

MERRY CHRISTMAS

Dolph and Sue Moten
Waneen Ragsdale
J. Vernon Stewart
Ray C. Whisler

The Bovina Blade

"In The Agricultural Center Of Parmer County"

THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

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

TUESDAY, DECEMBER 22, 1959

BOVINA, TEXAS

VOL. V, NO. 27

WHITTLIN'

BY DOLPH MOTEN

If you're disappointed because all last week's snow is gone before Christmas don't be. Read this week's Weather by Willie. It's encouraging from a White Christmas standpoint.

Bill Venable was fishing at Zapata earlier this month. After he was home several days, we got a news release to that effect. Then, we forgot the news release one week and by that time it's the present and Mr. Bill's fishing trip slides out of the news category into Whittlin' material. Here it is:

"Mr. Bill Venable of Bovina was fishing this week with his son-in-law, Jerry Lindsey of Odessa. They caught 93 blacks up to three pounds. They were fishing out of Redwood Lodge on Lake Talcon at Zapata. Mr. Bill said anyone who couldn't catch fish here just doesn't know how to fish."

Though there's a definite plug for Redwood Lodge in the release, we would like to have more of them like that about Bovina who go places and do things.

And if the place you visit won't send a press release, send one on yourself. We'll be glad to have it.

Last week we wrote about Governor Price Daniel's safe driving campaign which is on during Christmas-New Year holidays. With that much interest in his project, we were very interested in a highway billboard we spotted on the Oklahoma Lane side of Farwell last week.

We were looking the sign over closer than you're supposed to, trying to figure out just what the governor had to say about being careful. While looking at the sign, our attention was diverted from driving and we almost collided with a big, fat black car that was bearing down on us while we were on its side of the road.

However, we came in time to get terribly scared, avoid a collision, and decide we never did like Price Daniel much, anyway.

Also in last week's issue was a story about R. T. Harbour going to an Amarillo hospital for a knee operation. "Will be in the hospital 30 days," the Blade faithfully reported. After said issue was out, we saw R. T. in town.

Upon questioning, he informed us the whole deal was off and he wasn't going to the hospital after all.

So, in case you think R. T.'s in an Amarillo hospital this Christmas, he's not.

In this issue, you'll find a column written by Superintendent Warren Morton concerning the school. Reason for the column is an attempt to give the public a better understanding of the school and its problems.

Frankly, it's our studied opinion that lack of understanding has been a big part of the school "trouble" we've had here the past couple of years. Morton's explanations have made us feel differently about matters in many cases. We think it would work that way as far as the public is concerned, too.

Anyway, this column is a step toward correcting the lack of understanding question. Possibly it will help. Certainly it won't hurt.

Plans are for the superintendent's column to appear once a month -- the second issue after each regular school board meeting. We hope you'll read it and feel sure that you

(Continued on Page 6)

TIE FOR SECOND--

Hawkins Named Contest Winner

Mrs. Harold Hawkins won the Lions-sponsored Home Christmas Decoration Contest. Mrs. Buck Ellison and Mrs. Mark Charles tied for second place.

The winning entry was a complex scene of Santa Claus and

angel figures with colored lights. The Ellison home was decorated with a window scene of Santa Claus.

The Charles entry was a lighted Christmas scene.

A committee of three judged the entries and rated them on a

point system, giving 10 points for first place, 9 for second, eight for third, etc. When the points were tallied, the Charles and Ellison decorations had the same number of points.

The winner will receive a \$15 prize. The second places

entries will split the \$10 second-place prize and the \$5 third place award for a \$7.50 prize each.

The three judges said they were impressed by the good quality of the eight displays entered.

"All who entered deserve congratulations for their efforts," one judge said.

This is the fourth year the contest has been conducted in Bovina. It was previously sponsored by the Jaycees and was taken over as a Lions project.

Other entries were Mrs. A. M. Wilson, Mrs. C. E. Trimble, Mrs. Paul Jones, Mrs. L. C. Moore, and Mrs. Wilbur Charles.

THURSDAY NIGHT--

Thieves Sweep Down Highway

Thieves made a sweep down Highway 60 Thursday night, taking two mats from behind the

Dairy Freeze and rifling a soft drink machine at Bonds Oil Co. Service station.

the mats were worth about \$55. "I don't know what anyone would want with them, they are too big for most uses," Gilreath said.

Boyd Gilreath, owner of the drive-in eating establishment, said he took the mats out of the building to wash them and left them out. They were stolen sometime after closing time Thursday night.

Gilreath said the mats were used in the Dairy Freeze to soften the floor and make working there less tiring. He said

The machine's door was pried off. Apparently no attempt was made to enter the station.

MOTHER IMPROVING

Mrs. Verga Pinner of Lockney, mother of Joe Pinner, is some better after surgery. She went home Monday.

Mel Gunn is home from hospital and reported to be improving.

A BOVINA CHAMP AGAIN!--

Sudderth, Fuller Win Corn Growing Contest

Billie Sudderth and Troy Fuller, both of Bovina, are Texas champion and runner-up respectively in the 1959 DeKalb corn growing contest.

Sudderth's win marks the second year in a row that the winner of the Texas Division of DeKalb's National Selected Five Acre Yield Contest has been won by a Bovina farmer. Last year Gene Ezell copped the prize.

Sudderth's championship yield was 147.2 bushels per acre. The selected plot was taken from some 100 acres of corn northeast of Bovina.

Fuller's farm, where the next best corn in the state was grown, is only a mile or so from Sudderth's corn field. His second-place yield was higher than Ezell's championship crop last year.

Ezell produced 136.4 last

year to win the contest. Fuller beat that mark by more than a bushel per acre. His crop made 137.72.

Both prize-winning crops received some hail damage in late spring. Sudderth said his corn was planted later than usual because of the storms.

The Sudderth crop was irrigated three times and when the corn was about knee high it received 104 pounds of

fertilizer per acre. Fuller irrigated his corn five times and gave it 200 pounds of fertilizer per acre.

The winners were notified by J. T. Hammonds DeKalb Seed Dealer for the Bovina area. Saturday Dwight Glenn a representative of DeKalb and a professional photographer from Lubbock, interviewed the winning growers.

Glenn said both Fuller and Sudderth will receive awards at a DeKalb banquet to be after January 1.



MAN THAT'S CORN -- Ronnie Sudderth, son of Billie Sudderth, shows some of the prize-winning corn that won DeKalb's Texas yield title.



A DOLL AND BUGGY AND . . . This little girl gets a boost to tell Santa what she's hoping for on Christmas morning. Other youngsters are given treats while waiting their interview.

LIONS-SPONSORED--

Santa Visits Bovina Youngsters Saturday

Lack of snow forced Santa Claus to abandon his reindeer and sleigh but he kept his date with Bovina youngsters Saturday afternoon.

Riding in the Volunteer Fire Department's pickup, Santa cruised up and down main street

several times to the delight of throngs of children.

Crowds started lining the streets nearly half an hour before St. Nick's arrival at 3:30.

The gay old gentleman finally stopped in the middle of main street and began giving treats

to the anxious children. After he had private interviews with most of the kids, he went inside Scooter's variety store to visit with the ones he missed.

Santa's trip to Bovina was sponsored by the Lions Club.

Junior Department Celebrates

Junior Department of First Baptist Church began a Christmas party Friday evening by singing carols and reading the Christmas story from Luke 2.

Games were then played by the youngsters under the direction of Mrs. Earl Dean Boyd and Mrs. Bobby Englant.

Several children brought their Lottie Moon Christmas offering. Scripture pencils were given members of the department by their teachers and workers.

Those present included Gale Boyd, Linda Jean, Creta, and Sharon Sisco, Pam Webb, Suzanne Ferguson, Linda Johnston, Patsy Cumpston, Roxie and Beth Hutto, Martha Adams, Vickie Hawkins, and one visitor, Dala Boyd.

Teachers and helpers present were Mmes. Alvin Glasscock, A. M. Martin, Bobby Englant, Earl Dean Boyd, and J. W. Gooch.

SOME WILL OPEN--

Mayor Makes Dec. 26 Holiday

Saturday, the day after Christmas, has been proclaimed a holiday in Bovina by Mayor J. E. Sherrill.

Sherrill said he believes the action is in the best interest of the majority of businesses concerned.

THE PROCLAMATION

WHEREAS the Christmas season is a gay and festive, yet meaningful time of the year, and

WHEREAS the majority of the business people have made known that they are in favor of having more than Christmas Day to observe the Yuletide season and,

WHEREAS, the 26th Day of December is the day following Christmas Day, now

THEREFORE, I, J. E. Sherrill Jr., Mayor of the City of Bovina, do hereby proclaim Saturday, December 26, an official holiday in the City of Bovina, and I call on my fellow citizens to join me in observing this date as part of the Christmas season and ask Bovina businesses to close on that date.

32-29 AND 52-29 --

Steers Pound Ponies In Cage Double-Bill

Farwell grabbed both games of a boys' double header in Bovina Friday night, with the Steers taking a 32-29 win in the opener and a 52-29 varsity victory.

The "B" tilt saw Bovina come back from a seven-point deficit in the first quarter to take a 24-23 lead at the end of the third period. The young Ponies had steadily closed the gap in the second period and kept the score close the rest of the game.

It was practically no contest in the varsity game with the Steers jumping into an early

lead they never relinquished. The Mustangs could tally only three charity shots in the first period and Farwell owned a 10-3 lead when the buzzer sounded.

The Steers almost completely controlled the boards and kept the Ponies outside all night. With nearly all their field goal attempts coming from far out, the Mustangs couldn't score a two-pointer until 1:15 of the second period. Jon Lin Riddle hit a 20-foot set shot to make the score 9-20.

The Steers began to sing the

nets with consistency in the second half and widened the gap to as much as 14 points. Two field goals by Bill Strawn and one by Don Caldwell closed the gap to 17-27 mid-way in the third period but Larry McDorman hit two consecutive field goals and Benjy Dial and Jerry Lovelace hit one to make the score 19-37 by the fourth period.

In the final period the Mustangs could make only 10 points in the final stanza while Farwell was pumping in 22. Benjy Dial led scorers with 12

points. Jerry Lovelace had 11 for the Steers and Larry McDorman chipped in with nine.

Riddle was high for Bovina with nine on seven free shots and a field goal. Strawn had eight and Caldwell and Donnie Young each had six points.

Don Cumpston scored 10 points to lead the "B" Mustangs. Tommy Wurster scored 10 for Farwell.

Joe Riddle and David Lawlis each had six for Bovina. Farwell's win in the second game was the second in as many meetings this season.



THE BOVINA BLADE

Dolph Moten, Editor & Publisher

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NO ONE INJURED—

Fumes Daze Driver; Truck Rams Garage

A run-away snow-plowing truck, its driver overcome by carbon monoxide fumes, plowed into French Cook's garage on Highway 86 Tuesday afternoon.

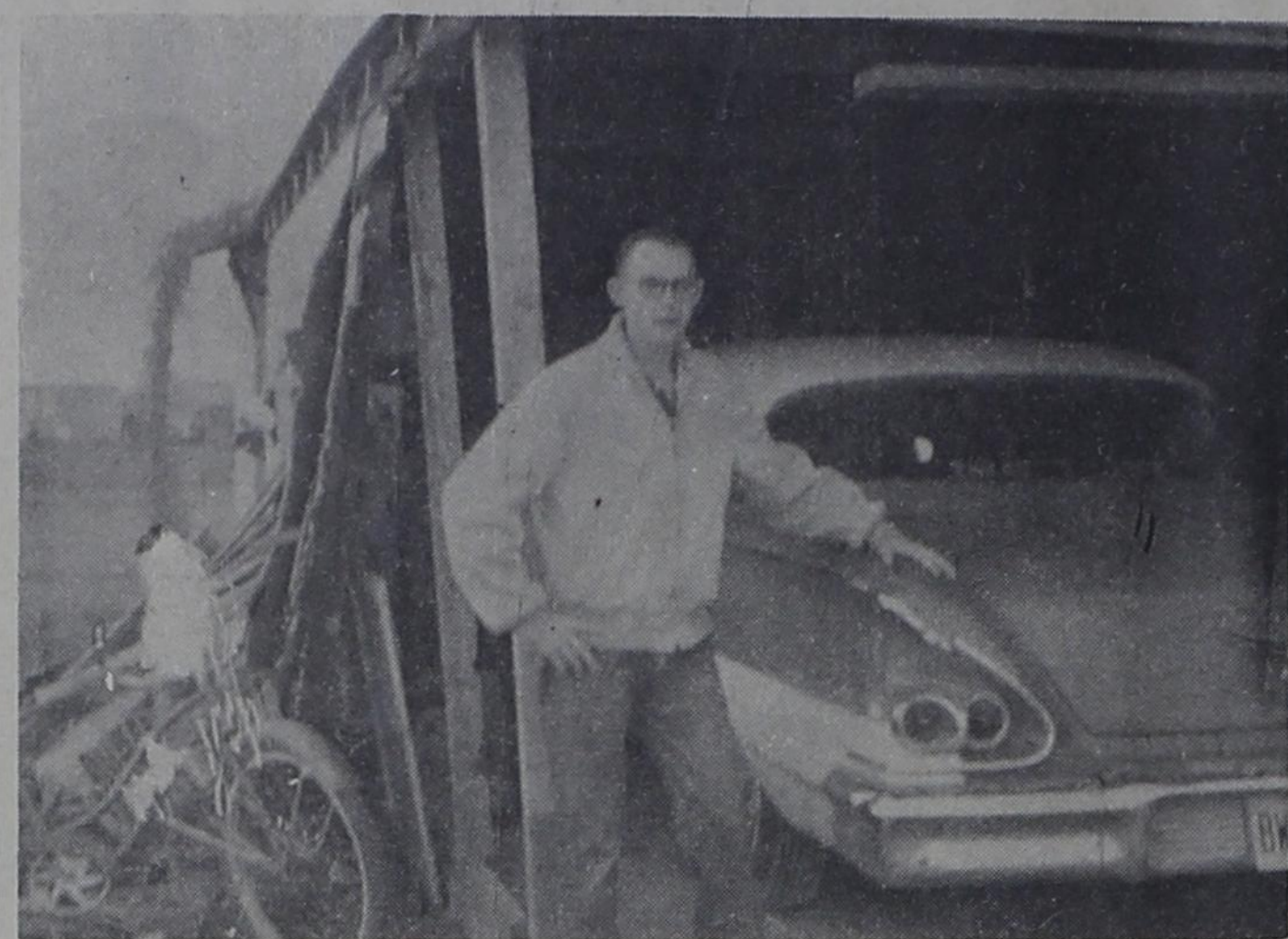
Dale Harmon, 21, was unconscious in the truck but was not injured when it hit the garage. Harmon was rushed to Parmer County Community Hospital at Friona and immediately put under an oxygen tent.

Harmon was returning from Hub, where he had been pushing snow off the highway.

Doctors at the Friona hospital said Harmon couldn't have lived much longer if he hadn't reached the hospital. He was taken to the hospital by automobile. He was released Thursday.

The ill-fated garage received about \$100 damage from the crash. A '58 automobile in the garage was barely damaged. The garage sits between the Cook home and station-grocery.

As if guided by an unseen force, the truck angled from the highway into the garage, almost missing the east side



ALMOST -- French Cook Jr. looks over a slight dent in the back of the car that was barely missed by a truck Thursday. Note the shattered garage wall.

and tearing away a good section of the west wall. The door of the truck scraped the rear bumper of the car.

The truck was not damaged. Damage to the car was estimated at \$15. Carbon monoxide, an odor-

less, colorless gas, gives no warning of its danger. A small amount of it in a closed area is usually fatal.

Wandering with Waneen

by Waneen Ragsdale

"Christmas is for the children" -- I've heard that expression all my life, but my mother always tacked her own observation on to it by saying -- "but old folks become child-like with the children on Christmas." Have you ever noticed expressions on parents and grandparents faces when they open their gifts and watch the

children opening theirs on Christmas? When our family gathers at grandmother's on Christmas Eve -- it's rather hard to distinguish the adults from the children. I'm willing to bet your family is the same way.

Most everyone we have talked to are planning a big Christmas. It's getting near enough there is a note of excitement in their voices when they talk of it.

Mr. and Mrs. Wilbur Charles are making many preparations. Their daughter, Mrs. Mary Kaminski, of San Jose, Calif., is going to be home with her six children to spend Christmas with the family.

We can just imagine how much shopping and baking Mrs. Charles has been doing before the arrival of her children and 16 grandchildren who will be around the tree on Christmas Eve.

Mr. and Mrs. Jimmie Charles and children are going to be in Vernon with Carolyn's parents. Carolyn told us she had a frantic moment or two last week when she thought Lesa was coming down with chicken pox. The problem was that Santa Claus was all set with presents in Vernon. Anyway, the story has a happy ending, Lesa only had a reaction from antibiotics.

Mr. and Mrs. L. M. Grissom told us they are expecting all the family home for Christmas. They have 11 grandchildren. When asked where she planned to put everyone -- Mrs. Grissom said the house was "plenty big."

The Sudderth family has completely outgrown the family dwelling. They are planning on a big Christmas Dinner at the Bovina Women's Club house, after gathering around the huge tree in the family den on Christmas Eve. That big tree is definitely a family tradition. Mrs. Sudderth told us the family expected the biggest she could find every year.

Mr. and Mrs. Billie Sudderth celebrated their 25th wedding anniversary December 19. Oberta told us they had missed only one year in the 25 years of marriage being with the Sudderths for Christmas dinner. They always spend Christmas Eve with her parents, Mr. and Mrs. John West, in Farwell -- and Christmas day with Sudderths.

Most all families have Christmas traditions -- something they do, something they say, something they sing, or some special food that mom makes only for Christmas. . . and the children look forward to . . . almost as much as the arrival of Santa Claus.

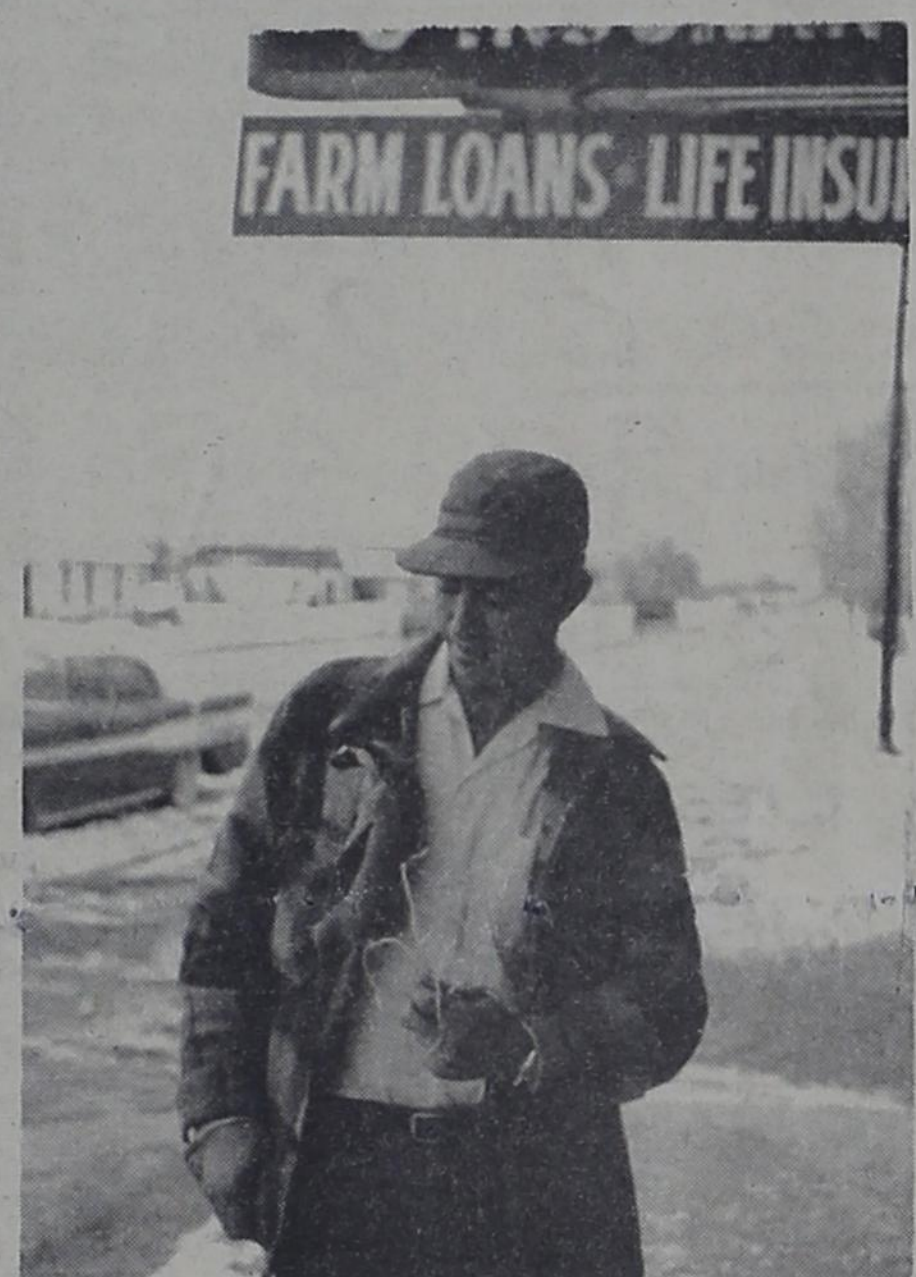
Few traditions are unique -- meaningful only to one family or one person; however here are a few more we've run across that you might like to know about.



