the very best. It's a custom we hope will last for a very long time. Our deepest appreciation for your loyalty and our heartiest

MERRY CHRISTMAS



**Cicero Smith**  
Lumber Company

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

May We Send Our Season's **GREETINGS** to the Friendly People of This Community

Christmas is that time of the year when our thoughts turn to the more noble things of life... to the happiness we can bestow rather than that which is bestowed on us. As an expression, therefore, of our genuine appreciation of your good will, we extend to you our most sincere good wishes for Christmas.



Your Patronage And Good Will During Our First Few Months In Bovina Is Greatly Appreciated. We're Looking Forward To Doing Business With You In The New Year. All The Crew At-

**C and S CHEMICAL**  
Third Street Bovina



IN HOMEMAKING COTTAGE --

# Eighth Grade Girls Have Gift Workshop

Homemaking Cottage at Christmas time resembles Santa's workshop as the girls ready for Christmas by making gifts for their parents or friends.

This year their gifts are both unusual, practical and pretty.

One gift item is a clothes hanger which has been covered

with yarn and has tassels at the neck. These would be ideal to hang knit suits or sweaters on as well as regular items of clothing.

Soap bars decorated with gold paint, hat pin heads, beads, and flowers make nice gift items. These included the velvet ribbon wrapped around the bar making a place to hang them for display.

Another item using a bar of soap is a soap and wash cloth dog. The wash cloth is folded over a large bar of soap, pinned and decorated with yarn forms.

Dear Santa, I'm a good boy and am in the first grade. An electric train, boxing gloves and a race track are the things I'd like most for Christmas. If you don't have all of them I'll be happy with what you bring.

Love you Buzzy Mast P. S. I have four sisters and a baby brother, please don't forget them.

ing portions of the dog's features. These should particularly delight children.

Candles made from rolled, colored sheets of beeswax are particularly nice for Christmas centerpieces. These come in a variety of colors and are much easier to make than poured candles.

Dolls fashioned from scraps of material and made to look like clowns would be a perfect gift for the toddler. These are

made from circles of material sewed around the edges and gathered to form a circle about the size of a half dollar. These are made to form arms and legs, then strung on a piece of string, using bells for hands and feet. After the body is assembled a small head embroidered with a clown face, yarn hair and a pixie cap complete the doll. These are soft and cuddly, just right for the younger set.

Show pillows fashioned from bandana print were a colorful item the girls had made. These can be stuffed with kapoc, foam rubber or even plastic clothes cleaning bags. They make nice bedroom or den pillows.

Christmas aprons are also a must for those who make their gifts. One attractive one was made from red cotton edged and pleated with rows of gold and white tapes.

Many of the girls are making doll clothes for the younger children at home as well as jewelry boxes and pajama bags.

Santa's workshop consists

mostly of eighth grade girls.

They include Barbara Allen, Beth Hutto, Margaret Venable, Celia Denney, Nelda Donaldson, Linda Hemke, Carol Kirkpatrick, Judy Sisk, Warnelle Queen, Sharon Pierson, Sandra McCauley, Lynda Thornton, Linda Rejino, Vickie Vaughn, Quinlantan Solla, Wanda Cougar, Judy Dendy, Lanelle Christian, Carolyn Johnston, Rosa Leal, Carol Mast, Elaine Minyen, Teresa Page, Effielee Sledge, Diane Stowers, Pam Webb, Jan Morton, Linda Williams and Barbara Wilkerson.

Mrs. Allen Staley, homemaking instructor, helped with all the gift projects.

Dear Santa Claus, I want a gun and some marbles and a policeman car. Well, Santa, I think that's all.

Your friend, Tito Estrada

Dear Santa Claus, I want a toy truck and a toy train.

Ismael



Eighth grade girls find making gifts for Christmas a worthwhile project. Here several are pictured sewing pillows, dolls and aprons.

Dear Santa, My name is Cathie Trimble and I am six years old. I would like a Chatty Cathy doll and a cash register for Christmas. Please don't forget to fill my stocking, it will be in the living room near the Christmas tree. I am trying to be a good girl.

Love, Cathie

Dear Santa Claus, I want a cake set, a blonde wig, a Chatty Cathy doll and thank you, Rhonda Nattcell

To all our good friends, we send our warmest thanks for their patronage and good will, along with our heartiest wishes for their happiness throughout the Holiday season.

**GREETINGS**

**STEELMAN'S QUALITY MEATS**

First Street Phone 238-4281 Bovina



Working on candles and various other decorations for Christmas are members of eighth grade homemaking class.

Dear Santa Claus, Please bring me a big bicycle and a football and a football helmet for Christmas. I won't be in Bovina for Christmas so, would you please deliver these to my Grandma's and Grandpa's house in Temple, Texas.

Love, Randy Gee

Dear Santa Claus, I want a bike and a toy rifle and a holster, please.

Mike Dixon

Dear Santa Claus, I am a little girl, seven years old. I have two sisters and one brother. I would like a nice cuddly doll with a magic bottle. Please bring my sisters and brothers something nice. Remember all the other little orphan boys and girls.

Love, Sheryl Kinkade

MISTLETOE Some believe the ancient Druids gave mystical significance to the mistletoe because it grows high among the branches of oak trees, touching neither heaven nor earth. It was believed to be immune, therefore, to the malignant influence of evil spirits.

The Druids, from Gaul, settled in the northwest section of France now known as Brittany. The mistletoe is still popular in France, where it is called "gui."

CAREFUL HOLIDAY Christmas tree ornaments particularly strings of small lights, are a potential holiday hazard. Children will sometimes chew on or even swallow a small bulb, with obvious results. Tree lights of flimsy wiring, or old strands that have been re-used for years, sometimes can be fire hazards.

Glass tree ornaments often shatter easily and sprinkle slices around the room. Handle all ornaments and lights with care and keep the extras and discarded bulbs out of the reach of children.

BIG TREE The largest Christmas tree ever lighted is believed to have been 364 feet tall. It is located in California's redwood forest and was first decorated in December, 1945.

SOUTHERN PLANT The poinsettia which has to be so carefully potted and protected in colder climates, will thrive in moist, shady areas of the southern United States, Mexico and parts of South America. Red is the most common color, but there are white, pink, and yellow varieties.

NEW EASY TERMS On Phillips 66

**Tires... Tubes... Batteries...**

Stop In Today, Let Us Explain

Phillips Tips Merry Christmas

"With the Kiddies Depending on Me, I Must Have Dependable Service!"

That's Right Folks, Come To Us For Your Holiday Needs.

**NORTHSIDE 66 SERVICE STATION**

Cadillac, Compact or Cutting Grass—Use Phillips Gas!

Hwy. 60 238-2242

**GREETINGS**

At Christmas time we realize more than ever how much our friends—both old and new—have meant to us throughout the past year, and more than ever there is a special meaning in these wishes for a Merry Christmas.

**WILLIAMS MERCANTILE CO.**

"Pioneers In Bovina"

**SAFE HOLIDAY**

Christmas is a time to remember the happy things. Yet it is sometimes a time of tragedy. More holiday accidents take place during the last 6 hours before Christmas Eve than during the remainder of the holiday. The hourly rate for fatal accidents is 5 times greater during this 6-hour period than during the rest of the holiday season.

These accidents happen on the highways and in the homes. If you are driving, don't get in too big a hurry. If you are at home, be sure your tree is a safe one, that your wiring is adequate. Turn off the Christmas tree lights if you leave the house.

**SURROUNDED . . .** This lad is surrounded by a typical selection of battery-operated toys. More than ever this year, the prosaic flashlight battery will bring animation to toyland.

**GREETINGS**

With the year coming almost full circle, we once again have the pleasure of extending the greetings of the season to our many good friends and wonderful patrons. May you all enjoy this last, but best, part of the year in health and happiness.

**Southside Motor Supply**

Highway 86—Bovina

**Bovina Insurance**

Jim Ware - Bank Bldg. - Pho. 238-2081

OUR FAVORITE POLICY

To wish you a Merry Christmas

**McCallum AGENCY**

Dean McCallum - Bank Bldg. - Pho. 238-2081



At Christmas, 1964, And At The Close Of Another Great Cotton Harvest Season ---

Bovina Gin Co. Wishes A Happy Holiday Season . . . For All Our Friends And Customers



We At Bovina Gin Are Extremely Grateful For Your Fine Patronage During The 1963 Ginning Season.

