

WINNER
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Vocational Agriculture Teachers
Association of Texas

The Bovina Blade

"In The Agricultural Center Of Parmer County"

10¢
Per
Single
Copy

THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

MONDAY, DECEMBER 24, 1962

BOVINA, TEXAS

VOL. VII, NO. 26

1962 Christmas Edition

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From
Bovina Business**



From The Staff Of
The Bovina Blade

TEXAS PRESS ASSOCIATION 1962 CONTESTS PRIZE WINNER

NEWSPAPER

The Bovina Blade

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

Dolph Moten Publisher & Editor
Sue Moten Women's News

Christmas IN OTHER LANDS

IRELAND . . .

The people of Ireland have a wonderful custom at Christmas. Candles are lighted and placed in every window of the house on Christmas evening. All doors are left open. This custom is symbolic of the Irish hospitality for any one seeking shelter. The candles burn all night long.

CHINA . . .

On Christmas eve in China, the people dress in their finest, parade up and down the narrow winding streets, carrying lanterns, and singing. At midnight, this singing is stopped by sudden bursts of firecrackers, announcing the midnight mass.

NORWAY . . .

One of the most interesting customs of Christmas in foreign lands is that of Norway, remembering the animals and birds in celebration of the birth of Christ. Cleaned sheaf, saved from the harvest in the fall, is placed on top of a tall pole in the yard. Every gate-way and door is decorated with a bundle of grain for the birds' Christmas dinner.

GREECE . . .

Christmas, in Greece, is a time of family reunions, parties and merry-making. Stories and old legends and folklore are eagerly awaited by the children as the traditional fried cakes are baked for the feast.

FINLAND . . .

In honor of Christmas Eve, every member of the Finnish family takes a traditional steam bath, called a "sauna". Following the sauna, the family gathers around the table while the head of the family reads prayers and sermons.

SYRIA . . .

Christmas Day, in the Holy Land, is observed mostly in the home with prayers and quietude. Young people, in beautiful costumes, go from door to door, singing. In return, they receive small coins, sweets and other delicacies.

BELGIUM . . .

In Antwerp, worshippers are called to services by the chiming of ninety-nine bells in the five-hundred-year-old cathedral of the city.

BRAZIL . . .

The Christmas season is observed in Brazil with an open air mass at midnight on Christmas Eve. An altar is constructed in the open church yard around which the worshippers reverently pray and sing religious hymns. The traditional Christmas Eve supper is held afterward in the homes and a fiesta atmosphere is maintained.

WANT ADS

Wheat Pasture Wanted

★

TRIPLETT CATTLE CO.

Pho. 238--2711--Bovina

Letters To Santa

Dear Santa Claus,
This is what I want: a doll with a bottle, a refrigerator, toaster, dishes and play lipstick. Also a little toy rabbit.
Thank you.
Love
Miroslava Ramirez

Dear Santa,
My name is Malcom Terry and I am 5 years old. I have a little sister named Alison Terry who is 3.
She wants a doll and doll clothes, a cook stove and a set of pots and pans to cook with.
I want a race track with cars, a hush puppy puppet and a bow and arrow set.
I will leave you some cookies and milk.
Love Malcom and Alison Terry

Dear Santa,
I am a little boy 5 years old. I have been a good boy. I would like a gun holster and a gun and a wagon. Also some candy and nuts. Don't forget my little sister Belinda, she would like a piggy bank.
Love,
Monty Gassady

FOR SALE -- Three bedroom house, tile bath, carpeted, 1428 square foot chain-link fenced yard, 910 8th St, Don Owens, Bovina., Ph. 238-2071.

Electrical Installations And Repairs

★

Plumbing Repairs

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BOVINA ELECTRIC

Odus White - Pho. 238-2951

HOWARD GRIFFIN
General Contractor
for anything in building, decorating or repair, phone 238-4275. 17-tfnc

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

FOR SALE: Small, 2-bedroom home, fully carpeted, wired for electric dryer and cook stove, plumbed for washer. Ph. 238-3832. 23-tfnc

For Sale

Very attractive 80-acre farm near Bovina. On pavement. Ideal for small stock farm. Has some old but usable improvements. Good water well and windmill. Excellent 6" irrigation well equipped with new Peerless pump, including a draw-down gauge. You can stand by and see exactly where the water level is at all times. About 75 acres very nice and smooth and just as rich as Red River bottom. 1962 allotments: wheat, 18 A.; cotton, 22 A. Now here is the surprise: the price is only \$20,000. This is truly the bargain of the year. Another feature is a \$7,000 Texas Veterans loan, 40 years to pay, which goes with the place.
See or call
O. W. Rhinehart
Phone 238-4452
Bovina, Texas

BE SURE TO INSURE

--With--
Bovina Real Estate And Insurance
.....Offering
GENERAL INSURANCE

Through Old Line, Legal Reserve Stock Companies.

You're Sure Your Insured When Your Insurance Is Here!

See Us, Too, For Your **LIFE INSURANCE Program**

Bovina Real Estate And Insurance
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Phones 2381-2081-238-4381
Dean McCallum-Jim Ware

FOR SALE: 3-bedroom home in Bovina. On pavement. \$9500. Joe Pinner, Ph. 238-4451. 20-tfnc

FOR SALE: One 10-ft. stock trailer, new. Has new tires. \$175. One 1-horse trailer, good. \$175. See Tommy Williams, 23-4tp

WANTED-- Land to rent, Oakley Stevenson, Ph. 238-2502. 24-3tp

Wheat Pasture Wanted. See:
G. B. BUSKE FRIONA
R. T. HARBOUR BOVINA

Christmas Comes Out of Pagan Past

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

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

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

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

In the Roman Julian calendar, December 25th was

figured as the day when the sun was "born." On this day the light lengthened, the sun rays became warmer, stronger — and the chill of winter would soon leave.

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

the Christmas POINSETTIA



This colorful plant, a native of the tropics, has long been an emblem of Christmas. Discovered in Mexico in 1828, the Mexicans called it "The Flower of the Holy Night" or "Flame Leaf." The blossoms are not this "flame" leaf, but the small yellow flowers in the center.

There is an old Mexican belief about the Poinsettia. They tell there was once a beautiful young girl who had a broken heart. And as she cried, her heart cried too and the drops of blood fell to the earth, and a Poinsettia grew from every drop.

HAPPY Holidays

With sincere thanks for your friendship and loyalty, we wish you the very happiest of holidays!

Bovina Beauty Shop
Jessie Sisk, Owner - Operator
Juanita Sims, Operator
Phone 238-4352

THE CHRISTMAS BOX



WHAT STARTED THIS CUSTOM?

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

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


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

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

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

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

GREETINGS



WITH EVERY GOOD WISH FOR YOUR HAPPINESS THIS HOLIDAY SEASON.

H & M GARAGE
North Street - Bovina - 238-2041

1 1/2% PER ANNUM CURRENT DIVIDEND

NOW EARN 4

PLUS THOSE VALUABLE GUNN BROS. STAMPS

FREE! 500 GUNN BROS STAMPS Given for Each New Savings Account of \$25.00 or More. In addition, you will receive One Stamp Per Dollar Deposited, up to \$500.00, on your initial deposit.

FREE! One stamp given for each dollar up to \$1,000.00, added to your Established Savings Account, from time to time.

NOTE: You will receive bonus stamps on only one new account opened in your own name. You may open accounts for others and obtain bonus stamps for each one. Stamps will be issued on only one addition to an established account each day. No stamps given for funds withdrawn and redeposited.

Savings Accounts are insured up to \$10,000.00 by the Federal Savings and Loan Insurance Corporation.

Amarillo SAVINGS ASSOCIATION
415 West 8th Box 2948 Amarillo, Texas
Branch Office — 1701 Avondale

USE THIS COUPON—SAVE BY MAIL!

Amarillo Savings Association
Box 2948
Amarillo Texas

Gentlemen: Please open an insured savings account for me in the amount of \$. My check or money order is enclosed. I understand that I will receive by return mail my passbook, membership card and my free Gunn Bros Stamps.

Name If Joint Account, Give Both Names
Address
City State

To wish you joy and happiness for Christmas



...and to extend our sincere thanks to all our good friends

We Pledge . . .
to continue serving the farmers and stockmen of this area with the most efficient service and finest products available.

TELL US YOUR AGRICULTURAL NEEDS

PARMER COUNTY FARM SUPPLY
"Your Complete Farm Supply Store"
A.E. "Bud" Crump, Mgr. Bovina

Jones, Wilson, Ellison Win Contest

Lions Award Cash Prizes



A gay border of Christmas trees and snowflakes decorated the picture window at the Buck Ellison home.

Mrs. Paul Jones is winner of Bovina Lions Club 1962 Christmas Decoration contest. Taking second place was Mrs. A. M. Wilson. Mrs. Buck Ellison won third. The winners will receive \$25, \$15 and \$10 respectively for

their winning efforts in the contest.

An anonymous committee judged the entries in the contest during the period of December 13-15.

Lions Club sponsors the home Christmas decoration contest in an effort to encourage more such decorations at Christmas-time.

"There were several good decorations which weren't entered this year," Roy Crawford, Lions Club president, says. "I'm glad to congratulate this year's winners on behalf of the club."

All three winners this year have finished "in the money" in contests of previous years.

Dear Santa,
Please bring me a Robot commander, building blocks and an airplane. I have been good. I love you, bye now.
Arty Kulselman

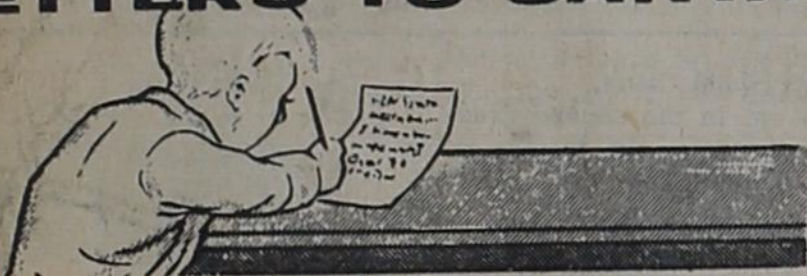
Hi Satna,
How are you? I hope you will bring me a set of Pallidan guns for Christmas and thank you, that is all.
Your friend,
Ronnie Stone

Dear Santa Claus,
My name is Sissy Minter. I am 6 years old. I have been a good girl. Please bring me a baking set and a cotton candy machine. I will hang my stocking, so please fill it up.
Your little friend,
Sissy Minter



Guests receive a "Merry Christmas Greeting from the Wilsons" as they drive in the driveway at the A. M. Wilson home.

