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The Bovina Blade

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THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

"In The Agricultural Center Of Farmer County"

WEDNESDAY, DECEMBER 23, 1964

BOVINA, TEXAS

VOL. IX, NO. 25

WHITTLIN'

BY DOLPH MOTEN

Contrary to the impression left in this space last week, game wardens were in this county and area during pheasant season - the first week in the month.

Last week we wrote "As far as we know, there wasn't a game warden within 50 miles of here during this year's season."

Since that appeared in print, we've been informed that game wardens were working here - at least one, anyway. Some people told us nicely because they figured we should be informed after what we'd written while others, as usual, got smart about telling us.

Be that as it may, we stand corrected, and are happy to know that the state's game warden department is aware of our pheasant crop in this area and is interested in helping us protect and develop it.

We believe that enforcement of game laws will be necessary before the maximum potential can be realized from the pheasant population.

Down through the years, we've been criticized for "playing up" sporting events too much in The Blade.

Naturally, being human, we felt we were the only country editor anywhere who was subjected to such advice.

"Tain't so. Our counterpart up at Stratford, on the North Plains, Dave McReynolds, has had a dose out of the same medicine bottle, Dave's paper, The Stratford Star, has a Bovina subscriber. And said subscriber did tell Dave that it appeared to him (the subscriber) that his paper would be better if he didn't have so much about "ball" in it.

We know, because the subscriber told us Dave that. We can sympathize with McReynolds for obvious reasons, but especially since his team advanced to the semi-finals in the state football playoffs. Needless to say, there was quite a bit of sporting news in the Stratford paper, and rightly so.

It appears from here that Bovina's Christmas card project isn't what it should be. Seems to us that more people in the community should participate in it.

Those who do participate are saving themselves a lot of hard work in the form of not compiling Christmas card lists, not signing the cards, and not addressing envelopes. If your time is worth anything, you can count that as bonus by joining the project. If you contribute the same amount of money that you would ordinarily spend for cards, envelopes and stamps, you're still way ahead in the time-saved department.

We realize that what we've said here won't be especially popular with a lot of people. Maybe participation in the project will pick up when a definite goal is decided on.

But even that won't necessarily assure greater success for the project. Then, people who disagree with the project - and there will be some, no matter what it is - will decide they don't want to contribute to something they're not for.

But, we've never seen anything yet that didn't have its advantages and disadvantages.

With the cooperation of a lot of people, the newly-reorganized Bovina American Legion has just put over a whale of a big fund-raising project. Net to the Legion on the sale of 160 \$50 tractor ticket donations was approximately \$2000 which will be used to make repairs and improvements to the Legion Hall here.

The organization is to be congratulated on making a success of the big chore and on the worthiness of the use of the profit. The Hall will be available for community use after it is remodeled just as it has been in the past.

The community needs such a building.

Since this is the final Whittlin' column for 1964, it's time for us to wish for both our readers the MERRIEST of Christmases and the HAPPIEST of New Years!

WINS LEGION GIVE-AWAY --

Wilbur Charles Has 'The' Tractor Ticket

Wilbur Charles was the winner of the \$8000-retail value tractor given away by Bovina American Legion Saturday afternoon.

His ticket, No. 145, was drawn from the total of 160 which were in the basket. Bovina Jaycees were in charge of the drawing with Kim Langer, daughter

of Mr. and Mrs. Fred Langer drawing the winner from the basket. The Legion netted approximately \$2000 from the project.

A total of 160 donations was accepted by the organization at \$50 each. Wholesale cost of the big, new tractor was approximately \$6000.

The drawing was conducted downtown at 4 p.m., shortly after Santa Claus had departed from his annual visit to Bovina. The downtown area was filled, but not crowded, with people who were interested in the outcome of the drawing.

Legion members will use profits from the promotion to repair and remodel the American Legion Hall, which is located on Third Street.

Work on the project will begin shortly after the first of the year, announces Tom Hartwell, a spokesman for the newly-reorganized Legion.

In an advertisement in this issue of The Blade, the legion expresses appreciation to those who made donations for the project.



CHRISTMAS MAIL -- Postmaster Gene Ezell and Clerk Flossie Rhinehart are shown a portion of the avalanche of Christmas mail which has passed through the post office here during the past several days.

Announce Post Office Schedule

Window service at Bovina post office will close Thursday afternoon and open again Monday morning, Postmaster Gene Ezell announces.

Incoming and outgoing mail will be handled twice daily during the three-day holiday period, he points out, but there will be no window service Friday, Saturday or Sunday.

Delivery of mail on the rural route will also be skipped from Thursday until Monday, the postmaster points out.

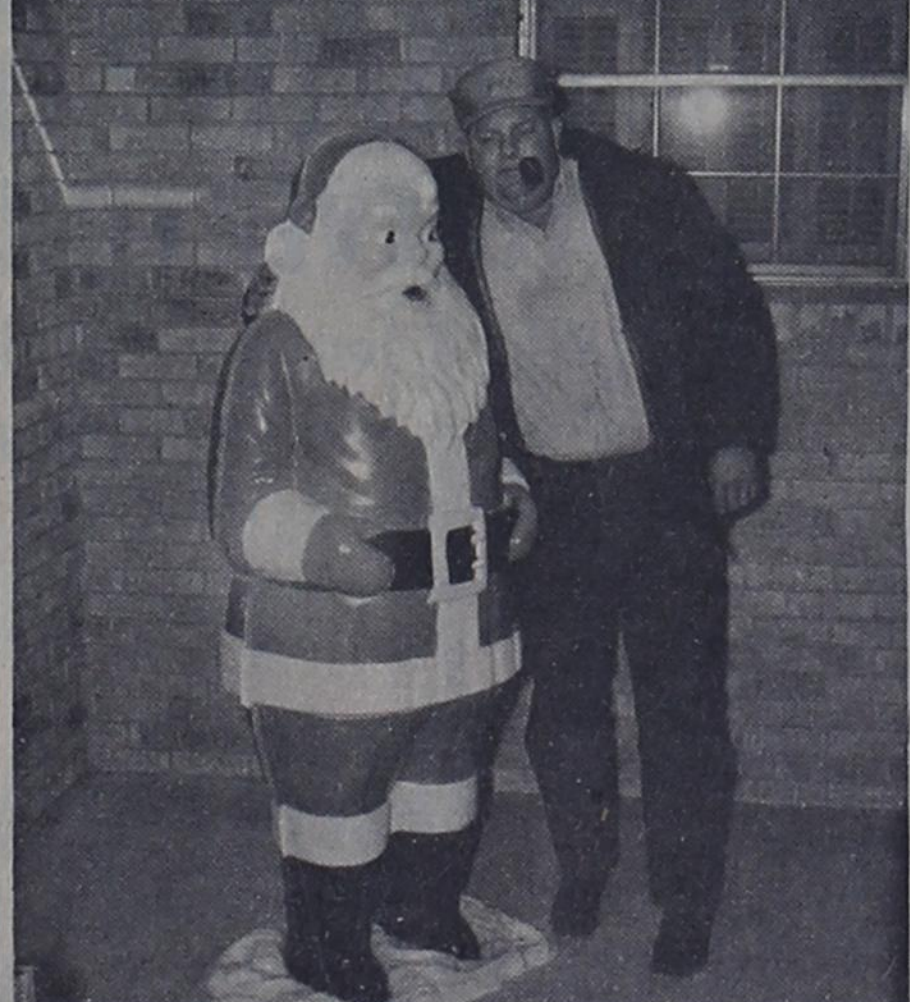
Attend Funeral In Arlington

Mr. and Mrs. W. W. Wilcox and members of their family returned home Sunday from Arlington.

They had gone to Arlington Thursday after receiving news of the death of her brother-in-law, S. E. Elzworth.

Funeral services were held Saturday afternoon.

Accompanying them were Mr. and Mrs. Jessie Sisco of Bovina, Mr. and Mrs. Everett McCormick of Clovis, Mr. and Mrs. Ike Wilcox of Muleshoe and Mr. and Mrs. Wayne Wilcox of Hereford.



BUDDIES -- Charlie Owen is shown "buddying up" to this life-looking Santa which is a part of the Christmas decorations at the home of Mr. and Mrs. A. L. Glasscock. Charlie is evidently preparing for Christmas by making friends with Santa.

TEMPERATURE NEAR ZERO--

Cold Spell Hits Here

A cold front moved into the area Wednesday night and bombarded citizens with the coldest temperatures of the season. Cold winds, coupled with the front Thursday drove the mercury in thermometers down near the zero mark. The temperatures were still low Friday, but the wind let up, making the weather seem warmer.

Sleet and snow began falling here late Friday afternoon. This lasted for approximately 30 minutes, covering the ground with a pre-Christmas whiteness and stopping all cotton harvesting operations.

A warming trend Saturday morning had most of the sleet and snow melted by Saturday morning.

TONIGHT --

Teams Play Vega Here

Bovina High basketball teams each lost a pair of basketball games last week.

Playing at Vega Friday night, the Mustangs were downed, 39-48, by the Longhorns while the Fillies were defeated, 32-40.

Jerry Roach led Mustang scoring with 17 points, For the

Fillies, Judy Strawn made 14, Sandra Patterson had 12 and Lynn Looney six.

At Springlake Tuesday night of last week, the Wolverines bumped the Mustangs, 43-70, despite a 25 point effort by Roach.

The Fillies were defeated, 35-42, Sandra Patterson was the leading scorer with 17.

Both teams meet Vega in return games at Williford Gym tonight (Tuesday).

Tonight's game will be the final one before Christmas.

The week after Christmas they are entered in an invitational tournament at Farwell, December 29, 31 and January 2.

District play begins for Coach Milt Fitts cagers January 12 when they entertain the Lazbuddie teams here.

Banquet In March

Bovina's fifth annual chamber of commerce and agriculture banquet has been scheduled for the Third Thursday night in March.

The customary date was agreed on at a meeting of chamber of directors Thursday in Bovina Restaurant.

Five directors are to be elected to three-year terms on the board shortly after first of the year. A membership drive is scheduled to be conducted between the first and March 1.

2 Calls, No Fires For Dept.

Bovina Volunteer Fire Department members made two runs but fought no fires Wednesday of last week.

Shortly after 2 p. m., a truck was taken to Earl Stevenson's farm east of town where a fire had been reported. Stevenson was burning a turnrow of weeds, however, and wanted them to burn -- not be put out.