In The New Year, And All The Years To Follow, Our Practices Will Continue To Be

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

# BOVINA GIN CO.

Don Sides, Manager

FM Road 1731 North — Phone 238-4801



Best Wishes To You For A Happy, Prosperous 1964





*and a happy  
New Year to all!*

J.G. McFarland  
Barbara Brown  
Carolyn Owen  
Aubrey Rhodes  
Bert Shackelford  
Hoyt Smith  
John Frazier  
Danny Smith  
Thomas Barclay  
Dennis Adams

# PARMER COUNTY

Wesley Barnett  
Charlie Snyder  
Jim Cocannover  
Ernest Neff  
Medlin Walker  
Jess Chesher  
L.C. Wade  
John Gaede  
Walter Cochran  
Bill Burman  
Joe Hughes

## IMPLEMENT COMPANY



PHONE 2091

WEST ON US 60

FRIONA



**C H R I S T M A S**  
*Travis Farrell*  
*Jimmie Brubaker*  
*Betty Brown*  
*Wilbert Norwalk*  
*Betty Lewellen*  
*Judy Fields*  
*Frances Baker*  
*Lou Garth*  
*Barbara Maynard*  
*Juanita Wright*  
*Mae Peterson*  
*Nelle Hansen*  
*Joyce Gibson*  
*Everyone*  
*Eva Lou Lewellen*

**G R E E T I N G S**  
*At*  
*Sharon*  
*Greg*  
*honey*  
*Donna*  
*Walter*  
*James*  
*Callie*

**P L A I N S**  
**F R O M**  
**P U B L I S H E R S**



# Establishment Of Hereford Meat Packing Plant Encourages Local Beef Raisers' Market Hopes

The decision last week to construct a meat packing plant at Hereford that will slaughter 100,000 head annually encouraged beef raisers of the area. The meat processing plant, expected to be the largest in this part of the country, is to cost more than a million dollars.

The plant is to be owned and operated by the Allan and Sons Meat Packers whose head office is now in San Francisco, Calif. Jack Allan, one of the sons of the firm, reportedly plans to move to Hereford soon to supervise construction and operation of the plant.

Completion of the new plant is expected next summer. More than 50 local persons are expected to be employed by the

Allan Company.

The new Hereford Packing Company will be built on a 500-acre tract east of Hereford on U. S. Highway 60 across from the Municipal Airport. Officials said that three cities were considered for sites of the meat processing plant. They were Clovis, Littlefield and Hereford. No reason for the choice of Hereford was given.

One local resident reasoned, "It might be because of the name of the town, itself." Hereford is situated well in the center of the beef growers of the Texas High Plains and Eastern New Mexico.

Parmer County alone boasts 16 feedlots with an annual capacity of 90,000 head. The Hereford operation will consist of

the slaughtering with the carcasses being shipped to markets on the West Coast and on the Texas Gulf Coast.

Another factor in the location of the meat plant at Hereford is the current construction of the Holly sugar refinery

there. Authorities said that the pulp and waste from the beets provided cheap cattle feed. Livestock brings in around

4 1/2 million dollars in Parmer County each year, according to County Agent Deryl Coker's annual report for 1963. With the

100,000 acres of wheat, he said, the amount could be increased if farmers would utilize wheat for grazing.

working on the Southwest Screwworm Program and obtaining a modified, certified Burcellosis rating for the county.

At the present time there is a great deal of interest in feedlots and with the pasturing there have been three new feedlots built in the county. There are some 16 feedlots that are feeding from 300 to 20,000 head per year.

Within the past year there has been increased interest in swine feeding also. Two pig parlors have been built in the county.

A livestock committee was formed in 1961 and since its formation they have been busy

The committee is composed of Jack McCracken, Joe Jones, Frank Hinkson, A. L. Black, Carl Schlenker, Jack Woldtman, N.E. Wood and Bob Wilson. All have an interest in livestock and met twice in 1963.

Most of the livestock finished in Parmer County has been marketed in Clovis and Lubbock. Last year the Swift slaughter plant was constructed in Clovis which gave a more

(Continued on Page C)

## THE HIGH PLAINS FARM AND HOME

AGRICULTURAL SUPPLEMENT OF THE FARMER COUNTY NEWSPAPERS

### Mrs. Clarke Explains School Counseling

Mrs. A. C. (Buck) Clarke enjoys her work--this fact is evident as she discusses the problems and joys of working with youngsters as counselor in Lazbuddie, Bovina, and Farwell.

Her job is varied but intriguing and has "grown because of a need", she says. The duties of a counselor in every school varies. Mrs. Clarke directs a complete testing program from first grade through high school, beginning with reading readiness tests in the first with achievement tests planned for each child every year through high school.

Also included in the program are educational ability tests in third, fifth and seventh and ninth grades. In the eighth grades, youngsters are given what Mrs. Clarke feels is one of the most important tests for both the child and the parent, one on preliminary interest, which is designed to aid in planning high school work. Purpose is to encourage young people to plan a four year program of high school work instead of selecting subjects from year to year.

Tests at this time help to determine vocational interest, and are invaluable career-wise. "I don't think the students can decide then what career to choose," says Mrs. Clarke, "but the tests stimulate an interest in investigating career possibilities."

The interest tests include eight different fields, show highs and lows of the student and then indicate what types of work fall into these various categories. Mrs. Clarke has a ready file of literature to sup-

ply students on various vocations. In relation to this need, plans are to have a career unit for eighth graders with students to be assigned essays on various vocations.

Ninth graders again take achievement and educational ability tests, and tenth grade students are tested on differential aptitude to show natural abilities, and a more definite vocational interest test is included. After results are known, personal interviews are scheduled for a review of the findings.

Juniors take achievement tests geared to aid in deciding if a student needs extra work for college preparation. Schedules are reviewed, and work for the last year is planned. Juniors also take the national merit scholarship Test in the spring, which is given with possibilities of scholarships in mind. The test is also good preparation for college entrance exams says Mrs. Clarke.

Seniors are counseled and aided in applying for college entrance exams if they plan to continue education. Two tests are used by colleges and universities, says Mrs. Clarke, the American College Testing Program or the Scholastic Aptitude test. Practically all colleges and universities require one or the other. Institutions prefer that students take the tests during the senior year, preferably in the fall.

Seniors who wish to take the tests register with Mrs. Clarke, but they must go to one of the testing centers, either in Lubbock or Amarillo, for the actual test. The parents take the responsibility of taking the student to the center.

Also included in the realm of the school counselor is testing of the child who has exceptional problems or exceptional ability. Individual tests which are very time consuming, are used here. "But we feel if we can spot a way to help, it's worth it", she

adds. She calls the test a fascinating one. Teachers usually recommend that a child be tested. "Sometimes we can help but sometimes there is no happy solution," she comments.

Mrs. Clarke first became interested in counseling as a vocation when she worked with Tri-High-Y girls in the Rio Grande valley. She organized groups of girls in McAllen and worked closely with them. The work required quite a bit of counseling. Mrs. Clarke later was a member of the executive board of the state organization and designed types of programs on counseling. Later, she returned to school and received her bachelor's degree in psychology from ENMU in 1956, and her masters in guidance and counseling from the University of Colorado in 1957. She did sociological work for her masters degree in Mexico City.

She has taught in elementary schools and had been an instructor in Bovina high school and junior high. To receive a counseling certificate, an applicant must have three years teaching experience, preferably in various grades in the school.

Asked about her greatest satisfaction in her work, Mrs. Clarke selected her work with the top groups and the bottom groups. She explains that results in this area are more noticeable. She adds that "it hurts me to see a youngster with unusual ability who does not apply himself."

The Clarkes reside on Second St. in Farwell. He is manager of Gifford Hill Pipe plant, One son, A. C. Clarke Jr., and his family reside in Austin. Two grandchildren complete the family circle.

Other than her work, Mrs. Clarke enjoys decorating and gardening. Shortly after moving here, she planned the remodeling of their home. She is also an avid reader and is now reading a series of historical volumes.



Mrs. A. C. (Buck) Clarke discusses educational material with Miss Jeannie Blair, of Farwell, daughter of Mr. and Mrs. Joe Blair. Mrs. Clarke is school counselor for Lazbuddie, Bovina and Farwell Schools.

### Sewing Project In 1963 Reviewed

More than one-half of the Parmer County homemakers sew for their families, Mrs. Cricket B. Taylor, Home Demonstration Agent, stated in her report for activities during 1963. The clothing sub-committee of the Program Building Committee include Mrs. Davis

Gulley, Mrs. Carl Schlenker and Mrs. Ellis Tatum.