LETTERS TO SANTA



Dear Santa,
I want a real iron and ironing board with cover, a play vacuum cleaner, a weaving loom, 4 Mickey Mouse puppets, a doll, a doll carriage stroller and a high chair. I have been a very good girl.
Love
Kay

Dear Santa,
I would like to have a doll that cries when you put a bottle in its mouth it stops crying.
Pam Sudderth

Dear Santa,
I have been a good girl and I am 7 years old. My name is Linda Gutierrez. I would like to have a talking doll and one for my little sister Terry.
Very truly yours,
Linda Gutierrez

Dear Santa,
Please bring me a rifle and a football suit and a gun holster. I have been a good boy. Lots of love to you.
Terry Sherrill

Dear Santa,
I am writing you a letter to tell you what I want for Christmas. I want a red wagon and a truck and some cars.
From Larry Pope

Dear Santa Claus,
Please bring me a Kissy doll a scrap book, and a paint set. My little brother wants a car set, a bow and arrow and a sand

loader.
Thank you and Merry Christmas
Terri Willard

Dear Santa,
Please bring me a talking doll a refrigerator and a cabinet and a nurse kit.
Thank you,
Vivian Hise

Dear Santa,
I have been a good boy. I want an army set and a capgun.
Thank you,
Curtis Dilger

Dear Santa,
I am a little girl 7 years old. I would like a doll buggy, and a sewing machine.
I love you,
Gail Cooper

Dear Santa,
I would like a scooter and a typewriter and a wrist watch.
Much love to you,
Rodney Hromas

Dear Santa,
I want a Gaylord dog and a world book of encyclopedia and a tiny tears doll. How are the reindeers. I hope Rouldolph hasn't run away. I will have a piece of pumpkin pie and some coffee.
Love,
Kim Langer

Dear Santa,
I want a thumbelina doll and an electric stove. Thank you Santa.
Jana Barrett

MERRY CHRISTMAS

From Everyone At

WILSON'S Super Market

- A.M. Wilson
- Mary Jane Wilson
- Billy Whitecotton
- Pat Whitecotton
- Larry Pierce
- Larry Webb
- Moises Ancira

With Our Sincere Best Wishes For A Happy Holiday And Our Sincere Appreciation For Your Wonderful Patronage During 1962!

For Your Shopping Convenience

WILSON'S Will Be OPEN

December 24 and 26

We Will Be Closed Christmas Day, Dec. 25



See Wilson's Store Windows For After-Christmas SPECIALS

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



WILSON'S



SUPER MARKET

Phone 238-4781

PARMER COUNTY'S FINEST

BOVINA



Many thanks for your loyal friendship and patronage. If good wishes were snowflakes, we'd snow you under a blizzard of them! Have a wonderful holiday season!

Trimble Barber Shop

Emmett Tabor

C.E. Trimble

FRANTIC FRENZY

Many Bovianians Enjoy Christmas Decorating

Frantic frenzy is the state of mind most housewives and mothers are in during the pre-Christmas days of December. Decorating is one of the nerve wearing tasks.

Each year all, or at least part, of the mommas get out their decorations and sort out what is good enough to be used again and what should be thrown away. Nine times out of ten the

things thrown away will be dug out of the wastebasket by the children who proclaim in a loud voice that this was their favorite ornament and had to be used again this year.

Many moms start early with their decorating and get ready for the outdoor Christmas decorating contest.

Such was the case at the Paul Jones household. Ola Lee (Mrs. Paul) started out to do a little decorating and now their home looks like a showplace.

The garage door has a sign proclaiming "Season's Greetings" enhanced with greenery and red candles and the front door is adorned with a snowman wishing Merry Christmas from the Paul Jones to all guests.

Decorating is much the same story at the A. M. Wilsons. Mary Jane, (Mrs. A.M.) spent an entire day running from the inside to see what it looked like outside and visa versa.

The end results were quite nice. Her snow flocked tree adorned with red satin apples is enhanced in a frame of greenery and flanked by her garage door which says "Merry Christmas from The Wilsons."

At the Harold Hawkins home both the traditional nativity scene and Santa and the snowmen greet you from their yard. There is something for the children to see here in that they can see the real Christmas Story scene and also have the fun of looking at Santa and his

friends. Most women get a real treat out of decorating as well as enjoying the fact that the children like to help and it means a great deal to them.

The Buck Ellison home always looks gay at Christmas-time. Mable (Mrs. Buck) decorated her window with aluminous green and gold Christmas trees and snowflakes and centered it with a Christmas tree and a Merry Christmas greeting. On her front door an arrangement of bells and greenery on a red backboard welcomes all guests.

Many men may grumble and proclaim that if momma wasn't so busy decorating she might have time to cook him a steak, sort of a bah humbug state of mind but this, too, usually fades when he sees the children and mom getting such a kick out of Christmas.



Mrs. Paul Jones, attired in a Christmas apron, welcomes guests with her snowman.



Greetings of the Season

Sincere thanks and best wishes to Our good friends and patrons who Fill our hearts with cheer at this festive time of year!

Ward's Garage

Vernon Ward Bovina



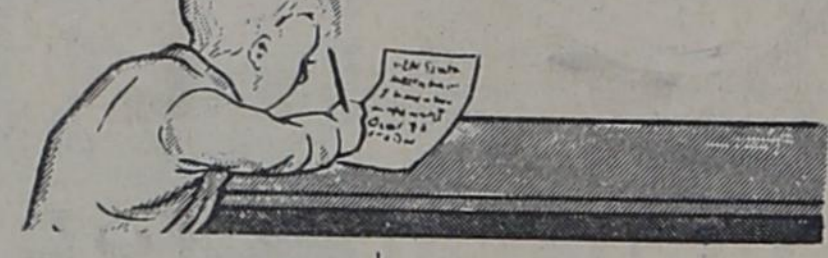
Holiday Cheer

Best wishes of the season to all of you whose friendship and patronage we value so highly. Here's hoping your holiday joys are sweeter than candy and much more enduring!

Bovina Restaurant

Cash and Mildred Richards Woody and Jimmy

LETTERS TO SANTA



Dear Santa, I have been a real good boy. Will you bring me an airplane set and a plastic motorcycle. Don't forget the other kids. Love, Mike Taylor

me a B-B gun and a cannon and a transistor radio. Thank you, Jerry Lynn Barber

Dear Santa Claus, I am in the second grade. I am 10 years old. Please bring me a B-B gun. Thank you, Charles Robinson

Dear Santa, I want a truck, jeep, car and a train. I would like a bicycle. I have been pretty good. With love, Winfred Long

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a Susie Smart Doll. Thank you, Josefina Escobeda

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me an electric train, a cap gun and 4010 John Deere tractor. Thank you, Mike Ware

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a Susie Smart doll and a Magie Milk bottle and a toy lion. Thank you, Gail Dixon

Dear Santa Claus, I am in the second grade. I am 9 years old. Please bring me a Thumbelina doll and a Kissy doll. Thank you, Eloise Herrera

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a watch and a pop gun and a toy farm and I want 2 trucks and I want a bicycle basket and I want a bicycle. Thank you, Jeffery Lee McCormick

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a B-B gun and a flag. Thank you, Ricardo Salinas

Dear Santa Claus, I am in the second grade. I am 9 years old. Please bring me a tiny Thumbelina doll and some play high heels and a transistor radio. Thank you, Marlene Langford

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a pair of play high heels. Thank you, Janie Estrada

Dear Santa Claus, I am in the second grade. I am 10 years old. Please bring me a B-B gun and a bicycle. Thank you, Willie Griffin

Dear Santa Claus, I am in the second grade. I am 9 years old. Please bring me a bicycle and a B-B gun. Thank you, Pedro Ruiz

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a B-B gun and a cannon. Thank you, Kim Rundell

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a Barbie doll and some clothes and a Barbie doll dream house. Thank you, Rhonda Barbee

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a transistor radio. Thank you, Mary Quilantan

Dear Santa Claus, I am in the second grade. I am 10 years old. Please bring me a rifle a bicycle and a snow coat and cap and a set of guns. Thank you, Roy Ramirez

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a Kissy doll. Thank you, Elvia Caballero

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a machine gun and a radio. Thank you, Billy Ray Shelby

me an ice cream maker. Thank you, Betty Jordan

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a baby doll. Thank you, Julia Blagg

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a B-B gun and an electric train and a transistor radio. Thank you, Danny Brito

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a rifle and a football. Thank you, Andy Sanchez

Dear Santa Claus, I am a little girl nearly 6 years old. I have tried to be a good girl this year but sometimes I just can't. Would you please bring me a bike, a Chatty baby doll and some clothes for it? Surprise me with a game if you have one. Please take all my little friends what they want and don't forget Joni, my little sister. Thank you Santa, Jana Rogers.

Dear Santa Claus, This is what I want: Cathies little sister doll. Thank you. Love, Christie Trimble

Dear Santa Claus, I am in the second grade. I am 7 years old. Please bring me a Thirsty Cry Baby doll and some roller skates. Thank you, Pam Wilson.

Dear Santa Claus, I am the sister of Dennis the Menace. I couldn't be good if I tried. I'm almost 3 years old. Would you please bring me a baby doll and a blackboard? Bring my little playmate, Mat, a train. Thank you, Joni Rogers.

Dear Santa Claus, This is what I want: I need a new saddle for my horse named Spot. The rats gnawed his old one. Love you, Roy Hartzog

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a rifle a bicycle and a snow coat and cap and a set of guns. Thank you, Roy Ramirez

Dear Santa Claus, I am the sister of Dennis the Menace. I couldn't be good if I tried. I'm almost 3 years old. Would you please bring me a baby doll and a blackboard? Bring my little playmate, Mat, a train. Thank you, Joni Rogers.

Dear Santa Claus, This is what I want. A rifle that carries B B's a cowboy hat, binoculars and a canteen. Thank you. Love, Jimmy Ray Martin

Dear Santa Claus, I am in the second grade. I am 8 years old. Please bring me a Kissy doll. Thank you, Elvia Caballero

Dear Santa Claus, This is what I want, thank you, Scabbards and guns. R. F. Sledge



Noel

Your friendship has been a joy. We wish you a Merry Christmas.

1962 FANTASY BEAUTY SALON

Lillian Rogers Ph.238-3541

At This Holiday Season -1962-

Charles Oil Co. Extends Every Good Wish To Friends and Customers

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

Serving You During 1962 Has Been Our Great Pleasure And We're Looking Forward To Continuing, and Improving, Our Service To You In 1963!



CHARLES OIL CO

Phillips 66 Jobber -BOVINA- Phone 238-4321

Wholesale-Retail



Mrs. Billie Sudderth is eagerly awaiting Christmas morning when she will get to witness the mirth and merriment of her grandsons, (seated) Del Ray and in her lap, John Blake.

LETTERS TO SANTA

Dear Santa Claus,
Please bring me some toys and some fruit. Do not forget my sisters and brother, also be good to the other boys and girls everywhere.
Love and kisses,
Sheryl Kinkade

Dear Santa,
Please bring me a little stove

and ice box. I would like a little cleaning set with a broom just like Mothers. Also I want a pretty doll and suitcase. I am a good little girl.
Thank you,
Kay Beardain

Dear Santa,
I have been a good girl. Please bring me a doll and a set of dishes.
Love Gail Patterson

Dear Sana,
I want a bike for Christmas. Will you bring me a bike? I would like to have a bike very much. Thank you.
Love you,
Heidi Corn

Dear Santa Claus,
I want a bike, set of guns, football and helmet. I think that is all. I try to be a good boy. I will leave some hot cocoa and cake on the table.
Keith Range

FAITH . . .

the Path to Peace

We celebrate the birthday of our King — the birthday of the Child born at Bethlehem centuries ago. With this birth came faith . . . faith in mankind . . . faith in eternal happiness. Let us today renew this faith . . . it is the one path to lasting peace and good will to all men.