Here's our cheery greeting for a Happy Holiday . . . wishes that great Yule joy may come your way.

BOVINA GLASS WORKS

Archie And Wayne McCutchan AD 8 - 4421 Bovina



STRANGE ANIMAL -- Truman Gaines is shown here with an animal, believed to be a weasel, which he captured southwest of Bovina, near Wilsey Switch, recently. About the size of a full-grown squirrel, the animal has been transformed into a semi-pet by outdoorsman Gaines. Not a native of this section of the country, the weasel seems almost happy in his new life. Gaines says he'll match the weasel against anybody's cat in a mice-catching contest.

Pearl Dodson always decorates her tree with huge pink satin bows.

Mr. and Mrs. Howard Ellison always try to have a big tree. The also don't open any packages until Christmas morning after the arrival of Santa.

Ann Corn decorates her Christmas tree with homemade

cookies each year.

When we asked Mrs. I. W. Quickel if they had any unusual family traditions she laughed and replied, "Not hardly -- we just all eat 'til we're stuffed and then wish we hadn't."

On Christmas morning the Art Mast family celebrate Jesus's birthday before they open any

gifts. They have a decorated birthday cake topped with candles and sing the Happy Birthday song. Adults have coffee and youngster have hot chocolate with the cake. When the real meaning of Christmas has been celebrated, then, gifts are opened.

Mrs. Leon Grissom told us they try to keep their observance of Christmas as "old fashioned" as possible. Their children never forget to leave cookies and milk for Santa Claus.

Mrs. John Dixon told us about having some lean years when she was growing up. One year they couldn't afford a Christmas tree; her father brought in a "black jack" limb (a type of oak, native in Oklahoma) and they decorated it. Before the yuletide season was over, Mrs. Dixon had learned to love that ugly ole limb and now remembers it above all others.

The happiest Christmas Mrs. Lloyd Killough can remember of her lifetime was in 1945 when her husband was home from World War II.

June Ellison remembers Christmas of 1950 when she was confined to the hospital recovering from severe burns. Friends placed a tree in her room, she received a huge box of gifts and hundreds of cards. Friends can make any Christmas joyful no matter what the circumstances.

When we talked to Mrs. Don Murphy she said she is "expecting" this to be their most memorable Christmas. They will be home waiting the arrival of their child.

Sally Whitesides came by the office Friday afternoon for a visit. We certainly enjoyed chatting with her. She wrote a feature story for our Christmas edition we are sure you will get pleasure from. We wish we

that Santa is good to you. From typing all those letters to Santa and the requests for guns of every description things might be slightly dangerous around this cowtown for a few days after Christmas. Somebody let me know when it's safe to return. We'll pack our dolls and come running . . .

New England Toys Had Toys in 1880's

Old Sturbridge Village, Mass., is known about the country for its annual "Muster Day," but this recreated New England town of 150 years ago also comes in for attention at Christmas because of a unique collection of early American toys.

In the early 1880's, Christmas was just another day -- unless it happened to fall on a Sunday, as the austere Puritans did not observe the holiday. But children of the day were like children of every period and every country. They did have toys and playthings.

Most of the toys of the day, of course, were probably hand-made carefully and painstakingly by parents. Most of them were made of wood, although some were tin.

The collection of toys at Old Sturbridge Village include miniature furniture pieces, doll beds, wooden rocking horses, and even a pair of ice skates.

Examination of the toys of these early American children indicates that, just as Christmas hasn't changed, neither has the children's preference in toys.

Christmas Is Time For Remembering

While it is not true, of course, that "Christmas is for children," no other season or holiday brings to both young and old such vivid memories of earlier, happier times.

Christmas is certainly a happy time for the young. There is a sparkle and sweetness to the Christmas season that time cannot dim within our heart.

When the snow falls and the winter winds blow cold against the frosted panes, there is warmth and contentment in the glow of a hearth fire, and it is a luxury for children of all ages to close the eyes and call back joyful, happy scenes



Gib's Cleaners

Ph 5881

Friona

It's CHRISTMAS

ONCE again we come to this all-important season of the year. It seems we eagerly await the Christmas season more than ever because we believe we are more closely associated with our many friends in this community. It is our sincere wish that Christmas this year will bring forth an abundance of happiness to each of you. You have been good to us in every respect and we are truly grateful.



HAPPY

HOLIDAY

O. W. Rhinehart

Real Estate

Farm Loans

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Bovina

From All of Us to You and Yours..

MERRY CHRISTMAS!

Our gift to you . . . the comfort and convenience assured by the bright blue flame of natural gas.

At this time of the year, particularly, it is extremely gratifying to be providing a service which contributes so much to warmth and contentment in the home during the Holiday Season.

So from each and every one of us at Pioneer, Best Wishes for good health -- and the happiest Christmas you've ever had!

fuel for a growing empire Pioneer Natural Gas Company



DECEMBER 26-

Exes To Stage Annual Meet

Ex-students of Bovina schools will stage their annual banquet in the school cafeteria Saturday night, beginning at 7:30. Entertainment will be provided by Davis King, who was depot agent here 15 years ago. King

makes home movies and will show some of his work made in Bovina 20 years ago.

The banquet will have a western theme. The Ex-Students Assn. sent 250 invitations to former Bovina pupils. The invitations carried instructions for guest to wear western clothes.

Underwoods Catering Service of Lubbock will serve the meal and western music will be played on record.

"We had 70 people at last year's celebration and hope to have 120 or more this year," a spokesman for the organization said.

J. B. Sudderth is president of the association. Other officers are Joe Moore, vice president; Mrs. D. C. Looney, secretary; and Mark Charles, treasurer.

Mrs. Charles Hawkins is in charge of decorations and Mrs. Elton Venable is food chairman.

Superintendent's Monthly Message

Our appreciation is gratefully expressed to our local editor for this opportunity to make an effort and express to you the reading public "What goes on in your School."

These words are found in TEXAS DECLARATION OF INDEPENDENCE -- "It is an axiom in political science that, unless a people are educated and enlightened it is idle to expect the continuance of civil liberty, or the capacity for self-government." Every effort will be made to conform to this document of our state government.

The big news at school has been the weather and the approaching Christmas Season. The weather has given a real boost to the economy of our area, but it hasn't smiled favorably on the plight of our bus drivers.

From the local standpoint I doubt if any group is more in line for honors than our drivers. They do a wonderful job and no one can remember when we have had even a slight accident.

Our busses travel 484 miles each day and 85,184 miles each school year at a cost of approximately \$14,875. each year to deliver Johnny and Mary to-and-from school.

You would do well to express your appreciation to your bus driver. He does a fine job of handling a sacred duty.

I would like to point out that, as a result of our recent audit, your school business is big business. Total expenditures last fiscal year total \$248,939.62.

This figured \$1414. spent each day. To look at it another way this figures \$3.36 each day for each Child. If one child misses a week of school someone loses \$16.80.

We do enjoy having good attendance. Education is expensive, but someone has figured it is still much cheaper than the price of a baby sitter.

The greatest concern to school people throughout Texas today is the problem of arranging the proper curriculum to meet present day needs.

The "sputnik" era has passed, but a good look at our curriculum reveals that changes are necessary for present day needs. You will be reading in your newspapers in approaching weeks some results of a statewide study to see what can be

done about these necessary changes.

In this connection, on the local level, I have had many parents express to me their concern for the high school students extra-curricular events. The athletic program of our school, in particular, has been up for discussion.

The question that naturally arises is -- are we over emphasizing this part of our education program. The time is probably right for a well-informed group in each community to sit down and discuss this phase of the student's life.

If it is being over done than a de-emphasis program is in order.

Sudden big changes are never helpful, but well developed ideas can be put into effect with good results.

During the approaching Holiday Season your child may call to your attention while you are on the highway that you are exceeding the speed limit.

If he or she does, we hope you will listen. We are co-operating with our governor's plea to reduce fatalities on the highways.

His idea is that this plea will be best heeded if given by our children.

In their behalf let me ask that you consider the two big causes of fatalities on our highways -- speeding and drinking. "Old age" is still the best reason for dying that I know of.

The desire is here -- and it is SINCERE -- MERRY CHRISTMAS to each of you.

A young mother was examining a toy with some doubts. "Isn't it rather complicated for a small child?" she asked the clerk.

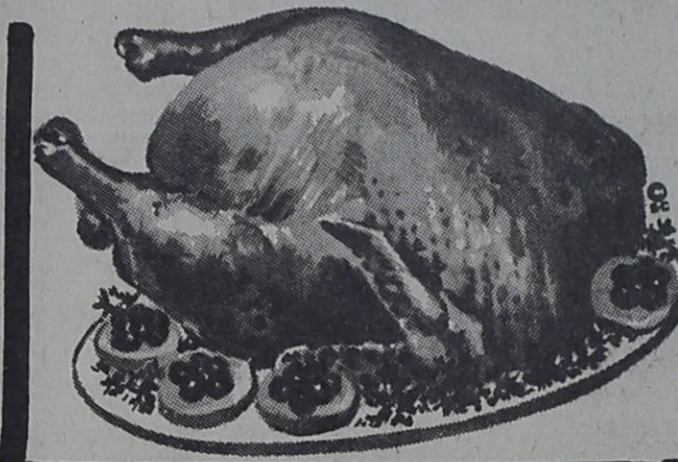
"It's an educational toy, madam," he answered, "designed to adjust the child to live in the world of today. Anyway he puts it together, it's wrong."

These Values Are In Effect Tuesday, Wednesday, Thursday-December 22-23-24

...head straight for our Christmas

FOOD BUYS

Shurfine
COFFEE
1 lb. can **65¢**



TURKEYS
Toms 16.45¢
Hens 16.49¢

Campbell's
Tomato Soup tall can **10¢**

Shurfine
Stuffed OLIVES
4 1/2 oz. jar **35¢**

Borden's None Such 8oz. pkgs. **29¢**

Kraft - 8 oz. jar
French Dressing **25¢**

Maraschino - Red No stems 8oz. jar **35¢**

Contadina Spiced Peaches whole - 2 #2 1/2 cans **45¢**

Pinkney SunRay Half or Whole **Hams 16.49¢**

Wilson's Corn King **Bacon 16.39¢**

Armour Star-Boned 3 lb. can **Picnics \$1.98**

Princess
Chocolate-Covered Cherries
12 oz. box **49¢**

Hipolite
Marshmallow Cream
Pint jar **23¢**

TEXAS
ORANGES full of juice
5 lb. bag **39¢**

Fancy Red Rome Apples
4 lb. bag **43¢**

Lindsay Medium
Ripe OLIVES
#1 tall can **35¢**

Betty Crocker
Pie Crust Mix
10 oz. pkg. **19¢**
20 oz. pkg. **35¢**

Fancy Calif. Ky. Wonder
BEANS
lb. **23¢**

Fancy Calif. Pascal
CELERY
stalk **10¢**



Baker's German-Sweet
Chocolate 1/2 lb. **25¢**

Kleenex - 50 ct. box
Table Napkins **25¢**

Shurfine R.S.P.
Cherries
#302 can **20¢**

Quick fix Foods
FROZEN

Nestle's
Butterscotch CHIPS
26 oz. pkgs. **49¢**

Reynolds Heavy Duty
Aluminum foil 25' roll **59¢**

Libby #2 1/2 can
Fruit Cocktail **35¢**

Libby
English Peas
10 oz. pkg. **15¢**

We Will Be
OPEN
December 26
Banquet
PIES
Mince Meat
Pumpkin-Peach
22 oz. size **39¢**

Baker's Angel Flake
COCONUT
3 1/2 oz. can or Southern style 4 oz. can **23¢**

Shurfine Small whole - #3 can
Sweet Potatoes **25¢**

Scott
Toilet Tissue
assorted colors
2 rolls **25¢**

Head's
ROLLS
2 doz. pkg. **25¢**

Shurfine
Cranberry Sauce 2 #300 cans **45¢**

Shurfine
Cranberry Sauce 2 #300 cans **45¢**

- Double GUNN Bros. stamps Wednesdays with purchase of \$ 2.50 or more -



OUR THANKS TO ALL OUR FRIENDS AND OUR SINCERE WISH FOR A
SEASON OF CHEER

KERBY
Welding Service
A Deal The Year
AD 8-2332 Bovina



WILSON'S

PARMER COUNTY'S FINEST
Phone AD 8-4781

MEMBER
AFFILIATED
FOOD STORE
SUPER MARKET
BOVINA

Of Interest To THE WOMEN



Miss Harriette Charles at serving table for senior dinner party in her home Wednesday evening. The group get-together was highlighted by showing of pictures taken of their 8th grade banquet.

Seniors Dinner Guests

A gala Christmas party for the Senior Class of Bovina High School was staged Wednesday evening in the home of H. J. Charles.

As guests arrived they were shown into the den, where they placed gifts under the Christmas tree. Adding to the atmosphere were yule logs burning in the hearth.

Dinner consisted of turkey, dressing and trimmings served buffet style by a group of mothers in the living room.

The serving table was laid with a white imported linen cloth and featured a Santa Claus surrounded by boxwood green-

ery, flanked by crystal candelabra holding bayberry candles.

Guests were seated at card tables and dined by candlelight. They opened their gifts and presented their class sponsors, Mr. and Mrs. James McElroy and Mr. and Mrs. Bob Willis a gift.

Recreation was provided and the group was shown pictures taken at their 8th grade banquet.

Those present were: Virginia Embree, Joy Redden, Charlotte Morris, Claudia O'Hair, Verna Marie Estes, Suzie Estes, Carole Hammonds, Carolyn Crump, Jackie Davies, Myrna

Rebekah Class Favor "Hubby"

Mrs. Sid Thomas' Rebekah Sunday School class of First Baptist Church observed "hubby" night Thursday with a social in the home of Mr. and Mrs. C. L. Murry. Other hostesses were Mes. John Sikes, E. L. Cochran, and H. L. Moody.

Members of the class presented a gift to their teacher, Mrs. Thomas. Rather than exchange gifts, the group made a donation of money to a deserving individual.

Refreshments of fruit cake cookies, crackers with cheese spread, and coffee were served to those present: Mr. and Mrs. Homer Kelly, Mr. and Mrs. Robert Harris, Mr. and Mrs. Jim Owens, Mrs. Bessie Webb, Sid Thomas, John Sikes, E. L. Cochran, and H. L. Moody.

Widows Club Yuletide Program

Bovina Widows Club met Thursday with Mrs. Margaret Caldwell for their regular luncheon and Christmas program.

Mrs. Pearl Hastings acted as chairman of program. Mrs. Margaret Caldwell played "White Christmas" for opening number. Each member then told "What Christmas Means To Me."

Mrs. Bessie Caldwell presented an article written by editor of McCalls entitled, "Celebration." Mrs. Hastings then read lines from Christmas carols and members guessed titles.

The second chapter of Luke was read by Mrs. Bessie. For closing number on program, Mrs. Margaret played "Silent Night."

Gifts were exchanged by Mes. Minnie McCutchan, Lillian Wheeler, Ida McSpadden, Esther Glover, Betty Adams, Ola Free, Bessie Caldwell, Minnie Alderson, Pearl Osborn, Della Ezell, Pearl Hastings, Miss Ellen Remnsneider, hostesses Mrs. Caldwell and Rita. Also present was one visitor, Mrs. Loucille Foster.

Downs, Barbara Rea, Harriette Charles, Jerry Barron, Max Gilreath, Danny Cruse, Sid Killough, John Lorenz, Doyle Wasson, Arnold Kreigle and Roy Dodson.

Party Fetes Youngsters

Sunday School class of Church of Christ composed of 4 and 5 year olds had their Christmas party Wednesday evening during class periods.

Children attending were Paula Mayfield, Patti Mills, Urvana Johnston, Dale Johnston, Jimmy White, Gregg Capps, and Weddy Gromowsky.

Bethlehem Observes Three Christmases

This year, as usual, pilgrims from all over the world will worship in the little town of Bethlehem, the holiest spot of Christendom. Visitors will worship in the grotto where Christ was born and in the towering Basilica of the Nativity, built during the sixth century by Emperor Justinian.

Yet the residents of Bethlehem, which has a far greater population than it had some 2,000 years ago, will celebrate three Christmases, rather than one.

The western church keeps December 25 holy. The Greek Orthodox Church keeps the Christmas according to the Georgian calendar on Jan. 7, and the Armenians observe January 19.

The Greek Orthodox Church and the Armenians share the Basilica, the Roman Catholics use their own church adjoining—but all three share the grotto where, traditionally, during the early hours of December 25 a tiny statue of Jesus is wrapped in swaddling clothes and laid in the manger.

About Mistletoe

One cannot help but wonder how mistletoe came to be the "kissing plant." The mistletoe is a parasite, or "thief" which attaches to a host tree and under certain circumstances will sap the life out of a healthy, sturdy tree.

Mistletoe usually grows on oaks, mostly in the top branches. The seeds are probably scattered by birds.

Radiator heat isn't good for trees. Set the tree up in the coolest part of the room, away from radiators, heaters and fireplaces.

Variety Club Has Christmas Party

Members of the variety Club met in the home of Mrs. G. T. Watkins Wednesday afternoon for a business and social meeting. As each guest arrived, the hostess presented them with a Christmas corsage.

During the business meeting, one new member, Mrs. George Lindop, was accepted into the club. Each member expressed what Christmas meant to them at the close of the meeting.

A gift exchange was held with secret pals being revealed. Names were redrawn for next year.

Refreshments of turkey salad sandwiches, pumpkin pie topped with cream, hot punch and mints were served.

Those attending were Mesdames Bessie Caldwell, Janie Sides, Jewel Barry, W. N. Foster, Pearl Grissom and Lola Jean, C. C. Christian and John West.

Next meeting for the group will be in the home of Mrs. John West on January 20.



AWAY IN A MANGER -- Bovina High School furnishes the background for this scene with the three wise men

and Mary and the Babe in a manger. At night floodlights on the figures make them look even more lifelike than during the day.

Pvt. and Mrs. Ray Phillips and daughter, Yveta Kay, are expected home for the holidays to visit his parents, Mr. and Mrs. E. L. Moody.

Mrs. "Tuff" Jones and children of Amarillo are here visiting Mrs. Kate Queen during the Christmas holidays.

Church of Christ ladies met Tuesday for regular Bible study. They spent the afternoon visiting the sick and friends.

Dorcas Circle Entertained

Mrs. Lloyd Battey, formerly of Bovina and currently living in Hereford, entertains ladies of Dorcas Circle of Bovina Methodist Church Wednesday, six members of the circle drove to Hereford for the party.

Those attending were Mes. Earl Richards, Davis Edens, Pat Kunselman, John Wilson, Frank Wilson, and I. W. Quickel.

Program was presented by Mrs. Battey. She also directed games and served refreshments of sandwiches, applesauce cake, and coffee.

Wilson Hosts Bridge Club

Mrs. A. M. Wilson was hostess for Thursday afternoon bridge club in her home December 17.

Mrs. Dean McCallum won high prize, Mrs. Bedford Caldwell was second high, and low was won by Mrs. Tom Caldwell.

Gifts were exchanged from names drawn previously.

Also present were Mes. Johnny Horn, Vernon Willard, Jimmie Ware, Bob Wilson, Don Sides, Leon Grissom, Durward Bell, Jimmie Charles, and Mack Ragsdale.

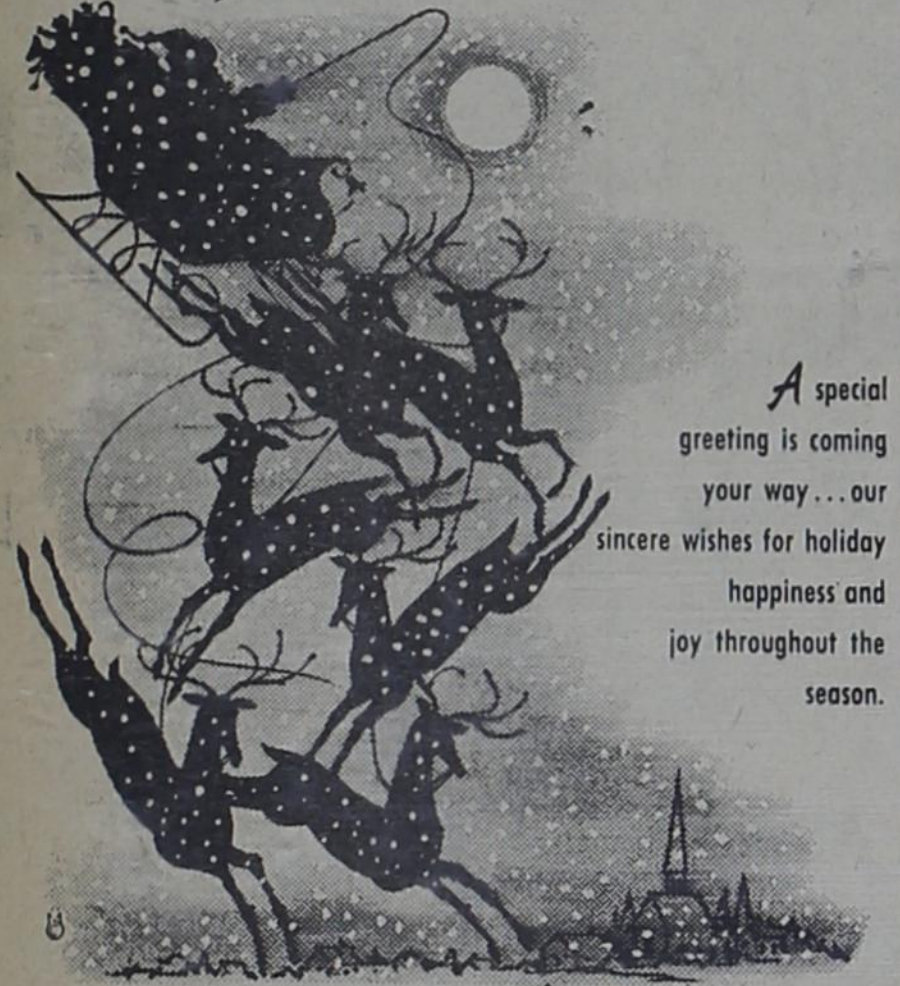
Fellowships Get Together

Mr. and Mrs. David Haerber and Mr. and Mrs. Vernon Willard were host Tuesday evening to Fellowship Class of Bovina Methodist Church for a Christmas social in church parlor.