About 6 p. m., firemen answered a call from Bovina Gin Co. to fight a fire in cotton burrs there. The fire there was quickly extinguished by gin employees and the fire truck was waved back to town before it arrived at the scene.

Owens Jaycee Director

Don Owens has been named a director of Bovina Junior Chamber of Commerce.

Owens replaces Sid Killough, who was elected last fall. Killough recently moved to Hereford to work with Pioneer Natural Gas Co. He was employed by Charles Oil Co. here.

A clothing drive is being planned by the Jaycees. They will gather clothing area residents are willing to donate to distribute to needy families here.

The drive is scheduled to get underway in January, announces Bob Fillpot, Jaycee's president, and additional details will be announced at that time.



COMPLETE WITH BELLS -- Santa is shown ringing his bell for the benefit of his followers, including the photographer. An estimated crowd of 400 children was on hand in downtown Bovina for Santa's Saturday afternoon visit.

400 SACKS OF CANDY--

Youngsters See Santa During Saturday Visit



HERE'S SANTA! -- Santa Claus is shown handing out Christmas goodies and talking with his admirers, young and old, during his visit to downtown Bovina Saturday afternoon.

Bovina's downtown section was filled Saturday afternoon with highly-expectant youngsters, with their parents, who were on hand for a look at and possibly a visit with, Santa Claus.

The Merry Old Gentleman from the North Pole made his annual visit here. He arrived via fire truck at 3 p. m. and stayed almost an hour handing out Christmas candy, bubble gun and balloons and visiting with his young admirers.

Santa's visit was sponsored again this year by Bovina Chamber of Commerce and Agriculture with help from Bovina Volunteer Fire Department and Lions Club.

A section of Main Street was roped off to halt traffic and give Santa ample room to visit with the youngsters.

Some 400 sacks of candy were handed out to the children by Santa and his helpers, who were chamber of commerce members.

Weather by Willie

Looks like another cold spell within next 48 hours. --Willie

AT DEADLINE --

Card Project Receives \$538

At the deadline Saturday noon, Bovina's 1964 Christmas card project had taken in a total of \$538 from approximately 75 contributors. Names of those who donated

to the fund will appear in a Christmas greeting the Christmas issue of The Blade, which will be mailed Wednesday.

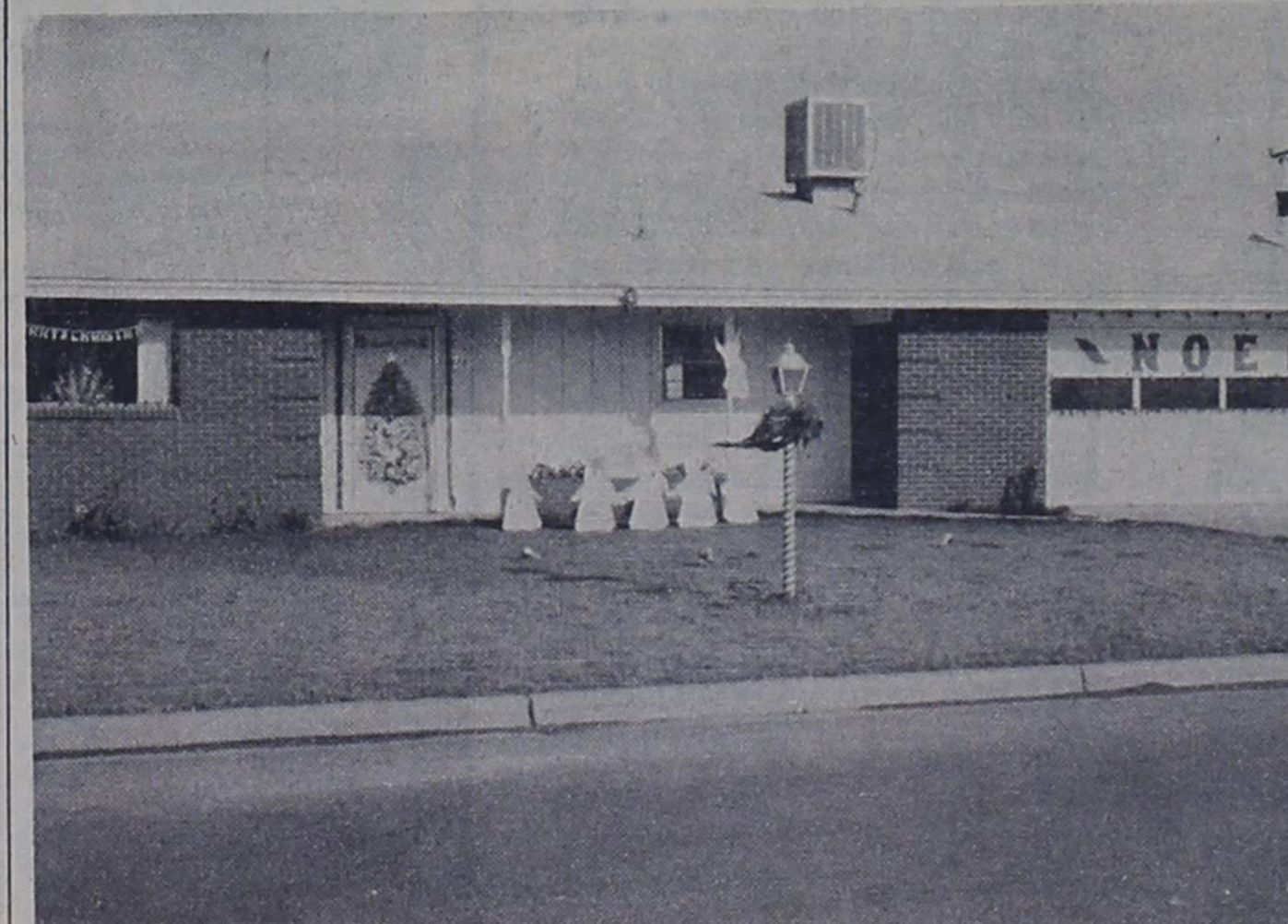
People who participate in the project donate the amount of money they would ordinarily spend for Christmas cards, envelopes and stamps.

The project is sponsored by Bovina Woman's Study Club. The money will be used for a worthwhile community project.

Last year was the first time for the Christmas card project to be in operation here. A total of \$565 was collected then.

This year's total will be added to that of last year. The worthwhile project is expected to be named before next Christmas season, a spokesman for the study club says.

People who did not make their card project at First National Bank at the deadline Saturday may still do so. Their names will be published in a January issue of The Blade.



IT'S CHRISTMAS -- The home of Mr. and Mrs. Charles Hawkins, on Ninth Street, is one of many adorned with Christmas decorations during this Christmas season.

NEWSPAPER CONTESTS
TEXAS PRESS ASSOCIATION
1963 PRIZE WINNER

The Bovina Blade
 Second-Class Privileges Authorized at Bovina, Texas, 79009
 Published At Bovina, Texas, Every Wednesday
 Dolph Moten Publisher & Editor
 Sue Moten Women's News

Reflections

From
The Blade

Six Years Ago
 December 17, 1958
 Members and guests were present last week at the Masonic Lodge when they celebrated the 50th anniversary of the local chapter. Principle speaker was one of the higher dignitaries of the Grand Lodge of Texas, R. W. Dep. Grand Master Johnny Bean of El Paso.
 The city commission is studying the possibility of hiring a city marshal but a final decision has been delayed until after the first of the year.
 More than 200 youngsters were present Saturday afternoon to see Santa Claus in down town Bovina. He listened to the Christmas wishes of the children and handed out bags of candy to those present.
 Film strips and recorded music will be used when the Baptist Church presents the "Story of Christmas" Sunday night.
 The Methodist Choir presented their Christmas cantata "The Melody of Christmas" Sunday night to a crowd of about 200 persons.
 Mrs. Fleta Terry and Mrs. Louclie Foster were accepted for membership by the Delta Xi Chapter of Delta Kappa Gamma Society at a Christmas Tea. It is a National Honor Society for women.

Three Years Ago
 December 20, 1961
 School will dismiss on Thursday for the Christmas and New Year holidays and will resume on Wednesday, January 3.
 A total of 19 people were awarded certificates for completion of a six-session civil defense course.
 Bovina Lions Club sponsored a successful turkey shoot which grossed the club \$618.
 Santa Claus will make his visit to Bovina Thursday afternoon. School busses will bring the children down town so that all grade school children will have an opportunity to see the bearded gentlemen.
 Quarterback, Don Cumpston, and end, Mac Glasscock, were named to the Amarillo Daily News all-region football team. Buddy Turner and John Sikes were named to the second unit. Lowell Boozer, Gary Stevenson, Rocky Hance and Jerry Frazier.
 Nickie Woelfel, daughter of Mr. and Mrs. Ernest Woelfel, was one of 23 Texas Tech students to be selected to appear in "Who's Who in American Colleges and Universities" for the 1961-62 edition.
 Music students of Mrs. Margaret Caldwell presented a Christmas program in her home Friday. Mothers of the students were guests.

Kathy Estes Hosts Party
 Kathy Estes entertained a number of her friends at a Christmas party Friday night in her home.
 The group met and went caroling. They returned to the Estes home for refreshments and listened to their favorite records.
 The serving table was covered with a green cloth, red and green streamers and red candles. Hot chocolate and cookies were served.

Patsy Hart In National Honor Society
 CANYON -- Patsy Hart, Bovina senior, is among 62 named to Alpha Chi, national honor society for juniors and seniors at West Texas State University, for the fall semester, according to Dr. Wendell Cain, professor of speech and sponsor of the group.
 Miss Hart is the daughter of Mr. and Mrs. Floyd Damron of Bovina. She is an elementary education major.

39ers Have Christmas Meet
 Fillet steaks, baked potatoes and all the trimmings highlighted the menu when members of the 39ers Birthday Club met Monday night at Bovina Restaurant for a Christmas dinner.
 Following the meal the group went to the home of Mrs. Paul Jones for their Christmas tree and gift exchange. She served coffee, cake and candies.
 Members present were Mrs. Joe Wilson, Mrs. Emmitt Tabor, Mrs. Bernice Crump, Mrs. Odie White, Mrs. Nola Read, Mrs. Jesse Walling, Mrs. Paul Jones, Mrs. Robert Read, Cindy and Tamara.



FIREMEN IN ACTION -- Members of Bovina Volunteer Fire Department snuffed out a minor fire in cotton burrs at Bovina Gin Co. Monday morning. They're shown here putting water on the smoldering burrs.