To Our Friends and Loyal Customers --
It is indeed a pleasure for us, while wishing for you and your family a Merry Christmas, to tell you how much your friendship and business means to us. This is the time of year when we count our blessings and each of you are numbered among ours.

Merry Christmas and Happy New Year
Granny Gaines and Lady

Gaines Hardware Co.

"Nothing Knocks On Bovina But Opportunity"

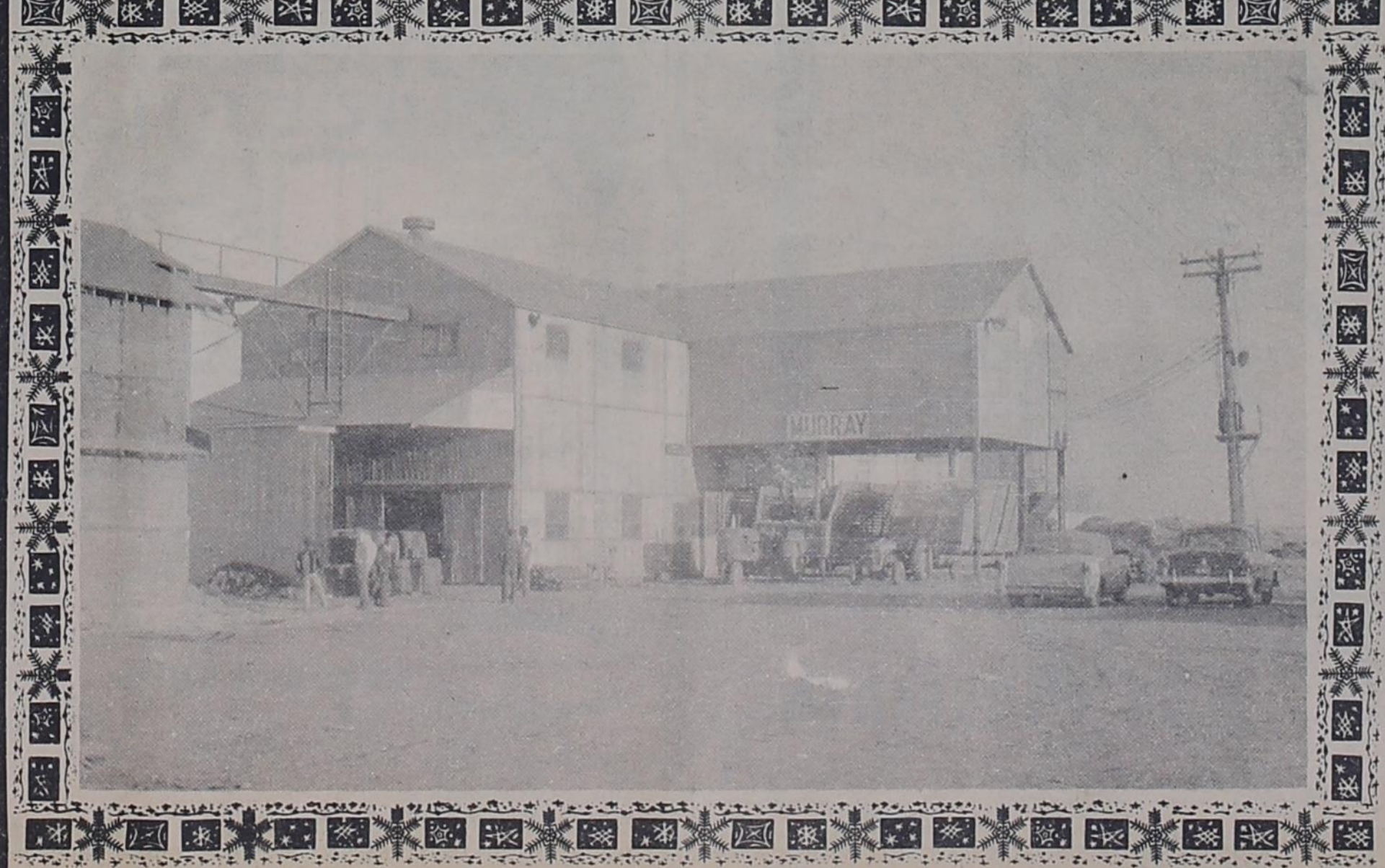
Lawlis Gin Co.'s
Holiday Season
Wish For You
And Yours:
MERRY CHRISTMAS
and
HAPPY NEW YEAR

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

**As Another Cotton Harvesting
Season Nears Completion,
We Express Sincere
Appreciation For Your Fine
Patronage And Pledge The
Best In Ginning Service In
Years To Come**

**L
A
W
L
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G
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N**



Highway 86
Bovina
Ovid Lawlis,
Mgr.



Santa Claus greets you at the door at the Harold Hawkins home. His helpers the snowmen also grin their approval of Christmas.

FROM A BOVINA SOLDIER

1919 Christmas Letter

(EDITORS NOTE: This letter was written from a Bovina man who was in service and stationed in France during World War I. Owner of this letter asked to leave out the town, salutation and signature and see if said writer could identify his letter. If the letter is yours, please come by Blade office and pick it up. It was written

at approximately this time of year in 1919. We feel it will be of interest to all Blade readers.)

Dear Santa, Just a few words that you may know that I am well. My pen is on the bum. No news of interest. I went to town Sunday evening, walked over main

part. Nothing like our cities. I want to buy you a nice present but I do not know when I will start home and could not keep anything very long. I signed the pay roll and expect to get paid for December soon. I still have quite a bit of cash. I do not spend so much for eats now as we get plenty most of the time. We have lots of rice but

not much sugar, cookies, donuts, etc.

I witnessed a wedding last Saturday that amused me. An American sergeant married a French girl. He married at the "Y" in this camp. A German band played, therefore Germans, Americans, Italian, French, Mexicans, Poles, Russians and I do not know how many more, only a small crowd there -- No intention of so many different nationalities being present but it just happened. She was not good looking and he is just a horse jockey. Most all the boys think very little of U.S. boys marrying these frogs. They are the worst I ever saw, they have gone astray from the age of 15 years. They have diseases by the thousand so we are told.

world. No wonder France is down and out.

The sergeant is fixing a list showing what each man did in civil life. Think we are being classified. I sure hope we are. I have just been called out for retreat. Well certainly long for the day when I will not have to stand formations. I know ever fellow in this company would give most anything they have to go home. I have been censoring the letters and they all mention how they want to go home. I am enclosing a clipping of the Herald. I expect to see several pieces like it. We will only have to live and learn. I have not received any mail yet. We cannot get our mail started to this place it seems. I hope to hear from you soon. Love to all.

As Ever Yours

This is the worst place in France and I suspect in the

Legends of CHRISTMAS FIR



little fir tree and hung lighted candles and fruit on it. In France, a knight was riding through the forest one evening and saw a tree with lighted candles on it. Some were right side up and some were upside down. At the top, he could faintly see a child with a halo of light around his head. Later when he told what he had seen, the people were amazed and took this to mean that the upright candles were symbolic of all the good in the world while the upside down ones were symbolic of the bad. The child signified the Christ Child.

There is a legend that the fir was the original Tree of Life and was in the Garden of Eden. It bore fruit until Eve plucked the blooms and after that, no longer fruitful, it bore only thin prickly needles. It bloomed only once more; the night Christ was born.

Another legend that tells of the fir as a fruit bearing tree is about a stranger who came, cold and hungry, to a farm house. The family was poor but they gave him food and a bed for the night. In the morning as the stranger started to leave, he cut some fir branches and said that they would always be green and bear fruit so that the family would never be hungry during the cold winters.

A favorite legend was found years ago in an old monastery. On the night of Christ's birth, all living creatures went to honor Him... even the trees of the forest. All the trees took gifts: the palm took dates, the fruit tree took his fruit but the little fir had no gift and besides he was very weary from the journey. When they came to the manger the big trees pushed and shoved the fir until he was almost hid completely. An angel saw this and felt sorry for him so she asked some of the stars to come down and light his branches. The stars descended and when the Christ Child saw the sight he smiled and blessed the little fir tree and said that this tree should always be lit to give children pleasure.

A strange Christmas custom in Finland is the annual Christmas Eve steam bath taken by the entire family. After the bath everyone is supposed to roll in the snow.

Season's Greetings

It is the season to thank you for your loyal patronage and wish you all the pleasures of a good old-fashioned holiday!

Artistic Beauty Salon

Juanita Hastings-Ora Breed-Rita Reeve

LETTERS TO Santa Claus

Dear Santa, Please bring me a football and a football suit. I would like an air rifle and a dump truck. I would also like a train. I have been a pretty good boy.

a new dress with a slip or can, a set of bubble bath that has soap with it. I want a new pair of shoes and 5 pairs of socks and a teddy bear most of all.

Love, Fred Phillips

Dear Santa Claus, I want a musical Thumbelina doll and a brush and comb set.

P. S. I forgot to say please, but please.

Dear Santa, I would like a bride doll, and clothes, table and chairs, house shoes and house coat, a car and a stuffed animal for Christmas. I hope I'm not asking for too much.

With all my love Debbie Pewitt

Dear Santa Claus, This is what I want; a fire truck. My sister wants a doll buggy, please. Thank you.

Love, Dale Cooper

Dear Santa Claus, This is what I want for Christmas: Thumbelina in a bag.

Thank you, Love, Cindy Read

Dear Santa, I am a good boy six years old. Please give me some new toys for Christmas. I would like a filling station, a town with trees.

Love, Billy McCutchan

Dear Santa, I want a doll for Christmas that can talk, please.

Love, Ruby Harris

Dear Santa Claus, This is what I want: a bicycle, please. I think you are nice.

Tommy Hartwell

Dear Santa Claus, I think I am a good little girl. Please bring me a bike, baby and buggy. I am six years old. I will be at my granny's house in Memphis, Texas.

Love, Cathy Crump P. S. I will leave you some cookies and milk.

Dear Santa, I would like to have a fissing doll and some clothes and house shoes. Santa, please don't forget all the other nice boys and girls. I have tried to be a good girl.

I love you, Donna Gayle Howard

Many people believe because the leaves of the fir tree are always green, it is a sign of life without end and because all the branches point upward, toward Heaven, it is the tree of the Christ Child. This is an inspiring conception and only one of the many stories we have about the fir.

Long ago, before the decorated tree was a tradition of Christmas, a certain Saint, who was very poor but who loved little children, wanted to make them happy at Christmas time. Having no money, he cut a

Dear Santa, I am 2 years old, I have been a good boy. Please bring me a bicycle.

Allen Dear Santa, Please bring me a B-B gun for Christmas. Love, Jimmy Leal

ALL EIGHT OF 'EM

NOW, DASHER! NOW, DANCER!

NOW, PRANCER! AND VIXEN!

ON, COMET! ON, CUPID!

ON, DONDER! AND BLITZEN!