Gifts were exchanged by the group and games were played.

Refreshments were served to Mr. and Mrs. Don Vance, Mr. and Mrs. Gerald Hardin, Mr. and Mrs. Oakley Stevenson, Mr. and Mrs. Lloyd Nabors, and Mr. and Mrs. Jimmie Ware by the hosts.

Merry Christmas to All



A special greeting is coming your way... our sincere wishes for holiday happiness and joy throughout the season.

Artistic Hairstyle Salon

JOA DAWN HORTON

LOIS SPARKS

JUANITA HASTINGS

MERRY CHRISTMAS

May the happiness of Christmas
make every day a happy day

GREETINGS

**SOUTHSIDE
Service Station
& Grocery**

F. M. Crook

Bovina

To everybody... and especially to YOU... our appreciation for your loyal patronage and

A MERRY CHRISTMAS

WARD'S GARAGE

Vernon Ward

Bovina

To A Valued Friend and Customer:

There is nothing quite so friendly, so buoyant, so cheerful as a "Merry Christmas." These two words unfold hidden joy and feelings. Yes, in the greeting of "Merry Christmas" there is a deep and sincere feeling. At this joyous season, we remember friends of long standing and look forward to pleasant associations of new-found friends.

We of the "Gaines Hardware," Granny Gaines, Troy and Lady Armstrong, wish to express to you our appreciation of your loyalty of business. Accept our sincere wish for continued success during the coming Months of 1960. You are a valued Friend and Customer.

GAINES HARDWARE COMPANY

"Nothing Knocks on Bovina But Opportunity"



SANTA COMES TO TOWN -- St. Nick waves to crowds of children and grownups that lined the streets for his visit Saturday afternoon.

New Year Is Time to Say 'Remember'

Watching the old year out and the New Year in is an American tradition. Some like to follow the crowds to Times Square; others prefer the atmosphere of a restaurant or nite spot; and of those who so desire the majority may do it the easy way—relaxing in their favorite chair and watching TV.

No matter how the "watching" and "waiting" is done, someone will probably say, "I remember when . . ." As certainly as we all look for good things in the year ahead, we're sure to take note of the fact that some important event is slipping deeper and deeper into the pages of history.

Some oldtimers will remember, for example, that the U. S. parcel post system was inaugurated in 1913 and that six years later, in 1919, New Year's Day was declared a legal holiday throughout the country, with the exception of Massachusetts and Washington, D. C. Or, that the first cable across the Pacific was completed in 1903. Overseas, the USSR was

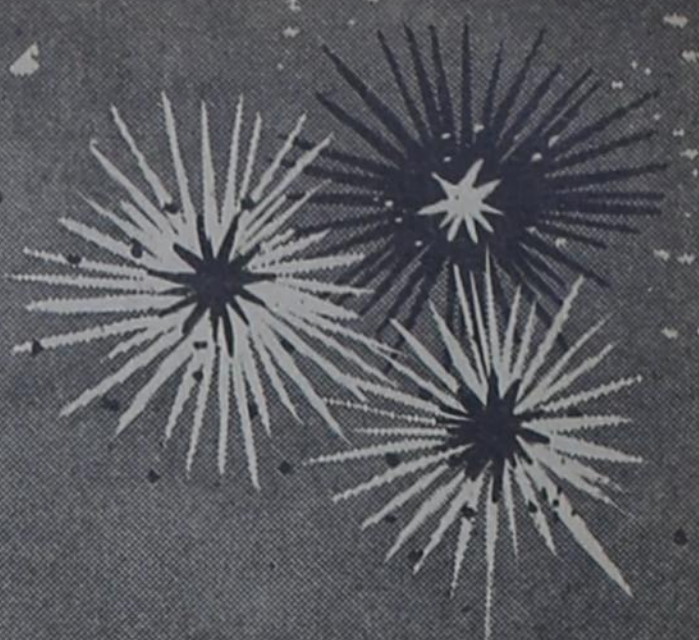
formed in 1923. Here at home, the Social Security administration was inaugurated in 1937. These dates may be well remembered because all of these things happened on January 1.

While enjoying the luxury of viewing Times Square activity from the comfort of the living room, through the medium of TV, we might also note that the first motion picture was shown to the public some 66 years ago, in April of 1894 . . . the Edison kinescope. The first real motion picture, offered in 1906, was titled "The Life of an American Fireman" and was without a plot. In 1905 "The Great Train Robbery" made movie headlines and 10 years later along came Al Jolson as "The Jazz Singer," the first picture with spoken sequence and the first all-talk picture.

The Poinsettia

Here are some fingertip recommendations for proper care of the poinsettia, that popular house plant of the Christmas season:

1. Keep the plant in a sunny window, avoiding both drafts and heat. A temperature of 70 degrees is best.
2. Examine the soil frequently (at least twice a day) and keep it moist. When the soil begins to dry out, apply enough water to wet it to the bottom.



WISHING YOU ALL THE JOYS OF A MERRY CHRISTMAS

Trimble Barber Shop

Emmett Tabor

C. E. Trimble

SANTA LETTERS

Dear Santa,
I want a doll that makes a face like it's crying when you squeeze it, and some ear muffs and a corner grocery store.
I love you, Santa. Please bring my sister a basketball set and a French Poodle.
Love,
Toni Pinner

I also have a little sister named Carol, and she would like a doll and doll buggy, a teddy bear, and some blocks. She is one and a half years old.

We have been good, Santa, and we hope you will bring us these toys.

With love,
Sandra Whittle

Dear Santa Claus,
I am a little girl five years old. I cannot write yet, so my mommie is writing this letter for me. For Christmas I would like for you to bring me a big dress-up doll and some clothes for her. I would also like to have a doll house, an iron and ironing board, and a little washing machine.

I have a little brother named Clint who is three years old, and he would like a big gun, a football, guns and holster set, and a little scooter.

Dear Santa,
Please bring me a Josh Randall gun, a bicycle, football outfit, bow and arrow. Bring my little brother the same thing. Remember all the other little boys and girls.

Bring Robin a doll, doll clothes, and some clothes. I have been a good boy. There will be a cup of coffee for you on Christmas Eve.

Tony Gene Smith
(6 years old)

Dear Santa Claus,
I want a basketball and a baton that lights. I love you very much.

Your friend,
Rhonda Ragsdale

Dear Santa,
I'm a little boy 6 years old. I've been a pretty good boy -- I think.

Would you bring me a black-board and gun set; also some candy, nuts, and fruit. Also remember all the other boys and girls.

Love ya'
Tommy Keith Bonds

Dear Santa,
I am a little girl three years old. I have been a pretty good girl this year.

I would like a doll and tricycle; also some candy, nuts and fruit.

Don't forget all the other boys and girls.

Love ya'
Tianna Michelle Bonds



SEASON'S GREETINGS

Our "Merry Christmas" wish is a hearty one, based on the long friendship we've enjoyed with you. We're looking forward to wishing you the best for years to come, and we trust we will have the pleasure of serving you.

ED'S AUTO SERVICE

Highway 86

Bovina

Mr. and Mrs. Ed Paetsch

O. D. Short



The window of Christmas has a magic of its own. If we look through it in the true spirit of the Season, what a wondrous scene we see. It is a world of peaceful scenes. There is a whole landscape of happiness, the smiles of children, the hearty greetings from those around us . . . the blessedness of a family enjoying Christmas together.

And how much more wondrous does the magic of Christmas become when we realize that the window of Christmas is within our hearts.

It is our sincere wish that your Christmas and the days to come will be richly blessed with Happiness and Peace.

MACON ELEVATOR

—BOVINA—

Season's Greetings



We wish
You All
a Very
Happy
Holiday

SUPER SAVEMAY
BOVINA
PH. AD 8-2011
Double Frontier Stamps
Each Wednesday With
\$2.50 Or More
—OPEN SUNDAYS—

Whittlin'

(Continued from page 1)

will and, too, we think it'll make for better relations between the school and the citizens.

Too, we want to point out that the appearance of the column in this newspaper doesn't necessarily mean that we endorse all the school administration's policies, nor those of the school board.

And at the same time, we want to say that if and when we do disagree, it will be because of issues and not because of personalities.

As far as we know, Bovina had the first woman Santa Claus in the history of the jolly old white-whiskered gent. She was Betty Hawkins. And she did a terrific job here Saturday. She's a fine actress.

Betty, may we publicly say "Thank You" for the work you did for the community and its youngsters. 'Twas a fine job.

Without further ado:
We wish you a VERY MERRY CHRISTMAS!

Pleasant Hill

BY DELLA CROCKER

Members of the 4H Clubs of the Pleasant Hill Community met in the home of Mrs. Edwin Fahsholtz recently to enroll in 4-H for the coming year.

Officers elected for the coming year were Leon Kelley, president; Wayne Fahsholtz, vice-president; Vicki Lovett, secretary; Judy Lovett, treasurer; Della Crocker, reporter; Gwinette Lovett, song leader; Linda Crocker, assistant song leader; Gale Pierce and Glennis Fahsholtz, recreation leaders; and Dianne Baldrige, council leader.

Persons enrolling in 4H this year and their projects are as follows:

Vicki Lovett, clothing IV, baking IV, and home improvement III; Gwinette Lovett, baking, and leathercraft I; Judy Lovett, gardening IV, junior leadership II and leathercraft II; Veda Wilson, teen living; Dianne Baldrige, junior leadership and teen dress; Pat Fahsholtz, home living I; Glennis Fahsholtz, home living III and frozen foods II; Linda Crocker, leathercraft III and Della Crocker, junior leadership II.

Also enrolling were Janine Clark, home living III; Janet Sharp, leathercraft II and baking; Betty Clark, home living II; Marilyn Pounds, home living II; Phyllis Kelley, swine and beef cattle; Leon Kelley, swine and beef cattle; Wayne Fahsholtz, leathercraft III, home beautification IV, and range cattle I; Don Baldrige, leathercraft II and gardening II; Gale Pierce, tractor maintenance and junior leadership; Johnnie Pierce, tractor maintenance; and Terry Pierce, poultry.

HD CLUB HAS THURSDAY MEET

The Pleasant Hill Home Demonstration Club met in the home of Mrs. Maurice Clark Thursday for an all day meeting.

Those attending were Mesdames Elmer Langford, Sherman Horton, Lowry Winkles,

WANT ADS

WATCH, CLOCK AND JEWELRY REPAIRS, FAST SERVICE, REASONABLE PRICES, LOU MAROT, STATE HIGHWAY 86, BOVINA. Adams 8-4292. 11-tfnc

HASTINGS ELECTRIC
GUARANTEED
ELECTRICAL SERVICE
DEAN HASTINGS
AD 8-4372

FOR SALE -- Anhydrous ammonia to be delivered to any farm in Parmer County at competitive prices. Lester Dean, Phone Hub 2651. For application Phone Hub 2426 or Parmer 3164. 21-tfnc

Electrical & Plumbing
Repairs
BOVINA ELECTRIC
Phone AD 8-2951
Odus White

FOR SALE -- The ideal Christmas gift for the entire family. Pianos and Organs. Terms. Call Bill Field, PO 3-5041 or PO 3-9149, Clovis 20-8tc

STRAYED -- from my place, milking shorthorn cow wearing sale tag B-14 on right hip. Notify Bill Flippin, Phone 5362 Friona. 22-tfnc

Richards Slaughter House
"We Butcher Anytime"

AUCTION SERVICE
Sales of all kinds. None too big!!! None too small!!! 30 years experience
Call or Write
Col. W. H. (Bill) Flippin Jr. Phone 5362 Box 985 Friona, Texas or Hugh Moseley Phone IV 6-3691 Farwell Jack Howell Phone 375-W-3 Dimmitt Make your sale dates now. 21-tfnc

Maurice Clark, J. D. Weatherford, Eric Pierce, Tom Burnett, Pearl Singleterry, Joe Buford, Juan Esque, Clarence Smith and H. A. Horton.

BAPTIST LADIES HAVE QUILTING MEETING FRIDAY
Ladies of the Pleasant Hill Baptist Church met Friday at the Church for an all-day quilting party. Each woman brought a covered dish for the luncheon. Those attending were Mes-

"WANTED"
Several good farms to sell while the season is favorable.
O. W. RHINEHART
In Bovina 30 Years
Phone AD 8-2081
Residence AD 8-4452 16-tfnc

FOR SALE -- Anhydrous ammonia to be delivered to any farm in Parmer County at competitive prices. Lester Dean, Phone Hub 2651. For application Phone Hub 2426. 21-tfnc

FOR SALE -- 26x32 Dwelling and 14x24 garage located on Church of Christ property. Call BA 5-4433 or contact Buck Ellison. 25-tfnc

MANURE FERTILIZER FOR SALE
Triplet Feeding Co.
Day, phone AD 8-2711
Night, phone AD 8-2581
Bovina 11-tfnc

FOR SALE -- Cordova Wint. barley seed, \$1.25 per bushel. Floyd Readhimer, 10 miles northwest of Bovina, Phone BA 5-4474. 17-tfnc

For Rent -- 5 room house. Contact Wanda Berryman, Pleasant Hill HU9-4300 or Mrs. Pearl Dodson. 26-tfnc

For Sale -- 56 Ford tudor. Howard Griffin in Henry Minter apartment. 26-2tc

For Sale -- 56 Ford tudor. Howard Griffin in Henry Minter apartment. 26-2tc

Mr. and Mrs. Euell Hart returned last week from Alno, Nebraska, where they attended funeral services for her father, Charlie Ayers.

Mr. and Mrs. Amos Shockley and Myrtice were in Lubbock recently for Mrs. Shockley to receive medical attention. Buck Taylor visited in Muleshoe Saturday with his brother, Howard Taylor. Also visiting were a brother, Bennie Taylor

Twelfth Night, Traditional End Of Yule Season

Twelfth Night, or Epiphany, is marked with many customs, ceremonies and legends throughout the world. French and Swiss children, for example, look forward to the pastry they receive on that day in which a bean, coin or china figure is hidden. Whoever gets the prize is crowned king of the family.

Epiphany means "appearance" and commemorates the visit of the Three Wise Men to the infant Jesus. Their arrival was proof to believers that Christ the Savior had been born.

The visit is told in Matthew 2: 1-2: "Now when Jesus was born in Bethlehem of Judaea in the days of Herod the king, behold there came wise men from the east to Jerusalem.

"Saying, where is he that is born King of the Jews? for we have seen his star in the east, and are come to worship him."

Early Plays
During the Middle Ages, Epiphany or Twelfth Night, was commemorated with plays presented in churches. Solemn observances largely disappeared in Elizabethan England, and they became a time for revelry.

Shakespeare's "Twelfth Night" reflects this mood. It was probably presented in a command performance at Whitehall Palace on January 6, 1601, according to

from Snyder and a sister, Mrs. Beef Hand from Friona.

Visiting Sunday in the home of Mr. and Mrs. Buck Taylor were Rev. and Mrs. Charlie Jones, Vicki and Mike.

Mr. and Mrs. Bob Servatius visited in Rhea with the C. D. Andersons recently.

Bud and Marion Anderson were guests of Eugene and Pauline Servatius Sunday.

Rev. and Mrs. Charles Jones visited with the Buck Taylors Sunday.

Rev. A. C. Lamb preached at the Logan Baptist Church Sunday.

Mrs. Mason Neely, who underwent surgery last week, is reported to be at home and resting well.

Mr. and Mrs. Joe Edwards of Clovis were Friday evening guests in the Lowry Winkles home.

Mrs. Lowry Winkles visited in the home of Mr. and Mrs. H. P. Winkles of Texico Thursday.

Rev. J. L. King of Quanah is visiting in the home of his daughter and family, the Roy Lovetts.

Mr. and Mrs. Roy Lovett and Rev. J. L. King, Terry, Tim and Vicki and Steve Hurst visited in the Ralph Price home in Black recently.

historians. Today child "kings" crowned with golden paper coronets roam the streets of Europe on Epiphany, singing hymns and carols. In Italy, millions of children awake to find their stockings filled with presents from La Befana, the good-hearted witch who takes the place of Santa Claus.

Custom
In France, a portion of the Epiphany cake is often set aside as "la part de Dieu"—God's share. It is given to the first poor person who comes to the door.

In Greece, three pieces of cake are cut: one for Christ, one for Mary, and one for St. Basil. In Britain, Twelfth Night cake is washed down with Lamb's Wool, a drink made with hot, strong ale spiced with nutmeg and sugar.

CHRISTMAS SAFETY TIPS

(From the National Board of Fire Underwriters)

1. Make a wise choice when selecting your Christmas tree. Choose a small tree instead of a large one. A small tree can be just as pretty and it's less of a hazard.

2. Evergreen, cedar, balsam or pine, keep the tree outdoors until you are ready to install it.

3. Remember, your tree will look the freshest if you don't install it until just before Christmas.

Becky Sudderth, daughter of Mr. and Mrs. Sam Sudderth, is home after being in Hereford hospital.

Wishing you
happiness
this
Christmastime
and every day

Brookfield Drilling Co.
Phone 5731 Friona

We hope you are surrounded by all things good during this Yuletide Season. Our sincere thanks to you and a very Merry Christmas.

HAMMONDS ELECTRIC
O. M. Hammonds Bovina



Greater
Gladness at
Christmas

Each year we greet the Christmas season with greater gladness, because it is then that we take time to tell our friends how much we cherish their friendship.

Because we are proud to number you among our friends, and because we are grateful for your patronage, we send this greeting, and with it our sincere wish your Christmas will be most joyous.

NOW OPEN
Sudderth Oil Co.
Featuring
Deep Rock Products
And Honoring
All Credit Cards
—DRIVE IN—
SUDDERTH OIL CO.
—Highway 60—
Bovina

WESTERN WAREHOUSE CO.
D. R. Bushness, Mgr.
Bovina

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

The Bovina Blade

SECTION II

"In The Agricultural Center Of Parmer County"

THE NEWSPAPER THAT WORKS FOR A BIGGER BETTER BOVINA

WEDNESDAY, DECEMBER 22, 1959

BOVINA, TEXAS

VOL. V, NO. 27

SANTA ERRED--

We Thought He Had Forgotten Us For Many Years And Then

BY J. VERNON STEWART

No one knew where they came from or why. No one knew how they managed to keep body and soul together. No one really cared.

Their kids made an effort to go to school but any kids would become discouraged by the ridicule they were subjected to day after day in the school yard.

Sure their shoes exposed most of their feet and their clothes were never clean and had all kinds of odd-looking repair work. The kids at their school weren't bad kids. But they were too young to know that their fun cut deeper into the little boy and his sister than winter's worst wind.

The little boy was nearing 10 years. His sister was three years younger.

The boy used to wonder why his family was so poor but he didn't wonder any more. He had been able to piece together the situation and knew that his father wasn't the same kind of sick other kids' dads were. His father drank something that made him sicker, but really he was kind of sick all time now.

The mother made some money as a housekeeper, but most of the money came from a letter in the mail. The boy guessed there wasn't much housework to be done in a small town like this.

They had only lived in this town since summer and he had not one friend. He had had one back in the last town they lived in but not really a good one. He suspected the only reason he had one at all was because the "friend" liked to come to his house and watch his father try to move around the little shack

after he had been drinking from the bottle that made him sick.

Neither he nor his sister knew what Christmas was. There was a fat little man dressed in red that advertised the event on sign boards. Since the boy had been in school a few years he had learned the fellow's name was Santa Claus.

"What a fake," he thought. "If this man was supposed to make people happy on Christmas why had he never bothered with my family. Sure, Santa Claus was a fake."

He was thinking about Santa Claus on the way home that day because he saw a cardboard picture of him on top of one of the town's biggest houses.

He wanted to throw a rock at the thing but was afraid he might miss. "How could anyone think there is such a person. If Santa Claus is real, he is an unfair and selfish man because he won't come to shacks like ours."

Then school was dismissed for Christmas and the other kids seemed so anxious for Santa Claus to come. They could hardly wait until the morning to find out what he had brought them.