PIONEER BRAND Sorghum

High yields—Top standability and uniformity for easy harvesting

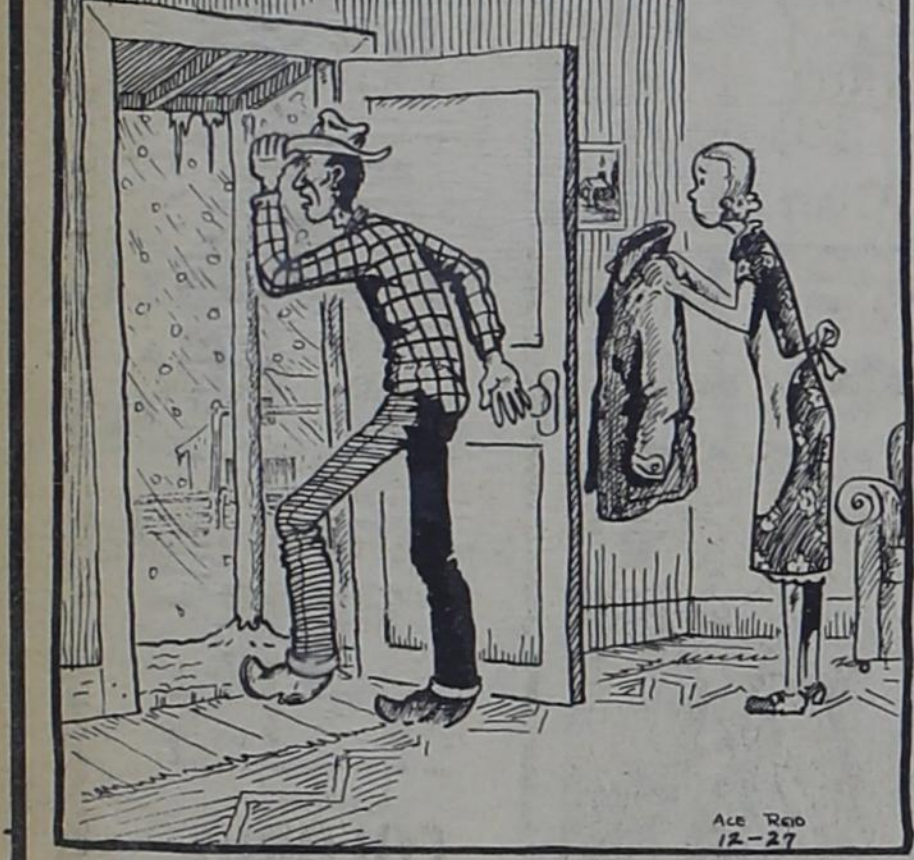
JIM HEMKE
 Phone 389-2339
 Pleasant Hill

Caldwells On Mexico Trip

Christmas will be around a little longer this year for Mr. and Mrs. E. B. Caldwell of Bovina. They are packing for a fiesta trip to Mexico City the middle of January. Mr. Caldwell of Bovina Implement Co., the local Massey-Ferguson dealer, paid his way to Mexico by his sales performance during the past year.

As part of one of the most complicated industrial air charters ever carried out, they will be airlifted into Mexico in company with 300 other deal-

First National Bank Presents COW POKES
 By Ace Reid



"I don't need no coat, Maw. These cheap cattle, high feed bills and tight bankers are gonna keep me in a sweat all winter."

Don't Be In A Sweat About Your Banking Business; Just Come To—

First National Bank of Bovina
 -- Member FDIC --
 "Helping Make A Good Community Better"

Social Honors Aday Family

Rev. Ralph Aday, new pastor of First Baptist Church, and his family were honored at an "old fashioned pounding" by members of the church Sunday following the Christmas Cantata.
 Debra Hawkins and Tracy Russell presented a duet, "Happy Birthday Dear Jesus" accompanied by Miss Opal Perry.
 Following the song Santa Claus arrived on the scene. He came in a wagon and was pulled by "Rudolph, the Red Nosed Reindeer." He wasn't the familiar jolly old Santa as he had been on a "diet of metracal."
 Two of the children in the group told Santa what they wanted for Christmas. They were Leslie "Cindy" McCain and Marlon "Sonny" Carson. Sonny surely won't get his wish though, because he squirted,

Make it a **GAS LIGHT** Christmas

CHOOSE FROM 3 MODELS pay as little as \$2.00 a month

If you already own a Gas Light, a second will be installed on your premises at a twenty percent discount.

Ask any employee of **Pioneer Natural Gas Company**

Whites To California

Mr. and Mrs. Odie White left Saturday for California where they will vacation for three weeks.

Students In Clovis Recital

Farrell Roberts, teacher of piano and organ, presented 30 of his students in recital at the Phillips House of Music in Clovis Sunday afternoon.
 Taking part were three students from Bovina. Suzanne Wilson presented "O Little Town of Bethlehem". She was accompanied by Mr. Farrell at the organ.
 Lisa Charles played "Nocturne" in Eb major.
 Terry Willard presented two numbers, "Boblink Boogie" and "Jolly Old St. Nick".
 Following the program Mr. Farrell presented gifts to his students.

WINTER'S COMING
 Get Your New National Battery Today!

HYDRALIC HOSE REPAIR SERVICE

No. 41 IRRIGATION DRIVESHAFTS \$37.50

BOVINA AUTO PARTS, INC.
 Sonny Spurlin, Owner - Manager
 Highway 60 Pho. 238-3701

NOW!

Big travel bargain for cities along Santa Fe

It's Chico Bargain Fare time again on the Santa Fe—through April 30, 1965.

For example, a regular round-trip ticket costing \$100 will be sold at the off-season bargain fare of \$80. Round trips costing \$75 now will be only \$60, and similar reductions will apply for round-trip tickets from all stations except for local trips within the State of California.

No matter where you travel on Santa Fe trains, round-trip bargain fares will save you approximately 20%. Tickets on sale every day with a return limit of 30 days. Yes, bargain fares apply for both round-trip coach and first-class tickets.

Now you can leave the car at home and save money traveling by Santa Fe.

See the Santa Fe Agent in your home town for complete information

Santa Fe

An extra-safe tire for the winter season

PHILLIPS 66 SUPER TRACTION TREAD

This modern, nylon cord winter tire with a patented, specially engineered tread, provides extra traction on ice and snow, in freezing rain, and on any slippery surface. Thousands of abrasive particles in the tread itself, result in grip and traction on any road, in any weather.

During winter driving, the motorist with SUPER TRACTION TREAD conquers the problems of starting and stopping on icy surfaces.

For convenience and safety, consider these other extras . . .

- EXTRA DEEP TREAD WITH CIS-4 POLYBUTADIENE—56% deeper than first line conventional tires for longer tread life, greater safety.
- EXTRA WIDE TREAD—exceeds most other winter tires, provides far greater traction.
- THOUSANDS OF ABRASIVE PARTICLES—a patented feature assuring extra traction for starting and stopping.
- SPECIAL TREAD DESIGN—provides smooth, quiet performance, no humming or buzzing.

Mount one winter tire on the spare, the other on an extra rim . . . this provides a quick changeover for different climatic conditions.

*A trademark for Phillips Polybutadiene Rubber.

PHILLIPS 66 CHARLES OIL CO.
 Phone 238-4321 - Bovina
 Free Tire Rotation Every 5000 Miles

Congratulations To Wilbur Charles

On Winning The Farmall 806 Tractor During Saturday Afternoon's Drawing And

THANKS TO EVERYONE

Who Cooperated With The Project. Work Will Begin Soon On Remodeling The Legion Hall

BOVINA American Legion
 John Teetem Wilkerson Post No. 518

ATURDAY NIGHT --

Junior Play Nets \$200

A crowd of approximately 225 was present at the school auditorium Saturday night for the Junior Class play, "No Boys Allowed."

The class raised about \$200 on the production. Rafaela Quillanta was selected as giving the "outstanding all around performance." In recognition of her performance she was presented with a trophy. The selection was made by a panel of three judges.

Radford Venable and Linda Johnston presented vocal duets during the intermission. They were accompanied by Mrs.

Doris Wilson. They also led the audience in singing Christmas carols.

Bruce Rhodes, director of the play, was presented a traveling case by the cast in appreciation of his help in making the play a success. The presentation was made by Martha Snodgrass, who was also announcer for the evening.

Members of the cast included Carolyn Damron, Scotty Rindell, Richard Carson, Patsy Cumpton, Connie Vaughn, Rafaela Quillanta, Karen Estes, Brenda Pruitt, Kathy Minyen, Donnie McKinney, Roman Ramirez, Dean Mayhew and James Denney.

Club Sends Cookies To Boys Ranch

Oklahoma Lane Variety Club members went to Hereford Wednesday afternoon for a meeting in the home of Mrs. Sam Sides.

The ladies brought cookies they had baked and prepared them to be sent to Boys Ranch. They had their Christmas tree and exchange of gifts, making known their secret pals.

Sandwiches, cookies, Candy and hot apple punch were served to Mrs. Thad Watkins, Mrs. Bill Foster, Mrs. C. C. Christian, Mrs. George Lindop, Mrs. W.N. Roberts, Mrs. Ed McQuire, Mrs. G. A. Bandy, Mrs. J. R. Caldwell, Mrs. Lloyd Battey, Mrs. L. M. Grissom, Miss Lola Grissom and the hostess Mrs. Sides.

Salad Supper Highlight Of Joint Meeting

The Charity Circle, WSCS and the Wesleyan Service Guild of Bovina Methodist Church gathered in Fellowship Hall Monday night for a Christmas party.

They had a salad supper followed by a devotional brought by Mrs. W. E. Williams.

Mrs. Jim Ware led the group in playing several games.

A short business meeting was held at the close of the evening with Mrs. John Dixon presiding.

Members attending were Mrs. P. O. Dixon, Mrs. John Dixon, Mrs. Leon Ware, Mrs. Jim Ware, Mrs. E. M. Ware, Mrs. Milt Fitts, Mrs. Bobby Fillpot, Mrs. Oakley Stevenson, Mrs. L. M. Grissom, Miss Lola Grissom, Mrs. Harold Snell, Mrs. Vernon Willard, Mrs. George Turner, Mrs. Billie Sudderth, Mrs. Rouel Barron, Mrs. Joe Fowler, Mrs. Wilbur Charles, Mrs. O. H. Jones, Mrs. C. O. Edens, Mrs. Bonnie Ward, Mrs. Bedford Caldwell, Mrs. W. E. Williams, Mrs. Ed Isaac, Mrs. Dean Hastings, Mrs. Harold Morris, Miss Grace Paul, Mrs. Earl Stevenson, Mrs. Margaret Caldwell and Miss Rita Caldwell.