Legends of Christmas BELLS

In olden times, bells were considered almost human. They were said to have the power to ward off enemies and evil spirits and stave off storms. They were given names of Saints and baptised at elaborate ceremonies.

Many people believed if church bells were not baptised, they would have no power and harm could come to them. Supposedly, two bells not baptised, were stolen by the Devil and drowned in a pond. The only time they were again heard ringing was at Christmas.

Another story tells of a very sinful town in Holland where Christ walked the streets in the form of a beggar. He asked for food and shelter but the townspeople being very wicked, laughed and made fun of Him. So Christ sent great waves to cover the whole town; but on Christ-

mas Eve the sound of church bells could be heard coming from the exact spot where the village once stood.

In many countries it was customary to ring the biggest bell, as if for a funeral, for one hour before midnight. It was called "tolling the Devil's knell." At the end of this hour all the little bells were merrily rung. This meant the Devil had died and at midnight Christ was born.

In Germany, an old belief is that bells that had been buried in the ground during the war for safe keeping, could be heard ringing again on Christmas Eve by all who listened with the right faith.

So this year, as in many past, the joyous pealing of bells at Christmas will ring the rejoicing news to all mankind that the Christ is born in Bethlehem.

Best CHRISTMAS WISHES

The peace and happiness of this beautiful occasion is with us again and we welcome the opportunity it affords to send Best Christmas Wishes to our many friends and patrons. May Christmas bring rich blessings to all.

THANKS, TOO FOR YOUR EVERY GOOD AND FRIENDLY CONSIDERATION

GULF LP-Gas WARRENGAS

BONDS OIL Co.

Bovina-Highway 60-Pho. 238-2271



Merry Christmas

To our many good friends and customers we would like to extend the greetings of the Season and our warmest appreciation for your valued patronage.

A.L. Glasscock

Farm and Home

Real Estate - Loans - Life Insurance - BOVINA -

MERRY CHRISTMAS

With genuine appreciation of our pleasant relations, we extend to all our friends the Season's Greetings. We wish you all the holiday joys with an abundance of good health.

Superior ELECTRIC CO.

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THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

"In The Agricultural Center Of Parmer County"

MONDAY, DECEMBER 24, 1962

BOVINA, TEXAS

VOL. VII, NO. 26

Christmas Is For Grannys And Kids

By Sue Moten



Sheila Barbee, granddaughter of Mrs. Lady Armstrong, is helping Granny arrange the Christmas decorations for display.

The expression is often repeated that "Christmas is for children" but it might be appropriate to add that it is for grandmothers as well.

Who else gets as much fun out of Christmas as a grandmother buying toys and planning Christmas for her grandchildren.

Grandmothers are always concerned with whether the children have had all the tradition connected with Christmas that they are entitled to.

Grannys spend countless hours making gaily-decorated stockings for the children and if they like to cook are apt to be found at any time in the kitchen making Christmas cookies and candies that will appeal to the little folks.

The atmosphere of warmth that prevails at grandmother's house is found nowhere else. She is the one who will let the children sit on the cabinet while she is making her finest fruit cake and preparing all the goodies for Christmas. Grandmother is also the one who will stop any task to look at pictures of Christmas toys and listen to the squeals of delight that are emitted from a two-year-old as he discovers Santa.

Gram is sure to have a beautiful tree decorated with all the gay Christmas ornaments but if the children want to examine it there are no sharp reprimands, just quiet confidences that all is well. Packages are such a mystery to both children and grownups that perhaps Gram doesn't care for the rattling and examining of them due to the fact that her curiosity is as great as the children's.

Christmas cards are always a delight to children and at

Granny's house they are either displayed where the children can easily look at them or else placed in a basket or container that the children can easily reach in order to ply the cards with grimy fingerprints while they are eagerly looking for a Santa card or one with candy canes on it.

Patience and tranquility are the ingredients that make Christmas at Granny's a tremendous treat as well.

Yes, Christmas is for children . . . and grandmother's, too.

LETTERS TO SANTA

Dear Santa Claus,
Please bring me a car, a bicycle and a pair of boots.

Thank you
Don May

P.S. I have been good.

Dear Santa Claus,
Please bring me a big Broozer truck, bee-bee-gun, farm set, football suit and a rocket that goes 250 feet straight up.

Thank you,
Weldon Beardain

Dear Santa Claus,
I want a cho-choo train and a road grader and Sandy wants a dolly. Gary wants a radio.

Love
Larry Skies



Kenda Martin is listening in wide eyed wonderment to "The Night Before Christmas" as her grandmother, Flossie Rhinehart, reads the traditional Christmas story to her.

Merry Christmas!



With all warmth and sincerity, we send our wish for an old-fashioned Merry Christmas. May the season be filled with a joy and happiness that will grow in all the days that follow. To you, our sincere appreciation and a very Merry Christmas!

Bovina Implement Co.

Your Massey-Ferguson Dealer



Highway 60

Phone 238-2541

Dear Santa,
Please bring me a Thunbeena and some clothes, a buggy and a baton I have been good.

Thank you,
Cheryl Sisco

Dear Santa,
Will you please bring two bee-bee-guns and a book.

Thank you,
Dwight K. Hughese

Dear Santa Claus,
Please bring me a bee-bee gun, a bicycle and a farm set.

Bobby Wayne

Dear Santa Claus,
Would you bring me a baton and a Barbee doll.

Thank you,
Ruby Duran

Dear Santa,
I want a Little Miss Smart, a Coke machine, an Etch-a-sketch and a grocery store.

Ginger Gober

P.S. I want a cash register too please.

Dear Santa Claus,
Would you please bring me a nurse kit, with a nurse dress and cape and a Thumbellena with its clothes and a baby bed.

Thank you
Janee Rene Russell

Dear Santa Claus,
Would you please bring me three watches, a b-b- gun two cowboy sets, two bazookas, two bicycles, two rifleman with suits and a firetruck.

Thank you Santa Claus,
Rene Robin



TO OUR FRIENDS

Sending you and yours loads of grand wishes at Christmas . . . and our thanks for your loyal patronage.

JERRY ROGERS BARBER SHOP

Highway 60

Bovina

He's Coming!

You bet he is! Old Santa is on his way by now and as in years past he'll arrive on the dot to spread smiles of happiness to Children everywhere.

We hope Santa's especially good to you. While we wait for his arrival we say, thanks and

Merry
Christmas

Cicero Smith
Home Center

238-2671

Bovina



Care With Christmas Trees. is Urged at Church Affair

Are you planning on having a Christmas tree at your church during the Christmas season? If so, the National Board of Fire Underwriters suggests that you follow these rules for fire safety:

- 1—Keep the tree outside until just before the holidays.
- 2—Set it up in a clear space in the room, never in a stairwell or under a balcony.
- 3—Use only electric lights to illuminate the tree. Never use candles.
- 4—Use only ornaments made of glass, metal or fire-resistant materials.
- 5—Check strings of electric lights, and discard any with frayed wiring or loose connections.
- 6—When decorating the church hall for the holidays, use only flameproof materials.
- 7—Turn out the lights when the church is vacant.
- 8—Take down the tree immediately after the holidays and discard it outside.

If you are planning a dinner or social evening at your church as a part of observance of Christmas, the National Board offers these suggestions for making your Christmas a firesafe one:

- 1—The Committee in charge of the event should make a thorough check of kitchen facilities at least a week in advance. The whole stove, including the oven, should be scoured to remove all grease.
- 2—If electrical equipment has not been checked recently, a qualified electrician should inspect refrigerators, freezers, fans and other electrical equipment to be sure it is in working order.
- 3—The kitchen should be equipped with self-closing metal containers for papers and trash. The containers should be emptied after the dinner.
- 4—A check should be made of all potential fire hazards, including the position of dish towels. Towel racks should never be placed in a position where the towels hang over an open flame.
- 5—If smoking is permitted at the affair, sufficient ashtrays should be provided. At the conclusion of the affair, someone should be made responsible for making certain that no cigarettes and cigars have fallen out of ashtrays or have been dropped on furniture or floors. All ashtrays should be emptied into a closed metal container before the church hall is closed.



Leslie Williams, granddaughter of Mrs. Jessie Williams, is reluctant to try on a Christmas robe. She had rather wait until the big day.

Merry Christmas

Greetings to all of our friends and our sincere thanks for letting us serve you. Happy holiday all!

1962

Southside Service Station And Grocery

F. M. Crook -Highway 86 -Bovina



AS WE ROUND UP
Another Year Of Business In This Fine Community We Wish To Express Our Sincere Thanks To Our Customers And To Wish Everyone A

MERRY CHRISTMAS

KERBY

Welding Service

A Deal The Year O

Bovina Phone 238-2332

Nativity Scenes

KANSAS CITY, Mo. (UPI)—A collection of reproductions of the Bethlehem stable where Christ was born, gathered from 20 countries, will be displayed for the first time here during the Christmas season.

The 170 nativity scenes, owned by Alexander Girard, noted authority on folk art, will be displayed at the William Rockhill Nelson gallery to benefit the People-to-People program.

Bovina Insurance

It's Christmas... a time of cheer. Whatever your plans at this festive season, we hope you enjoy them to the fullest.

...and speaking of cheer: It is with all good cheer and best wishes that we pause to say, "The Merriest of All Yuletides to You!"

A JOYFUL CHRISTMAS TO ALL

McCallum

AGENCY

Dean McCallum Jim Ware
Bank Bldg. Phones 238-2081-238-4382

Loads Of Best CHRISTMAS WISHES To One And All!

It's A Pleasure For The First National To Say 'Thank You'

To Our Many Friends At Christmas, May Your Home Be Filled With Merriment And May It Glow With The Radiance Of Warm Friendship And Love.

First National Bank Of Bovina

"HELPING MAKE A GOOD COMMUNITY BETTER"

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Warren Embree President	L.M. Grissom
Bob McLean Vice President	Bob McLean
Alfred Moody Cashier	G.F. Trimble
Mrs. Warren Embree Assistant Cashier	Frank P. Wilson
	Robert E. Wilson

MEMBER FDIC

Gifts For Their Comfort Rate High Among Men

EDITOR'S NOTE: What to give the man of the house for Christmas? Walter Logan, author of UPI Newsfeatures Men's Wear column, has a generous supply of suggestions in a two-part series, the first of which follows.

By **WALTER LOGAN**
United Press International
NEW YORK (UPI) — Men are creatures of comfort and

manufacturers have come up this Christmas with a world of comfortable gifts ranging from stretch socks to warm wool bathrobes through double-knit permanently creased wool slacks that g-i-v-e when a man lounges all-of-a-heap.

There are gadgets for the gadget minded (a portable electric shoe shine kit for example), sunglasses that don't fog on

ski slope, sweatshirts that shed rain, coats that would keep a man warm in the Himalayas and — gold, frankincense and myrrh.

If anyone thinks we are kidding about the gold, frankincense and myrrh there is a matched gift set of Valor Cologne and Valor After Shave which contain frankincense and myrrh and some 40 other oils.

The gold is stamped on the bottle. (About \$7.50)

In the field of novelty, Rosenfeld Imports has a liquor flask encased in a pure silk tie-stripe container copied from tie designs. A battery-operated automatic toothbrush (Dr. West-about \$20 plus tax) stimulates gums and removes tobacco stains.