The boy was amused at their excitement but it wasn't the kind of amusement a 10-year old boy should have. It was a cynical and black kind of feeling. He knew there was nothing for him to look forward to.

The teacher really ruined things for him. She told each one in the class to write a letter to Santa Claus and on the last day of school before the holidays, she read everyone's aloud.

He could tell when she came

SANTA LETTERS

Dear Santa,
I think I have been good. I want a bicycle and a tiny little ballerina doll.
Your friend,
Sheryl

Dear Santa Claus,
I would like you to bring me a small doll, aqua squaw boots, and a basket for my bicycle.
Your Friend,
Vickie Hawkins

Dear Santa,
I want a bicycle and a colt 45. That is all.
Your friend,
Angel

Dear Santa,
I want a trampoline, a Tanner 50, and a Paladin's gun.
Your friend,
Johnnie Charles



Christmas

"And when they were come into the house, they saw the young Child with Mary His mother, and fell down, and worshipped Him; and when they had opened their treasures, they presented unto him gifts, gold, and frankincense, and myrrh." As on the night when the Wise Men found the place where He was, may the story of the first Christmas bring to us wonder and joy ever new. And may His message, heard again in song and story, give to all of us the great gifts of spiritual joy, eternal hope and promise.

**BOVINA
WHEAT
GROWERS,
INC.**

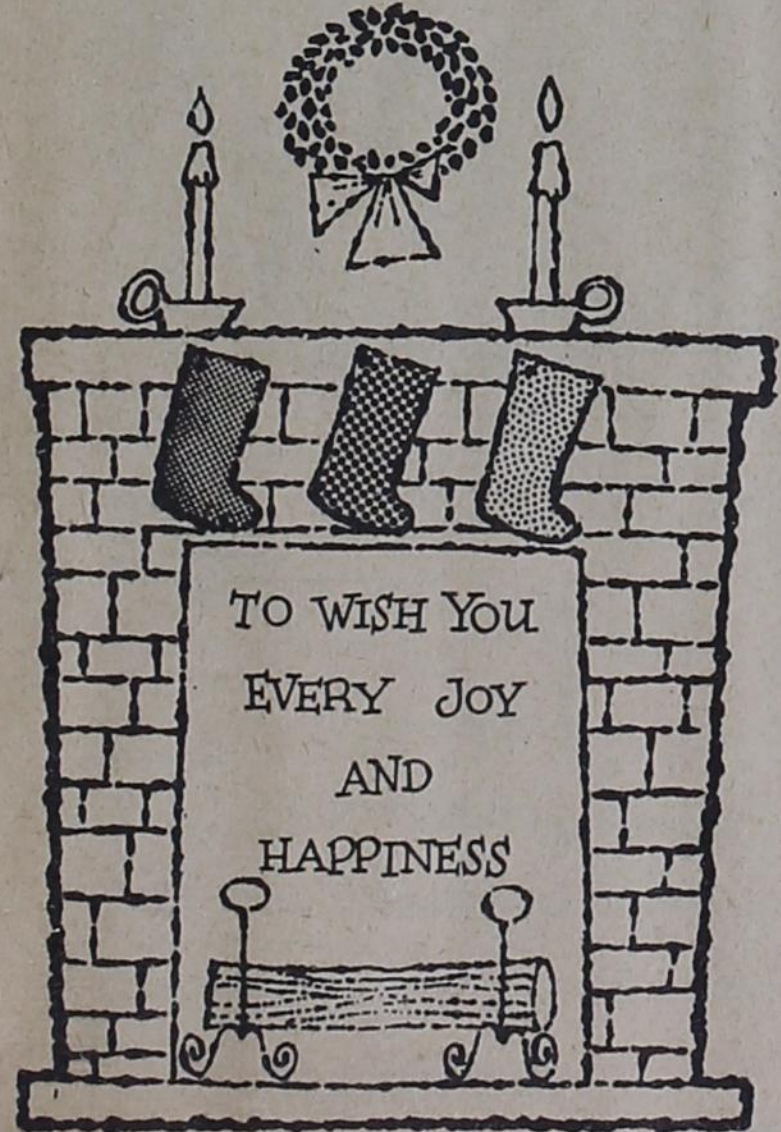
**"We Serve
To Serve
Again"**

Jim Russell,
Manager

AD8-2791

Greetings
for
CHRISTMAS

It's time to count our blessings, to acknowledge with gratitude the loyalty of our friends, and to express appreciation and good wishes to the fine people whom we serve.



**Bovina Real Estate
And Insurance**

A. L. Glasscock

AD8-4382

Bank Bldg.



The most beautiful story ever told is read by Mrs. Lee Kimbrough to her children from the family Bible. Nancy and Kyle seem to be thoroughly enjoying it.

We Thought He'd Forgotten

(Continued from page 1)

to his. She didn't get really angry. He had never seen anyone look like that before. She stopped in the first sentence of his note and read the others. Then she said for him to stay after school.

CHRISTMAS FOLDER

The National Board of Fire Underwriters will be glad to send you free copies of its new card folder entitled "Wishing You An Old-Fashioned Merry Christmas." The folder gives 14 tips on holiday safety. Write to National Board of Fire Underwriters, Public Relations Department, 85 John Street, New York 38, N. Y. If you live in the Middle West, write to National Board of Fire Underwriters at 222 West Adams Street, Chicago 6, Ill., and if West of the Rockies, to 465 California Street, San Francisco 4, Calif.

"Santa Claus is the cause of this," he thought to himself. "He must really be a mean man."

The teacher didn't act like he had expected her to. She had sort of a smile on her aged face but it put him on guard because it was the same type smile Santa Claus had in all those pictures.

The first thing she asked was if he knew why Christmas was a holiday.

"Sure," he said. "It's a day when Santa Claus works and everyone else takes the day off."

The teacher wasn't smiling now. "Where do you live?" she said.

So that was what she was going to do . . . go tell his mother that he had been a bad boy.

He hated to tell her where he lived because he was afraid she would go there some time and see what a place it was.

He didn't even know the street name. He tried to tell the teacher how to get there but she finally asked him just to show her. He didn't think he had much choice so he said he would but they would have to get his little sister, too.

They found her in front of the school. She had a star that some older child had painted and thrown away. She said she was going to take it to mother for Christmas.

"Now how could that little six-year old get tricked into this Christmas idea," the boy said to himself.

On the way home, the teacher didn't go the way the boy told her and she talked all the time they were driving.

The boy was frightened at first because he thought she might take them far away where they could never get back. But the teacher had a nice car that was warm inside and he started listening to her.

She was talking about Christmas, naturally, but not Santa Claus. She told them a story about a baby born in a stable long ago.

He was a special baby who men came to worship. He is still worshipped by many people today although he doesn't live on earth anymore.

The teacher told what a good man he had been; that he had been killed while still young and had a wonderful place built on the other side of the sun where people who lived like he had could live someday.

The boy and girl had never heard a story like that before. Both thought it was a good story and believed the teacher when she said it was true.

But the boy still wondered about Santa Claus. "How did he get to be part of Christmas," he asked.

The teacher said that Santa Claus didn't want to be as important a part of Christmas as people had made him. She said she feared he had almost made people forget what started the Christmas celebration.

The teacher explained that Santa became part of Christmas many years after the baby was born in that stable.

"When the baby was born, some wise men came and gave it gifts because they had been told the baby would be named Jesus and would make it possible for them to live in that place beyond the sun," she said.

"Santa Claus decided to help people remember Christmas time and to take the selfishness out of their hearts so they could give gifts to each other."

"Some people say he drives a sleigh pulled by reindeers and brings toys for kids. Why doesn't he bring something to us," the boy said.

"Sometimes Santa doesn't bring playthings. He may bring something much better like good health, or happiness," the teacher explained.

The boy told her he had brought neither to their house.

For the first time, the teacher had nothing to say for quite a while. Then she said that Santa Claus makes errors sometimes. Maybe he had forgotten them in the past.

Finally they were home and the teacher didn't seem to be shocked by the appearance of their house. It had rags in the broken windows and was pitifully small and fragile.

She wished them a Merry Christmas and asked if she might come and take them for another ride on Christmas afternoon.

As they left the teacher the boy noticed she was writing something in a small book she took from her purse. Then she was gone and the boy stood watching the white car. He noticed Merry Christmas written on the back of it.

Christmas came quickly. He could tell when it was Christmas eve by the way people talked and he overheard many say that tomorrow was the big day.

That night, he decided to stay awake all night so if Santa Claus came he could apologize to him for saying all those bad things.

His mother was away and his father was very sick. He tried to keep his eyes open but soon was asleep.

He was awakened by the front door closing. He scarcely noticed the little Christmas tree and the modest stack of gifts in the corner. He had to stop Santa Claus and make his apology.

He reached the door just as a car started in front of the house and as it drove away, he saw in the moonlight that it was blue and written on the back were the words "Merry Christmas."

"Santa and his helpers make mistakes sometimes," he thought.

SANTA LETTERS

Dear Santa,
I am 6 years old and I am in the 1st grade. I have been a pretty good girl, so if you can, please bring me a big baby doll. I would like to have a new fur hat too, to wear to Sunday school. I'll try to be real good til Christmas.
Sharon Hemke

Dear Santa,
Bring me any baby doll that will really wet its diaper and bring me a small surprise. Bring me some nuts, fruit, and candy.
Don't forget about my twin brother, Kirk.
Thank you,
Mary Nell

Dear Santa,
I want a tiny tears and a little bottle and a nurses set. Merry Christmas.
Good-by
Dala Jean Boyd

Dear Santa,
I am a little girl six years old. Please bring me a bike. I Love You,
Brenda Lide

SANTA LETTERS

Dear Santa,
I want tights for Christmas and a doll that nurses a bottle. A pair of shoes and a dress. I love you Santa,
Love,
Lynette Joplin

Dear Santa,
I am 6 years old and in the first grade. I would like you to bring me a brides doll with clothes and a book I can read. I've Tried to be good.
Love,
Lisa Charles

Dear Santa,
I want a doll for Christmas; and a serving mashin, baby buggy.
Linda Garcia

Dear Santa Clause,
Will you please bring me a tiny tears doll and a rocker Basinett?
Thank you,
Deborah Kay Spicer

Dear Santa Clause,
My name is Susie. I want a tiny tears doll. I mine my mother and daddy very much.
Love,
Susie

Dear Santa,
Bike and basket. Cars, I want a tiny chair.
Your little friend,

Dear Santa,
I want a bike and a basket and a nurse set and a tiny chair. Merry Christmas Santa,
Good-by Santa.
I love you,
Debra Kirkpatrick

Dear Santa,
I want a bike and a basket and a nurse set. Merry Christmas Santa. Good-by Santa.
I love you,
Deborah Hawkins

Dear Santa,
I want a basket. Don't forget my little brothers. I have three little brothers.
I love you,
Mary Ramirez

A little boy dialed information and asked for the neighborhood movie theater. "You will find that number in the telephone directory," said the operator. "I know," came the small voice, "but I'm standing on it."

A youngster walked into a bank the other day to open an account with \$25. The bank's vice president gave him a benign smile and asked how he had accumulated so much money. "Selling Christmas cards," said the lad.

"Well, you've done very well. Sold them to lots of people, obviously,"

"Nope," answered the little boy proudly. "I sold all of them to one family -- their dog bit me!"



Merry Christmas

Christmas is here...and we wish for you all its deepest pleasures . . . expressed in greetings from friends and loved ones . . . experienced anew in the inspiration of the ageless Christmas story. And, as the Wise Men followed a Star, and found the Babe of Bethlehem, may you and yours find spiritual peace and joy at Christmas.

Thank You For Your Patronage During The Year

Paul Jones Texaco Service Station

AD8-4331

Hwy. 60

Bovina



Season's Greetings

We welcome the festive season and this opportunity to tell you how much pride and pleasure we take in your friendship and loyalty. Have a very happy holiday!

Bonds Oil Co.

Hwy. 60

Bovina

AD8-2271

Greetings

with many thanks for your loyalty and good will

We are very happy indeed to take this opportunity to tell you how much we appreciate the privilege and pleasure of serving you. It's our sincere wish that Santa brings you just what you're hoping for and that life holds many joyous occasions in store for you and all those who are dearest to you.

BOVINA FARM CHEMICAL

"All Kinds Of Fertilizers"

Troy Fuller Buster Cochran Charles Corn



Randel and Brenda Charles are lovely enough to be placed on any Christmas tree in their red velveteen jumpers and white blouses. Brenda is hoping Santa will fill her huge knitted stocking full -- but Randel couldn't care less. He's happy with just the wrapping paper and tree ornaments. They are children of the Mark Charles.

SANTA LETTERS

Dear Santa Claus,

My name is Christie and my sister's name is Cathie. Cathie is 2 years old today and I will be 4 years old three days after Christmas.

I would like a tiny tears doll in a suitcase with clothes, also one for my sister. And if you have any extra little pianos and swing sets, would you please bring us those, too.

We are going to try to be good little girls.

Christie Kay Trimble

Dear Santa,

Please bring me a tent, rifle, and a drum. Karen wants a big baby doll, and a scooter.

Love,
Greg and Karen Bell

Dear Santa,

I want a Colt 45, Winchester, an electric train, a bicycle, Paladin's gun, and Josh Randall's gun for Christmas. How are you?

Your friend,
Jimmie

Dear Santa,

I want a record player, electric train, broadcast radio, transmitter radio, Paladin's guns, Josh Randall's gun, cape canaveral set, trampoline, and a missile set for Christmas.

Your friend,
Johnnie Hugh Horn

Dear Santa Claus,

I want a suitcase with a doll in it. Will You bring it to me?

Your friend,
Berry Jo Harris

Dear Santa,

I forgot to tell you I want an army set, too. Please remember my sisters.

Dwain Grissom
Tiaban, N. M.

Dear Santa Claus,

I would like a "Learn to Draw Outfit" for Christmas, and a half slip. I love you Santa.

Your friend,
Phyllis Renner

Dear Santa,

I have been a very good boy this year, (I think) I would like to have a football suit with shoulder pads, helmet and all the rest, a pair of boxing gloves and a punching bag and an electric blanket to sleep in.

My brother, Ken, would also like an electric blanket and a clock radio. He also would like a pair of boxing gloves (to protect himself)

From a good little boy,
Johnnie Hugh Horn

Dear Santa Claus,

I would like a Josh Randall's gun and Fanner 50, too.

Your friend,
Woody

Dear Santa Claus,

For Christmas I want a Colt 45, Josh Randall's gun, Fanner 50, Rifleman's set Winchester, Ricochet gun, maching gun, buckle gun, a trampoline and a football.

Your friend,
Robert S.



AT CHRISTMAS-TIME --1959--

We Wish The Season's Best For You, Friends, Neighbors, Customers!

And We Express Sincere Appreciation For Your Fine Patronage During The Ginning Season!



Lawlis Gin Co.

— Ovid Lawlis —



A Christmas Message
to the Car Owners
of This Area



A Joyous Christmas

To each of you, our customers and friends, and those whom we would like to call our customers and friends, we extend a Merry Christmas. It is our wish that you will spend a most enjoyable occasion with loved ones and friends and that truly this will be the finest Christmas of them all.

Also, we want to thank each of you who has given us an opportunity to service your car during the past year. It has been our high purpose to offer the finest quality workmanship with genuine parts on every job, whether a minor tune-up or a complete overhaul. We promise to continue this business policy. Meantime, we send

BEST WISHES FOR
A SEASON OF HAPPINESS TO ALL

H&M Garage

Gene Hall

Dub Mayhew

—BOVINA—



Be Sure Toys Are Safe

Adults should insist that all toys be safe -- not likely to cause fire, shock or explosion.

Good judgment is essential in purchasing chemical sets for children. Toys requiring alcohol, kerosene, gasoline or carbide lamps may be hazardous in young hands.

On heat-producing toys, the UL label is especially important.

Your best assurance of getting a safe electrical toy is the UL label or tag on the toy.

Parents should supervise all play with electrical toys or toys involving fuels and chemicals,

advises the National Board of Fire Underwriters.

The little boy approached Santa in the department store with a long list of requests. He wanted a bicycle, a sled, a chemistry set, a cowboy suit, a set of trains, a baseball glove and roller skates. "That's a pretty long list," Santa said sternly. "I'll have to check in my book and see if you were a good boy."

"No, no," the youngster said quickly. "Never mind checking, I'll just take the roller skates."



Mommie's little "helpers" are always underfoot when the delicious aroma from Christmas cooking begins to fill the air. No exception are Debbie and Vickie, daughters of Mr. and Mrs. Harold Hawkins.



A Joyous Christmas

As the merry Christmas bells echo far and near, as friends and families gather to celebrate the happiest of holidays, we wish for everyone the season's best.

BEAUTY LAND

-BOVINA-

SANTA LETTERS

Dear Santa Claus,

I want a dew-drop doll and squaw boots, and a Colt 45. If you will look on the table there will be a coke and a glass of milk for you. If you want to look in my room and see me, you can.

Your Friend,
Myrna Fay

We will have some cake and water for you. Remember all the poor kids in hospitals. Bring them all the toys they want.

Love,
David and Sharon

Dear Santa,

I want a baby doll that can cry real tears and that has a bottle too; A baby bed and buggy.

I wish that you would come at night on Christmas at 12 o'clock. Be sure and bring all I want.

Love,
Creta Sisco

Dear Santa Claus,

I want a BB gun, a missile set, and a punching bag. Some time I like to play guns, so I want a Josh Randall's gun, and a little radio and boots.

Your friend,
Bobby Redden

Looking up from her knitting, the wife said, "We gave Mother a chair last Christmas. What do you think we ought to do for her this year?"

Smiling slightly, but without looking up, the husband answered, "Electrify it, of course."

Grease-Free Stove Insures Tasty Dinnes

To keep Christmas merry and insure your family of an old-fashioned Christmas dinner, have a grease-free stove ready for the holiday.

You can avoid a grease fire if you clean out your oven regularly to avoid an accumulation of grease.

As a further fire safety step, keep grease containers away from your stove.

If a grease fire does break out while you're cooking, cover the burning pan with a large flat cover, using a long handled fork, or smother it quickly by sprinkling ordinary baking soda or salt on it.

If you use a stove or range, make sure window curtains or hanging towels don't blow over burners.

Small fry chit-chat overheard in the schoolyard after the holidays:

"Didja go out of town for Christmas vacation?"

"Nope, I stayed home. I had a job, though."

"A job? Doin' what?"

"I got 50 cents a week from Mommy, not to play my new drums."



Just popped up to say a friendly "Hello" and wish you and yours much happiness throughout the Christmas season!

The Mary Marr Shop
Bovina

CHRISTMAS

brings pleasant thoughts of the folks we've met along the way. It's a pleasure to think of you at this season, to thank you and say sincerely

* * *
Best wishes

for a joyful Christmas

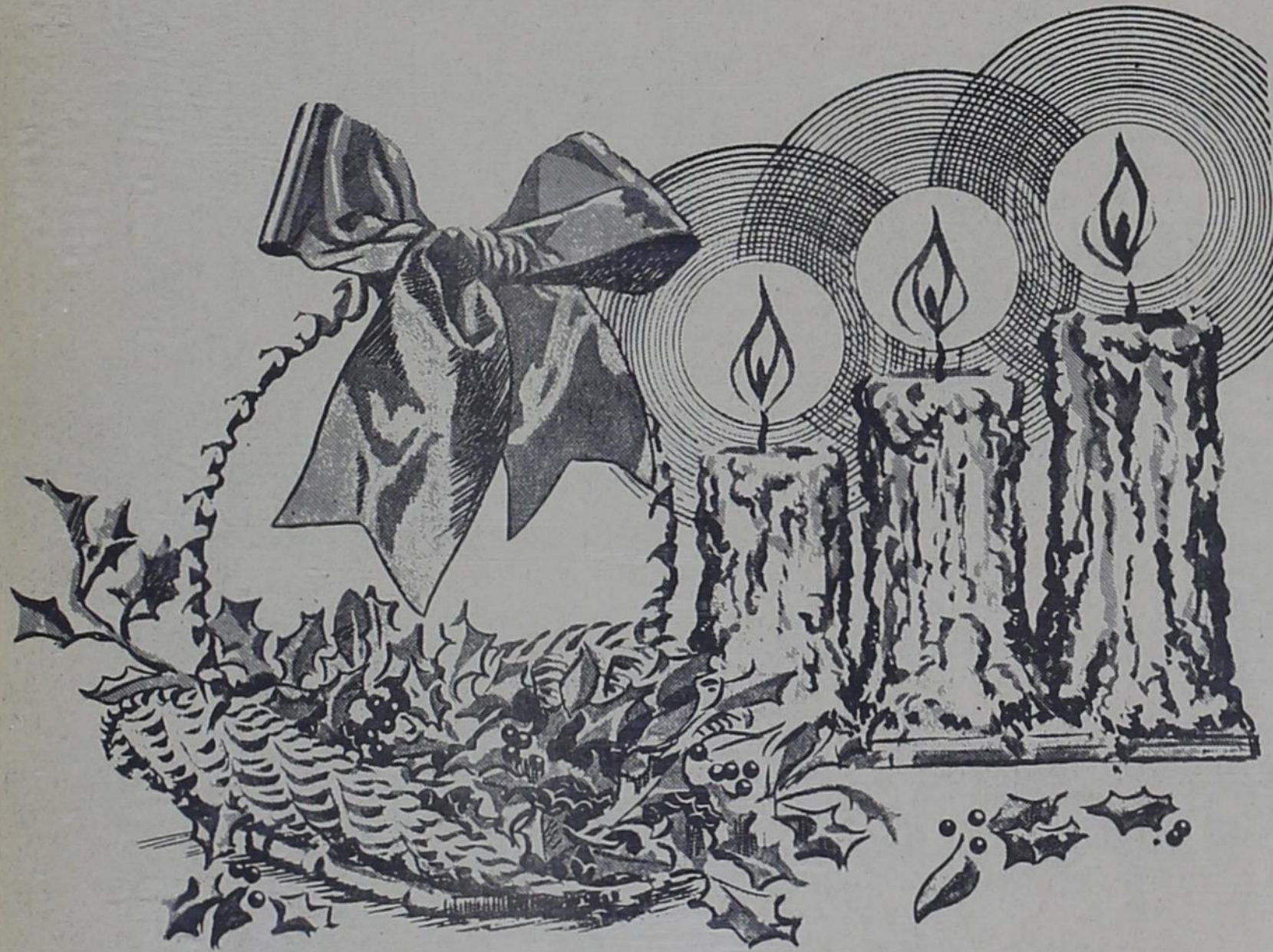


Superior ELECTRIC CO.