LETTER TO SANTA CLAUS

I wish you would bring my sister a Baby Bright. I wish you would bring my friend a pellet gun. My little nephew a tractor. I would like to have a 410 shotgun and a go-kart. I would like you to get my Daddy a pair of pants and my sister some pajamas and my Mother a necklace.

Love,
Rush

Dear Santa,
My name is Ginger Glasscock and I am 21 1/2 years old. Please bring me a Tiny Tears doll, a buggy and a choo-choo train. I have been a nice girl and I love you very much. I will also have a coke for you.

Love,
Ginger Glasscock

C and S Chemical
Is The Best Place When You Want

Fertilizers

Insecticides

Phone 238-4311

Happy Holiday! Happy Eating!

Shop These Christmas Specials
At WILSON'S
Wednesday & Thursday
Dec. 23 And 24.
Wilson's Will Be
OPEN Saturday, Dec. 26



1 Lb. Can **75¢**

Tender Crust Brown 'N Serve **ROLLS**
2 Pkgs. **49¢**

Regular Size or King Size
Coca-Cola 6-BOTTLE CARTON PLUS DEPOSIT **39¢**

Campbell's Tall Tomato Soup Can	10¢	Reynolds Heavy Duty Aluminum Foil 25 ft. Roll	59¢
Hunt's Whole Spiced Peaches Can	2 1/2 25¢	Shurfine No. 303 Fruit Cocktail Can	20¢
shurfresh BISCUITS 2 Cans 15¢			

Kraft Miniature Marshmallows 10 1/2 Oz Bag **25¢**

Bond's Stuffing Mix Cello Bag **25¢**

American PECANS Large Pieces 12 Oz. Cello Bag **89¢**

Imperial Powdered Or Brown SUGAR 1 Lb. Box **15¢**

Baker's COCONUT Angel Flake Or Shredded 4 Oz. Can **21¢**

Del Monte. SWEET PICKLES 12 Oz. Jar **35¢**

Comstock Spiced Apple Rings 14 Oz. Jar **35¢**

Del Monte Whole Green Beans No. 303 Can **29¢**

Tom Scott Mixed Nuts 13 Oz. Can **59¢**

Shurfine COFFEE Lb. **73¢**

Scotkins LUNCHEON NAPKINS 50 Ct. Box **19¢**

WE'VE TRIMMED PRICES ON HOLIDAY PRODUCE

Fresh Ocean Spray Cranberries Lb. **29¢**

New Mexico Golden Sweet Potatoes Lb. **15¢**

Red Ripe Cello. Tomatoes Pkg. **25¢**

Fresh Crisp California Pascal Celery Lb. **15¢**

Finest Quality Meats... For Your FESTIVE TABLE

Sunray Or Longhorn Hickory Smoked HAMS Shank Half **45¢**

Canned HAMS 5 Lbs. **\$3.59**

Norbest Grade A Turkey Hens Lb. **39¢**

Swift Premium Plump And Tender HENS Lb. **39¢**

AF Brand Sliced BACON Lb. **57¢**

Frozen Foods

Minute Maid Orange Delight 6 Oz. Can **19¢**

Shurfine Cauliflower 10 Oz. Pkg. **25¢**

Shurfine English PEAS 20 Oz. Cello Bag **43¢**

Morton's Pecan Or Mincemeat PIES 3 22 Oz. Size **\$1.00**

Shurfine CHRISTMAS SPECIALS

Pumpkin 2 No. 300 Can **23¢**

Cranberry Sauce No. 300 Can **19¢**

Whole Sweet Potatoes No. 3 Squat Can **29¢**

OLIVES Thrown Stuffed Manz. 7 1/2 Oz. Jar **45¢**

Welcome To The **Q** Pool Snooker Dominoes Thursday Night Is Family Night. Fun For All The Family! Now In Our New Location On East Main Street

MR. AND MRS. FRED LANGER
Come On In - The Playing Fine!

Phone 238-8421

Make it a **GAS LIGHT** Christmas

CHOOSE FROM 3 MODELS pay as little as **\$2.00** a month

If you already own a Gas Light a second will be installed on your premises at a twenty percent discount.

Ask any employee of **Pioneer Natural Gas Company**

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

WILSON'S SUPER MARKET

PARMER COUNTY'S FINEST BOVINA

Phone 238-4781

Students Present Hour Of Music

The piano students of Mrs. Margaret Caldwell presented an hour of music at her home Thursday afternoon.

Theme was religious music. Playing transcriptions and arrangements were Zeldia Donald-

son, Tommy Spears, Sheryl Lane and Candy Wilson.

Other students played hymns. Caressa Englant accompanied her brother, Bobby Wayne as he sang, and Jackie Adams accompanied his mother in

number. Playing for group singing were Janna Barrett, Tommy Bonds and Mike Beauchamp.

Other hymns were played by Cindy Barrett and Rodney Hromas.

Guests were Mrs. Otis Spears, Mrs. Tom Bonds, Mrs. Bobby Englant, Mrs. Glenn Hromas, Mrs. J. B. Barrett, Mrs. Monty Barrett, Mrs. Tom Beauchamp, Mrs. Bill Lane, Mrs. Sterlin Donaldson and Miss Ann Lynn Wilson.

Elda Donaldson played background music as refreshments were served by the hostess.

4-H Club Project Underway

Nine members of Bovina 4-H club met Monday with Mrs. Bill Denney to begin a project on bedroom improvement. Each member gave a plan for their project.

Present were La Junna Hastings, Donna Garner, Jennifer Cockerham, Honey Mast, Cheryl Sisco, Kathy Billington, Melanie Ivy, Kim Douglas and Ellen Denney.

Their next meeting will be in January.



Make it a GAS LIGHT Christmas

CHOOSE FROM 3 MODELS pay as little as \$2.00 a month

If you already own a Gas Light, a second will be installed on your premises at a twenty percent discount.

Ask any employee of **Pioneer Natural Gas Company**

FHA Has Open House

Approximately 100 parents and teachers called at the Homemaking Cottage Friday when members of the FHA held an open house.

Guests were shown through the cottage and viewed the gifts the girls had made in class.

The serving table had a white lace cloth over green and was centered with an arrangement of gold, accented with colored Christmas balls. Cookies, mints, punch and coffee that had been made by the girls were served.

Members of the different classes served as hostesses and provided background music and vocal selections during the day.

Group Gives Money Tree

The home of Mr. and Mrs. Bill Bradshaw was the scene Tuesday night for a social for the adult T. U. and S. S. of First Baptist church.

The group played "42" and visited. At the close of the evening Mrs. F. O. Turner brought a devotional on the "Birth of Christ". Those present decorated a "money tree" which was to be presented to Mr. and Mrs. E. H. Young.

Refreshments of pie and coffee were served to Mr. and Mrs. John Sikes, Mr. and Mrs. F. O. Turner, Mr. and Mrs. A. D. Stowers, Mr. and Mrs. Jim Owens, Mrs. Travis Lloyd, Mr. and Mrs. C. W. Crisp, Mrs. Bessie Webb and the hosts Mr. and Mrs. Bradshaw.

Bridge Club In Gober Home

Mrs. Nickle Foster won the high prize and Mrs. Don Owens won traveling when the Wednesday afternoon bridge club met recently.

Hosting the Christmas party in her new home was Mrs. Scott Gober. She served refreshments of party mix and Christmas cookies, chocolate pie, cokes and coffee.

Of Interest To THE WOMEN

Women's Study Club Entertains Husbands

Bovina Women's Study Club members entertained their husbands at their annual Christmas party Thursday night at the club house.

The table was laid with a lace cloth and centered with a Christmas arrangement. They

enjoyed a salad supper and pie. Members of the Study Club brought gifts that will be sent to the State Mental Home at Wichita Falls.

Attending the affair were Mr. and Mrs. Don Stone, Mr. and

Mrs. A. E. Crump, Mr. and Mrs. J. P. Macon, Mr. and Mrs. Clarence Jones, Mrs. I. W. Quicke, Mrs. Earl Stevenson, Mr. and Mrs. Earl Richards, Mr. and Mrs. Rouel Barron, Rev. and Mrs. Harold Morris, Mr. and Mrs. Bill Bradshaw, Mrs. Ovid Lawlis, Mr. and Mrs. Charles Ross, Mr. and Mrs. Buck Ellison, Mr. and Mrs. Jesse Walling, Mr. and Mrs. Henry Ivy, Mr. and Mrs. Billie Sudderth, Mr. and Mrs. Lloyd Battey and Mr. and Mrs. A. L. Hartzog.

Rainbows, Guests Have Banquet

The Rainbow girls and their guests met Friday evening for a Christmas banquet.

The semi-formal event was held in Clovis. The banquet room carried out the seasonal theme in the decorations and the menu featured turkey and dressing and all the trimmings.

Mrs. Kent Glasscock presented vocal selections including, "Silver Bells," "Rudolph, The Red Nosed Reindeer" and "White Christmas." She was accompanied by Mrs. Doris Wilson.

Members present were Pam Grissom, Kathy Estes, Denise

Clements, Nancy Mitchell, Suzanne Wilson, Pat Reeves, Carmen Ward, Ann Lynn Wilson, Karen Bell and Mrs. Glasscock. Also Mrs. A. M. Wilson, Mother Advisor.

Guests attending were Candy Wilson, Sharon Hemke, Pamela Wilson, Mrs. Jim Hemke, Mr. and Mrs. Durwood Bell, Mrs. Clifford Leake, Mrs. Jay Sherrill, Leon Grissom, Kent Glasscock and Mrs. Doris Wilson.

FHA Girls Sing Carols

A group of the FHA girls met Sunday night to go caroling. They went to the homes of shut-ins in Bovina to bring them Christmas music and cheer.

They returned to the home-making cottage for hot chocolate and cookies.

Sponsors were Mrs. J. D. Kirkpatrick, Mrs. Elton Venable and Mrs. Alan Staley.

Mrs. Caldwell Has Luncheon

The home of Mrs. Bedford Caldwell was the setting for a Bridge luncheon Thursday afternoon.

The buffet menu featured smoked turkey, ham, tossed salad, green beans, hot rolls, lemon nut cake with hard sauce, Christmas candies, coffee and tea.