There are all sorts of electric

shoe shining kits. Shields has a battery operated shoe shiner in a plastic travel case for \$5.95. Ronson's "Roto-Shine" (about \$23.50) is a home kit with two interchangeable brushes in a foot-rest cabinet. Swank does a kit in a set that looks like an antique French telephone (about \$5.95) with a slot for saving the money you save. Esquire's Mark II kit is more pro-

fessional looking in a plain mahogany box with foot rest (\$6.95).

In the field of outerwear for icy days at the football stadium or just plain being out in the cold, there is everything from plain wool car coats to lavish fur-lined numbers. Mighty-Mac has one of the lavish ones in bull buck lined with sheepskin for \$195, or wool boating-type

coats for far less. McGregor does a camel laminated suede-finished coat lined with orlon pile for about \$40. The Convoy Company, an affiliate of Stanley Blacker comes up, naturally, with a convoy coat with hood and toggles for about \$25. Roger Kent features the British Pea Coat of the type worn at Malta by Sir Winston Churchill for about \$30. Robert Lewis Weatherwear puts the fur look on the outside with a coat called the "Yak," piped in suede at pockets, coat edges and button holes.

**Blade
Sawdust
by
SUE MOTEN**

Was busily searching for the children's Christmas stockings the other day and it brought to mind the great change that has come about in the tradition of hanging a stocking.

Can remember a few years ago when the Christmas sock was almost as much fun as Santa's visit.

Stockings weren't made out of felt and gaily decorated as they are today.

Many hours were spent trying to find just the right sock to hang on the mantle, if you were fortunate enough to have a mantle. Can remember we were usually at my granddads for Christmas and his was the sock drawer most rumaged through. My cousins and I spent a great deal of Christmas Eve searching through his socks, both new and old to find the largest. The fact that his feet were small was somewhat of a problem because the idea was, to get the sock that would hold the most candy, fruit and nuts; not to have the prettiest sock. Was fortunate enough a few years later to have a growing teenager for a brother and these were prize socks. When the mantle was all hung it looked like someone's laundry line rather than a mantle due to the fact that the socks were of various size, design and color. Can remember one year we hung heavy work socks, they had extra lengthy tops and held a great deal of goodies.

Christmas stockings today are beautiful to look at but they don't hold very much and don't have a great deal of character as far as we're concerned.

We'll be spending Christmas "on the creek" in Central Texas with Dolph's folks and this is always a great deal of fun. Something that is interesting to us, since we were raised on the Plains, is that Granny cuts her own Christmas tree off their land. It isn't a pine or fir but a heavy foliage cedar that has a delightful aroma.

Another aspect that we find fun is looking in the pantry at all the good food. Pantries to us always just meant a closet with shelves for storing canned goods. But not so down on the creek. The pantry is vented in both the floor and ceiling which makes it real cool, similar to a refrigerator. Here you are apt to find everything from canned peaches to German chocolate cake, eggs and a baked ham and if one is a good enough snooper, the Christmas chocolates can be found.

Making pictures for this issue is always a great deal of fun due to the fact that we concentrate on children. They are always agreeable to sitting under the tree or examining a package.

Sometimes they even go so far as to get the packages almost unwrapped much to the mother's dismay and our delight. If Mom is notified ahead of time that we are coming camera in hand, she spends a few extra hours making the children look beautiful but usually, since we arrive late, the hair is mussed and dress wrinkled and the children are perfectly natural looking which is what makes a picture cute as far as we are concerned.

While making pictures of some of the children with their grandmother's we were amused to see the reaction of the elders. They were actually having more fun than the youngsters. Anyway, Christmas is a great season; hope you enjoy it as much as we plan to.

Merry Christmas!

About a billion decorations will be used on American Christmas trees this year.

PHILLIPS TIPS

Merry Christmas



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

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

NORTHSIDE 66

Cadillac, Compact Or Cutting Grass-Use Phillips Gas!

Hwy. 60 238-2242



simple faith guides us to the true spirit of Christmas

pure, unwavering faith in

the meaning of his BIRTH that

wondrous night will guide us to

new hope and fervent charity.

so, let us pause this holy season

to reaffirm our faith, and

to pray that the true spirit of

CHRISTMAS will enter every heart

-BRINGING GREATEST JOY TO ALL.



At this wonderful Christmas-time, we express

our sincere appreciation to all our fine

customers for their loyal patronage during

1962.

We are looking toward 1963 as a year

when we can offer you even more and

better services.

BOVINA WHEAT GROWERS INC.

Jim Russell, Mgr. Pho. 238-2691



Not Everyone Belongs To A Co-op. But Everybody Benefits-

Merry Christmas



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

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

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



BARBEE CLEANERS

WE CLEAN CLEAN

Shallie And Doris Barbee

Bovina



Ginger Glasscock, daughter of Mr. and Mrs. Kent Glasscock, is anticipating her first Christmas. She is quite thrilled with the Santa doll, to the extent of chewing the tassel off his cap.

MEMO TO SANTA'S HELPERS:

Make Joys of Toys Endure

By PATRICIA McCORMACK
United Press International
NEW YORK (UPI) — Play is child's work. Toys are his work tools.

Psychologists have established this. Keep the facts in mind when selecting the surprises good boys and girls expect to find under the tree Christmas morning.

If the child can't work with his toys, if his toys are too old or too young for his age, or if his toys fall apart, he's bound to be disappointed.

These are some of the points made by Santa's helpers at the Toy Guidance Council in New York. Council consultants include educators and child development authorities. Child's

play is their life's work.

Helping the experts in their work are toy testers — children from neighboring schools who check into council headquarters and play with new toys every so often.

While they play, the children are observed through a magic window that looks to them like a mirror. They can't see the play watchers.

In the near quarter century since the council's founding, its research into safety, durability and functional characteristics of toys have helped to shape trends in toy manufacturing.

In a new book — "Toy Shoppers' Annual Guide" (Dell) — council consultants help answer some of the puzzling questions: —Should little boys be permitted to play with dolls? What about toy guns? What should you expect to pay for specific toys?

The Guide gets down to specific toy products in a 144-page illustrated chart section. Here, over 400 current educator-approved toys are pictured, identified and described with respect to age suitability, materials and construction, play features and price range.

To be included, each of the toys had to be examined and approved by the Council's panel of educators.

To help shoppers pass judgment on any play materials which may not have been submitted to the Council's Educator Panel for analysis and approval, a do-it-yourself toy

evaluator also is included.

How do the toy makers feel about all the guidance from experts?

In an interview, Frank Lessel-yong, vice president of a firm (Tonka Toys) that produces a scale-model toy truck line featured in the guide, said — "We welcome it."

Then he cited some child-tested hints on buying toys.

—Buy the right toy for the right age. Too many parents buy elaborate toys that appeal to them rather than to their child. During the early stages of childhood, the right toys should stimulate the infant's mental and physical faculties. Infants love toys they can bite and shake. They love dangling toys.

—During the intermediary years, toys should encourage further physical, social and mental development. It is during this time that the child develops imaginative tendencies in his play. The most popular toys are those which lend themselves to real-life situations.

A jeep truck in the model line is of this type. "Practically childproof" was the verdict when the toy was examined and approved by the Council's educator panel. That means: it won't fall apart easily.

As a result, thousands of imaginary adventures and trips are possible when the youngster plays with the model made from the same materials that auto makers use

OUR BEST

Christmas

WISHES

-and-
THANK YOU
For Your Good
Business During 1962!

Personalized
Butane Service

The
Farmer's
Friend
Highway 60
Bovina
238-2161

COSDEN
Oils & Greases



We extend
greetings
of the Season
and sincere
best wishes.

Merry Christmas

Warren Auto Supply

Mr. and Mrs. C. P. Warren

Highway 60

Bovina

season's GREETINGS

May the Star of Bethlehem that guided the wise men to the Christ Child shine for you again this Christmas. May its light of promise gleam softly and steadily over this beloved land of ours. May it lead us to greater wisdom and goodness in our dealings one with another. In expressing our Christmas wish may we also add our sincere thanks for all past courtesies.



Hammonds Seed Service

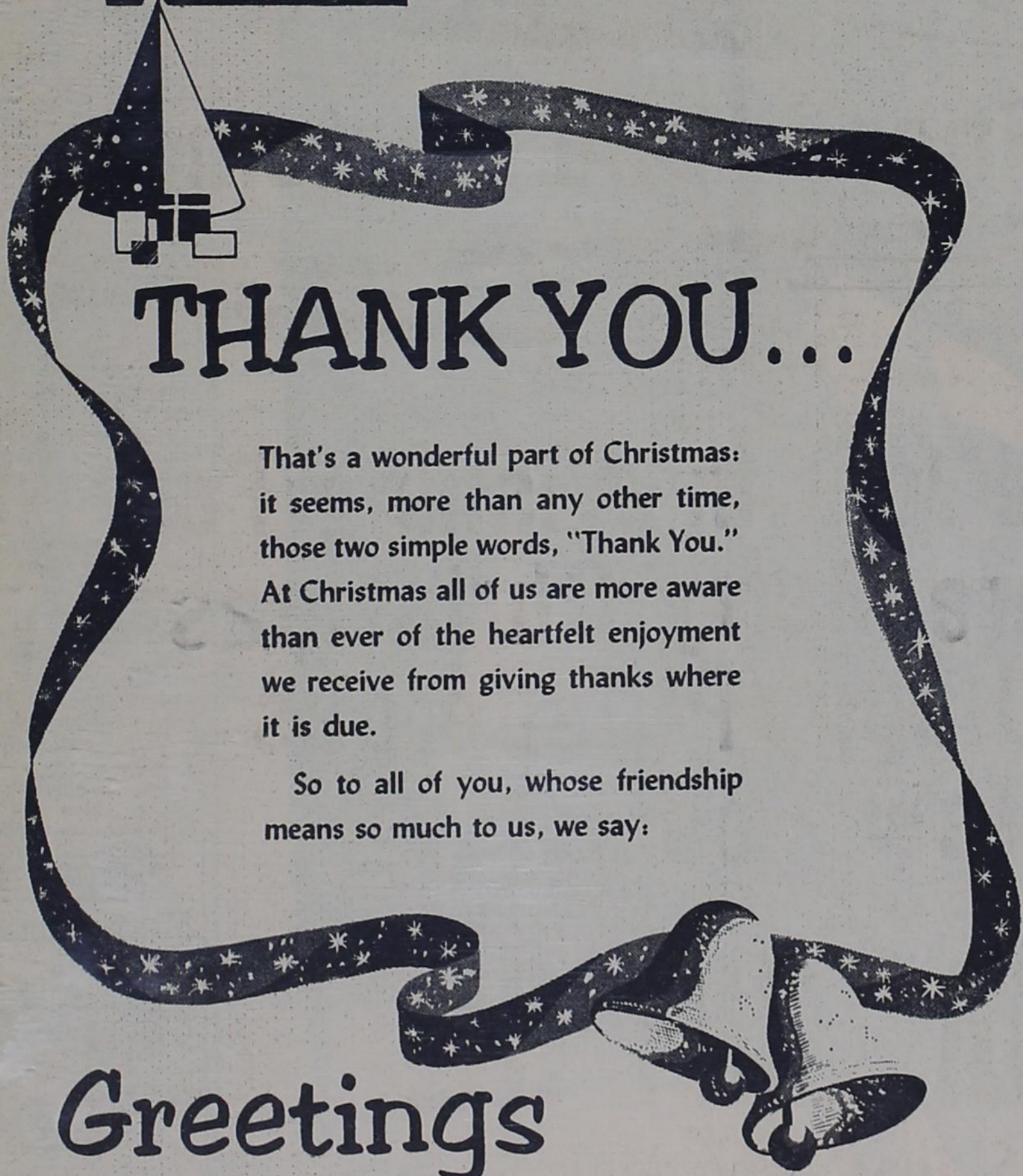
J. T. Hammonds

---Bovina---

DeKalb Hybrid Seed

Phones
238-2541
238-4541

Merry Christmas



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

Wilson-Brock Agency

"All Kinds Insurance"

Joe Wilson -- Bovina -- Aubrey Brock

Merry Christmas to All!