The long range objective of the program, Mrs. Taylor said, was for families to have clothing to fit their way of life at a cost they can afford to pay.

The annual goal for 1963 was for 30 homemakers in all communities to be taught improved methods of sewing. Another aim was to train 14 adult 4-H leaders but this failed to materialize.

Five of the adult leaders met with Mrs. Taylor in July to make plans for the 4-H clothing workshops and county dress revue in Friona. Two leaders, Mrs. Webb Gohber and Mrs. Roy Miller were chosen to receive short periods of training in first and second year clothing units. They held workshops and taught simple skirts and simple blouse construction to 10 girls.

Mrs. Taylor held workshops for six girls and two adult leaders in Units 3 and 4. Garments were made step by step at each meeting.

As a result of these meetings, 16 garments were completed but only 13 girls modeled their garments in the county dress revue that was held in the Home Economic Cottage in Farwell. Around 40 parents, leaders and friends attended.

Judy Koelzer represented Parmer County in the District Dress Revue in Amarillo. A full page of publicity was given the county Dress Revue by the three county newspapers.

You don't have to pack your child's lunch each day to be sure he gets a well-balanced, nutritious meal at school. He can buy -- for about 25 cents -- a hot meal that meets from 1/3 to 1/2 of his daily nutritive requirements. The meal is served in all institutions participating in the National School Lunch Program -- some 68,000 public and private schools.

If we can believe national statistics, the "average" American consumes 6 pounds of rice a year. Louisiana residents eat 30 pounds of rice a year, and South Carolinians rank next with about 27 pounds, a recent USDA study shows. Even these two states are pikers compared with Hawaii, where residents eat 113 pounds of rice a year.

A little more than half the nation's population has some form of eye trouble, according to the American Medical Association.

### Farm Employment Group Organized

A farmer's organization, known as Southwest Farm Employment Association was organized on Tuesday, December 3, at a meeting held in Amarillo.

The organization is comprised of farmers and is designed to facilitate the employment of experienced farm laborers from each local area and to import a limited number of Mexican farm workers on a permanent visa basis.

The headquarters of the Association will be located in Amarillo at 111 E. 16th Street, Telephone DR 3-5111. Interested farm laborers and farmers wishing to avail themselves of membership in the Association are urged to visit the office for complete information and details regarding applications and services offered.

Mike Martinez has been selected as the business manager and will head the Amarillo of-

fice. He will also be in charge of establishing field offices in strategic locations for the convenience of the farmer-members of each area. Les Kilgore has been hired as a field representative, to act as a liaison between the farmers and the field office.

Operation of the Southwest Farm Employment Association is to be conducted on a non-profit basis and will depend solely on the membership fees received from the members for operating income. Members will be notified far enough in advance regarding each business meeting date in order to encourage the maximum attendance at the meetings.

#### IN GREECE

In Greece, Christmas gifts gladden the hearts of the young and the poor. The older folks usually wait until New Year's Day to exchange presents.

"Sure Sign of Flavor"

**QUALITY CHECK**  
DAIRY PRODUCTS

In No-Wax--No-Leak Plastic-Coated Cartons

**CLARDY CAMPBELL** Quality Check DAIRY PRODUCTS

We wish you a ringing, rousing MERRY CHRISTMAS! A Christmas alive with joy, and glowing with promise... A Christmas so wonderful, that the spirit of the day will carry undiminished for another 365 days!

to our friends

From The Parmer County Courthouse

- Loyde A. Brewer County Judge
- Tom Lewellen Commissioner Prc. I
- C. H. Jefferson Commissioner Prc. II
- Guy Cox Commissioner Prc. III
- G. W. Crain Commissioner Prc. IV
- Charles Lovelace Sheriff
- Bonnie Warren County Clerk
- Dorothy Quichel District Clerk
- Mabel Reynolds County Treasurer
- Hugh Moseley Assessor-Collector
- Hurshel Harding County Attorney



# Nuclear Fallout Shelters Equipped In Parmer County



Fallout shelter supplies are checked by Judge Loyde Brewer at the Worley Grain Co. elevator in Farwell. Photo was taken looking down from the entrance of the shelter at the west end of the elevator.

Parmer County is well equipped in the event of a nuclear fallout. Nine fallout shelters have been stocked with food and medical supplies for 3,824 people.

County Judge Loyde Brewer, who is in charge of the county civil defense project, said that organizational details were yet to be worked out.

A total of 1713 pieces, weighing 35,301 pounds, of equipment was shipped to Farwell last summer from Fort Worth to be used in Parmer County. The emergency supplies have been distributed throughout the county and arranged in the nine fallout shelters.

In Farwell the shelters are located in the elementary school building, the Worley Grain Co. elevator and the Sherley-Anderson-Pitman elevator. In Lariat the Sherley-Anderson Grain Co. elevator will accommodate 772 persons. A total of 1,000 people may find shelter and supplies in the Sherley Grain Co. elevator in Bovina.

The Friona Wheat Growers elevator and the Continental Grain Co. elevators in Friona will provide shelter for 738 persons in that city. There are two fallout shelters in Black. They are at the Black Grain Co. elevator and the Tri-County elevator.

The shelters have been approved by the U. S. Defense Department Corps of Engineers. All have been stocked with food, sanitation and medical supplies that will accommodate the nearly 4,000 people for an indefinite time.

Throughout the state of Texas, the law provides for county judges to be in charge of the project in their respective counties. In cities the mayor is in charge of the operation and distribution of supplies.

The survey for the fallout requirements was made by the civil defense department. Parmer County is under the Albuquerque headquarters for Corps of Engineers. Various agricultural agencies also have civil defense programs pertaining to nuclear fallout and shelters.

The shipment of supplies to Farwell included 800 boxes of soldiers rations, 767 15-gallon containers, 42 bags for lining the containers, 80 emergency access kits and 24 first aid kits.

All of the supplies have been paid for by the U. S. government. Judge Brewer said, "Freight on the fallout shelter supplies from Fort Worth amounted to \$557.61."

Swine production has been geared to produce the largest amount of red meat possible with the least amount of fat and still retain its juiciness, flavor and tenderness, says D. J. Osbourn, assistant Extension animal husbandman.

The life expectancy of a new refrigerator or range is about 16 years for the "average" householder, says the USDA. Estimates for other new appliances are: Automatic washing machine, 11 years; wringer type or spin-dryer, 10 years; dryer, 14; freezer, 15; vacuum cleaner, 15-18 years; sewing machine, 24; television set, 11 years.

The natural attractant was isolated by entomologists of the USDA's Agricultural Research Service working in cooperation with the Mississippi Agricultural Experiment Station.

To obtain the chemical substance, they enclosed the male boll weevils in a plastic cage, then drew air from it into a column of activated charcoal. After 11 weeks, they removed the charcoal and soaked it in chloroform. When the chloroform was evaporated, a residue was left that attracted female boll weevils. Chemists are attempting to chemically identify the attractant so that a similar attractant can be made synthetically for possible use in boll weevil control.

Attractant research is just one of several approaches ARS has emphasized during recent years in a search for new pest-control methods that limit or avoid the need for insecticides and that involve only the target pest. Attractants obtained from females of several insect species have opened the way to broad-front attacks, which include luring pests to traps, to isolate insecticides, and to chemicals that sterilize them.

Do you enjoy teenager's music — or cringe at the sound of it? How does your teenager feel about your music preferences? Build a bridge of better understanding between generations by planning a "Meet You at the Bridge" program. Teens can tell why they prefer certain types of music... while adults impress teenagers with melodies of an earlier generation.

For this program, you'll need your own group, some young adults, a musical instrument and refreshments. An electric organ with the harmonic drawbar system of mixing tones permits the player to choose from thousands of tones, and has both the instant response needed for popular music and legato action for the smooth, lilting songs of yesterday.

Invite at least one teen who plays the harmonic drawbar electric organ and another who can explain why teens like heavy beat, dissonant songs. Give the teens twenty minutes for their kind of music. Then let a member of your own group demonstrate your generation's favorite melodies. The result will be a better understanding of each kind of music, a greater respect for each, and a closer relationship between generations.

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.

**IDEAS for the Program Committee**  
by Franine  
Music Bridges Generations

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Many persons have problems of overweight or underweight due to the lack of knowledge in planning nutritional meals, Cricket B. Taylor, Parmer County Home Demonstration Agent, stated.

One-third of farm families raise cattle for resale and food. The long-range objectives, Mrs. Taylor said, is for homemakers to choose good quality meat for nutritional value for the money spent.