A beautiful holiday centerpiece enhanced the serving table and small arrangements were used on the individual tables.

Mrs. Jimmie Charles won high for the afternoon with Mrs. Vernon Willard winning low and Mrs. A. M. Wilson slam and traveling prizes.

Ladies present were Mrs. Charles, Mrs. Willard, Mrs. Wilson, Mrs. Jay Sherrill, Mrs. Johnie Horn, Mrs. Jimmie Ware, Mrs. Bob Wilson, Mrs. Durward Bell, Mrs. Jim Hemke, Mrs. Don Sides, Mrs. Dean McCallum and the hostess.

School's Out Wednesday

Bovina Schools will dismiss at 2 Wednesday afternoon for the Christmas-New Year's holidays, announces Superintendent Otis Spears.

Classes will begin at 9 Wednesday morning instead of the regular time.

After the holiday period, classes will begin again on normal schedule Monday, January 4.

Members of the faculty will be entertained by the superintendent and Principals Alan Staley and Gary Cox at a breakfast Wednesday morning at 7:30 in the school cafeteria.

Firemen Have Steak Supper

Members of the Bovina Volunteer Fire Department, their wives and dates went to Farwell Tuesday night for a steak supper.

Firemen and wives attending were Mr. and Mrs. Henry Minter, Mr. and Mrs. Jerry Rogers, Mr. and Mrs. Weldon Moody, Mr. and Mrs. Jim Russell, Mr. and Mrs. Henry Spicer, Mr. and Mrs. John Wilson, Mr. and Mrs. Pat Kunselman, Mr. and Mrs. Glenn Hromas, Mr. and Mrs. Tuck Monk, Mr. and Mrs. Paul Holcomb, and Mr. and Mrs. Odie White. Also Larry Webb, Patsy Lloyd and Robert Hoppingardner.

REPAIR! REMODEL!
Nothing Down - 60 Months To Pay
Complete Line Building Supplies
Cicero Smith
Lumber Co.
238-2671 Bovina

BOVINA WHEAT GROWERS, INC.
Jim Russell, Mgr.-Pho. 238-2691

Not Everyone Belongs To A Co-op, BUT EVERYBODY BENEFITS

See Us Now For Your 1965 Fertilizer Needs

Bovina And Rhea!

A CHRISTMAS WONDERLAND OF GIFTS

Nardis Of Dallas SUITS \$29.95 To \$69.95

Nardis Of Dallas SLACKS \$16.98

Nardis Of Dallas BLOUSES \$7.95 Up

Ralph Originals And Stockton SLACKS Regulars And Talls Many In All Wools

SPEARS Family Fashions
Third Street - Bovina
- Barbara Spears -

Tired Of Giving The Same Old Gifts?

BOVINA HOBBY SHOP

Offers **A WORLD OF GIFTS FOR CHRISTMAS**

All Different And Unusual!

- ★ Mosaic Tile Kits
- ★ Paint-By-Numbers Sets
- ★ Model Airplanes And Automobiles
- ★ Handcrafts Of All Kinds
- ★ Hundreds Of Other Items - All Of Which Make Ideal Gifts,

- Come In And Shop -

BOVINA HOBBY SHOP

-In Superior Electric Building-
Jack Kesler - Sonny Roach

NO EXTRA CHARGE FOR GIFT WRAPPING

new

Sunbeam spray, steam or dry iron

satiny pink handle!



Model VSS2

STAINLESS STEEL tank \$15.94

GAINES HARDWARE CO.
"NOTHING KNOCKS ON BOVINA BUT OPPORTUNITY"

Special Notice

Thursday, December 31,

Is Final Day For **1% Discount** For Payment Of **CITY TAXES**

We Urge You To Take Advantage Of This Discount If You Haven't Already.

Penalty And Interest Will Be Charged To All Taxes Not Paid By January 31, 1965.

Your Cooperation Will Be Appreciated

City of Bovina

Attend The Area Church of Your Choice Regularly!

This
Week's
Devotional



THINGS MOST SURELY BELIEVED

That thou mightest know the certainty of those things wherein thou hast been instructed, Luke 1:4

We are living in a time of uncertainty and insecurity. No one can tell with accuracy what next week or next month may hold in store for us. While some are saying to themselves, "Tomorrow shall be as this day, and much more abundant," we are obliged to remind them of the truth of Scripture, "Boast not thyself of the morrow, for thou knowest not what a day may bring forth."

To be in uncertainty about everyday matters places us into a serious disadvantage. But to be uncertain about the Christian religion is a much more serious matter. A person who is troubled about the truth of the Christian Gospel can have little peace of mind and calmness of heart. But a person who is filled with Christian assurance and conviction can say with Paul, "I know whom I have believed, and I am persuaded that He is able to keep that which I have committed unto Him against that Day."

We Christians do not need to be uncertain about the truths of the Christian religion because our Savior Jesus Christ has taught us these truths and because the Scriptures were written "that we might know the certainty of those things." When we read the Bible, we are reading a true and a trustworthy Book which gives us "a declaration of those things which are most surely believed among us."

H. F. Peiman, pastor
St. John Lutheran
Church-Lariat



Attend
Church
With
Your
Family
This
Week



Church Schedule Sponsors:

- ROGERS Barber Shop
--Jerry Rogers--

- WILSON'S SUPER MKT.
"Parmer County's Finest"

- SHERLEY GRAIN CO.
Serving Parmer County
Farmers The Year 'Round

- GENERALGAS
"Farmers Headquarters"
Hwy. 60

- OKLAHOMA LANE FARM SUPPLY
"If It's For Farming,
We Sell It"

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Gulf Products

- CICERO SMITH LUMBER CO.
In Bovina Since 1904

- BOVINA WHEAT GROWERS
"Not Everyone Belongs To A
Co-op, But Everybody Benefits"

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"Nothing Knocks On Bovina
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- BOVINA DRY GOODS
Mr. and Mrs. Edward Isaac

- C & S CHEMICAL CO.
Third St. - Pho. 238-4311

- WILLIAMS MERCANTILE CO.
Pioneers In Bovina

- FIRST NATIONAL BANK
OF BOVINA
Let's Make Bovina Grow!

- Lawlis Gin Co.
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- BOVINA BEAUTY SHOP
Jesse Sisk - 238-4352

- BOVINA RECREATION CENTER
Mr. and Mrs. Fred Langer

- KERBY
Welding Service
A Deal The Year O

- Bovina Hobby Shop
Sonny Roach - Jack Kesler

- BOVINA VARIETY
Always Something New
Mr. and Mrs. Troy Fuller

- CORN'S FARM STORE
--Charles Corn--

- McCallum Real Estate
Dean McCallum

- BOVINA GLASS AND PAINT
Ed Dendy

- BOVINA INSURANCE
-- Jim Ware--

- WILSON - BROCK
INSURANCE
Joe Wilson - Aubrey Brock

- CLABORN
Funeral Home
-- Friona--

- BOVINA IMPLEMENT CO.
Your Massey-Ferguson Dealer

- GATEWAY PRODUCE CO.
Bovina, Texas

- CHARLES OIL CO.
Phillips 66 Jobber

- PAUL JONES TEXACO
SERVICE STATION
Hwy. 60 - Bovina

- BOVINA CHAMBER of
COMMERCE & AGRICULTURE

- BOVINA GIN CO.
Don Sides, Manager

- Bovina Auto Parts
-- Sonny Spurlin--

- BOVINA RESTAURANT
Mr. and Mrs. Mutt Graham

- WARD'S WELDING
V.C. Ward

- BARBEE CLEANERS
The Most In Dry Cleaning
Shallie And Doris

- SUPER SAVEDAY
S. & H. Green Stamps

- ADDITIONAL SPONSORS:
--Mr. and Mrs. Luther Grissom
--Mr. and Mrs. Gene Ezell
-- Mr. and Mrs. C. P. Warren
-- Mr. and Mrs. Bill Denney
-- Mr. and Mrs. J. P. Macon
-- Mr. and Mrs. Tom Caldwell



Bovina Pentecostal Holiness Church

BOVINA PENTECOSTAL HOLINESS CHURCH

Sunday School --10:00 a.m.
Morning Worship--11:00 a.m.
Lifeline Service -- 6:30 p.m.
Evening Worship -- 7:00 p.m.

Wednesday
Prayer Meeting -- 8:00 p.m.



Rev. Archie Cooper



Oklahoma Lane Methodist Church

OKLAHOMA LANE METHODIST CHURCH

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



Rev. Douglas W. Gossett



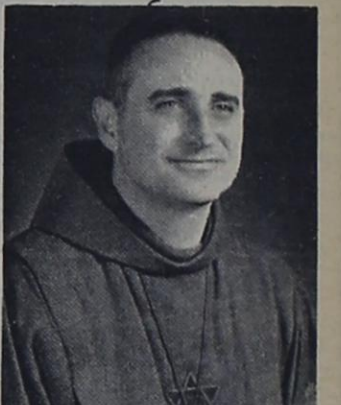
St. Ann's Catholic Church - Bovina

ST. ANN'S CATHOLIC CHURCH

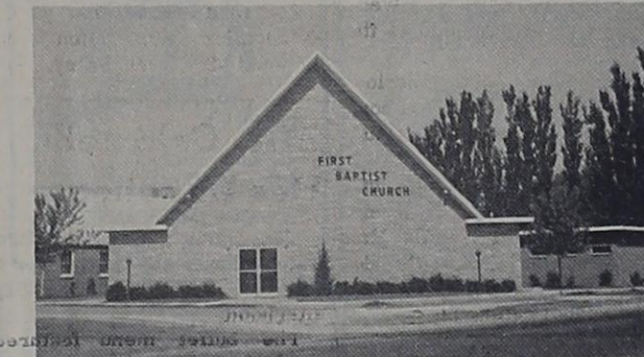
Masses: Sunday 8:30 & 10:30 a.m.
Weekdays 8:30 a.m. daily except
Tuesday 8 p.m.

First Friday 8 p.m.
Holy Days 10 a.m. & 6:30 p.m.
Confessions: Saturday 4-5 p.m.
7-8 p.m.

Before Masses
Baptisms: 3 p.m. Sunday



Fr. Claver Giblin S.A.