AD8-2751

Jack Kesler

Bovina



MERRY CHRISTMAS

We look back over the past year... a good one, full of the enjoyment of life and count ourselves extra fortunate to have friends such as you.

May the coming year have a full measure of happiness. And for this season, again we say,

MERRY CHRISTMAS

Warren Auto Supply

Mr. And Mrs. C. P. Warren

Hwy.60

AD8-2262

Bovina

WE'RE GRATEFUL

How very many happy recollections come to our mind at this season of the year... May

your day be as merry as your heart is light... **SEASON'S GREETINGS**

May we, too, recall with sincere appreciation the important part you have played in our own business growth. For your friendship, we are truly grateful.

AT CHRISTMAS



3-WAY CHEMICAL CO.

Fertilizers-Farm Supplies

Highway 60

Bovina

AD8-4841

Music Has Become A Part Of Christmas

BY WANEEN RAGSDALE

Did you ever consider what Christmas would be without Christmas carols? Can you imagine how much would be missing if you were unable to hear the familiar strains of the beloved melodies?

As the Yuletide season approaches, it is as if meeting an old and dear friend when hearing a favorite carol again for the first time.

If Dr. Gallup conducted a poll, "Silent Night" would more than likely be the favorite Christmas carol. Whenever this exquisite carol is sung, it awakens precious memories of childhood, of lighted Christmas

trees in darkened churches and homes.

The very simplicity of the song and the tranquil beauty of its music seem to breathe the atmosphere of the humble manger-birth.

It has sung its way into the hearts of mankind, being now one of the universal favorites. It has been translated into no less than ninety different languages and dialects.

On Christmas Eve, 1818, the organ of St. Nicholas Church, Oberndorf, Bavaria, was in need of repair. Oberndorf was snow-bound, and there was no repairman for miles around.

Yet there had to be some form of special music for the

Christmas service. Franz Gueber, church organist, lay the matter before his friend, Joseph Mohr, vicar of the church. He suggested that a new song might be helpful in the emergency.

At this suggestion Mohr wrote the lovely verses of "Silent Night." Gruber immediately composed the music for it and presented the new song at the Christmas Midnight Mass. It was sung in a three-part arrangement to the accompaniment of a guitar.

The Christmas crib long ago became the occasion of many manger-carols and lullabies. One of the best of these is the charming song "Away In A Manger."

Its beautiful flowing melody with its characteristic rhythm seems to suggest the rocking of a cradle.

In 1223, St. Francis, the great mystic of the Middle Ages, was wrestling with a problem of deep significance. In his

opinion, the Gospel message had become so highly intellectualized that it seemed cold and dogmatic. It must be humanized so that it might better appeal to the heart of common man.

"Why not dramatize the Christmas story?" he thought. "The common man will then better understand the meaning of the Incarnation."

Accordingly, he had a manger and all the trappings of a stable placed in his church. On Christmas Eve, the members of his parish came to the church and there, before their very eyes were Joseph and Mary, and the Child in the manger.

The people rejoiced. Christmas had never seemed so real to them. This touching scene has since been the inspiration for many of our beautiful carols.

Charles Wesley is said to have written over six thousand hymns and spiritual songs. His two greatest hymns are: "Jesus, Lover of My Soul" and "Hark! The Herald Angels Sing," in 1739. The melody,

written by Mendelssohn for a cantata called "Festgesang," was adapted from the second chorus. Had Mendelssohn lived to hear this melody sung to the sacred words of "Hark! The Herald Angels Sing," we wonder if it would not have won his enthusiastic acclaim, as it has won the acclaim of millions throughout Christendom.

When Isaac Watts published the "Psalms of David" in 1719, he did not know that he had included any Christmas songs in his collection. The "Psalms of David" was a collection of hymns and paraphrases based on the Psalms. One of these was based on the 98th and was entitled, "Joy to the World."

Lowell Mason adapted a tune for Watts' verse from Handel's "Messiah." With the spirited Handel melody, "Joy to the World" is not only well suited to be used as a church hymn, but is also very effective for outdoor caroling.

Although the exact source of

the Latin hymn, "O Come, All Ye Faithful" is uncertain, it very likely originated about 1700, in France. We know it was often used as a processional hymn by the religious orders on their way to the sanctuaries, preceding Christmas Midnight Mass.

It was also commonly used during the 18th century in Roman Catholic Churches of France and England as the Benediction of the Christmas Mass.

This verile tune has always been a favorite of such great Americans as Theodore Roosevelt and General Robert E. Lee. America is not alone in choos-

ing the melody as its favorite. "O Come, All Ye Faithful" is the most universally popular of all the Christmas songs, having been translated into 119 languages and dialects. It ranks as one of the great hymns of the ages.

Phillips Brooks, a popular young rector of Philadelphia, had a sublime experience of standing on the summit of the starlit hills overlooking Palestine on Christmas Eve.

This experience served as the inspiration for the poem "O Little Town of Bethlehem."


Phillips Brooks loved children and wrote many songs for

them, but this Christmas song, written for the children of Holy Trinity Church, Philadelphia, was the best known of all.

"O Little Town of Bethlehem is one of the most popular carols of American origin. The carol-tune, which enhances the poem, was also written by a lover of children, the composer, Lewis Redner, was the organist and superintendent of the Sunday School at Holy Trinity.

He promised the children he would write a melody for the poem so they might sing it at the next service.

When he went to bed the fol-



Christmas Greetings

The last days of the year are the best. And they've finally come. Our Christmas wish is that they be filled with extreme happiness for you and your family.

5¢ Scooter's 10¢

THE POST OFFICE IS NEXT DOOR SOUTHWEST OF US



All of these "shoot-em-up" fans are settled down to the serious business of writing Santa for new rifles and cowboy outfits. They are J. B., Stewart, Mike and Bobbie -- sons of Mr. and Mrs. Bob McMeans. If they get their orders filled things should be popping Christmas morning.

A Policy for All Happiness Insurance

There's a policy we want to write for each of you...one that would insure everyone for a maximum amount of happiness for Christmas and the days to follow. May the benefits of this Christmas policy bring you lasting contentment and joyfulness and prosperity. Thanks, also, to each of our policy holders for your very fine friendship.



"All Kinds Of Insurance"
WILSON-BROCK
Insurance Agency
Joe Wilson Aubrey Brock
AD8-2252 Bovina

SANTA LETTERS

Dear Santa Claus,
I would like a nurse tray with cape, dress and cap. I wear size 12 in dresses. I would also like a "Have Gun Will Travel" gun set with billfold, little gun and identification card. I try my best to be good.
Your friend,
Susan Thornton

Dear Santa,
I am a little girl almost 3 years old. I have tried to be a good girl this year. Please bring me a swing set with a slide, a baby doll, and an iron and ironing board. Remember all the other little girls and boys everywhere.
Thank You, Santa,
Jana Lea Rogers



The spirit of the holiday season brings to us a fuller appreciation of the true value of old acquaintances and loyal friendships. So it is only natural at Christmastime for us to feel grateful for the fine relationships that we have enjoyed over the past years with so many of our faithful patrons and friends. At the same time that we express our gratitude, we would like to extend our sincerest wishes for a joyful, healthful and bountiful Yuletide to all.

First National Bank
Of Bovina
Working To Make A Good Community Better



SEASON'S GREETINGS

to Our Many Customers

Our wish for you is that you will enjoy every minute of the Christmas Season... the family gatherings... the associations of friends... the many festivities... and all the traditional pleasures of Christmastime... may they all be yours.

It's a fine occasion, also, to tell you how much we appreciate your patronage. Your response to our efforts to bring you the finest in beauty culture inspires us to make greater efforts in the future so that you may have the opportunity of every latest development in hair styling and beauty aids.

Sincere Good Wishes



Pink Patio Beauty Salon
Main St. -Fannie Hudson- Bovina

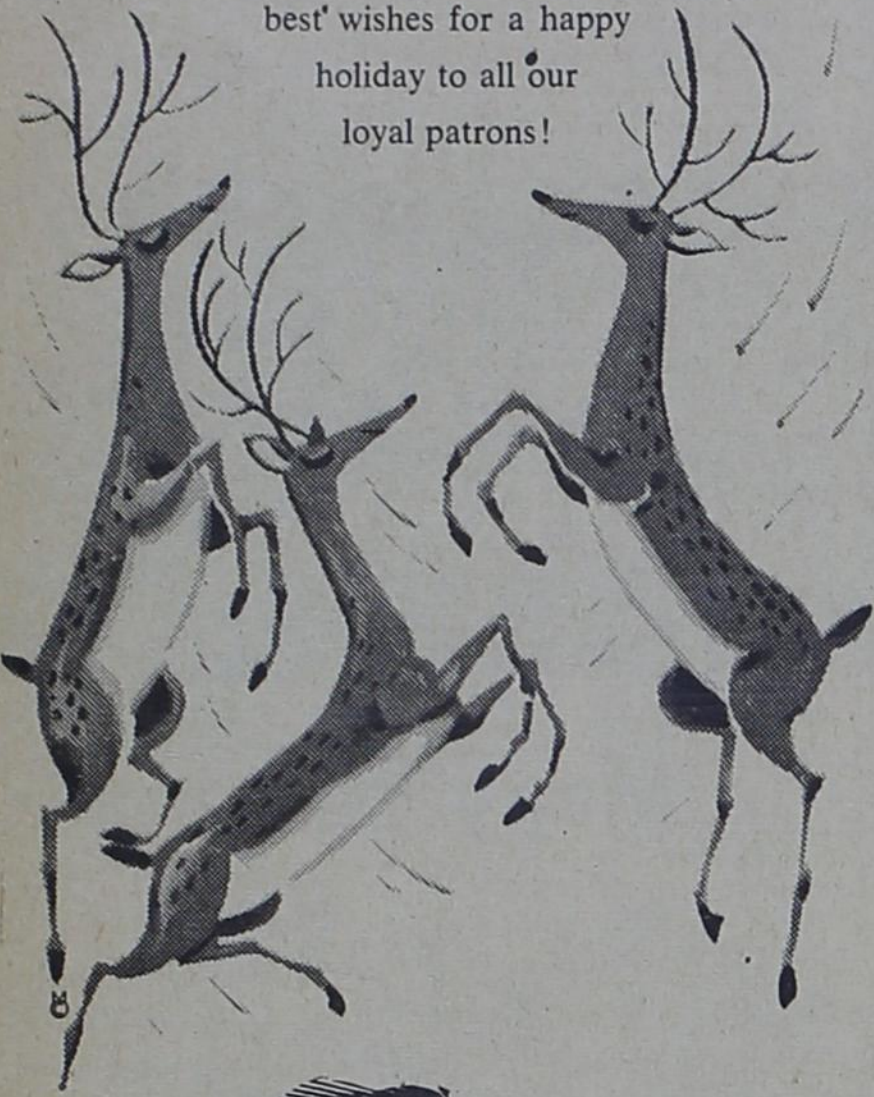
Christmas Hint

If there are smokers in your house, make sure there are plenty of ashtrays about. Empty trays frequently.

And when emptying them, make it a point to check the contents to be certain any fire in the tray is out.

GREETINGS

The season's the reason we're jumping for joy, with sincere thanks and best wishes for a happy holiday to all our loyal patrons!



You'll
Come
... Often!

**TOMMY'S
WESTERN
WEAR**

Tommy
Williams
Highway 60



As far as children are concerned, you can't get the Christmas tree decorated soon enough. Mr. and Mrs. Ed Hutto have turned all the work and fun over to their five daughters this year. They are from left to right, Roxie, 11; Beth, 9; Baby Tammie; Nancy, 4; and Twyla, 6.

SANTA LETTERS

Dear Santa,
I want a Josh Randel gun and an Elvis Presley guitar, a fire truck and a jeep for Christmas.

Jimmie Don
Newbrough

Dear Santa Claus,
I want a tiny tear for Christmas. When will it be Christmas Santa Claus? I want some dishes for Christmas. I like you Santa Claus very much.

Are you fine Santa Claus? I'm fine Santa Claus. When will you be here Santa Claus?
Your friend,
Olga Moreno

Dear Santa,
I would like to have a doll that cries, a cooking set, a pair of pixies, and a water paint set. Please bring my little brother a horsetractor and truck with two horses and an army set. Remember all the other boys and girls.

Love,
Carissa

Dear Santa,
Please bring me a Josh Randall gun set, a football and an army set. Also some candy and nuts for our stockings. I have a little brother this year so please, remember him.

Thank you Santa,
Love,
Mike Horton

Dear Santa,
Please bring me a English Racer bicycle and a small surprise. Bring me some nuts, candy, and fruit.
Don't forget my twin sister, and my two older sisters.
If you want to see me come in the front bedroom and I will be asleep.

Thank you,
Kirk Edens

SANTA LETTERS

Dear Santa,
I would like a BB gun and a Wyatt Earp suit. If you are hungry, help yourself to our Christmas goodies.
Love,
Michael Beauchamp

Dear Santa,
Please bring me a girls toodles doll. Bring our Tammie a sleepy doll. Please remember the other kids.
I love you,
Loy Beth Christian
Merry Christmas

Dear Santa,
Please bring me a scooter, a jeep, and a bow and arrow. I'll try to be real good all year. I love you.

Thanks,
Conrad Renner

Dear Santa,
I want a cars.
From a nameless first grader

Merry Christmas

Our sincere good wishes to all the fine people of this community, especially to our farmer and stockmen friends whom it has been our privilege to serve in a business way during the past year. We have enjoyed our dealings with you, your friendships and associations and wish you a most pleasant Christmas Season.

Our efforts will continue to be directed toward supplying the finest products possible to our customers and we invite your continued consideration.



Parmer County Farm Supply

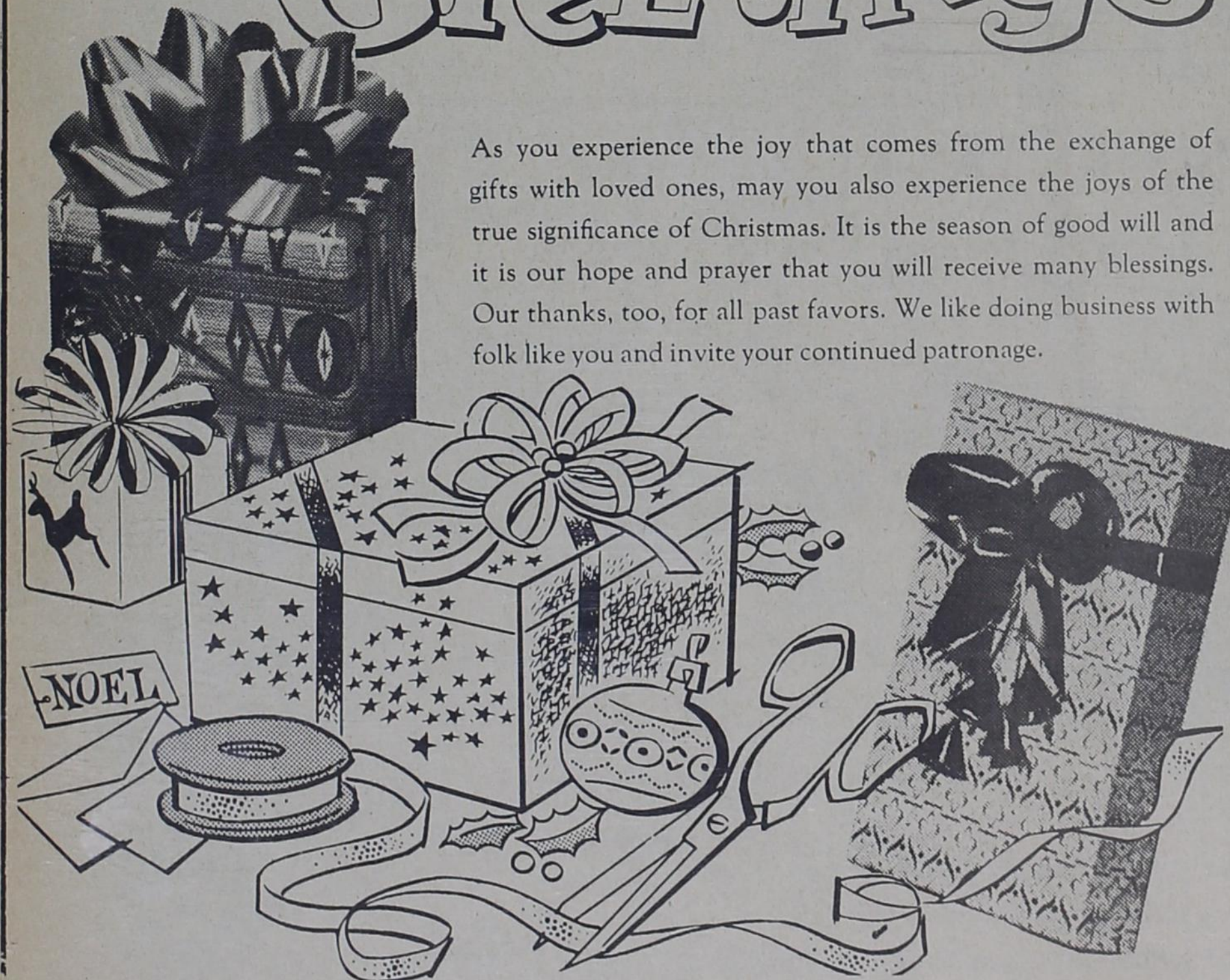
Your Complete Farm Supply Store

Bud Crump, Mgr.

-Bovina-

AD8-2621

CHRISTMAS Greetings



As you experience the joy that comes from the exchange of gifts with loved ones, may you also experience the joys of the true significance of Christmas. It is the season of good will and it is our hope and prayer that you will receive many blessings. Our thanks, too, for all past favors. We like doing business with folk like you and invite your continued patronage.

BOVINA IMPLEMENT CO.

Your Massey-Ferguson Dealer

Highway 60

Bovina

THANK YOU...

That's a wonderful part of Christmas: it seems, more than any other time, those two simple words, "Thank You." At Christmas all of us are more aware than ever of the heartfelt enjoyment we receive from giving thanks where it is due.

So to all of you, whose friendship means so much to us, we say:

Greetings

OF THE SEASON

JOE M. BROWN GIN -BOVINA-

LOVE ISN'T LESSENER BY SHARING--

Christmases Have A Way Of Always Ending Happily

BY SALLY WHITESIDES

This fragile thing called happiness has come again to me this year.

I didn't really expect it, what with all that has happened within the last few months, but here I am, sunk deep into the luxury of user contentment.

My life, as the constant com-

panion of a certain little girl named Katherine Irene Torance --Kit for short--began three years ago at this season of the year . . . Christmas time.

It must be admitted, I'm not really much to look at, but then, who would be if they were sewn and drawn by the inexperienced hands of a comparatively new mother of a little

two year old girl. In fact, I was, that first fall, the subject of any number of little secret jokes between Kit's mother and daddy. As he was watching the process of my assembly, he nicknamed me Raggety Ann, but later, Kit named me Betty. And Betty I'll always be.

As you may have guessed, I am homemade. Kit's mother

made me of pink material; stuffed me with cotton and made the soles of my feet stiff with paste board. Because my face is colored with crayolas, my eyes are a little too blue and the "bloom" in my cheeks is a wee bit too bright, but Kit never minded.

She never cared that my nose was drawn a little off center; I never had a chin or that my neck was as limp as my long arms and legs. Kit never seemed to care either that my eyes never went to sleep or I couldn't stand alone, never mind walk. I was just her beloved Betty.

That first year, Kit's mother made a little dress with ties instead of buttons. She explained to Kit's daddy that little girls two years old couldn't manage buttons and button holes when their baby dolls needed their dresses changed. She also gave me a pair of Kit's old stockings to keep my feet warm and even wrapped me in a blanket that she said she had used on Kit when she was tiny.

Then, she put me under the Christmas tree and there I was found Christmas morning by my Kit. And, from that moment on, I was her Baby Betty and she was my Mommy Kit. Deep was our love for each another.