And Thanks To All

For Your Wonderful Business
During The Year!

SPECIAL NOTICE

We Will Close For Christmas
Sunday, December 23rd And
Re-open Monday, December 30th

THE MUSTANG

DRIVE-IN

Third Street and Highway 86-Bovina

NEW IDEALS--

Homemaking Students Design Christmas Decorations And Gifts



Christmas decorations and gifts are in abundance at the homemaking cottage. Showing some of their creations are, left to right, Shirley Carter, Tonya Ivy and Patsy Lloyd.

Each year someone comes up with a new wrinkle as far as making gifts and decorations are concerned.

This year the trick is to use the plastic bottles that detergent, bleach and other household cleaners come in for making many decorations and gifts.

Bovina High homemaking students and their teacher, Mrs. Charles Thompson, have been experimenting with these gifts. They made a sewing caddy from a detergent bottle. A styrofoam ball is used to make the head and a face is put on by using sequins, glitter or perhaps buttons. Given a ruffled Mother Hubbard cap and apron with larger pockets this caddy will hold a tape measure, seam rip-

per, scissors, thread, pins or any other sewing materials.

The same method is used for making a makeup caddy. A detergent bottle is adorned with the styrofoam ball for a head and topped with a frivolous hat, perhaps to match your drapes. To provide a top for her garment strips of cloth are glued to form a blouse and then complimented with a full skirt trimmed with lace pockets. These pockets are made to contain lipstick, comb, brush, eyebrow pencil and various other beaut aids.

A bleach bottle makes a fine piggy bank. Covered sewing spools are attached for legs and tail, felt ears and eyes make the face with the handle or top of the bleach bottle forming the nose. Decorated with gay felt patches and a slit in the top he makes a fine piggy bank, one that is childproof too.

A plastic Christmas tree was fashioned by using plastic cleaning bags and attached to a chicken wire form after being twisted with pipe cleaner. They are placed on the form in profusion and decorated with small Christmas balls or ornaments forming a pastel tree. These would be ideal for people who don't plan to be at home Christmas but would like to have a tree for the festivities.

Another item that children would like is a Santa made from a large bleach bottle. Place a high pixie felt hat on the handle, trim with fur or cotton. Draw a face below with paints or the colored tapes and then add a fur or angel hair beard.

Dear Santa Claus,
Will you please bring me a watch, bicycle, Barbie doll, nurse kit, fun kit, play pilgrim and a ice maker.

Thank you Santa Claus,
Brenda Mae Stanberry

Dear Santa Claus,
Would you please bring me a rifleman gun and a gas truck and a Broozzer and a farm set.

Edwin Pesch

Dear Santa,
I have been good. I want a pop gun, a typewriter, a hockey game and a malt machine.

Gary Gober

Dear Santa Claus,
Will you please bring me a white football suit a bazooka, a Dick Tracy walkie talkie and a football set.

Thank you,
Ben Leslie McCain

Dear Santa Claus,
Would you please bring me a big Broozzer truck, a farm set, a cowboy set, a rifleman gun and a bicycle.

Love,
Johnny Blake Wellborn

Dear Santa Claus,
Would you please bring me a nurse kit, with a nurse dress with a cape, a Thumbellena with its clothes with a baby bed.

Jane Russell

BOVINA VARIETY

Alice Moore - Opal Bowen



Merry Christmas

There's a wealth of happiness in store for you this Christmas, we hope.

And if our good wishes will help, you'll have one of the most pleasant of them all. May this occasion be long remembered as the happiest.



BOVINA GIN CO. Extends

Season's Greetings

to All

Our Friends and Customers

We At Bovina Gin Co. Are Truly Grateful For Your Fine Patronage During The First Part Of 1962 Ginning Season. This Year, The New Year Of 1963 And In The Year's To Follow, Our Pledge To You -

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

May We Join In Wishing For You A Sincere Merry Christmas And A Happy Prosperous New Year!

BOVINA GIN CO.

Don Sides, Manager

FM Road 1731 North

238-4801



EXCHANGE STUDENT SAYS--

Christmas In Germany Is Festive Season

Elke Steffens, exchange student from Germany who is making her home with the Vernon Estes family, is anticipating Christmas in America with excitement.

Creative Elke has entered into the Christmas spirit by making an advent wreath. This is made from cedar branches wound around a wire frame. Elke explains that in Germany these are hung from the ceiling about a month before Christmas with a candle being lighted each Sunday preceding Christmas day, thus preparing for Christmas.

She pointed out, in good humor, that since there was no place to hang it from the ceiling in the Estes home they were go-

ing to Americanize it and hang it on the door.

Another interesting feature of the Christmas season in Germany is that on the sixth of December the children shine their shoes and set them outside and await the visit of 'Nikolaus.'

He fills the shoes with goodies, candies, fruit and nuts in accordance with the old custom as to whether the child has been a good boy or girl. She also laughed and said that if the children had been bad Nikolaus put a stick in the shoe instead of treats.

While discussing Christmas trees Elke mentioned that she had never seen a tree lighted with electric lights. In

Germany, she explained, "we use candles, and, of course, Christmas ornaments such as you have."

She also mentioned that their decorations for centerpieces are all made from greenery with traditional decorations rather than all the frothy, foamy glamorous ones we are accustomed to seeing.

Elke was asked if Christmas

in Germany was as commercialized as it is in America and her reply was, "Yes, to a certain extent but they don't give as elaborate, or as many, gifts and they try to make a number of their gifts rather than buy them."

Christmas Eve is their big day in Germany. The tree is trimmed on Christmas Eve, usually by the mother. After she

has the tree trimmed, she calls the family in and they sing carols and then have the traditional dinner.

Turkey is not the dish for dinner. She said that a perfectly delightful Christmas Eve dinner was usually a nice fish, a choice goose or perhaps a piece of pork with all the extras. During dinner the "Christmas Man," or Santa, comes to the door and the children have to say a Christmas prayer for him in order to get their gifts.

Christmas Day starts out rather lazy with the family sleeping late then having another big dinner with family or friends. After dinner they take a walk to visit friends and see their gifts. Usually the day is climaxed by a dance with all the family taking part.

Then she explained some of the New Year's customs. With

a gleam in her eye she said that "Silvester" or New Year's Eve was similar to our Halloween.

Children and teenagers dress in costumes and go from door to door singing Christmas Carols for the last time and are given treats or perhaps money for their entertainment. This day too is usually high-lighted with a dance and prostrating the New year.

Letters to Santa

Dear Santa, Will you please bring me a cowboy set and a gunholster and some caps and a watch and a football.

Glenn Ross Hise

Dear Santa Claus, Will you please bring me three bicycles and a rifleman gun and a cowboy set.

Ruben A lamillo

Dear Santa Claus, Would you please bring me a battery truck and some cowboy boots.

Richard Reyes

Christmas Fire Toll Increased Last Year

Americans across the nation are being urged to use care with fire during the Christmas and New Year's holidays in an effort to hold down the annual tragic holiday toll in fire fatalities.

Lewis A. Vincent, general manager of the National Board of Fire Underwriters, reminds that 85 persons in the United States lost their lives in fires last year in three days beginning at 6 P.M. on Christmas Eve. This compared with 77 fire fatalities the preceding Christmas and 43 two years earlier.

Another 83 persons died in fires in a three-day period last New Year's, compared with 66 a year earlier and 63 two years ago.

"The Christmas season should be a merry time for all. Do not allow a fire tragedy to mar the happiness of your Christmas. Ordinary care with fire will help," said Lewis A. Vincent, general manager of the National Board of Fire Underwriters.

"Three-fourths of all fires in the United States are caused by carelessness," he added. "Elimination of fires caused by carelessness is one of the finest gifts Americans can give themselves."

Fire fatalities during the Christmas and New Year's holiday periods of the last 10 years, according to the National Safety Council, are as follows:

Year	Number of Days	Fire Fatalities Christmas	Fire Fatalities New Year's
1961	3	83	83
1960	3	77	66
1959	3	43	63
1958	4	93	61
1957	1	27	20
1956	4	53	71
1955	3	68	74
1954	2	83	27
1953	3	81	40
1952	4	82	58



Have a MERRY CHRISTMAS!

And thanks for your wonderful loyalty.

BOVINA 1962 DRY GOODS

-Mr. and Mrs. Edward Isaac-



And 'Thanks' For Your Business During The Year. **DEEP ROCK Ser. Sta. No. 2** - Bill Moore -