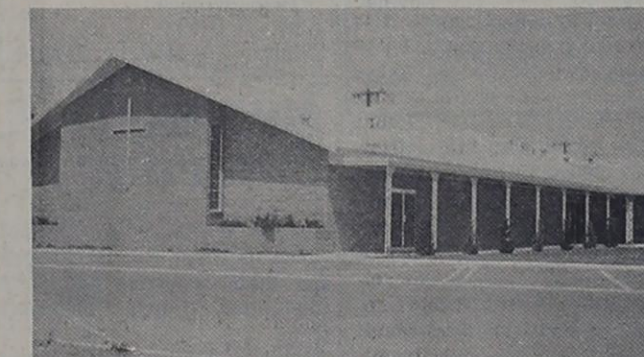
First Baptist Church of Bovina

FIRST BAPTIST CHURCH of BOVINA

SUNDAY Sunday School - 9:45 a.m.
Morning Worship - 10:55 a.m.
Training Worship - 6:30 p.m.
Evening Worship - 7:30 p.m.
-WEDNESDAY-
Y. W. A. - 5 p.m.
Youth Choir - 7 p.m.
Mid-Week Prayer Meeting - 7:30 p.m.
Adult Choir - 8:30 p.m.



Rev. Ralph Aday



Bovina Church of Christ

BOVINA CHURCH of CHRIST

Sunday Bible School:
Morning Classes - 9:45
Evening Classes - 5:30
Sunday Worship:
Morning - 10:45
Evening - 6:30
Wednesday
Devotional and Classes - 8 p.m.



Don Stone



Oklahoma Lane Baptist Church

OKLAHOMA LANE BAPTIST CHURCH

Sunday School - 10 a.m.
Morning Worship - 11 a.m.
Evening Worship - 7:30 p.m.



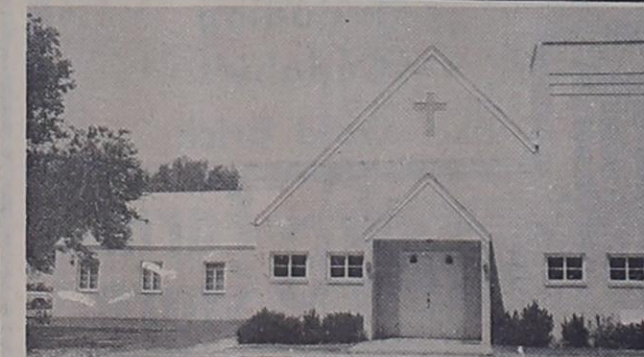
Bovina Methodist Church

BOVINA METHODIST CHURCH

Sunday School - 9:45 a.m.
Morning Worship - 11:00 a.m.
M. Y. F. - 6:00 p.m.
Evening Worship - 7:00 p.m.
Choir Practice-
Wednesday - 8 p.m.



Rev. Harold L. Morris



St. John Lutheran Church LARIAT, TEXAS

ST. JOHN LUTHERAN CHURCH

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



H.F. Peiman, Pastor

Club Welcomes New Member

The home of Mrs. C. R. Brandon in Hereford was the scene of the annual Christmas party of the Thrifty Club.

During a short business meeting a new member, Mrs. Cecil Sisk, was welcomed into the club. They drew names for secret pals for the coming year and had their election of officers.

Serving for the coming year will be Mrs. Jerry Ware, president, Mrs. H. D. Bradshaw, secretary-treasurer, and Mrs. G. A. Bandy, reporter.

Following the business meeting the group visited and had their gift exchange.

Refreshments of sandwiches, angel food glamour cake, punch, coffee and tea were served.

Members attending were Mrs. L. M. Grissom, Miss Lola Grissom, Mrs. Jerry Ware, Mrs. P. O. Dixon, Mrs. Frank D. Smith, Mrs. Howard Kelso, Mrs. Wilbur Charles, Mrs. G. A. Bandy, Mrs. J. D. Stevens, Mrs. H. D. Bradshaw and the hostess, Mrs. Brandon. Also present was the new member, Mrs. Sisk and a guest, Mrs. Joe Stevens.

The live oak tree is most common in Texas on the coastal plains north and east of Corpus Christi.

WANT ADS

"Repossessed 1964 model Singer made sewing machine, equipped to zig-zags, fancy stitches, etc. 5 payments at \$6.81 or \$30.00 cash. Write Credit Manager, 1114 19th Street, Lubbock, Texas." 24-tfnc

WANTED . . . Farm land to rent. Leroy Burnett, Phone 265-3410. Route 3, Box 117, Friona. 22-tfnc

REAL ESTATE LOANS . . . with old line reliable companies. Free appraisal. Best terms. Absolutely no service charge to the borrower. McCallum Real Estate, Bank Building, Phone 238-2081. 13-tfnc

Medical Management Of The Overweight Patient Dr. Youngblood 519 Pile Clovis

FOR SALE OR WILL TRADE equity for farm machinery -- Three bedroom home in Bovina. Less than two years old. See Big Nick Trienen at Machinery Supply, Bovina, phone 238-4861. 11-tfnc

IMPROVED IRRIGATED SECTION FOR SALE A most rare opportunity. . . Two 10" and one 8" wells pump approximately 4500 gals. per min. Exceptionally level, Rich, deep soil. All under irrigation, except 60 acres pasture with feed lot and stockwell. Sugar beets, vegetable crops, corn, milo, wheat. Unusually good markets with feeders.

Two modern houses; also bunkhouse with elec. and running water, 40' x 100' metal storage building, and other buildings. Excellent schools. Greeley County, Kansas. \$385.00 per acre; for sale by owner. Liberal terms. Write % Box 127, Sharon Springs, Kan. 24-ltc

Machinery For Sale New 66-Inch Shredders each \$275 9 Ft. Industrial Blade With 3-Point Hook-Up \$175 Thomas C. Hartwell Machinery Supply Hwy. 60 -- Bovina "See Tom For Your Best Deals"

FOR SALE -- 4 new feed bunks. Good bundle feed. Contact Frank Burnett, 7 miles northwest of Bovina. Phone Tharp 225-4472. 23-4tp

NEW! Cotton Trailer TIRES 9:00 x 14 and 7:00 x 15 6-Ply Nylon \$16.90 Also Good Selection USED TIRES BONDS OIL CO. BOVINA Hwy. 60 - Pho. 238-2271

FOR SALE CHOICE FARMS IN PARMER COUNTY

160 A., exclusive listing, strong 8" well, waters from one ditch, 23 A. cotton, balance in wheat and milo. \$45,000 down, 20 years on balance. Immediate possession.

160 A., exclusive listing, strong 8" well, all allotted, waters from one ditch, \$41,400 down, 20 years on balance. Immediate possession.

160 A., exclusive listing, lays perfect and all tilled, 26 A. cotton, balance in wheat and milo. One of the best! Immediate possession.

157 A. on pavement, all tilled and lays perfect. One 8" and one 6" well, 84 A. milo, 50 A. wheat and 10 A. cotton. Immediate possession.

160 A. with new 3-bdrm home with two baths, 8" well, all tilled, all waters one way. Immediate possession.

300 A. well-improved, two 8" wells all tilled, 38 A. cotton, 112 A. milo, 117 A. wheat, waters one way. Immediate possession.

628 A. well-located, two sets improvements, four 8" wells, practically all tilled, 105 A. cotton, balance in wheat and milo. Motors go. Immediate possession.

320 A. with two strong 8" wells, well allotted, in the choice water district. Can be bought right and you can have immediate possession.

160 A. on pavement, only \$325 per acre. New 8" well with electric motor. Immediate possession.

160 A., all in cultivation, 125 A. milo, 14 A. cotton, 16 A. wheat, One 8" well. None better! Immediate possession.

We're in a position to handle all your farm loan needs -- new or old. Let us help you! RAY SUDDERTH REAL ESTATE Hwy. 60 Bovina Phone 238-4361 Residence phone: 481-9064

Write PATE for real-estate. I have properties in New Mexico and West Texas. Write me, let me know what you want. I'll rush information to you. PATE, 623 West Third Street, Portales, New Mexico 18-8tl

Am interested in making loans and buying first and second lien notes secured with farm and ranch lands. J. J. Steele Citizen's Bank Building Clovis, New Mexico Dial: 763-4471 or 763-6455 24-4tc

★ CBS ★ NBC ★ ABC Get All Three Major Networks To Perfection: Get On Cable TV Now! *Low Tie -- On Fee As Low As \$12. Down *Low Monthly Rates Clearview Company Of Bovina Phone Bovina 238-3592 Or Friona 247-3271

FOR SALE -- Nice, 10 by 50 feet, two-bedroom trailer house. See Ferman or H. H. Kelso, phone 238-2091. 24-2tc

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

FOR SALE -- Three-bedroom brick home in Bovina. Less than year old. On Corner lot. Ideally located near school and churches. Well landscaped. Financial commitment. Shown by appointment only, please. McCALLUM REAL ESTATE, Bank Building, Pho. 238-2081.

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

WILSON DRILLING --Muleshoe-- Cess Pools, Pier Holes, Construction Man Holes, Boat Pits, Test Holes, Sizes from 36" to 9' in width and up to 50' deep. Phone Muleshoe Day - 3-0962 Night - 3-1480 or 3-5910

Mary Martha Class Party

Mary Martha Sunday School Class of First Baptist Church and their husbands had their Christmas Party Thursday night. The group went to Clovis for a Mexican dinner. They returned to the home of Mr. and Mrs. Dickie Steelman in Bovina for coffee and cake and played games. Attending the social were Mr. and Mrs. James Clayton, Mr. and Mrs. Norman Taylor, Mr. and Mrs. Weldon Moody, Mrs. Joyce Read and Mr. and Mrs. Steelman.

IF carpets look dull and drear, remove the spots as they appear with Blue Lustre. Rent electric shampooer \$1. Super Saveway.

FOR SALE---Niagara Cycle-Massage reclining chair. Recently recovered. Reasonable price. Mrs. A. L. Glasscock, phone 238-3551 25-tfnc

QUIETLY AND EFFICIENTLY BUILDING THE BEST UNDERGROUND IRRIGATION SYSTEMS

Over The Years Under The Same Ownership and Management

STANDARD CONCRETE PIPE COMPANY

CHECK Carefully The Quality Of The Produce You Contract To Purchase

There Is A MATERIAL DIFFERENCE In Product And Installations!

Bovina Pho. 238-6911 Friona Pho. 247-28888

FOR RENT--Nice two-bedroom house well-located in Bovina. H. J. Charles, phone 238-4321. 23-tfnc

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

FOR SALE --Barracks building to be moved. Ideal for farm hand quarters, 20 by 50 ft., partitioned, has commode and lavatory, wired for electricity. A. L. Glasscock, phone 238-3231. 22-tfnc

FOR SALE -- Two-bedroom home, well located in Bovina. Oakley Stevenson, phone 238-2102. 20-tfnc

When a wise man gets out on the wrong side of the bed, he gets back in.