The annual goals as set by the county program subcommittee on Foods and Nutrition for 1963 was for 70 families to improve the selection and preparation of good quality variety cuts of meats. Another goal was for 50 families to improve meal planning based on nutritional needs and train 10 leaders for 4-H food guides.

Meetings were held in home demonstration clubs throughout the county where recipes were exchanged and variety cuts of meats were discussed with the help of the Extension Service bulletins. As a result of these meetings 77 homemakers reported using new recipes on variety and new cuts of meats to increase nutritional value of meals.

Mrs. Taylor praised trained adult leaders in food who have continued to work with 4-H girls during her absence. Those mentioned were Mrs. Roy Miller, Gerald Ramage, Mrs. Johnnie Rundell and Mrs. Leon Billingsley.

A meeting was held in July of the past year for 4-H food leaders in preparation for the county 4-H Bake Show. Bulletins on butter cakes, high altitude cookbook B-61 "Yeast Bread" and suggested recipes were given.

Exhibits of both products, whole wheat rolls and butter cake were shown and proper method of wrapping each was demonstrated. Size of pans and tools for baking success were discussed.

The County Bake Show was held Aug. 8 in Friona at the Community Room of the bank building with nine girls participating. Winners were named in three age groups, 9-10 years, 11-12 years, and 13 years and over. The highest scoring girl was named county winner and was elected to represent the county in the District Bake Show at Amarillo.

**Attractant Taken From Boll Weevil**  
What is believed to be the first natural attractant ever obtained from male insects has been extracted from male boll weevils. Females of the species are attracted by the substance. Thus, a new approach may be opened for controlling the most destructive of all cotton insects, say entomologists of the U. S. Department of Agriculture, discoverers of the new substance.

The natural attractant was isolated by entomologists of the USDA's Agricultural Research Service working in cooperation with the Mississippi Agricultural Experiment Station.

To obtain the chemical substance, they enclosed the male boll weevils in a plastic cage, then drew air from it into a column of activated charcoal. After 11 weeks, they removed the charcoal and soaked it in chloroform. When the chloroform was evaporated, a residue was left that attracted female boll weevils. Chemists are attempting to chemically identify the attractant so that a similar attractant can be made synthetically for possible use in boll weevil control.

Attractant research is just one of several approaches ARS has emphasized during recent years in a search for new pest-control methods that limit or avoid the need for insecticides and that involve only the target pest. Attractants obtained from females of several insect species have opened the way to broad-front attacks, which include luring pests to traps, to isolate insecticides, and to chemicals that sterilize them.

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# USDA Suggests Cut In Potato Acreage

Early spring potato acreage for 1964 should be reduced 14 per cent and the late spring acreage by seven per cent to keep a balance between the supply and demand for them, says John Larsen, horticulturist with the Texas Agricultural Extension Service.

These recommendations by the U. S. Department of Agriculture are acreage-market guides designed to assist growers in planning production, he says. The USDA's Agricultural Marketing Service says that if production is in line with these suggestions, supplies of potatoes should be in balance with requirements and the price for the coming season should be satisfactory.

The decreases in acreage were recommended for all producing areas, including a 14 per cent reduction in Texas for 1964. If the guides are followed, they will result in a probable national production from the spring acreage of 27.2 million hundredweight compared with 29.2 million in 1963, says Larsen.

The USDA's recommendations suggest a reduction in Texas early spring potatoes from 1,800 acres in 1963 to 1,530 in 1964 and a reduction in late spring production from 5,900 acres this year to 5,060 acres next spring.

Growers can expect strong competition in retail outlets next spring from fresh supplies moving from storage and from processed potato products, according to Larsen. He says that inventories of processed food potatoes can be expected to reach their highest point during the spring.

Entomologists of the U. S. Department of Agriculture's Agricultural Research Service have isolated a natural substance from male boll weevils which attracts the female of the species. Chemists are attempting to identify the substance chemically so that synthetic production might be possible. The discovery, made in cooperation with workers of the Mississippi Experiment Station, is another approach for insect control.

The vast amounts of sorghum grain could be used in finishing hogs and cattle but the cost of establishing feedlot facilities and the cost of livestock to fill the feedlots is more than a large portion of the farmers could spend or borrow.

The main object of the livestock committee is to get farmers to utilize all of the farm by-products by converting them to beef. The committee is interested in the 4-H members purchasing their own stock within the county.

The life expectancy of a new refrigerator or range is about 16 years for the "average" householder, says the USDA. Estimates for other new appliances are: Automatic washing machine, 11 years; wringer type or spin-dryer, 10 years; dryer, 14; freezer, 15; vacuum cleaner, 15-18 years; sewing machine, 24; television set, 11 years.

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# PREVENT WINDOWS, WALLS FROM WINTER SWEATING

How do you keep windows and walls from sweating in your home during cold weather? Several things can be done to prevent this condition. Following are suggestions:

Put on storm windows. Install a ceiling vent fan in the kitchen and bathroom to carry off moisture from cooking, washing and drying clothes, and bathing.

Make a practice of ventilating the house by opening windows or doors occasionally. Lay a ground cover of polyethylene or 55-pound roll roofing beneath the house if it has a crawl space instead of a basement.

The secret of preventing window and wall sweating, is to prevent the buildup of humidity in the warm house, which condenses on areas that are not insulated against the colder temperature outside.

Entomologists of the U. S. Department of Agriculture's Agricultural Research Service have isolated a natural substance from male boll weevils which attracts the female of the species. Chemists are attempting to identify the substance chemically so that synthetic production might be possible. The discovery, made in cooperation with workers of the Mississippi Experiment Station, is another approach for insect control.

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To obtain the chemical substance, they enclosed the male boll weevils in a plastic cage, then drew air from it into a column of activated charcoal. After 11 weeks, they removed the charcoal and soaked it in chloroform. When the chloroform was evaporated, a residue was left that attracted female boll weevils. Chemists are attempting to chemically identify the attractant so that a similar attractant can be made synthetically for possible use in boll weevil control.

Attractant research is just one of several approaches ARS has emphasized during recent years in a search for new pest-control methods that limit or avoid the need for insecticides and that involve only the target pest. Attractants obtained from females of several insect species have opened the way to broad-front attacks, which include luring pests to traps, to isolate insecticides, and to chemicals that sterilize them.

Do you enjoy teenager's music — or cringe at the sound of it? How does your teenager feel about your music preferences? Build a bridge of better understanding between generations by planning a "Meet You at the Bridge" program. Teens can tell why they prefer certain types of music... while adults impress teenagers with melodies of an earlier generation.

For this program, you'll need your own group, some young adults, a musical instrument and refreshments. An electric organ with the harmonic drawbar system of mixing tones permits the player to choose from thousands of tones, and has both the instant response needed for popular music and legato action for the smooth, lilting songs of yesterday.

Invite at least one teen who plays the harmonic drawbar electric organ and another who can explain why teens like heavy beat, dissonant songs. Give the teens twenty minutes for their kind of music. Then let a member of your own group demonstrate your generation's favorite melodies. The result will be a better understanding of each kind of music, a greater respect for each, and a closer relationship between generations.

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.

**IDEAS for the Program Committee**  
by Franine  
Music Bridges Generations

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**Medicine At Work**  
... Pasteurized Perch ...  
... G.I. Fatsos ...

**INTERPLANETARY MEDICINE:** U. of California radiation experts hope to refine pill which can raise tolerance to lethal rays as astronaut approaches solar storm. **STORK SIGNALS:** To prevent TV and radio static, FCC assigns frequency for Milwaukee pioneer system broadcasting unborn-baby heartbeats to remote doctors from tiny transmitter on mother's abdomen. **LONG-PLAY CAPSULE:** Implanted silicone capsule chemical "machine" releases insulin for diabetic patients over four-year period. **PASTEURIZED PERCH:** Half dozen federal agencies working with university laboratories to triple life of seafood by radio-pasteurization. Combines cooling with low dose rays. **PROMISING PLANT:** Broad-scale testing underway at U. of Wisconsin with derivative of India plant used for centuries in cancer and now shown effective against mouse carcinomas.

**JOB HAZARD:** Kidney stone removal may be routine for returning astronauts. Convair scientist says excess calcium builds up when weightlessness reduces skeletal needs. **STONE-AGE STUDY:** Huge glandular growths and widespread brain damage among infants in recently-found primitive New Guinea village are clues in NIH search for causes of goiter and mental deficiency. **G.I. FATSOS:** U.S. Army orders "corrective measures" for soldiers who flunk quarterly overweight inspections. **SPACE BONUS:** Invalid Illinois farmer, bedridden California stroke victims, polo-suffering Dallas housewife are all walking for first time in years while wearing pressurized suits now obsolete for space travel. (From Medicine at Work, publication of the Pharmaceutical Manufacturers Association).