Throughout the next year, Mommy Kit and I were always together. My favorite time of day was bedtime. Then Kit's mother would help us say our prayers and tuck us into bed together. There, too, in the gentle light of the hall lamp, Kit would tell me all sorts of secrets and would hold me close.

And other times, when vivid imaginary "bad things" would well up out of the darkness of our room, she held me close and kept up her own courage by protecting me.

Ah yes, our relationship, as Mommy and Baby, was rich throughout the next three years. Even in summer, when we could play outside, Mommy Kit would always take the best of care of me. I was never left to spend the night out alone by myself.

Oh sure, there were times she ran to meet her daddy and left me forgotten for the moment under the big tree. But I could always be sure that, come night-fall, she would come for me again.

Each year, on Christmas Eve, Kit's mother would make me more clothes and she would clean and recolor my face and one year, she even straightened my nose a bit. And during this time, after Kit was asleep, I would hear them talking about crop failures, sickness in their chickens and the new baby calf that died for no apparent reason.

Listening to them, I realized that they always expressed firm belief in each other and the future. They also spoke of their happiness and their good health --and made more plans for the

future.

Kit's mother would smile and say, "Just wait, when our time comes, we will have passed through this hardship and gained strength and then, when our ship does come in, we'll be far more appreciative of it."

This fall, things did change. The crops were far better than usual and the little calves of three years ago are now cows with calves of their own and not one little chick died throughout the summer and fall.

And those changes all but broke my heart.

For, as I have said, the last three years, I have been the only "baby" that Kit has had. But, some weeks ago, Kit's mother brought in an addition to our family. A great lovely soft doll with a pretty net dress with frills and flowers and she even had shoes. Real, little white leatherette shoes with honest to goodness shoe laces.

(Continued on page 8)

IT'S IN THE AIR
IT'S EVERYWHERE

MERRY CHRISTMAS

Kesner Cafe
Mr. and Mrs. Shirley Kesner

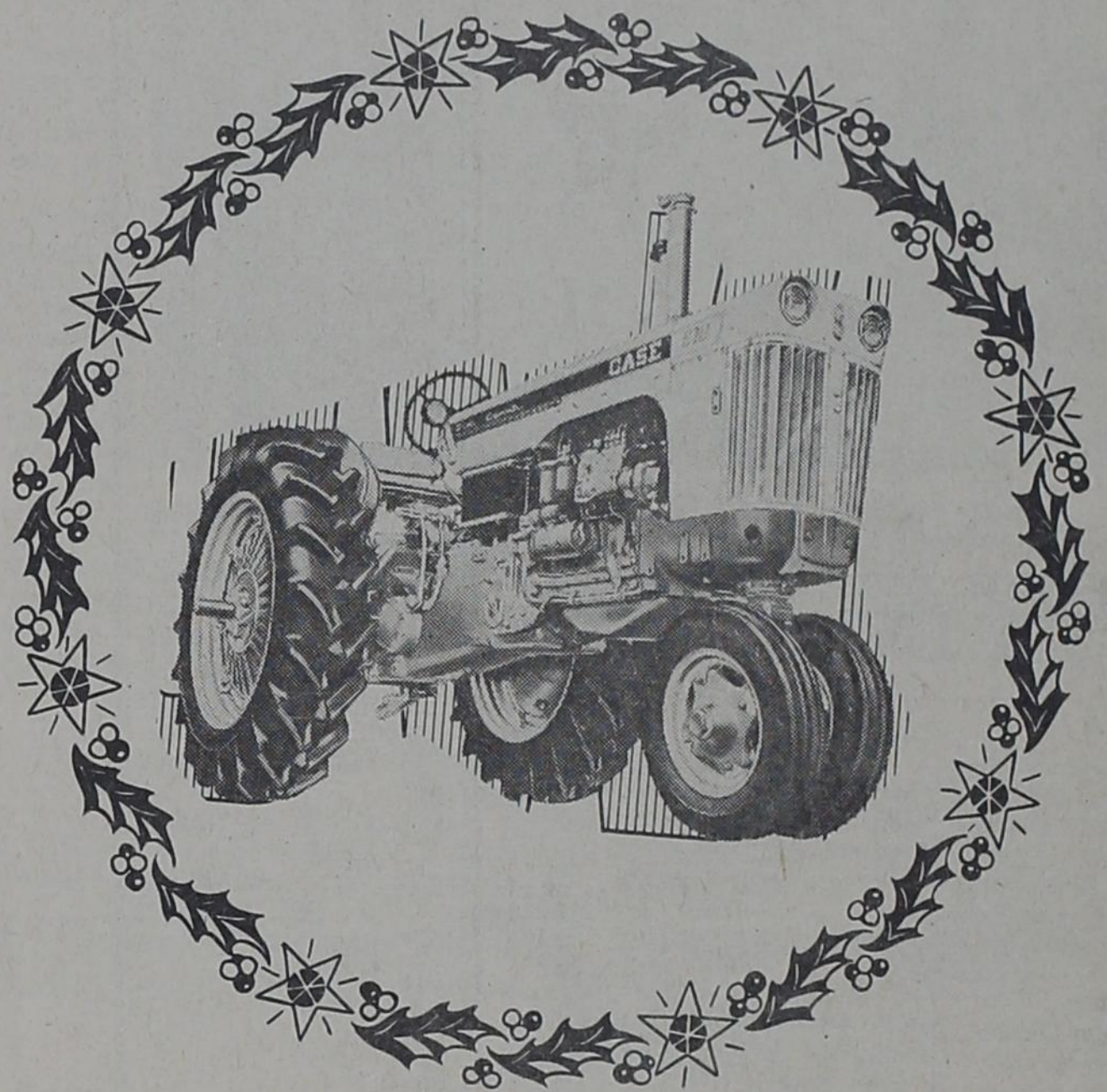
Highway 60 Bovina



Buddy and Denise Clements posed a dress rehearsal picture in new pajamas on how they will look Christmas morning under the tree with the gifts from Santa. Mr. and Mrs. Jimmie Clements are parents of the children.

MERRY CHRISTMAS

-And-



BEST WISHES

For The New Year!

HARTWELL MACHINERY CO.



John And Tom Hartwell

Highway 60 East

AD8-4301

Bovina

A VERY MERRY



CHRISTMAS

It means so much to us at this time of the year to send you our sincerest wishes for a joyous Yuletide. We hope your holiday will be filled with good health, good cheer and spiritual satisfaction.

WILLIAMS
Mercantile Company

"Pioneers In Bovina"

During This Gala Season, We Join In Wishing For You And Yours . . .

Everything FOR A MERRY CHRISTMAS

Too, We Say THANK YOU For Your Fine Patronage In '59 And We're Looking Forward To Serving You In The Soaring Sixties!

Cicero Smith
LUMBER COMPANY

AD8-2671

Bovina



Christmas is very definitely for the teen-agers, too. These "steadies" Leslie Formentin and John Sikes are taking full advantage of the mistletoe in the J. P. Macon's entrance hall.

Christmas Has Way

(Continued from page 7)

And, as Kit's mother proudly showed Kit's daddy all this, I heard him chuckle and murmur "And she doesn't have paste board in her feet."

And, as Christmas came closer, I waited for Kit's mother to clean and color my face and make me new clothes and find me more of Kit's old babystockings. But she didn't even seem to notice me.

Then, this morning, Kit was so excited about Teresa, as the new baby doll was named, that she not once missed me. And, all day, I lay on the floor behind her little bed, where I had fallen as she jumped up to see what Santa had brought her. Bed time came at last and then, I realized that love of

three long years cannot be wiped out in one short day with the substitution of something prettier. I found this out as Kit was slipping into bed. She asked for me then and we said our prayers together and, as the hall light glowed into the room, she and Teresa went to sleep. And I noticed that she had an arm around each of us.

I guess, people would say that I now have a sister, Teresa and I will have to share Kit's love. But I really don't mind that. Because now I know that love shared isn't lessened. She still loves me and, just think how much fun it will be for the three of us, out under the tree, come summer.

Child psychologist, giving advice to a mother: "You'll have to handle this child carefully; remember you're dealing with a sensitive, highly strung little stinker!"

Music Has Become

(Continued from page 5)

lowing Saturday night, the melody was still unwritten. During the night he suddenly awoke, and seeming to hear an "angel strain," he arose and hurriedly jotted down the notes for the melody. The following morning the song was presented to the Sunday school with the beautiful melody which Redner always insisted, was a gift from heaven.

During the early Colonial period, the Dutch settlers of New York brought their many Christmas customs and traditions to America. Among these was the tradition of St. Nicholas, or "San Nicholas" as they called him. In America "San Nicholas" became quite fleshy, grew a long white beard and changed his name to "Santa Claus." He has become a most familiar figure and is one of the most common symbols of Christmas in our country.

With his reindeer, his pack of toys, and his generous disposition, he is the joy of millions of American boys and girls.

Two American secular carols, "Jolly Old Saint Nicholas" and "Up on the House-Top" tell in a few verses what Santa Claus does when he is in America on Christmas Eve.

His characteristics have become so well known, and his actions so vivid that many boys and girls can even hear the hooves of his reindeer as he rides over the house-tops.

In modern America during the past decade we have grown to welcome with much fondness such Christmas songs as

"White Christmas" written by Irvin Berlin.

Satisfying American's liking for songs of a light nature, Spike Jones made a hit recording of "All I Want For Christmas Is My Two Front Teeth" that is charmingly sung each year by many urchins lacking in teeth.

Children are quick to begin singing "Rudolph, The Red-nosed Reindeer" at the beginning of each yuletide season. Gene Autry, hero of every cowboy lover that ever was exposed to television made this recording.

Let's admit, Christmas wouldn't be Christmas without music.

A youngster is growing up when he finds that the opinions of the department store Santa Claus do not necessarily reflect those of his parents.

SANTA LETTERS

Dear Santa,
I am a little girl four years old. For Christmas I would like a big doll, a washer, a record player, an Elvis Presley record, a red raincoat, a Paladin gun and a Chester gun. I'm leaving you some coffee and cake.

I love you,
Kimberley Denise Langer

Dear Santa Claus,
I have been good this year. I hope I can get a dew-drop doll and a record player.

Your friend,
Cathy Sikes

Dear Santa,
Please bring me a table, chairs, and dishes, a teddy bear, wagon and piano. I've been real good and didn't cry.

Cindy Read

Dear Santa Claus,
I would like a Nancy doll with some clothes to go with her. And I want a pair of squaw boots.

Santa, I will leave a sandwich and a coke out that night for you to eat and drink. You may come in my room and see me asleep Christmas night.

Your Friend,
Patricia

Dear Santa,
I want an electric train, and a Cape Canaveral set that fires missiles 25 feet high. Also a football. I have been a good boy.

I also want a few books. Here is a name of a book I want, "The Chipmunks." Don't forget all the poor kids, and the ones in hospitals.

Your friend,
Marvin

Dear Santa,
I want a Paladin's set, a BB gun, a missile set, a tumble bug set, a winchester and a bicycle.

Your friend,
Lowell

Season's Greetings

The joyous Christmas Season
is here again...to brighten our hearts,
to lighten our cares.

To all our wonderful friends, we hope this
glorious holiday will bring everything that
makes for a life of happiness and contentment.

Charles Oil Co
Phillips '66' Jobber
AD8-4321

Northside '66' Service Station
Service Supreme
Hwy. 60 East - Bovina

GET READY!

Santa's helpers are everywhere working with excitement... Christmas is here! The "Santa helpers" at our store have been extra busy... and having a world of fun... helping solve your Christmas gift problems. But no matter how busy... we've all been waiting eagerly for this moment. From us to you: A WISH FOR A VERY MERRY CHRISTMAS

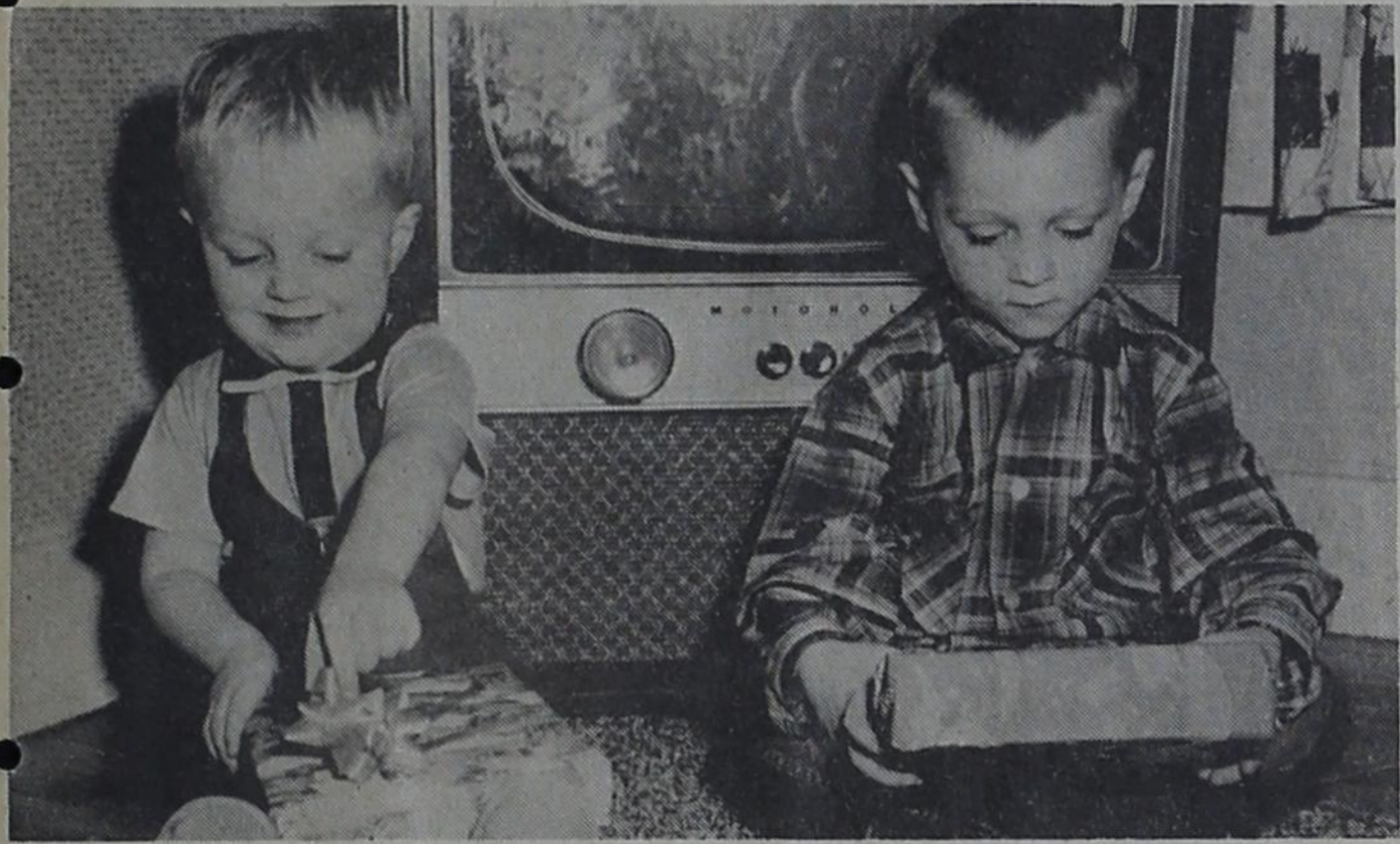
REA CLEANERS

Mr. And Mrs. Carl Rea
-BOVINA-



THERE'S NO EXCITEMENT to match the excitement that every parent and child feels when Christmas approaches. This is true of people everywhere -- whether they live in big cities or on farms. Farm families are naturally closer-knit, so undoubtedly the warm glow of Christmas is accentuated for them. Here are scenes from a typical Farmer

County farm family. Above: Mike, Larry, Martha Ann and Gregory decorated the family Christmas tree. They are the children of Mr. and Mrs. Clarence Martin, who live west of Friona. Below, Gregory and Mike, 2 and 5, look over a couple of interesting packages.



or more years. Usually a tractor or combine will qualify. Also, the property must have been purchased. Bates said any asset acquired by gift or inheritance does not qualify.

The maximum amount on which this depreciation can be taken is \$10,000 on a separate return and \$20,000 on a joint return. However, explained the specialist, this limitation may include several items of property to make up the total.

The full 20 per cent additional depreciation can be taken on equipment bought in December so it enables quick recovery of this much of the cost. Then, the regular yearly depreciation can be set up for the remaining cost, less salvage value. For example, a tractor bought on December 5 for \$4,200, would be allowed \$840 first year depreciation.

In addition, one month's regular depreciation would be allowed. If a salvage value of \$160 is a set up, the annual straight line depreciation on an eight-year basis would be \$400. Depreciation for the month of December would be \$33. So the total depreciation allowance on this tractor for 1959 would be

according to C. H. Bates, extension farm management specialist.

To be eligible for this first year write-off, the property must have a useful life of six

THE HIGH PLAINS FARM AND HOME

Early Yields Higher

Corn planted early in May, 1959, produced higher yields than later planting in the date of planting tests at the High Plains Research Foundation at Halfway, Texas.

Three varieties of yellow corn were planted April 17, May 1, May 15 and May 21 in this test. Delbert Langford, Assistant Agronomist at the Foundation, reported this week. Yellow varieties used in the date of planting tests included Northrup King KT6, Asgrow 104, and Texas 30.

All three varieties had their best yields on the May 1st planting: Texas 30, 95.7 bu.; Asgrow 104, 86.4 bu.; and Northrup King KT6, 84.9 bu. Thirty-eight varieties of corn

Take Soil Test Now For Higher Profits

Higher farm income in 1960 can result from soil tests made this fall or winter. Properly taken soil samples, says Extension Soil Chemist W. F. Bennett, can provide information about the plant food nutrients needed for high-income, low-cost yields in 1960.

Fall is an ideal time for soil testing because the soil laboratories are usually not rushed and recommended

grades of fertilizer are readily available.

Too, soils are usually in good condition for sampling at this time of the year. By getting soil test results early, Bennett says the winter months can be used for planning next year's fertilizer and cropping programs. The advanced planning, he adds, can mean the difference between a successful fertilizer

program or none at all. Bennett suggests a visit with the local county agent if additional information is needed on soil sampling. Local county agents can supply detailed printed information on how to take soil samples and boxes for mailing the samples.

The soil chemist points out that the laboratory results can be no better than the sample from which they were obtained. Therefore, he adds, samples must be properly taken to be representative of the area and the information sheet which accompanies the soil sample must be correctly and completely filled out. This information is used by the chemist along with the results of laboratory tests to make the fertilizer use recommendations for the farm.

It is Bennett's belief that information gained from soil testing can make farming more profitable by taking the guess out of fertilizer use.

Income Tax Changes Important

Some taxpayers may overlook recent changes in income tax regulations that could reduce their 1959 tax. One new feature is the 20 per cent first year depreciation al-

lowance on tangible personal property. Farm and ranch operators should know the limitations on this special depreciation option in order to decide whether to use it, ac-



Aren't we all very, very thankful for the moisture.

It gives us a **MERRY CHRISTMAS** and promises a **PROSPEROUS NEW YEAR**

- Best Wishes To All of You -

Henderson Grain and Seed Co. Inc.

Farwell

IV 6-3473

One of the great joys of life, as we see it, is the friendship we experience through the years. Our firm has been blessed with many of these associations, reflected in the continued growth that has been ours to enjoy. At this glad season of the year we wish to once more express our sincere appreciation of these fine friendships and to invite your continued thoughtfulness and consideration. We like to think that there is a spirit of friendship underlying each business transaction. We value our business friendships as we value our personal friendships.

MERRY CHRISTMAS TO EACH OF YOU



Parmer County Implement Co.

- FRIONA -



THIS IRRIGATION WELL IS SMALL, by standards for this part of the Plains, but it is significant that such an installation is making its appearance. Small tract, highly developed plots such as this planned by Cecil Dykes may herald a change in farming methods.



A WORKER LISTS field in preparation for irrigating and planting Midland Bermuda grass and alfalfa. Owner of the plot, located three miles southeast of Farwell, is Cecil Dykes. Dykes plans to raise registered Berkshire swine and possibly cattle on the field.

Bovina Exes Set Banquet

Bovina ex-students and teachers will have their annual banquet and get-together Saturday, December 26, announces Mrs. C. D. Looney, association secretary.

The event will be in the school cafeteria, starting at 7:30. This year's banquet will carry a western theme, and Underwood's catering service of Lubbock will serve.

"Plates are \$2 each," Mrs. Looney says. "Although it is not necessary to send in reservations, it would be a big help if everyone would."

"We are going to have a social hour following the banquet, and urge everyone to attend -- all ex-students and ex-teachers."

"The Great Plains Conservation Program--What Is It?", is the title of a new leaflet released by the Texas Agricultural Extension Service. In 48 counties are eligible to participate in the program which is set up to provide cost-share assistance for up to 80 per cent of the established rates for applying or installing approved conservation practices.

Prepares Field For Stock Raising

An irrigated grass and alfalfa field for raising hogs and cattle is in the preparation stages three miles southeast of Farwell, according to Cecil Dykes, owner of the field.

A former high school agriculture teacher, Dykes says he is planning a stock farm but his plans are not yet definite.