Lazbuddie Co-Op Meeting

Tom Jones, manager of General Farm Supply in Amarillo, was the guest speaker for the Lazbuddie Farmers Union Co-Op annual meeting Thursday.

The manager's report was given by Freeman Davis. The former directors were retained for the coming year. They are president, J. C. Redwine; vice-president, H. W. Carpenter; secretary - treasurer, James

Welch; director, C. C. Graef; director, Frank Hust; manager, Freeman Davis.

A barbecue supper was served and musical entertainment was furnished by C. A. Watson and Elton Bass of Dimmitt.

It is said, "We think as we do, mainly because other people think so."

SAVE 10% with GULF

WARRENGAS

LP Gas

Save up to 10% OR MORE... on tractor fuel and upkeep costs

REDUCE TOTAL TRACTOR COSTS. Save money with Gulf-Warrengas fuel over diesel, the so-called economy fuel--and over gasoline, too. Consider all costs.

SLASH REPAIR AND UPKEEP COSTS. Cut these costs about one-third with Gulf-Warrengas, compared with gasoline engines. Save more than \$100 a year for 1000 hours of use with a 4-plow tractor.

FEWER OIL AND FILTER CHANGES. You go three times as long as diesels and one and one half times as long as gasoline engines between changes. Spark plugs last longer--no foul-up due to fuel residues.

Gulf-Warrengas is the LP-Gas member of the Gulf family of quality petroleum products.

OUR PROMISE! You'll have better living and better farming with Gulf-Warrengas.

BONDS OIL CO.

Hwy. 60 - Pho: 238-2271

Make it a GAS LIGHT Christmas

CHOOSE FROM 3 MODELS pay as little as \$2.00 a month

If you already own a Gas Light, a second will be installed on your premises at a twenty percent discount.

Pioneer Natural Gas Company

S and S Suggests- h. i. s. trousers

- Univesity - Styled
- Trimly Tailored
- Pre-Cuffer

Pr. \$6.98

And ARROW

4 Only - Men's CURLEE SUITS \$50 to \$69.95

S and S Dry Goods

Formerly Williams Merchantile Downtown Bovina

GUARANTEED TO GO thru ice, mud, or snow or WE pay the tow

PLUS

Guaranteed Against Road Hazards in all 50 States and Canada

Firestone Town & Country TIRES

Now Only **15.95**

Plus tax and tire off your car regardless of condition - 6.70-15 Blackwall tube-type

PAUL JONES TEXACO SERVICE STATION

Highway 60 -BOVINA - Pho. 238-4331

COMPLETE FARM SUPPLY

HEADQUARTERS

Available Now At Corn's : LIVESTOCK SALT AND MINERALS Including Cudahy's Gold Brick

CORN'S Farm Store

Highway 86 And Third Street Bovina Phone 238-3181

A Great Land Breaking Team !

... The Massey-Ferguson Model 90 Tractor And The Massey Ferguson 55 Plow!

MF 55 PLOW is a roll-over mold-board model. Bottoms reverse when hitch is raised and plow can go back through the field in the same furrow, 2 or 3 bottoms.

See These NOW!

Put Them To Work For You Now! This Combination Can Be The Answer To Your Land -Breaking Chores For Years To Come - We're Ready To Trade -

Bovina Implement Co.

--YOUR MASSEY FERGUSON DEALER--

Highway 60 Bovina Phone 238-2541

My Trip To The National 4-H Congress

By Veda Wilson

EDITORS NOTE

Following is an account of the trip made by Veda Wilson, daughter of Mr. and Mrs. Loren Wilson of Texico to the national 4-H Congress in Chicago. The congress convened from Nov. 29-Dec. 3, Miss Wilson represented Texico, Curry County and New Mexico at the congress and was named one of the five national winners. Her sponsor was Montgomery Ward Company.

Fifteen hundred delegates from all 50 states and foreign countries attended the 43rd National 4-H Club Congress held in Chicago, Nov. 29-Dec. 3. Five hundred leaders and donors were also present. Twenty-eight 4-H delegates and three sponsors represented New Mexico. Some of the foreign countries which had delegates were Peru, Turkey, Scotland, Spain, Tunisia, Nigeria, Puerto Rico, Canada, and several South American countries. My trip to Chicago was edu-

cational and entertaining. Our donors sponsored the entertainment during each of the meals. Some of the entertainment were as follows: Miss Teenage America gave a talk on Safety, Miss America gave her ventriloquism act, the Ginny Tul Family, the Chicago Symphony Orchestra, Marlon Florian, the Brandywine Singers, the Purdue University Varsity Glee Club, and Many others.

We learned while enjoying ourselves. We visited the Art Institute, International Livestock Exposition, International Harvester Plant, the Sunday Evening Club, the Museum of Science and Industry, Orchestra Hall, and the Chicago Natural History Museum.

Each of the business sessions was officially opened with the flag ceremony; lights out, fan placed behind flag causing it to wave, spotlight shining on it, and 200 voices saying the Pledge of Allegiance and then singing "America."

During each of our sponsored dinners, a band was provided to entertain us, the musicians played the various state songs. None of the bands knew "O, Fair New Mexico," so instead we requested "The Mexican Hat Dance." That was much better than "South of the Border."

Although we all liked to hear our own state song, the entire group preferred "America." As you sang this song, we were glad to be a part of this great nation of ours.

Opening our first official business meeting, was Governor Kerner welcoming us to Illinois.

Our theme in Chicago was "Citizenship in Action: Values in Focus." All the speakers stressed many things to us, all keeping values as the main

"Set your values today and live by them. If you make a mistake, reevaluate your values and start over," Mrs. Michael Durey stressed to us, "You can go somewhere from nowhere, if you have values. Have the courage to face your own mistakes and correct them. Someone is not a disgrace if he makes a mistake and corrects it. The same applies to head lice. It is not a disgrace to get head lice, but it is to keep it."

"Towards are the people that are not willing to group up and accept responsibilities. A person should set his goals within his own limits."

"Be open-minded at all times, now that does not mean gaping at both ends. Ask questions, try to see both sides of the matter, then decide. After you have made up your mind and have found out that you are wrong, have the courage to admit that you are wrong and change your opinion."

"One should always be eternally skeptical—don't always accept what you think that you see on hear as a fact, try to find out for yourself."

"A good lesson to remember is never speak more clearly than you can think."

"Some people can go all through life without really living. That person is dying a slow death. In your lifetime you will find a thousand roads, there is no perfect one. Give life its

THE HIGH PLAINS FARM AND HOME

COURTHOUSE NOTES

INSTRUMENT REPORT
MML - Monte Fowler, - O, F. Lane - N. 35 ft. Lot 7; all Lot 8 Blk 9 Staley Add. Friona, DT - Arlin Hartzog - A, L, Crump - SE/4 Sect 20 Blk B, Cap. Synd.
WD - Glenn E. Reeve - Don A. Reeve - Part of NW part of NE/4 Sect 1 T35 R3E.
MML - Don A. Reeve - R, L, Fleming - Part of NW part of NE/4 Sect 1 T35 R3E.
DT - James B. Butler - Prudential Ins. Co. - N 130 a of E 230 a Sect 39; SE/4 Sect 34 Doud & Keefe Sub.
WD - Bessie D. Drake - G.

H. Goggans - Lot 7 & S 15 ft. Lot 8 Blk 6 Drake Rev. Sub. Friona.
DT - J. F. Solomon - Amicable Life Ins. Co. - S/2 & S/2 of NW/4 Sect 15 Rhea B.
WD - Parmer County Farm Supply - Arlin L. Hartzog - E 20 ft Lot 9; Lot 10 Blk 3 O, T, Bovina.
WD - Parmer County Farm Supply - Arlin L. Hartzog - Lots 9 & 10 Blk 117 O, T, Bovina.
WD - W. L. Venable - Parmer County Farm Supply - Lots 9 & 10 Blk 3 O, T, Bovina.
WD - Clifford Leake - Parmer County Farm Supply - Lots 9 & 10 Blk 117 O, T, Bovina.
WD - A. L. Crump - Arlin L. Hartzog - SE/4 Sect 20 Synd B.
MML - Leroy Johnson - Parmer County Farm Supply - (Continued on page 2)



PRIZE WINNER -- Veda Wilson, daughter of Mr. and Mrs. Loren Wilson, Texico is shown wearing the pink formal she made in club work, which helped to win her a trip to the National 4-H club Congress. Miss Wilson was one of the five national winners in the home economics division. Her sponsor was Montgomery Ward Co.

fullest, you can't relive yesterday or today. You make your own world. Life is made up of many mistakes, there is no guarantee of happiness.

"Two boys grew up in the slums. One became a gangster and the other, a governor. Why so much difference? One of the boys had a set of values."

"Don't cheat yourself! Grow up and set a high set of values. Then and only then will you have a future worth living for," commented Mrs. Durey.

She also added, "If you believe in something strong enough, be proud to stand up for it. America is not made up of the common man."

Wednesday we went on a snowy, scenic bus ride along Chicago's Lakeshore Drive to the International Livestock Exposition. There we saw the Grand Champion calf, owned by a 15 year old girl, and the Reserve Champion calf, owned by a 16 year old girl. Seeing the rodeo and the livestock reminded us, the N.M. delegation of home, and we were about ready to leave and come home, almost. But we all did agree on one thing, that our own State Fair and rodeo in Albuquerque was much better than this one.

What did we accomplish? If nothing else, I am glad that we did accomplish this. One foreign delegate told us how glad he was to be able to come to America and see for himself just what Americans are really like. The picture that he saw was far different than the one he had pictured in his mind. All the information that he had of Americans were in the newspapers on the second-hand trashy propaganda magazines. Now he

is going back to his country to tell his people what we are really like.

I enjoyed seeing the delegates from Hawaii and Puerto Rico playing in the snow, never before had they seen it. I enjoyed talking to the youth from the different states and foreign countries.

Montgomery Ward was my donor to the 43rd National 4-H Club Congress. Before leaving the Clovis Montgomery Ward store gave me a matador red luggage set, of which I had no trouble spotting at Grand Central Station in Chicago. I was also privileged in setting up my own 4-H exhibit showing some of my various completed 39 projects through the years. Some of the things I exhibited in Montgomery Ward's show window were my first year's apron, my eighth year's pink satin brocade full length formal, various crafts, other sewing projects, ribbons etc.