**We Wish To Say**

**MERRY CHRISTMAS**

To All Of Our Texas Customers  
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At The  
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**IDEAS for the Program Committee**  
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Music Bridges Generations

Do you enjoy teenager's music — or cringe at the sound of it? How does your teenager feel about your music preferences? Build a bridge of better understanding between generations by planning a "Meet You at the Bridge" program. Teens can tell why they prefer certain types of music... while adults impress teenagers with melodies of an earlier generation.

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# From County ASC Office

The Farmer County ASC office is taking applications for practices to be carried out during the first quarter of 1964. Requests should be filed by Jan. 1, 1964.

The 1963 Feed Grain Program is basically the same as in 1962. However, there are a few changes.

Farmers who feel that the yield (and payment rates) established (based on the county average) on the farm is too low, may appeal to the County Committee for reconsideration on the basis of the proven yield for the years 1959 through 1962. It is the same procedure that has been followed for the past three years and the production records for those years are already on file in the ASC

office. If farmers have previously presented the 1959 and 1960 production records it will be necessary only to furnish the 1961 and 1962 records. The 1964 yield for the farm will be the average production per acre for the four years 1959 thru 1962. To support an appeal, yield data must be furnished for each of the base years. Diversion acreage changes are:

The maximum acreage which may be diverted on a farm has been raised to 50 per cent (from 40) of the base. The average payment rate per acre for diverting 40 per cent or more also will be substantially higher than in 1962.

As in 1962, there are two

payment rates. The lower rate applies to the first 20 per cent of the base diverted. The higher rate (approximately 2 1/2 times the lower) applies to acreage in excess to 20 per cent diverted. The higher rate applies to the entire acreage diverted if the total diversion is equal to at least 40 per cent of the base.

In addition to the diversion payment, there will (as in 1962) be a price support payment on the planted acreage of feed grains on the farm. The signup period begins Monday, Feb. 10, 1964 and will close on March 27, 1964.

Any cotton grower desiring to make application for released cotton acreage may now file his request for a portion of such acreage.



### What's In A Name?

A man often is said to be only as good as his name. This probably came from the practice of men verbally binding themselves in agreements with others on the strength of their "good name". Texas history records at least one man who proved himself to be even better than his name. For this man changed his name.

He changed his name from Otfried Hans Freiherr Von Meusebach so that he could become a citizen of Texas under the name of John O. Meusebach.

Even in light of the history of innumerable broken treaties between the Indians and the white settlers, the treaty of peace between twenty Comanche Chiefs and Meusebach, representing the German Colonists, was never breached.

This 1847 Treaty is memorialized by a marker on U. S. Highway 190 about 15 miles west of the Central Texas town of San Saba.

### Tex-Ark-Ana, 3 in 1

Called "The Pleasure Crossroads of the Gulf Southwest" it's officially named Texarkana, Texas. Texarkana lies right on the Texas-Arkansas border. But it derives its name from three states—TEXAS, ARKANSAS and LOUISIANA.

### San Antonio's Little City

San Antonio's earliest residential settlement has been restored.

Back in 1722 it housed the soldiers attached to Mission San Antonio de Valero—better known as the Alamo. Mexican General Cos surrendered there after the Texans captured San Antonio in 1835.

The little settlement to which we refer is La Villita, the "Little City." It is located in the heart of San Antonio.

The Arneson River Theater, where the audience is separated from the stage by the beautiful San Antonio River, is located in the "Little City".

This little Mexican Village should be on your "must see" list for your next trip Santone way.

### A Fitting Name

Never was a town so rightly named as Rosebud, Texas. In every yard of this little Central Texas town in Falls County there grows at least one rose bush.

Quality -- and only quality -- determines the grade of eggs, reminds the USDA. There are eggs of every size in every grade. For example, a carton of U. S. Grade A eggs may contain either large, small, medium or extra large eggs. U. S. Grade AA or Fresh Fancy is best, followed by U. S. Grades A, B and C.

### Merry Christmas

If You Have FARM MACHINERY TO SELL Call Big Nick Trienen at Machinery Supply Hwy. 60 Bovina Phone 238-4861

## John White Reviews 1963 Texas Farming

If one word could summarize the Texas farm picture for 1963, that word might be "amazing."

In July of this year, a long dry spell settled in on most of the state, causing a great deal of concern for our crops. Fortunately, most row crops coasted through on subsoil moisture and our harvest was not severely hurt. So although a shortage of grass and forage is creating problems in the livestock and dairy industry, the triumph of other crops over the drought constitutes a gratifying minor miracle.

Our major cash crop, cotton, is down slightly but will amount to something like 4,635,000 bales or more. This is only about 89,000 bales below 1962, despite the dry weather.

We will hold on to our reputation as the nation's largest producer of grain sorghums also. Our 1963 crop made a dramatic jump of nearly 33 million bushels over last year with some 232,429,000 bushels expected in the final tally. And in spite of some production decreases such as onions, Texas vegetables are expected to bring farmers about \$1 million more than in 1962, peaking at some \$65 million.

The Texas citrus production has received some "knock out blows" from freezing weather in recent years, but the 1963-64 crop year now in progress gives evidence of a rapid recovery. Only about 111,000 boxes of oranges and grapefruit valued at some one-half million dollars was harvested during 1962-63. The current season shows promise of a big leap to 750,000 boxes, potentially valued at \$2,250,000. Some of the best news yet for our hard hit citrus growers.

Our efficient production techniques will continue to assure Texas and the nation's consumers of a bountiful supply of food and fiber at reasonable prices. This is a success story without parallel in the history of any other nation. Producer profits, however, are still limited by rising costs of materials needed in farming operations. The problem of the cost-price squeeze exerted upon the farmer is still very much with us.

Our livestock industry is still something of a question mark. If we have good winter moisture, our ranges that were parched during the past summer can

make a quick recovery. Continued subnormal rainfall would paint a darker picture. Normally, our livestock industry is worth close to one billion dollars to the Texas economy each year.

Livestockmen, too, are having their problems, profit-wise. The drought has caused produc-

tion costs to rise due to the high cost of necessary feeding operations. And imports of meat from other countries are further depressing local prices.

But despite these adverse factors, our 1963 farm picture is far better than many had expected earlier this year.

## Hail, The Farmer

Editor's Note: In sending their holiday greetings to the farmers of this county the personnel of the ASC office in Farwell submitted the following description of a farmer.

WHAT IS A FARMER? - A farmer is a paradox - he is an executive with his home in his office; a scientist using fertilizer attachments; a purchasing agent in an old straw hat; a personnel director with grease under his fingernails; a dietitian with a passion for alfalfa amino acids and antibiotics; a production expert with a surplus; and a manager battling a price-cost squeeze. He manages more capital than

most of the business in town.

He likes sunshine, good food, State fairs, dinner at noon, auctions, his neighbors, his shirt collar unbuttoned and, above all, the right amount of rain in August.

He is not much for droughts, gullies, thrushes, weeds, the 8-hour day, grasshoppers, midge, or helping with housework.

Farmers are found in fields plowing up, seeding down, rotating from, planting to, fertilizing with, spraying for, and harvesting. Wives help them, little boys follow them, city relatives visit them, salesmen detain them and wait for them, weather can delay them and wait for them, but it takes heaven to stop them.

A farmer is both Faith and Fatalist - he must have faith to continually meet the challenges of his capacities amid an ever-present possibility that a late spring, and early frost, tornado, flood, drought, disease or bugs can bring his business to a standstill.

He is our countryman - a denim-dressed, business-wise, fast growing statesman of stature. And when he comes in at noon, having spent the energy of his hopes and dreams, he can be recharged anew with the magic words: "The markets up."

### No Birthday Party Without Christmas

Were it not for the observance of Christmas—the greatest of all birthdays—there would probably be no birthday parties throughout the rest of the year. In ancient times, only pagans took part in birthday festivities. Early Christians associated birth with the assumption of original sin and therefore did not look upon the birth date as a time for celebration.

The Pharaohs of Egypt celebrated their own birthdays, and we are told that King Herod did, too. But it was not until the 300's that the birth date of Christ was even noted. In the year 354 the Bishop of Rome declared December 25 to be the anniversary of the birth of Christ and from that date until now, Christians have observed this most wonderful of all birthdays.