He is considering raising registered Berkshire swine. He feels sure he will have hogs and possibly cattle.

The ten-acre plot has a four-inch irrigation well. Dykes is having the field leveled and tilled in preparation for planting Midland Bermuda grass and alfalfa.

"It's a good time to get into the hog business because they are cheap," he believes.

The farmer-businessman says he will raise hogs for students and 4-H Club members. Dykes is also owner of the 3-D Drive-

in Farwell.

Dykes says he has seen as many as 100 cattle feeding on a field of the size of his. He explained that by split-fencing and running the cattle from one side of a field to the other while watering on the other side, outstanding results have been obtained by this type operation.

"It will be June or July," Dykes, says of the time he will be ready to run stock on his farm.

Snow Sinks Down

The general snow and rain that came to the Parmer County area over the past week was some of the most beneficial cold-weather moisture that has been recorded in recent years.

It came after a prolonged dry spell (the last moisture of any significance was in September), and after virtually all harvesting of fall crops had been finished.

At this time of the year, evaporation is very low, and there was very little runoff from the melted snow and rain because the snow cover itself prevented this. As a consequence, the moisture went where farmers like to see it: straight down.

Moisture amounts, as is usually the case, varied quite a bit across the county. Gauges measured from one to three inches. The lightest amounts of moisture were in the south and southwestern parts of the county area. The heaviest amounts were in the northeast. There was more snow to the west; there was much more rain to the east.

This timely storm dumped life-giving moisture to the young wheat crop, also. Many farmers had already completed their first winter watering, and the rest were getting ready to irrigate. All agree, however, that they'll trade an irrigation for a snow like this one any day.

Christmas Safety Suggestions

The gaiety of the Christmas season can be changed to grief and sorrow within seconds. The home, during this season, is usually loaded with fire hazards and unless safety precautions are taken an accident could happen, warns the Texas Farm and Ranch Safety Council.

The Christmas tree, the center of most home decorations, can be a principal hazard. The Council suggests that a freshly cut tree to be selected a few days before Christmas. Before it is placed in the house, the base of the tree should be cut diagonally and placed in water or wet sand. This will keep the tree fresh and help in retarding fire. The tree should be placed so that it will not block exits to a room and keep it away from the fireplace, powerful electric lights and other sources of heat.

the needles begin to dry and fall. This is also a time for smokers to be doubly careful, points out the Council. Extra care with cigarettes, cigars and pipes is advised especially

when smoking around flammable materials. Don't let wrappings from packages clutter up the house for they can become a real fire hazard.

Notify CROP Officials Of Commodity Donations

All cotton contributors to CROP (Christian Rural Overseas Program), ginners, bankers, and others interested in the program are asked to get work to J. C. Eiring of Route 2,

Plainview, if they have or know of any cotton contributed to CROP.

Eiring is chairman for the cotton area and has made arrangements to get the cotton to

a port city for overseas shipment. As soon as he receives word that cotton is at a gin or compress, he will make the needed arrangements to have it moved.

"It will help the program and get the cotton where it will do the most good if all will cooperate to get this on the road," says H. M. Nichols, assistant director of the CROP effort in the Panhandle and South Plains area.

"Mr. Eiring has helped with CROP for several years and knows exactly what to do when word reaches him of cotton assigned to CROP. Your assistance in this needy overseas program will be appreciated by the churches, the people the churches are helping, and by the many volunteer committee members making the program possible," says Nichols.

ADAMS DRILLING CO.
WATER WELL DRILLING

LAYNE PUMPS, INC. DIAL 3641 PUMP & GEAR HEAD REPAIRS
FRIONA NIGHTS 2951 TEXAS

Sales & Service Friona

The director explains that often, commodities for CROP are left at gins, elevators, and warehouses, or money is left at the banks for the purchase of CROP commodities, and the county chairman is not notified.

"When this happens the commodity is often left in the way of the ginner or elevator manager and doing no one any good until located," says Nichols.

"To avoid this, we are asking a favor of our donors."

Ranchers in Sutton County have found a way to get much needed equipment to fight grassfires which have burned 20,000 acres in the county. The ranchers joined with the Sonora Chamber of Commerce and taxed themselves \$10 per section of rangeland each owned. The money obtained was used to buy a four-wheel drive fire-truck and also several two-way radios so that fire fighting can be supervised from the air.

FARM & RANCH LOANS
Long Term -- Low Interest
Ethridge-Spring Agency, Friona
Phone 8811

DR. WILLIAM BEENE Optometrist
Friona, Texas

Office Hours 9 to 5
Mon. - Tues. - Wed. 9th and Main Box 608 Phone 4051

See Stan for Precision Machine Work or your needs on GEAR HEAD REPAIR DRILLING B-J PUMPS Parmer County Pump Company -FRIONA-

1959
Good Tidings

May the glory of the first Yule shine like the star of Bethlehem in your hearts.

FIRST FEDERAL Savings And Loan Association Of Clovis

To All Our Texico-Farwell And Parmer County Friends

Once again, the lights are on and the decorations are up at our processing plant.

We invite you to bring all the family to see Santa and his helpers in the striking Yuletide scene at

CLARDY-CAMPBELL

Clovis

CHRISTMAS 1959

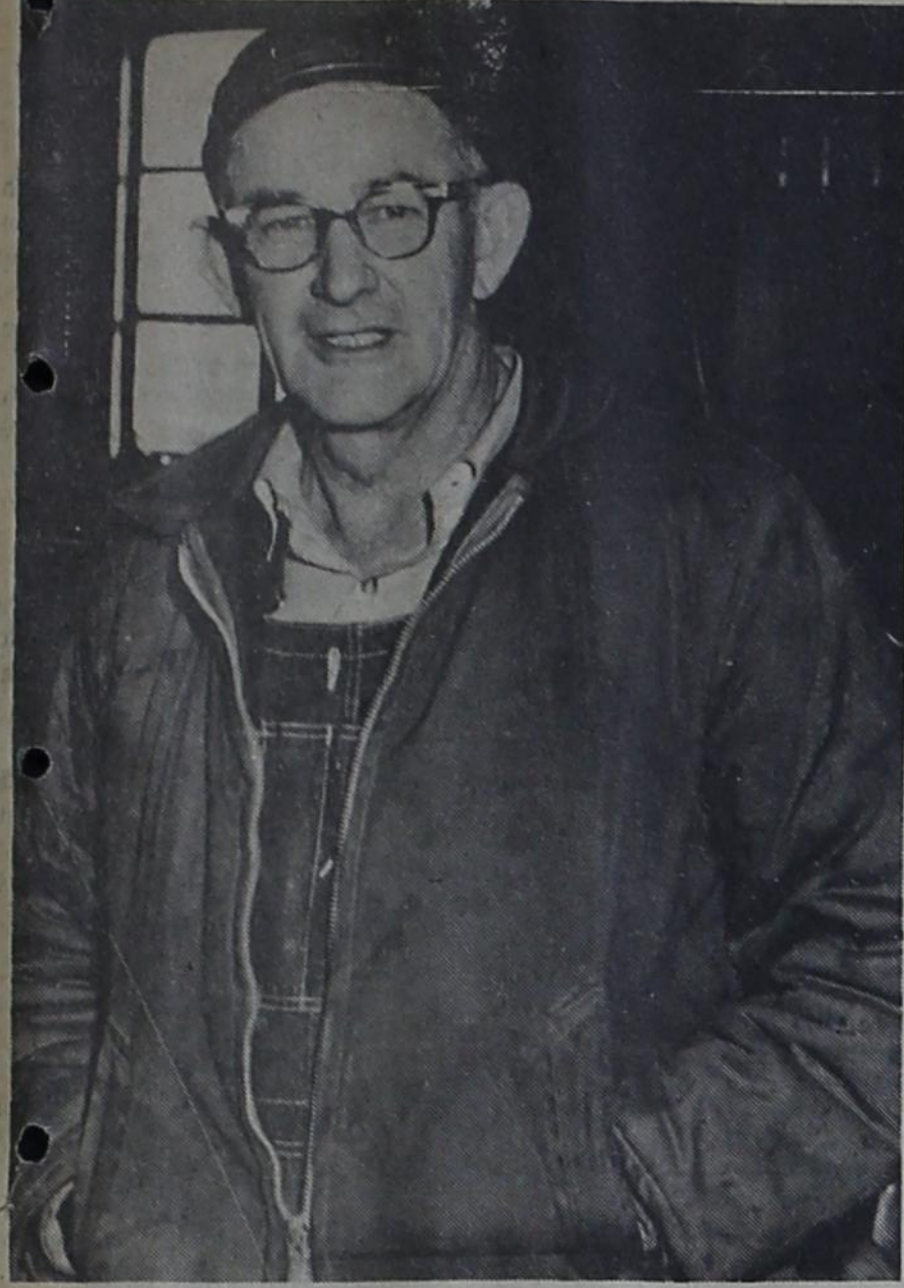
Remember...

for whom the bells toll

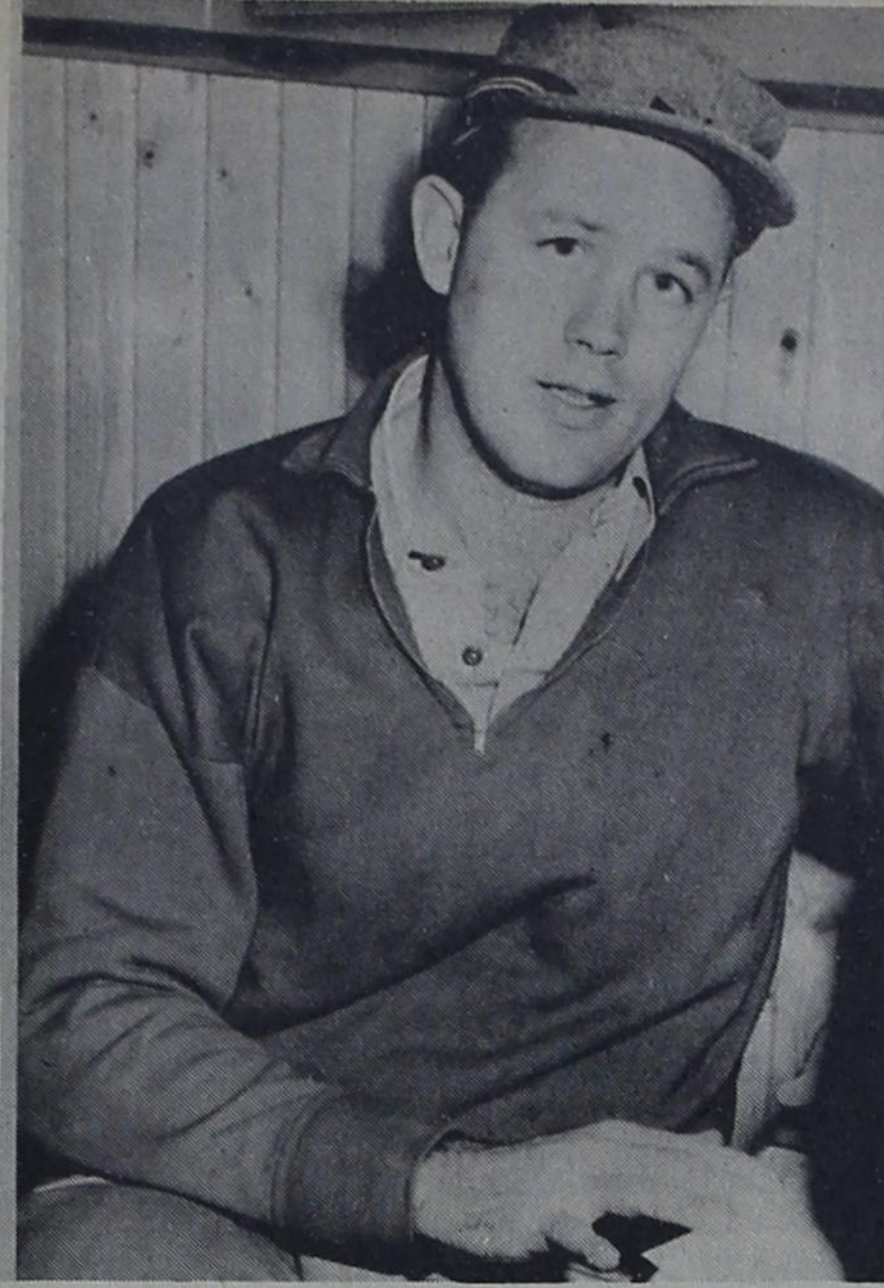
SOUTHWESTERN PUBLIC SERVICE COMPANY

YOUR REDDY KILOWATT DEALERS IN PARMER COUNTY ARE

FERRELL FURNITURE FRIONA	WHITE AUTO STORE FRIONA
FARWELL ELECTRIC FARWELL	REEVE CHEVROLET FRIONA



RAYMOND ADAMS



HOLLIS HORTON

Still Drilling Some Say Pump Dealers

In the highly developed Farmer County agricultural area, drilling of irrigation wells continues, although more than 500,000 acres are irrigated out of the 700,000 under cultivation in the county.

The number of wells being drilled to water land that has never been irrigated is small, according to area pump dealers, but they say many farmers are adding wells to supplement their present water output.

Most of the dealers feel that the underground water level has not been declining much in the last few years since it has not been necessary to lower very many pumps. A number of replacement wells for older wells are being drilled.

Even though a limited amount

of drilling continues, most of the pump companies' business is replacement of pumps. Drillers have also been forced to change most of their work to service rather than drilling.

The dealers report that no major change has occurred in drilling practices other than setting pumps deeper because of the drop in the underground water level which occurred just after the boom in well drilling in 1951-53.

In Friona at Adams Drilling Co., Raymond Adams says "not much" drilling activity is going on. He says business is about the same as last year at this time.

"I have one well to drill on land that has never been irrigated," he says he has a lot of replacement drilling to do.

"Nearly 75 to 85 per cent is irrigated," he says of area land presently under cultivation.

Adams says the average pump setting runs from 200 to 400 feet.

"About all we are doing is lowering pumps,"

Hollis Horton of Farmer County Pump Co. says calls for drilling jobs is about the same as last year and may be a little bit better.

"There is not much activity now because of rain, but we have quite a few jobs to do."

The pump company manager says there is not a lot of well drilling on land previously not watered, but some of this was being done on undeveloped land.

"We are replacing a lot of

pumps."

Horton says the average pump setting is about 270 to 280 feet and the range of settings is from 200 to 350.

"I don't think you could say the water is disappearing," he says about the decline of the water level.

"In different places we are lowering pumps."

He feels that new wells drilled will be for increasing the water output of wells already on farms.

"There is sure not much drilling going on," says A. T. Watts, owner-manager of Watts Machine and Pump Co. in Farwell. He says there is no more activity than last year.

"There are some wells being drilled on unirrigated land. There is not much drilling for replacement."

Watts feels that nearly all of farmland in his area is irrigated. He guesses the percentage to be about 95.

He says the average pump setting is 270 feet with depths varying from 180 to 350. There is a lot of variation and change in underground water, he says.

"Sure not very many pumps being lowered this year." He does not think the water level is declining and he feels it may be rising in some places.

"Pressure is gone, but level has not gone down much. We used to get 10 inch wells south of here very easy, but there is not any 10-inch water left."

Watts says most of the drilling is done right after the first of the year. He thinks the drilling will be better and on a larger scale than it was last winter.

"I think there will eventually be a well for every one-quarter section."

"I don't think the water will ever run out here."

Vitamin A Essential

Lightweight calves (250-400 pounds) being full fed in feedlots need vitamin A in their ration, according to U. D. Thompson, extension animal husbandman. A deficiency could develop within 45-60 days unless this essential nutrient is supplied. The first and most recognizable symptom of the deficiency is night blindness.

Reserve sources of vitamin A are stored in the liver and fat of beef cattle, Thompson explained. However, lightweight calves do not have as much storage capacity as older animals.

Yellow corn is the only feed grain containing a source of this vitamin. However, don't rely on corn alone to furnish the requirement as there are commercial sources of the vitamin available which may be mixed with the ration. Alfalfa hay of good green color can be fed at the rate of one pound daily or mix five per cent alfalfa meal or pellets with the ration to supply the requirement.

Mixtures which contain only ground ear corn and cottonseed meal or ground sorghum grain and cottonseed meal are most likely to cause deficiencies if fed lightweight calves. Rations of ground sorghum grain cottonseed meal and cottonseed hulls are also deficient in carotene or vitamin A potency. Baled hay, bundles and other cured roughages which do not have pea green color should not be considered as good sources for the vitamin, the husbandman added.

POLITICAL CALENDAR

The Farmer County newspapers have been authorized to announce the candidacies of the following persons, subject to the action of the first Democratic Primary May 7, 1960.

FOR STATE REPRESENTATIVE, 96th Legislative Dist.:

Jesse Osborn (Re-Election)

FOR DISTRICT ATTORNEY of the 154th Judicial Dist.:

Bill Sheehan (Re-Election)

FOR SHERIFF of Farmer County:

Chas. Lovelace (Re-Election)

FOR ASSESSOR-COLLECTOR of Farmer County:

Lee Thompson (Re-Election)

FOR COUNTY ATTORNEY of Farmer County:

Hurshel Harding (Re-Election)

FOR COMMISSIONER of Precinct No. 1:

Wesley Hardesty

FOR COMMISSIONER of Precinct No. 3:

Guy Cox

MERRY CHRISTMAS AND A HAPPY NEW YEAR!

1959 Grain Sorghum Demonstrations Summary

Below are production results of 13 hybrids grown under similar conditions on W. T. Johnson's farm about 5 miles northwest of Hub in Farmer County, Texas.

The land had 110# anhydrous ammonia (90.2# net-N) applied per plant and no side dressing. The land was pre-irrigated followed by 3 post planting irrigations. The rows were 40" wide and seeding rate of 7# per acre used. Planting date June 14th.

Two comments Johnson would like to make in connection with the demonstration are: PAG 665 was a very poor stand due to the seed getting wet in his barn, and that Dekalb F63A should have been planted a week earlier for best results.

Variety	Per Acre Production
Texas 660	6631#
R-108	6625#
PAG-425	6325#
Texas 610	6175#
R-12	6075#
R-111	5975#
F-63A	5800#
PAG-635	5650#
R-10	5575#
PAG-525	5187#
R-1044	5100#
R-99	4925#
PAG-665	4800#

MERRY MERRY CHRISTMAS

Accept our warmest greeting for this Holiday season. And thank you for your many courtesies.

1959

MERRY CHRISTMAS

Elliott Auto Parts

311 W. Seventh Clovis, N. M.

"MORE THAN JUST A PARTS STORE"

JACK HOLT

"The Clothier"

304 Main CLOVIS

best wishes for a very Happy Holiday Season

DUTCH QUICKEL

WITH MUTUAL OF NEW YORK

EYES EXAMINED GLASSES FITTED

Black Optometric Clinic

A. J. BLACK, O. D.

OFFICE HOURS: 9:00 to 5:00 -- Sat. 9:00 to 1:00 Phone 8240 -- Muleshoe, Texas

113 West 1st. St. Muleshoe, Texas

Dr. Gene E. Cope Announces the opening of

COPE'S VETERINARY HOSPITAL

401-B West First Hereford, Texas

Office Hours: Monday through Saturday 8:00-12:00 1:00-6:00

Nights, Sundays and Emergencies Phone Emerson 4-2440

Facilities for large and small animals

noel

Merry Christmas

Season's Greetings AND BEST WISHES FOR A HAPPY NEW YEAR

BENGER AIR PARK Elvie T. Jennings

May every happiness be yours this Christmas

And a hearty thanks to all for your very fine patronage.

Piggly Wiggly

Texico - Farwell

TO HOPE THAT MANY BLESSINGS WILL FILL YOUR HEART WITH GLADNESS AND JOY.