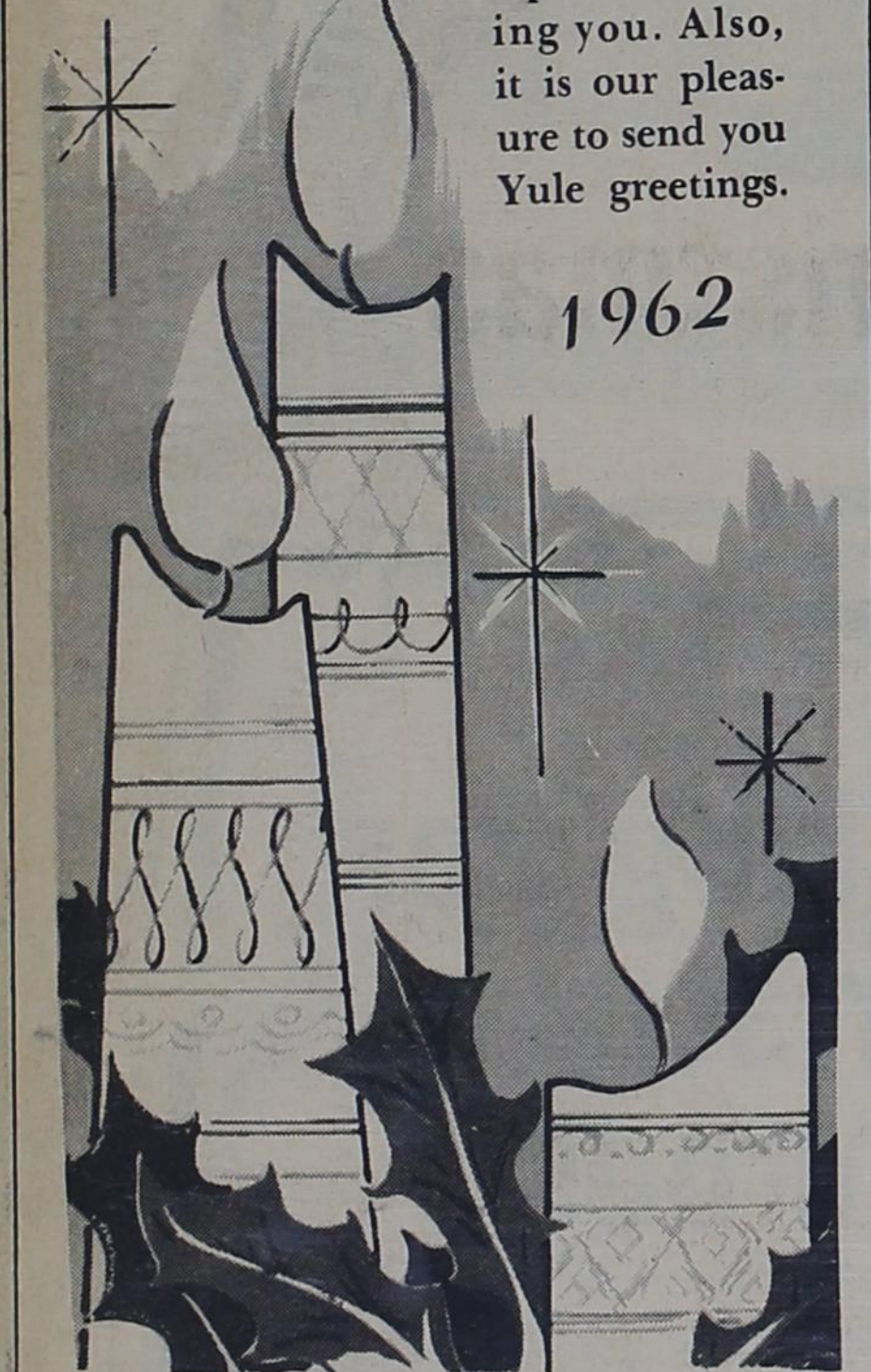


Elke Steffens, exchange student from Germany, displays an "advent wreath" which she made from cedar boughs for her family at Christmas.

Merry Christmas

It has been a pleasure serving you. Also, it is our pleasure to send you Yule greetings.

1962



We will close Dec. 23rd for the holidays after which we will remain closed for repairs.

Bovina Dairy Freeze

Highway 60 - The Boyd Gilreaths -

Portrait Gifts Need Planning

CHICAGO (UPI) — If you plan to give portraits for Christmas gifts, the Professional Photographers of America have a few hints.

First, reserve your portrait sittings early because the Christmas season for the portrait photographer begins in October and accelerates right up to Christmas Eve.

A growing trend is to give color proofs, rather than the completed portrait. The gift receiver can then select the photograph he wants and, if you started your planning late, you'll still have a gift selection to place under the tree.

If you plan to use color portraits to help decorate a formal living room, or basement television room, ask the photographer to look at the room. Then he can suggest what color clothes to wear for your portrait.

Best Wishes

Our heartiest good wishes to you and yours, for a Joyous and Merry Christmas... an abundance of everything good.

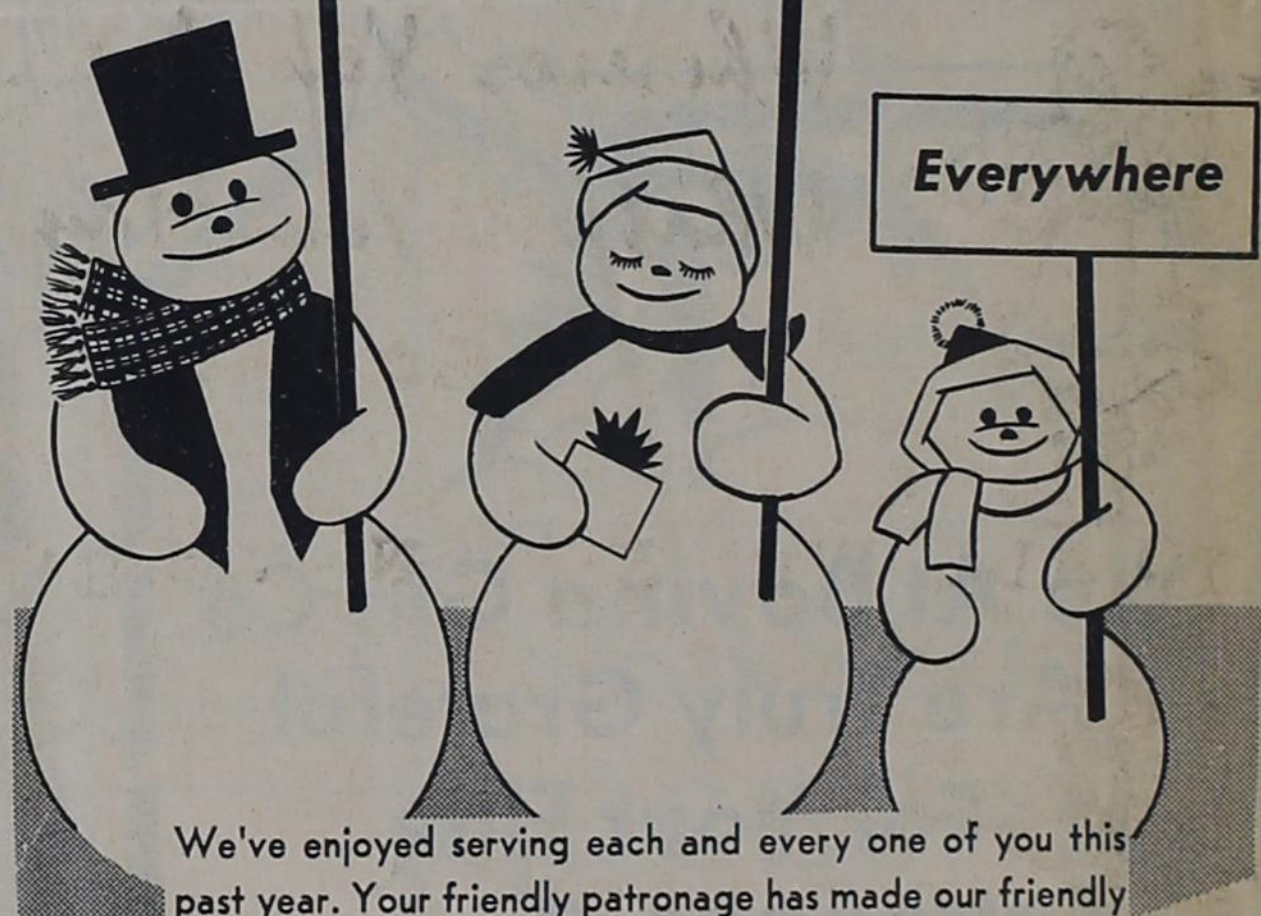


Bovina Service Station And Grocery
Clifford Leake

Merry Christmas

to Everybody

Everywhere



We've enjoyed serving each and every one of you this past year. Your friendly patronage has made our friendly service a real pleasure.

So... have a nice Christmas, won't you? And in the days to come... we'll look forward eagerly to serving you again.

See Us For All Kinds **DRY FERTILIZERS** As Well As Anhydrous Ammonia

3-Way Chemical Company
Hwy. 60 East Bovina

Ed Hutto - J. W. Harris

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!

Pioneer Natural Gas Company
FUEL FOR A GROWING EMPIRE

LETTERS TO SANTA



Dear Santa Claus, Would you please bring me a pretty doll, some clothes and dishes.

Thank you, Antonia Salbana

Dear Santa Claus, Please bring me a bee-bee gun, a watch, some kind of game and a cash register.

Thank you, Love, Widdy Gromowsky

Dear Santa, Would you please bring me a four story toy station and a cowboy set, I want a highway department set and a Tonka record tank.

Love, Scotty Shamblin

Dear Santa Claus, Would you please bring me watch, a bicycle and a doll.

Thank you, Yolanda Sevna

Dear Santa Claus, Will you please bring me a big toy snow cone maker, a big football set, a bicycle and a cowboy set.

Thank you, Tommy Page

Dear Santa Claus, Would you please bring me a cash register and a can can and a three year old doll.

Thank you, Kathy Shook

Dear Santa Claus, Would you please bring me some football clothes and a bicycle and a watch, I am pretty good.

Larry Wiseman

Dear Santa Claus, Would you please bring me a

bride doll, a watch and a nurse set, bring some doll clothes and a pretty doll.

Love, Melanie Ivy

Dear Santa Claus, Please bring me a cowboy set, a bicycle, a truck, a toy, cowboy hat and a watch.

Thank you Santa Claus, Isata Mejia

Dear Santa Claus, Will you please bring me a candy fashion doll, a watch and a bicycle.

Thank you, Debra Sorley

Dear Santa, Please bring me a watch, Barbee clothes, and two Debbie dress up sets.

Love, Patti Mills

Dear Santa Claus, Would you please bring me a kissy doll a piano, a bicycle, a dress, a house and a cook.

Thank you, Jessie Coronado

Dear Santa Claus, Would you please bring me a kissy doll, a watch, a Barbee doll and a book.

Thank you, Brenda Harblison

Dear Santa Claus, Would you please bring me a kissy doll and a candy fashion doll.

Thank you Honey Corine Mast



"I CAN HEAR THOSE FIRE SIRENS NOW..." This cartoon may be used as is by television stations with opaque projectors. It is available in two and three column mats. Newspapers may order by mailing the enclosed card.

Wherever You Are... Whatever You May Be Doing...