### My Neighbors



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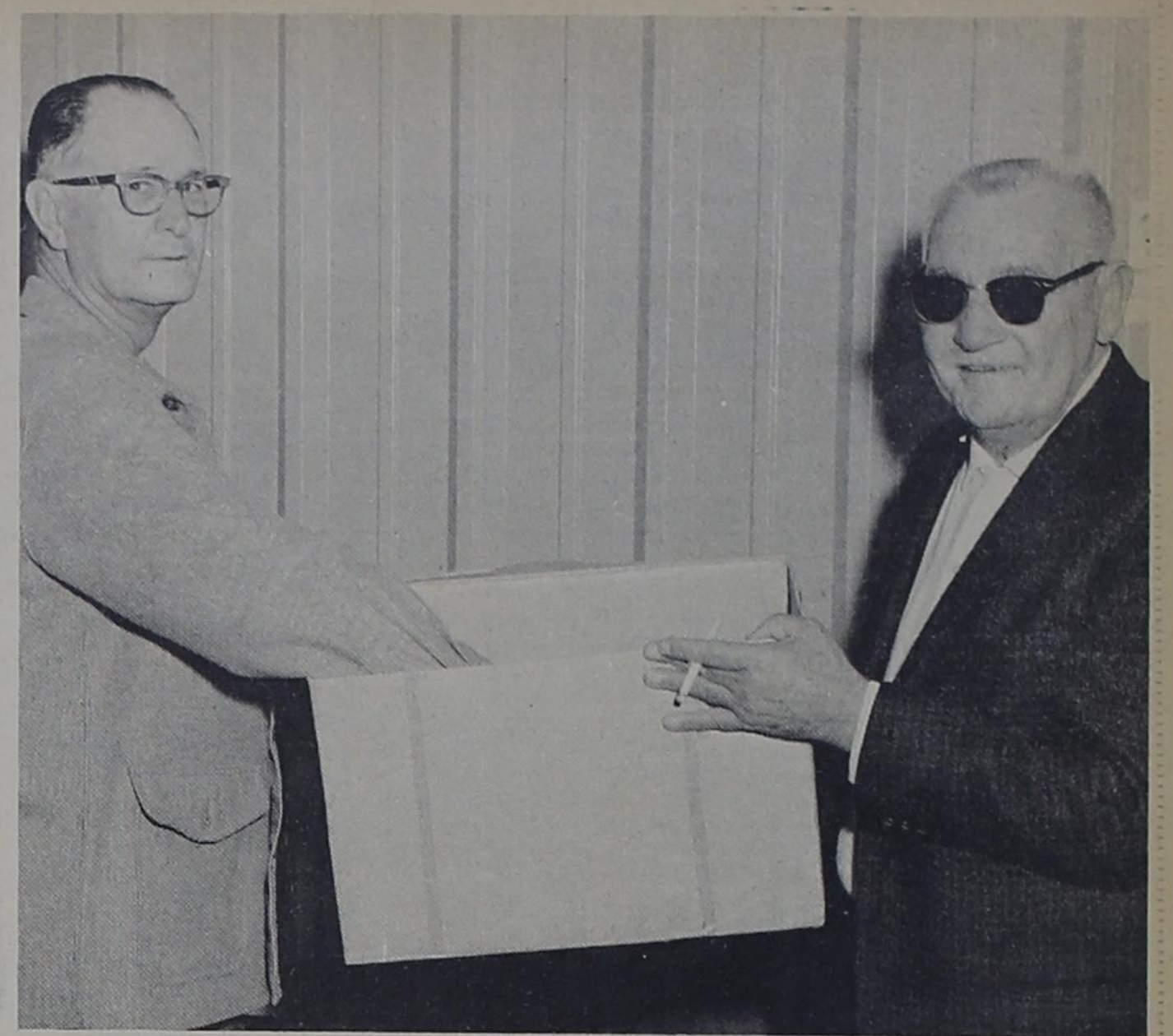
Preston Martin, Dispatcher for Gifford-Hill-Western proves you can beat the odds as he presents the winning coupon to Johnny and Mr. W. D. Eshleman of Grier, New Mexico, for

the grand prize of the firms recent open house. The \$1000 LOCK-SEAL pipeline was the first prize ever won by Mr. Eshleman.

### Handle X-Mas Trees With Care

Christmas is not far ahead--and that brings up Christmas trees. Some people like the new Christmas trees made from metal or plastics, but many do cling to the tradition of natural evergreens. Mrs. Mary Jo Carlton, county home agent with the Cooperative Extension Service of New Mexico State University, gives these tips about caring for your evergreen Christmas tree: When setting up the tree in the house, nothing is easier than putting it in a waterproof container such as a can or bucket. Use one big enough; cut off one inch of the trunk slantwise; put the tree in the bucket and fill with small stones or brick pieces. Fill with water and check daily.

Some safety precautions to practice - Place the tree away from the fireplace, furnace, or heat. Put the tree near an outlet to avoid using extension cords. Check any electrical cords or strings of lights for frayed insulation, cracked outlets, or broken plugs. Repair, but replace them if possible. Buy only lights or cords which have the Underwriter's Laboratory seal on the. Use non-flammable decorations and be sure lights are not close enough to heat the tree. Above all, disconnect tree lights upon leaving the room or house and before going to bed.



Mayor Sam Aldridge of Farwell is shown drawing the winning coupon for the \$1000 LOCK-SEAL irrigation pipeline. Buck Clarke, local manager looks on. The pipeline was the grand prize offered by Gifford-Hill-Western during their recent Farwell Open House.

### 1963 Honey Crop Hits New High

The 1963 honey crop should hit a new high with a total of more than 291 million pounds. Bees increased their production per colony by six percent to 52.4 pounds and the number of colonies increased slightly to about 5.5 million, according to the USDA.

Be not merely good; be good for something. -Theodore



Cricket

### At Home In Parmer County

By CRICKET B. TAYLOR  
County HD Agent

It is Christmas time again and from all the "fixings", and activities that I saw around the homes I visited recently, everything should be all ready for the big gala event, I visited in the Earl Jamison home near Friona last week and all the Christmas "doings", I saw - (making decorations, gift wrappings) helped put me in the spirit of Christmas. Jan, the 12 year old daughter is enrolled in four 4-H projects this year, foods, clothing, electric and recreation. Brian is president of the Friona 4-H club and his projects are gardening, recreation and electric.

We discussed plans for project work to start in early Jan. Mrs. Jameson and Mrs. Charles Howell are 4-H leaders.

The 4-H motto is to "learn to do by doing," and from all reports and what I saw of gifts brought to the party by 4-H members of the Farwell Country club, these girls and boys are living up to that motto. I wish everyone could see the clever sewing box that Kathryn Gober made and the little Christmas tree that Janis Billingsley made from a magazine and many others too numerous to mention.

Did you know that there are several girls in Farwell that want to be 4-H members? If parents are interested in 4-H work for their girls and boys, contact Mrs. L. C. Herrington, 104 Ave. 1, or the Home Demonstration Agents office, on the 2nd floor of the court house or call 481-3619 for information. It looks like a new 4-H club might be organized. What better way to develop youth in skills and techniques than to learn by doing?

If You Have FARM MACHINERY TO SELL Call Big Nick Trienen at Machinery Supply Hwy. 60 Bovina Phone 238-4861

## Texas Farm Export Outlook For 1964

By John C. White  
Recent internal problems of the European Common Market have been capturing the economic headlines as 1963 draws to a close. Whether the problems are temporary or the splits become permanent will be a matter of vital concern to all of us in the new year, especially Texas agricultural interests. Western Europe buys some 500 million dollars worth of U. S. farm commodities each year. But what few people realize is that our own state of Texas supplies a whopping 10 percent of these goods--or \$50 million worth. It is this \$50 million annual income to Texas that we not only hope to maintain but also to expand in the immediate future.

In September, I was a part of a Texas delegation appointed by Governor Connally that was sent to Europe to study the coming prospects for Texas exports to the Common Market. It was an eye-opening experience.

Common Market officials were unanimous in their demand for "quality, not just

quantity" in future U. S. exports. The day is past, they repeatedly told me, when the U. S. could expect to unload inferior commodities on European markets. "Don't expect us to eat what you won't eat, yourselves," was their terse way of putting it.

It is true that we have been guilty of this, to some degree. Yet, we produce enough high quality foodstuffs to supply our foreign markets without having to scrimp ourselves. Some of our export merchants will have to revise their thinking, however, on the quality and cleanliness of farm commodities destined for Europe and other parts of the world.