FRIONA MOTORS

Your Local Ford Dealer

Phone 2341 Friona

Clovis Firms Say "Thanks, Everybody"

And "We Wish You a



<p>HANG YOUR STOCKING . . . cause we want to fill it brimful with our good wishes for your holiday happiness.</p> <p>CLOVIS VETERINARY HOSPITAL Dr. E. E. Kraus CLOVIS, N. M.</p>	<p>TO ALL A MERRY CHRISTMAS . . . At this joyous season of the year, when everyday cares are overshadowed by good fellowship, we extend to our many friends our sincere holiday greetings.</p> <p>TED RAVEN MUSIC SHOPPE 405 E. 6th CLOVIS, N. M.</p>	<p>ALWAYS AT CHRISTMAS TIME . . . There comes that special delight in extending to our many friends the Greetings of the Season.</p> <p>G. C. WILLIAMS PAINT STORE "Paint and Wallpaper" Home of DuPont Paints 119 E. 5th CLOVIS, N. M.</p>	<p>A HOLIDAY TOAST . . . May your cup of happiness be filled to overflowing this Christmas Season, and throughout 1958.</p> <p>THE BLUE ROOM 1115 main clovis, n. m.</p>
<p>WISHING YOU . . . in the heartiest way, a very happy holiday. May your Christmas be merry, and prosperity be yours in 1960.</p> <p>KERSHNER'S NEW MEXICO NURSERIES 1710 S. Prince CLOVIS, N. M.</p>	<p>DEEP DOWN IN OUR HEART . . . we know of no truer words to express our sentiments than this sincere greeting, "Merry Christmas and God Bless You."</p> <p>EALY FURNITURE STORE CLOVIS, N. M.</p>	<p>CHRISTMAS GREETINGS . . . To our many friends we send our sincere Holiday Greetings.</p> <p>CROWN ELECTRIC CO. 1320 W. 7th CLOVIS, N. M.</p>	<p>BEST WISHES . . . It is truly a pleasure to greet you with our very best wishes for a joyous Christmas and a prosperous New Year.</p> <p>A-T MACHINERY CO. 1548 Wallace CLOVIS, N. M.</p>
<p>MERRY CHRISTMAS . . . May your hearts and homes be gay with love and laughter during this happy holiday.</p> <p>B and D FRUIT MARKET Randolph and Cathryn Bevell 7th and Prince CLOVIS, N. M.</p>	<p>MAY THE CHRISTMAS SPIRIT GUIDE US . . . to a world of better understanding and good fellowship for all.</p> <p>CLOVIS BODY SHOP Across from Yucca Drive-in CLOVIS, N. M.</p>	<p>HARK THE HERALD ANGELS SING . . . of peace on earth, good will to men. May you be truly blessed by the Spirit of Christmas.</p> <p>MCDANIEL'S FLOOR COVERING 1012 Main CLOVIS, N. M.</p>	<p>ONE WISH IS GOOD . . . but two are better. So, a Merry Christmas and a Happy New Year too. Thanks for your patronage and support in the past.</p> <p>BOB'S CAFE "We're always open" 100 Main CLOVIS, N. M.</p>
<p>A JOYFUL CHRISTMAS TO ALL . . . and may the happiness of the Yuletide abound throughout the New Year.</p> <p>SELF'S RADIO AND TELEVISION SERVICE 117 W. 5th CLOVIS, N. M.</p>	<p>TIMES CHANGE . . . but the greeting stays the same --Merry Christmas and a Happy New Year!</p> <p>THRIFTY DRUG STORE CLOVIS, N. M.</p>	<p>THE CHRISTMAS SPIRIT . . . is with us again and we have good wishes and deep appreciation in our hearts for you and yours.</p> <p>RODEN-SMITH REXALL DRUG STORE 4th and Main CLOVIS, N. M.</p>	<p>RING OUT THE OLD . . . Ring in the New -- and we hope the New Year brings you health, happiness, prosperity.</p> <p>THE PRESCRIPTION SHOP 119 W. 5th -- PO 3-3437 CLOVIS, N. M.</p>
<p>WHAT BETTER WAY . . . to send our sincere greeting to you than a hearty "Merry Christmas!"</p> <p>MAULDIN LUMBER INC. CLOVIS, N. M.</p>	<p>A SINCERE GREETING . . . and with it, our hopes that this Christmas Season will be full of happiness and cheer.</p> <p>MOTTS VENETIAN BLIND CO. and CLOVIS TENT AND AWNING CLOVIS, N. M.</p>	<p>ALL THAT IS CHRISTMAS . . . Peace, home, friendships, worship, happy children, loved ones -- may all these blessings be yours to enjoy this Holiday Season.</p> <p>EL MONTERREY C. R. "Chuck" Smith James A. Weede Jr. 118 Mitchell CLOVIS, N. M.</p>	<p>HERE'S AN OLD GREETING . . . but it's ever new --A Merry Christmas and A Happy New Year, too!</p> <p>BOYD'S BRAKE SHOP 221 W. Grand Ave. PO 3-4326 CLOVIS, N. M.</p>
<p>MAY the warm glow of the Yule log burning in your fireplace be symbolic of our warm wishes for the Yuletide and the New Year.</p> <p>Barry Hardware Co. THE STORE THAT STAYS.</p>	<p>MAY this Christmas Season usher in A New Year of peace on earth, good will toward men.</p> <p>W AND J AUCTION 108 Pile CLOVIS, N. M. James</p>	<p>MAY your Christmas sparkle with happiness.</p> <p>HOMER BENNETT TRUCKING CO. 800 Allen St. CLOVIS, N. M.</p>	<p>MAY your Christmas day be gay and many the gifts that come your way. And as the New Year follows through, we wish you joy and warm friendships too.</p> <p>DR. PEPPER BOTTLING CO. CLOVIS, N. M.</p>
<p>MERRY CHRISTMAS still rings truer than any other greeting we can extend to you at this time of the year.</p> <p>THE CLOVIS NATIONAL BANK CLOVIS, N. M.</p>	<p>NOT for just an hour . . . Not for just a day . . . But always . . . Our best wishes for a Merry Christmas and a Happy New Year.</p> <p>EASTERN NEW MEXICO BUILDERS SUPPLY CLOVIS, N. M.</p>	<p>NEVER a Christmas morning Never an old year ends, But that someone thinks of someone . . . Old days, old times, old friends.</p> <p>BOB'S AUTO UPHOLSTERY 520 W. 7th CLOVIS, N. M.</p>	<p>MAY this joyous Christmas light your way to a happy prosperous year ahead.</p> <p>THE SPUDNUT SHOP Herb Baker, Owner CLOVIS, N. M.</p>
<p>MERRY, merry Christmas, Gaily tied with holly comes our best wishes. Serving you has been a pleasure.</p> <p>CLOVIS SAFETY LANE CLOVIS, N. M.</p>	<p>OUR wish is brief but very sincere. A Merry Christmas to you and a Happy New Year!</p> <p>CLOVIS BOWLING CLUB 2400 W. 7th CLOVIS, N. M. PO 3-3761</p>	<p>MAY joy and good fortune be yours throughout Christmas and the New Year.</p> <p>The CITIZENS BANK OF CLOVIS</p>	<p>SWEET notes of Christmas carols echo our wishes for you this glorious Yuletide. A very Merry Christmas to you all.</p> <p>NEW MEXICO APPLIANCE TV AND FURNITURE 4th AND Pile CLOVIS, N. M.</p>
<p>TO everyone -- Merry Christmas!</p> <p>GAMBLE'S "The Friendly Store" 211 Main CLOVIS, N. M.</p>	<p>TO all our friends go our wishes for a Merry Christmas.</p> <p>CLOVIS STEAM LAUNDRY AND DRY CLEANERS CLOVIS, N. M.</p>	<p>WE LIKE TO SAY IT . . . and we meant it! Merry Christmas, friends! May this Christmas be your happiest.</p> <p>M AND M SPORTING GOODS (Formerly Yarborough) 202 Main -- Phone PO 2-1390 CLOVIS, N. M.</p>	<p>FROM ALL OF US . . . to all of you -- a Merry, Merry Christmas!</p> <p>HUGH JONES FIRESTONE STORE CLOVIS, N. M.</p>
<p>CHRISTMAS GREETINGS . . . To our many friends we send our sincerest Holiday Greetings. May the meaning of Christmas be deeper, its friendships stronger, and its hopes brighter as it comes to you this year.</p> <p>SACRA GAS CO. CLOVIS, N. M. PO 3-3613</p>	<p>HAPPINESS AT CHRISTMAS . . . and every joy in the coming year.</p> <p>Bryson's FURNITURE - CARPET - GIFTS 516-518 MAIN DIAL PO 3-2931</p>	<p>TO all our friends -- old and new, past, present and future -- We say: "MERRY CHRISTMAS" HIGHLAND REXALL DRUG Main and Manana CLOVIS, N. M.</p>	<p>MAY we convey our sincerest hopes for a cheerful, happy Christmas and a brighter New Year to you.</p> <p>STORK SHOP "Everything In Maternity Wear And Infants Wear" CLOVIS, N. M.</p>

THEY ALSO TAKE THIS OPPORTUNITY OF WISHING YOU THE BEST OF EVERYTHING

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The PARMER FARMER

By W. H. Graham Jr.

John C. White, the Texas commissioner of agriculture, isn't always considered by us to be a wise person. We have, in fact, occasionally thought of him as something more akin to a noisemaker or rattle rouser. Just the same he deserves credit for a thought-provoking piece that emanated from his office a while back, and we suppose, if he didn't author it he at least advocated what it meant.

Here are some excerpts we have gleaned:

Agriculture's greatest need today is understanding. This means understanding among those directly engaged in farming and ranching; understanding by those who provide services and materials to the farms and ranches; understanding by those who transport, process and distribute the plant and animal products coming from farms and ranches; and above all, understanding among the great majority of our people who live in towns and cities and who are the principal consumers of the products of our agricultural industries.

Those of us engaged in agricultural endeavors have tended to take for granted that people generally and naturally understand their basic dependence on agriculture for food, feed and fiber. In recent years we have been rudely awakened, in cotton, for instance, by the advent of synthetics.

American agriculture is thus being forced to become public

relations conscious. We now must seek consumer acceptance not only of our products, but of our services, of our policies and of our true place in the total economy of the nation and the world.

Here are several avenues of attack on public relations for agriculture:

1. Correction of the misconceptions the average urbanite has about us. Especially let them understand that their foods, feeds and fibers are not expensive, and producers, processors and distributors are not and will not be "rolling in wealth" at the expense of food consumers.

2. Seek to reverse the rising trend of "going to Washington" for funds or legislation on state and local agricultural problems, in the belief that it costs us less. We positively must accept more responsibility at state and local levels.

3. Clearing up the confusion between politically designed and directed policies relating to the "farm problem" on the one hand and the necessity for even stronger programs of research and education in agriculture.

4. We must tell the great story of modern agriculture again and again to the general public. It's dynamic and it's basic. Everybody benefits.

We need to mobilize all of our resources promptly back of an effective public relations program.

Regarding tree lighting, use electric lights -- never candles. Inspect every electric socket and wire to make sure set is in good condition. Discard lighting sets with frayed wiring. When buying new sets, look for tag or label showing listing by Underwriters' Laboratories, Inc.

H. D. AGENT'S CORNER

Jimmie Lou Wainscott

CHRISTMAS CUSTOMS IN MANY LANDS

Here's a collection of not-so-well-known Christmas beliefs and ceremonies from Lucille Moore, Extension Recreation Specialist at Texas A&M College. Plan to tell the stories in your story hour or adapt some of the ideas to your program of decorating and entertaining for the holidays.

***DENMARK --** One custom in Denmark is almost unique to that country: "Blowing in the Yule." At sunrise, while the people are at breakfast, the town band climbs the many steep ladders to the top of the church tower and plays four old hymns, one to each corner of the compass, so that no one is forgotten. Those sitting in their homes always join in with the song as soon as they hear the first note. As the fourth hymn ends, the deep voices of the big church bells commence to boom and Yule is under way.

***NORWAY --** In Norway they have a legend that on every Christmas Eve the little Christ Child wanders all over the world bearing on His shoulders a bundle of evergreens. Those who would invite Him into their homes set a lighted candle in the window to guide Him on his way. They believe He comes in the disguise of any wandering person who knocks humbly at their door for sustenance, thus testing their goodness. So they show hospitality to all visitors, believing that such aid is done as unto the Christ

Child. ***SWEDEN --** Here, the people prepare for the Christmas festival by a thorough house-cleaning, in which everything indoors and out is made spotless. At all times in the year they believe that "cleanliness is next to Godliness" and so, in honor of this day, they prepare it in a Godly house. Wheat for the birds is placed on a pole in front of each house. The horses, cows, cats and dogs are not forgotten, but are given an extra portion of the best for their supper because, when the Christ Child was born, His cradle was in a manger.

***GERMANY --** Every home in Germany has a Christmas tree, and it is from the Germans that other countries have learned to use it. "Knecht Rupert" delivers toys to the deserving and a rod to the naughty from a branch which he carries.



We Are Getting
Lots of Pontiacs
Frank Rierson
Pontiac
400 E. 1st Clovis

***FRANCE --** In France at Christmas time it is the rule of the family gatherings that all the quarrels of the year shall be forgiven and forgotten before the family have their celebration. While the feast is in progress, the older people usually tell stories of the doings of those who, in the past, have brought honor upon the family name. After the supper is over, noels are sung.

On December 4, the Feast of St. Barbara, the women plant St. Barbaras' grain. On Christmas day the plants are placed in a bowl on the table when the great supper is served, the growing sprouts being a symbol of the harvest of the New Year that is soon beginning.

***HOLLAND --** Christmas Day is celebrated by the Hollanders with church rites and pleasant family visiting. St. Nicholas comes on December fifth. He tells the children whether he thinks they have been good or bad during the year. He then wishes them all a Happy New Year and scatters a great shower of candies on a linen sheet spread out by the door. After St. Nick leaves each child removes one of his clean wooden shoes, places it on the window sill, and fills it with oats and hay or carrots for the good Saint's horse. In the morning the oats, hay and carrots are gone and the shoes are found filled with gifts and candy.

***ENGLAND --** They play games, sing carols, feast on puddings and mince pies in this country, but probably the oldest custom, and one which we usually associate with them, is the bringing in of the yule log. This is an emblem of the true light that dawned on the world at the birth of Christ. A yule candle sheds light on the festivities during the evening.

***IRELAND --** Christmas Eve is the only time in the year when Mass is said at night. It is observed in Roman Catholic countries at midnight, because it is commonly believed that Christ was born at about that hour. In Ireland, each family leaves for the village church at about eleven o'clock. The father leads the way with a lantern or torch. As the different families come together they unite in singing carols. Bells are also rung to announce the Nativity of Christ.

***ITALY --** In Italy, instead of having a Christmas tree, a large urn is used. It is filled with small gifts and an occasional dummy package. When the children and adults draw from this much fun results especially when the empty package is drawn. Carol singing, the making of the Christmas manger and the giving of Christmas plays are also popular.

***AMERICA --** Most of the Christmas customs in America have come from Europe: our Christmas tree from Germany; our Santa Claus from Holland; our Christmas stockings from Belgium or France; Merry Christmas from England, and also our Christmas cards, plum puddings and mince pies. The one thing that is

strictly native to this country is the use of the poinsettia.

December Plentiful Foods
Rival Santa's Bag Of Good Cheer College Station -- Santa Claus has nothing on America's food industry when it comes to providing tokens of December good cheer.

Through combined efforts of farmers, processors and distributors, Texas consumers will have an abundance of festive food items all month, to give holiday menus a hearty air.

The U. S. Department of Agriculture's December list of plentiful foods gives part of the picture, points out the Texas Agricultural Extension Service.

Pork and sweetpotatoes are feature items on the list. Food markets in Texas also have more - than - usual supplies of broiler-fryers and small family-size turkeys this December, to provide a variety of "budget" meats.

Apples, raisins, almonds, filberts, and peanuts and peanut products -- all ideal for holiday treats -- also are abundant. Potatoes, onions, lard and vegetable fats and oils complete the 13-item plentiful foods list, as outlined by USDA's Agricultural Marketing Service. A large number of other foods also will be available in about normal volume.

So there'll be a bonanza of holiday eating this December. Consumers may help themselves to the abundance, and to savings, by shopping the "plentiful foods" way -- items in good supply usually are priced more reasonably.

FAMILY LIVING PROSPECTS FOR 1960

Some slight "ups" and "downs" are indicated in costs of goods and services available to families this year, according to outlook reports. A modest decline in food prices should offset the possible continued rise in some of the other goods and services such as equipment and medical care.

Food supply is expected to be abundant and varied in 1960. Lower prices for meat, vegetables and fruits are expected to reduce the retail food price index slightly. New forms and types of foods will continue to appear on grocery shelves.

Continued increases in the employment of married women appear likely. Many questions can be raised about the effects of the employment of women on family living.

Housing costs -- for renters

and landlords -- are expected to increase in some areas. Prospective home builders may expect rises in prices of materials and loans for building purposes. Indications are that use of installment credit will continue at a high level. Credit totals will depend on consumer acceptance of innovations and new models in durable goods. Acceptance of the new small cars is expected to be a big factor next year.

Care should be used in selecting decorations. Use fire-proof decorations of glass or metal, never cotton or paper unless they are flameproof.

REALLY BAD!!
Everything he did seemed to be wrong, so the man, in all his desolation, decided to end it all by hanging himself from a tree. Before he jumped, he decided to explain to the Lord the reason for his action and raising his head, he poured out the anguish of his soul. Just then a bird flew over and beautifully decorated one eye of his upturned face.

"You see, Lord," said the poor soul, "That's what I mean. For other people, they sing!"

--Santa Fe Magazine
A handsome woman is always right - German

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Merry Christmas
We wish each of you a lovely yule.
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FOR THE SPORTSMAN AND OUTDOOR CAMPER: Operate your electric skillet, coffee pot, razor, radio, heater and camp light from your car or pickup. The Bemco Generator has an unlimited number of uses.
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SPREADING THE NEWS
CHRISTMAS IS HERE
and to you, each and every one, we extend our thanks and our sincere
BEST WISHES
BOVINA
TIRE SERVICE
AD8-2801 - Bovina

Season's Greetings
Happy holidays to you and yours! We send warm wishes by the heartfelt, with the hope that the joys of the season may long endure.
Many thanks to our loyal friends! Your patronage has made this year a wonderful one for us, and we are sincerely grateful.
Loyde A. Brewer
County Judge
Chas. Lovelace
Sheriff
Hugh Moseley
County & District Clerk
J. H. McDonald
Commissioner, Pct. 3
Mabel Reynolds
County Treasurer
C. H. Jefferson
Commissioner, Pct. 2
E. G. Phipps
Commissioner, Pct. 1
G. W. Crain
Commissioner,
Pct. 4
Hurshel Harding
County Attorney
Lee Thompson
Assessor-Collector

SEASON'S GREETINGS

**SHERLEY
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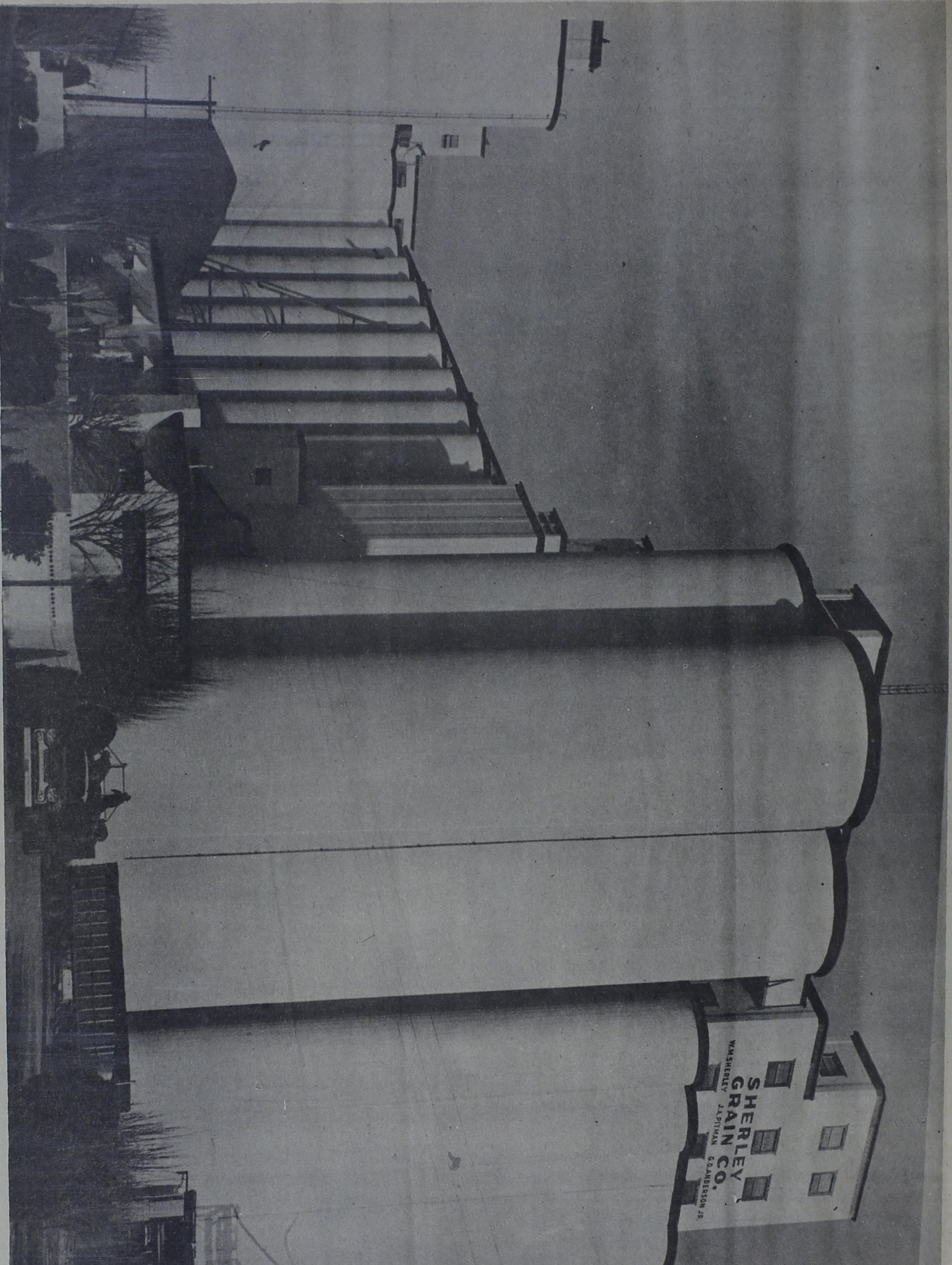
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