TO ALL WE EXTEND BEST

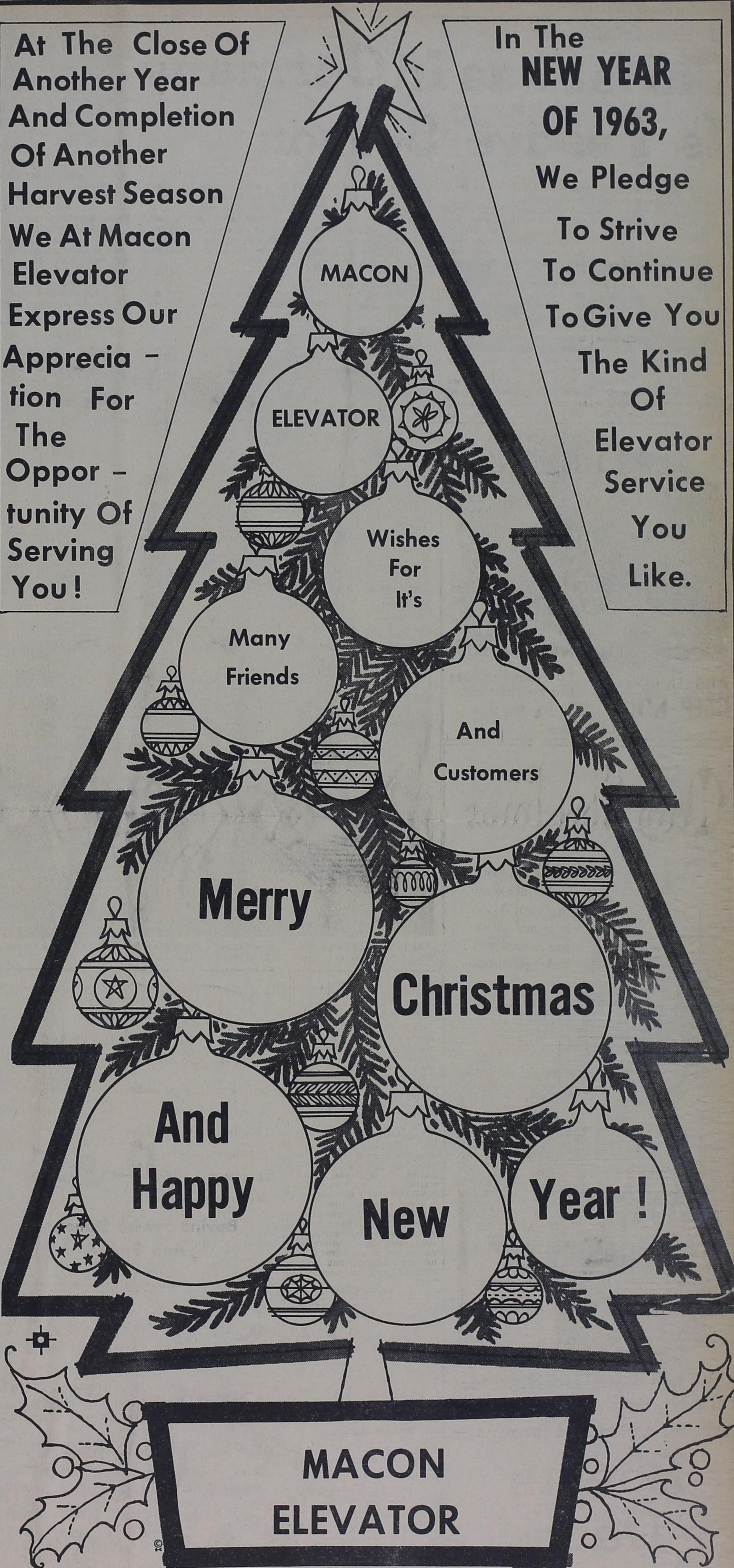
CHRISTMAS GREETINGS

BOVINA AUTO PARTS INC.

Sam Sudderth - George Long Highway 86 and Third St.

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

In The NEW YEAR OF 1963, We Pledge To Strive To Continue To Give You The Kind Of Elevator Service You Like.



Mr. And Mrs. J.P. Macon

Bovina

Highway 60

238-2411

Avoid Christmas Fires

Down at the firehouse, the chief and his men are looking forward to a Merry Christmas. You can help make it merry by keeping your Christmas tree fire-safe, the National Board of Fire Underwriters says.

The fire chief and his men—like every one else—would prefer a quiet Christ-

mas dinner to standing out in front of a burning house, hose in hand, pouring on water.

It's no fun for the chief to hear the sound of a fire siren just as he is about to carve the Christmas turkey.

Use care, and let him have a quiet dinner.

At the same time, you can assure yourself of a pleasant Christmas dinner, too.

"FARM FUN" by Troy Fuller

WHAT, AGAIN? YOU SAID YOU NEVER GOT TIRED AND I'VE CAUGHT YOU SLEEPING THREE TIMES TODAY.

SURE! THAT'S WHY I NEVER GET TIRED.

CUSTOMERS NEVER TIRE OF TELLING YOU HOW WONDERFUL

Bovina Farm Chemical

TREAT YOU.

Bovina FARM CHEMICAL

Fertilizers & Insecticides

Phone 238-4311

BUY FROM US WITH CONFIDENCE

Wix Filters ••• BOVINA, TEXAS

Wishing For You And Yours

MERRY CHRISTMAS

And A

HAPPY NEW YEAR



May your Yule stocking be filled with joy, love and peace. To all of our friends we send our greeting for a Merry Yule.

The **Mary Marr** Shop

Margaret Minter - Jessie Williams

Third Street -- Bovina



Connie Foster, daughter of Mr. and Mrs. Nicky Foster, is preparing for Santa's Christmas Eve visit by hanging her stockings above the fireplace at her home.

Religious Cards More Popular

NEW YORK (UPI) — The trend toward more religious Christmas cards, which started in the late 1940's, is still gaining momentum.

A record number of religious subjects is being offered on this year's Christmas cards by major greeting card publishers.

Approximately 35 per cent of the more than 3 billion cards that will be sent this Christmas will contain religious designs, according to the Rust Craft Institute.

In contrast, less than five per cent of the Christmas cards produced 15 years ago could be classified as religious in character.

The "Madonna and Child" is the most popular of the religious designs once again, followed by the "Three Wise Men" and the "Holy Family." Other religious motifs run the gamut from drawings of cherubs to choirs, open Bibles.

Christmas Tree Fire Safety Tips

More than 50 million American families in the next few days will be buying Christmas trees and decorating them for the holiday season.

Unless care is taken, this happy symbol of the holiday season can bring tragedy, warns the National Board of Fire Underwriters.

These suggestions are offered by the Board to keep your Christmas tree fire-safe:

- 1—When you buy a Christmas tree, choose one which appears fresh. Before you buy the tree, run your hand over the needles to make sure they are firmly attached. If needles fall when brushed, the tree is dry and you should select another one.
- 2—When you get the tree home, keep it outdoors until you are ready to decorate it. You can keep it fresh by standing it in a pail of water.
- 3—You should wait until just before Christmas before setting up the tree.
- 4—You should place the tree in the coolest part of the room, away from radiators, heaters and the fireplace. This will keep the tree from drying, and reduce the chance of fire.
- 5—Your Christmas tree stand should be of the type equipped with a water container in which the trunk can rest. Fresh trees will "drink" a sizeable amount of water, and you should fill the water container daily.
- 6—Only flameproof decorations should be used on the tree—those made of glass, metal or fire-resistant material.
- 7—Use only electric lights to illuminate the tree and be sure to check light strings before placing them on the branches. Those with frayed wires should be thrown away. If you buy a new set, select a type that bears the Underwriters' Laboratories label.
- 8—The switch controlling the tree lights should be some distance from the tree.
- 9—Electric trains—part of Christmas in many homes—should be set up away from the tree. Sparks from toy trains could be fire hazards.
- 10—Lights on Christmas trees always should be turned off when everyone is away from home.
- 11—Check the tree frequently for dryness. In particular, check tree needles near lights. If they have started to turn brittle, change the position of the lights.
- 12—When needles become so dry they start falling, take the tree down at once and put it outdoors.
- 13—When Christmas presents are opened, the gift wrappings you intend to keep should be folded and put away. Other paper, ribbon and boxes should be gathered up and thrown away promptly.
- 14—Even if the tree still appears to be fresh, take it down the day after New Year's.
- 15—Merry Christmas!

Choose Safe Toys

Are small children on your Christmas shopping list? If so, be sure that you select toys that you know are safe, the National Board of Fire Underwriters cautions.

Avoid toys that could cause fire, shock or explosion. Airplanes, automobiles, rockets and spacecraft that use kerosene, gasoline, or carbide for fuels, can be

hazardous playthings when placed in the hands of the very young.

The National Board also recommends that an adult should supervise all play with electrical toys, or with those using fuels and chemicals.

Common sense is the best guide in selecting and supervising the use of toys.



MERRY WISHES AT CHRISTMAS

'Tis the season to extend greetings and to thank our customers!

And We Especially Thank You-At This Christmastime-For Your Fine Patronage During Our First Few Months In Business In Bovina!

OK Rubber Welders...
OK Tire Store

AUTO FLOAT TIRES

Hwy. 60 BOVINA 238-3432
Darrell Holland, Owner - Manager

MISTLETOE KING

Texas Man Stars As A Christmas Cupid

COMANCHE, Tex. (UPI) — Wilford Schuster provokes more Christmas kissing than any other man in the world. He is the world's leading mistletoe shipper.

Schuster shipped out about 140,000 pounds this year.

Although he is the largest mistletoe shipper in 12 Central Texas counties which are estimated to produce 95 per cent of the holiday supply of mistletoe, he is by no means the only one.

Other shippers brought the total amount shipped out of the 12 counties to about 400,000 pounds. And the 12 Texas counties probably are not the best place in the country to grow mistletoe.

But mistletoe from these counties is the most desirable because it grows under fairly dry conditions and will survive longer when hung over doorways and on lighting fixtures in heated living rooms.

The mistletoe crop this year was not up to average. But it had to have berries before Schuster bought it.

Ranchers and schoolchildren got it out of mesquite, oak, blackjack, chinaberry and hackberry trees. They handled it gently because mistletoe, in addition to being highly perishable, bruises easily.

Mistletoe harvesters brought it in to Schuster's packing plant in batches of 50 to 1,000 pounds. Schuster paid \$7 a hundred pounds for it.

The mistletoe season lasts

from Dec. 1 to 15. Hundreds of persons work to prepare it for market, in addition to those who harvested it and brought it in.

Schuster, for instance, uses 15 packers and graders and 100 persons to put it into cellophane bags. When mistletoe is ready to ship, it has to go fast. Most of this year's crop goes out by air freight through Dallas.

The original mistletoe ship-

per in Central Texas was R. Elliott of Bertram, about 100 miles south of Comanche. It shipped by railway express since there was no air freight then.

Schuster got into the mistletoe business after World War II. As a sailor he noticed the difficulty during the war of getting mistletoe in northern cities. So, looking for something to do when he came home from the war, he thought about mistletoe. It turned out to be very profitable thinking.

Schuster mistletoe causes kisses in every state in the union, including Hawaii and Alaska. He cannot estimate how many kisses he causes, but if every berry he ships on mistletoe inspires a kiss, it must be millions.



Season's Greetings

We wish you well and extend our appreciation for the chance of serving you.

Southside Motor Supply

Glenn Ritchie - Finley Rodger
Chester Rogers
Highway 86 - Bovina

Christmas is near - It's time to say: To all "Good Cheer" On Christmas Day

IF WE HAD BUT ONE WISH TO OFFER ON THIS GLORIOUS HOLIDAY — IT WOULD BE THAT EVERY LITTLE WISH COME TRUE FOR YOU AND YOURS, OUR VERY GOOD FRIENDS AND PATRONS.

A HAPPY HOLIDAY TO ALL!

1962 Has Been A Wonderful Year And Your Patronage Is Greatly Appreciated



here's hoping your Christmas tree stands in a house full of Happiness!

May all the real enjoyment of Christmas be in your house during this happy Yuletide Season. Our thanks to you and our hearty wish for a

Merry Christmas

PAUL JONES TEXACO SERVICE STATION

Highway 60 - BOVINA - Ph. 238-4331
Mr. and Mrs. Paul Jones and Randy

WILLIAMS MERCANTILE CO.
"Pioneers In Bovina"