Still another export pitfall is that we sometimes forget that foreign trade is rapidly becoming a broad superhighway, demanding heavy traffic in BOTH directions. We cannot expect to be too restrictive in our own imports and hope to sell in large volume abroad. The power of an economically united Europe was demonstrated in a small measure by the "chicken war" earlier this year. This

crimp in our poultry exports to Europe was a graphic illustration that the Common Market can retaliate severely if we only want to "sell" instead of "trade".

Of course we want to maintain a measure of security for

our own domestic markets. A good balance between imports and exports is a vital necessity, calling for some delicate diplomatic maneuvers. How well we succeed will determine the fate of our foreign markets in coming years.

## Record Turnout Approves Quotas

The largest vote ever cast on a cotton referendum in Parmer county Tuesday, Dec. 10, approved marketing quotas for the 1964 crop. A total of 743 of the 1,031 cotton raisers in the county voted in the referendum. Final tabulation showed 606 for and 137 against quotas.

Prentice Mills, ASCS manager, expressed his appreciation for the approximately 72 percent turnout. "It speaks well for the people to show that much interest in

an election," he said.

Nationally, marketing quotas carried by 85 percent, according to Mills. He said that the Parmer County cotton farmers showed a better turnout than in the national election. Marketing quotas here carried by 81 1/2 percent majority.

A two-thirds majority is required in order for the marketing quota issue to be adopted. All but three voting precincts in the county had the necessary majority to carry. Only one failed to have a 50 percent majority.

Persons eligible to vote included all engaged in the raising of upland cotton in 1963

including landlords, farm operators and tenants. Cotton acreage allotments were mailed to county cotton producers prior to the election.

The favorable vote will put quotas into effect along with penalties on cotton grown on "excess" acreage on the farm. Price support will be offered to growers who comply with their farm allotments at a level of from 65 to 90 percent of parity.

Price support for the 1964 cotton crop in Parmer County has not been established. Authorities are awaiting the information from the U.S. Secretary of Agriculture.

## Cotton Market Trading Brisk

Cotton trading was again moderate to brisk in markets of Arizona, California, New Mexico and the El Paso-Pecos section of Texas, according to the USDA's Agricultural Marketing Service.

Demand was generally best for the earlier picked White qualities at prices ranging from 100 to 500 points over the CCC Loan rates. Available supplies of qualities in best demand were rapidly being depleted.

Domestic and foreign inquiries were light to moderate. India showed interest in cotton under their PL480 authorization. Other inquiries were received from European countries and Japan.

Middling 1-1/16" was quoted December 12 on the Fresno market at 37.75 cents per pound, unchanged from a week earlier. This quality was quoted in Phoenix at 34.10 cents per pound, also the same as a week ago.

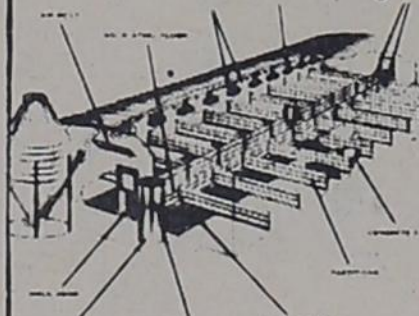
Middling 1-1/8" was quoted in El Paso at 37.20 cents per pound, unchanged from last week. Price for American-Egyptian grade 3, 1-3/8" was quoted in Phoenix at 53.30 cents and in El Paso at 53.80 cents.

Upland cotton purchases reported during the week ended

December 12 totaled 144,000 bales in Fresno and 39,900 bales in Phoenix. This compares with 181,800 and 47,000 bales, respectively, last week.

Fog and rain continued to hamper harvest operations in California's San Joaquin Valley. Other cotton producing sections reported clear, cool weather early in the week and picking moved along rapidly.

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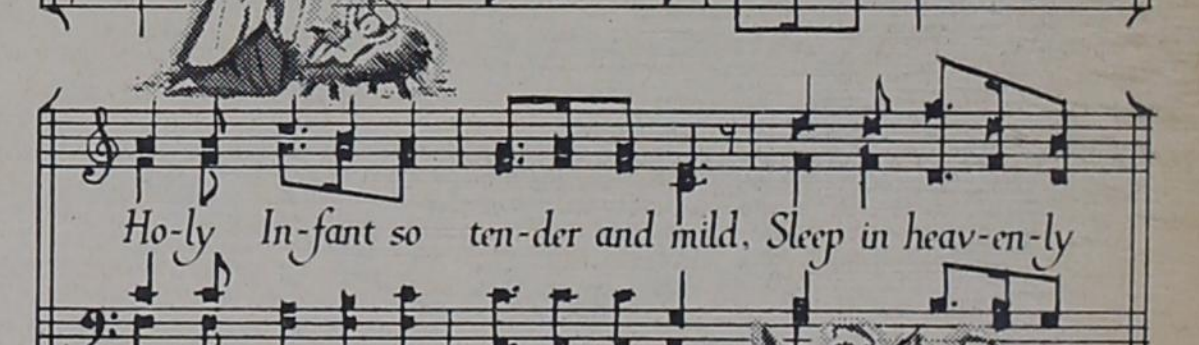
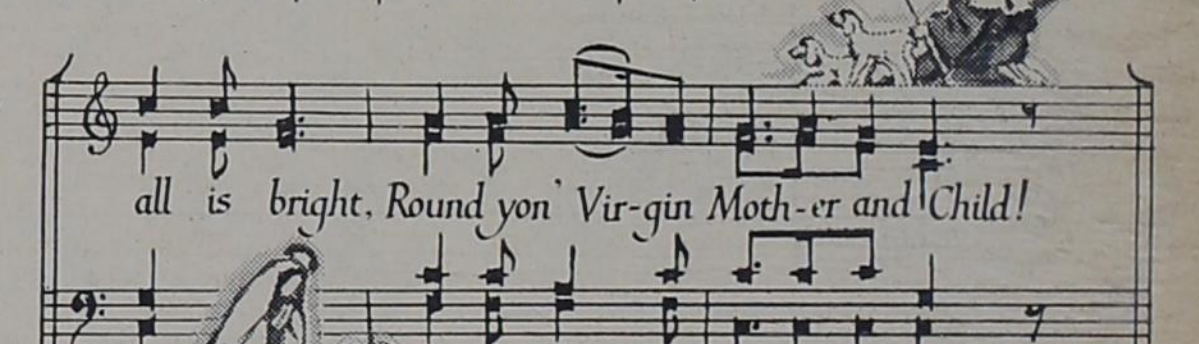
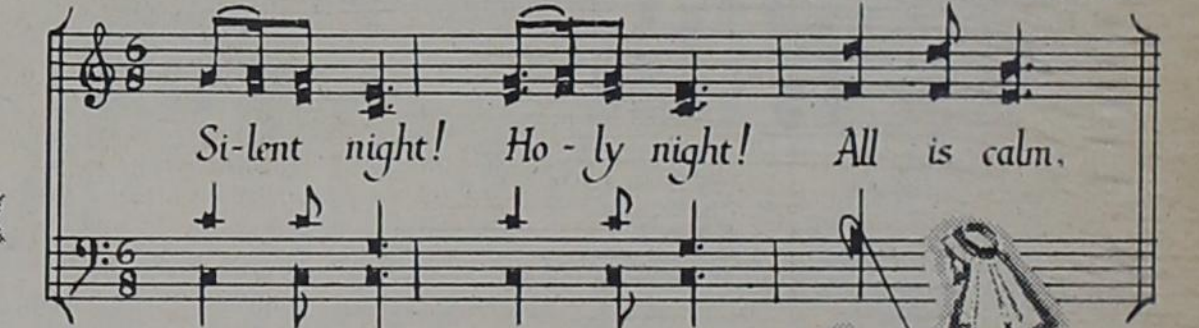
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## Silent Night

Franz Gruber



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# SPORTS AFIELD

By Ted Kesting

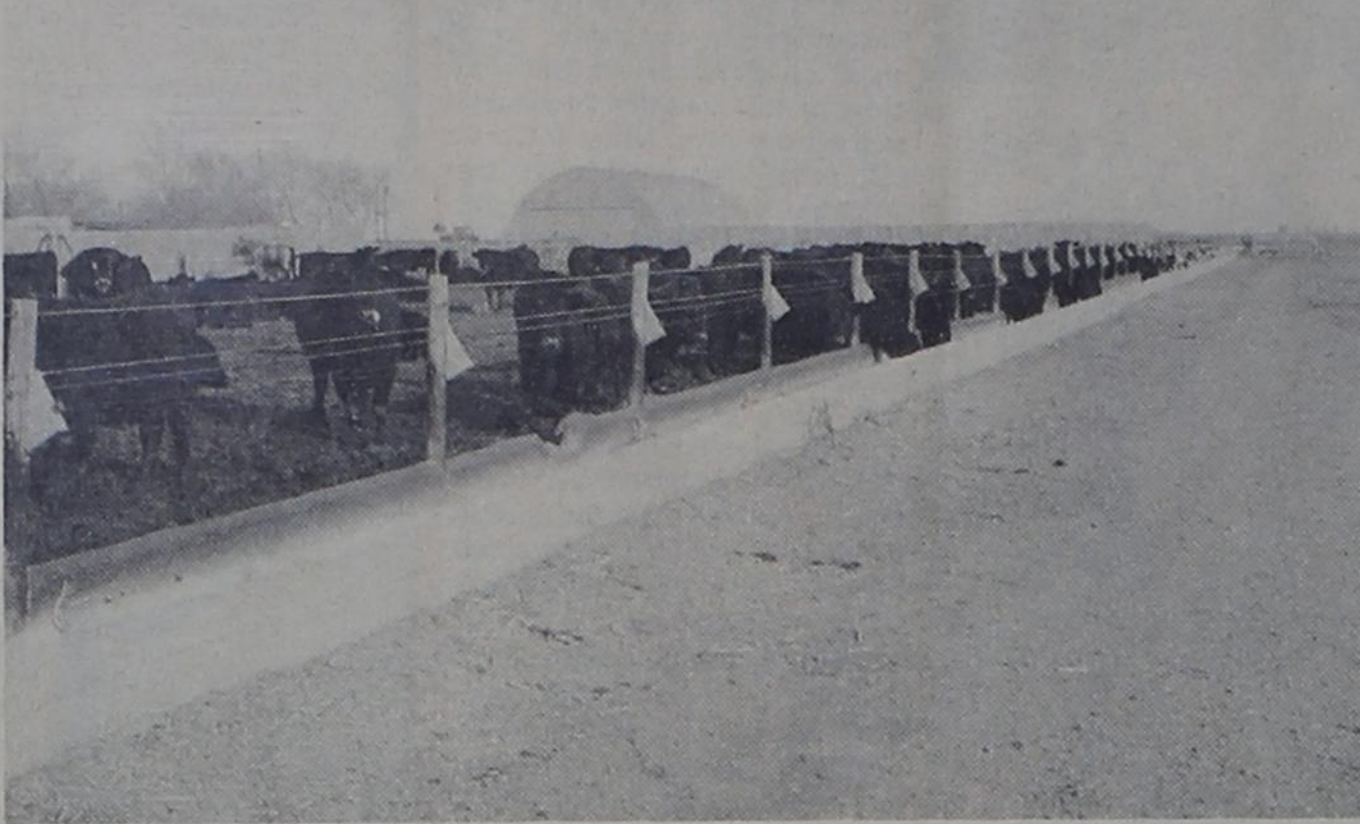
Every year members of the National Bench Rest Shooters Association meet to pit their skills at developing super-accurate rifles, loading for them and shooting them. Since the shooters assume a comfortable position at an unshakable bench on which they rest their rifles — fore and aft — for each shot, it would seem that the makeup of the rifle and loading of the ammunition are most important. Considering the fact that each shot is fired with the rifle resting on sandbags, you'd think that the only way match nerves could influence results would be from the shooter dribbling part of his powder charge before he gets it into the case mouth.

However, the competition is so demanding in accuracy performance that even an unexpected twitch of a minor muscle or a hardly perceptible variation in the way the shooter embraces the rifle might open a

group to such an extent that, though meaningless to most hunters or target shooters, it would cause the benchrest great distress. To him a 100-yard five-shot group measuring .35 inches is mediocre and a .75-inch group is horrendous. The record 100-yard five-shot group in the Sporter Class rifles, for example, stands at .2038 inch, less than the diameter of a .22 bullet. This is possible even with a .30 caliber, because the group sizes are from center to center of bullet holes, and spreads are carefully measured by an instrument developed for this purpose.

Of course, when there is a wind—even a light breeze—it can influence the bullet's flight, and the shooter must dope the wind. Considering the degree of accuracy involved, you can see that there is a large degree of shooter skill required.

Hunters aren't concerned with group measurements to ten thousandths of an inch, says Pete Brown, Arms Editor of *Sports Afield*, but careful hunters are nevertheless interested in obtaining the best possible accuracy with their weapons. Clean, quick kills are largely dependent on accuracy, (gun, ammo and shooter); and the greater the range at which sportsmanlike shots can be taken.



A part of the 200 beef cattle on the Leon Grissom farm are shown in the feed lot. Grissom, a long time beef raiser in Parmer County also has 700 head on pasture. He credits his success to utilizing farm bi-products.

## Parmer County Beef Raiser Gives Views on Business

"It's cheaper to ship a beef carcass to West Coast market than to ship the live animal and the grain," Leon Grissom of the Oklahoma Lane community said this week.

Grissom has been feeding cattle for market for several years. He now has 200 head in the feed lot and 700 head on pasture.

He attributes his degree of success in the beef cattle raising business to the utilization of home-grown bi-products on the farm. More than a half of the feed used in the feed lots is grown on the farm such as the grain and corn ensilage.

Wheat pasture was estimated at being worth from \$10 to \$12 per acre. He said that the present cost of pasturing ran from

\$1 to \$1.25 per 100 pounds of beef. Some of the wheat pasture is good for four months.

Grissom predicted that within a few years this country would be rated equivalent to even the corn belt as a practical beef raising area. The fact that one new meat processing plant has been built in the past year in Clovis and another to be completed in Hereford next year verifies that major meat packing companies see the future as he does.

In comparing this area with that of California and Arizona, Grissom pointed out that the drier states had an advantage in storing grain and ensilage because there was not the handicap of moisture damage, freezing or the cattle bogging

down in the mud.

He said that maize was the best feed he had found in this country for cattle. He said the maize would be of so much better quality if a machine were built to grind the head along with a part of the stalk. But, too, he said, there would be no market for the product. One would have to feed it to realize any profit.

Grissom said the beef cattle business the past year had been a poor one for making money. He said that a few years ago he realized \$70 a head profit on a herd but that now he had "900 head that are losing money."

"If I could sell cattle for a quarter a pound I could make everybody happy," he said.

Grissom was born on the place he now owns and where he lives. He purchased the farm from his father, L. M. Grissom, in 1956.

Dr. William Beene  
Optometrist

Phone 4051  
Friona, Texas

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### U.S. Families Spend Less For Food

On the basis of our disposable income the average U. S. family is spending less for food today than ever before. In 1959 we spent 20 percent, compared to about 23 percent in 1929.

### TRY TWO TURKEYS

If you're already planning your Christmas menu, here are several ideas that can make this year's dinner just a little different.

For an attractive centerpiece that's also good to eat, use the turkey itself. In fact, use two turkeys. There's such a variety of sizes now available that you can choose a pair of birds that are just the right size for your Christmas dinner. Try fryer-roasters weighing from 4 to 9 pounds.

Two turkeys lined up on a serving tray simply garnished with carrot curls and parsley will draw comments from even your youngest guests. Then, give them an added surprise -- a different stuffing inside each bird.

Bread stuffing is always a favorite. Or, you can start with this old-reliable then let your imagination run wild--adding apples, chestnuts, giblets, oysters, sausage, even prunes. If you want to make a completely different dressing, try rice stuffing, a cranberry stuffing, or a cracker custard filling.

### ABSTRACTS

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### FOOTSAVING EDUCATION



by  
James  
E.  
Edwards

### No Shoes -- No School?

A recent article in the newspaper stated that in Cleveland, Ohio, 300 children daily are unable to attend classes because they have no shoes. The item didn't, but it could have said, "Moscow papers please copy".

The saddest part of the story, to a shoeman, is that the report was given out by the attendance officers. It leaves open the question of whether said officers are concerned about the children's feet or merely about the detrimental effect on the record of attendance.

If the health departments of the schools would recognize feet as being equally important as eyes and teeth we would probably find, not 300, but thousands of children being sent home with a note saying that they would be far better off staying home without shoes than coming to school in shoes that will surely ruin their feet for life.

Merry  
Christmas

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