(Continued on page 2)



Let's not forget the true meanings of Christmas on this happy day.

1964

STORK SHOP

621 Pile

Clovis, N. Mex.

Farm And Ranch Loans
Long Term Low Interest
ETHRIDGE-SPRING Agency, Friona
Phone 247-2766

Dr. William Beene
Optometrist

Phone 247-3061
Friona, Texas

13th. & Cleveland
(South Of Hospital)

With best wishes and personal greetings

Merry Christmas
may peace and happiness be among your gifts.
1964

McNEIL FURNITURE
209 Park Ave. Hereford

1964

Merry Christmas

Times and styles change, but our Christmas wishes to you are timeless.

-FROM ALL THE GANG AT-

HEFLIN'S SEED CO.

1st & Pile Clovis, N. Mex.

Best wishes for Christmas

ABSTRACTS
See **JOHNSON ABSTRACT COMPANY** in Farwell Fast, Accurate Ph. 481-3878 Box 88

Christmas 1964

May the Prince of Peace gladden your hearts and minds at this holy season of the year.

May the Joys of Christmas glow brightly in your lives each day of the New Year.

9930 5-75

HOLLY BELIEFS

The early Druids decorated their halls and homes with boughs of holly as a welcome to spirits threatened by frost and winter winds. Britons considered it unlucky to bring holly into a house before Christmas Eve and a variation on this belief held that the type of weather at the time the holly was brought into the home determined who would rule the house in the months ahead—if fair, the wife would rule, if bad, the husband would hold sway.

Courthouse Notes--
(Continued from page 1)

mer County Pump Co. - W 160 a W/2 & N 40 a E/2 of W/2 Sect 12 T6S R3E.
ML Aff. - Mauldin Lumber Co. - A. C. Hays, Jr. - W 50 ft, Lot 1 & E 35 ft Lot 2 Blk 87 Bovina.
WD - John E. Tadlock - Joe H. Slinnacher - Lot 5 S of P&NT RR of Sect 3 T16S R1E.
ML - Steve Messenger - O. F. Lange - Lot 8 Blk 2 Staley Add, Friona.
DT - W. H. Sims - W. H. Long - 4.04 a of NE/4 Sect 8 T4S R4E.
WD - John Gammon - R. J. Sanderson - Sects 61 & 62

Kelly "H".

WD - C. G. Hromas - Hamlin Memorial Methodist Church - N 65 ft, Lot 9 Blk 2 Ridgcrest #1 Farwell.
DT - Hamlin Memorial Methodist Church - First Federal Savings & Loan - Lots 1 thru 16 Blk 1 A Plaza Add, Farwell.
WD - Willie Ada Justice et al - Vane Doshier - W. 1 a Garden Lot No. 22 Sect 31 T9S R1E.
WD - Vane Doshier - Ronlee Lee Petree - W. 1 a Garden Lot No. 22 Sect 31 T9S R1E.
WD - Fleta Terry - C. N. Treiner - Lot 14 & W 5 ft, Lot 15 Indust, Lots of Bovina out of Sect 8 Blk E.

DT - C. N. Treiner - Fleta Terry - Lot 14 & W 5 ft, Lot 15 Indust, Lots of Bovina out of Sect 8 Blk E.
DT - Clifford H. Nicholson - First Federal Savings & Loan - Lots 21 & 22 & S/2 Lot 23 Blk 38 Farwell.
DT - Elvin Wilson - Equitable Life Ins. Co. - 320 a e/2 Sect 27 T2N R4E.
WD - Glynn Don Hughes - Deon Awtrey - 18.3 a out of Sect 13 Harding.
ML Aff. - Chas. Hogan Plumb. Co. - Raymond Sudderth - S. 46 ft, Lot 4 & N. 4 ft, Lot 5 Blk 2 Ridgcrest #1 Farwell.
ML Aff. - Chas. Hogan Plumb. Co. - Sam Aldridge - N 50 ft, of S 96 ft, Lot 4 Blk 2 Ridgcrest #1 Farwell.



On The Farm In Parmer County

By JOE VAN ZANDT
County Agent

MERRY CHRISTMAS 1965!

Here is a thought about how to have a Merry Christmas in 1965. Spend a little time this Christmas gathering soil samples from each crop area in your fields and throw in \$2.00 for each sample to pay the cost of having it analyzed. For this you will receive fertilizer recommendations for each sample for each crop for the next two years.

The recommendations that will be made are the best available we feel like. They are based on the latest research and field demonstrations for our area. Our Soil Chemist, James Valentine, located at the South Plains Research and Extension Center, just north of Lubbock, uses the results of field demonstrations to keep his recommendations updated.

We are in the process of getting ready to set up fertilizer demonstrations for 1965. We particularly want to have some demonstrations on the use of phosphorus here in Parmer County, to see if the recommended rates are actually giving the best results possible. If you are interested in positions which were asked all of the 28 delegates from New Mexico are these: "how do you like being in America?" "Isn't New Mexico a desert?" We answered these to the best of our abilities.

I owe all that I have ever done in 4-H to my parents and to my Leaders for their guidance and encouragement. My leaders have been Mrs. Dewey Pierce and Mrs. Edwin Fahsholtz, Pleasant Hill 4-H Club Pals, and my present leader, Mrs. Perry Winkles, Texico 4-H Girls' Club. I am indeed thankful to them because without their persistent "onward" backing, my trip to Chicago would never have been possible.

When the question was asked, "What do you plan for the future?" "I am not going to worry about the future. I am going to work today, now. And when the future comes, this world can't help but be a better place to live in.

sibly having a fertilizer result demonstration next year on either cotton or grain sorghum, please see me or call or write to the County Agent's office. We plan to have a committee meeting in January to help finalize the demonstrations for next year not only on fertilizers but also on fungicides for seedling disease, nematodes and possibly other problems you Parmer County farmers may be having.

Back to this business of having your soil tested. We have all the necessary forms, boxes and mailing cartons at the County Agent's office. Come by the next time you are in Farwell and get your supplies. The rush season on this is nearly here and by getting your samples in early in 1965, you will get your results back a lot quicker, probably in 2 to 3 weeks.

By fertilizing according to soil test recommendations I really believe you will be dollars ahead next Christmas time on the cost and returns from your fertilizer dollars.

SOIL FERTILITY VARIES

A soil test data summary recently completed by the Extension Service's Soil Testing Laboratory at Lubbock shows Parmer County soils rate from extremely deficient to very high in some of the plant nutrients. This summary is based on 372 soil samples analyzed by the lab during the two year period ending August 31, 1964.

Nitrogen is the plant nutrient most commonly deficient as indicated by the soil organic matter level. As a very general guideline we can expect for crop use about 30 lbs., 40 lbs. and 50 lbs. of nitrogen from one percent organic matter in clays, loams, and sands respectively. The lower organic matter level, the higher the nitrogen fertilizer requirement will be for a given crop yield. In addition to the organic matter content it is necessary to consider past crop, yield response, and crop to be grown in arriving at a decision as to how much nitrogen is needed.

Organic matter in 14% of the soils is 1.0% O.M. or less, being lowest in the lighter textures. 71% are shown to be in the 1.1-1.5% O.M. group, and only 15% contain over 1.5% O.M. These relatively low values explain why nitrogen fertilizers contribute heavily to the high

yields commonly produced. Phosphorus values found by soil tests show 61% of the soils to be very low in this element, with good response from phosphate indicated. In the 19% of the soils rated as low, response from phosphate can often be expected with the likelihood of response depending on actual phosphorus value and the yield potential. Phosphorus appears to be in adequate supply in some 20% of the soils except for special crops with unusually high phosphorus requirement.

Potassium and calcium are high in all soils. No problems with soluble salts or sodium accumulation are indicated. Crops having high potassium requirement include alfalfa, bermuda and potatoes. Periodic soil tests can be expected to detect potassium decline in a soil before yields are reduced due to deficiency.

FOR THE BIRDS

You don't need an elaborate feeder to share Christmas with the birds. You can trim an outdoor tree and decorate it with such things as pine cones dipped in suet, popcorn, bits of apple and grated carrot, even pie crust. Blue jays, woodpeckers, nut-hatches, chickadees, warblers and brown creepers are "meat" eaters. Cardinals, juncos, sparrows and finches like vegetable seeds.

FOR SALE

Deheaded cane bundles, located next to Highway 60, across from Sherley elevator in Bovina.

Call
Norvell Strawn,
Day----238-4311
Night---238-3781

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Clovis, N. Mex.
Carpet shampooing. Free estimate. Cleaning is our only business - not a sideline. Phone 763-6361.



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Meat Delivered On Schedule
You Name It -- We Will Have It Ready

NOTICE --- The Deer Kill Is Over And We Are Ready For Your Beef And Hogs!

Come In And Meet Warren Goldman The New Manager

HOUK'S MEAT CO.

1022 Brady

Ph 763-5314

4-H Congress--

(Continued from page 1)

All of the delegates were housed in Chicago at the Conrad Hilton Hotel, the world's largest hotel. We 1,500 4-Hers were representing over 2,200,000 4-Hers all over the world.

Our theme: "Citizenship in Action." Yes, it really was. Everywhere you looked, you could see 1,500 4-Hers from all over the world living, and laughing together. Patriotism, Citizenship, and Leadership were the lessons taught, learned, and practiced.

I am thankful that I did win this trip to Chicago because what I learned in that week would take a month of weeks in school to equal. My trip, speakers, and experiences taught me to set my own set of values and goals and live up to them. Our speakers gave us something to think about. They told us things concerning life that others had been trying to do for years. Each delegate left Chicago a little smarter, a little wiser, a little happier. Two of the interesting questions

I Get 5% Dividends On My Money At..... FIDELITY SAVINGS & LOAN
416 Mitchell St. PO 2-2917
Clovis, N. Mex.

OKLAHOMA LANE GIN

THE FESTIVE SEASON

The festive season has arrived! Every window shines with delight...every tree glitters with excitement...every hearth is a cheery glow inviting one and all to draw near and enjoy the festive season.

We hope all in your family circle find a special warmth and happiness during this joyous time. May every nook and corner of your home be bright and alive with the good cheer of the festive season for all days to come.

Our warmest thanks...our warmest wishes to one and all.



OKLAHOMA LANE FARM SUPPLY

Phone 225-4386



have a **MERRY CHRISTMAS!**

and please accept our sincere thanks for giving us the pleasure of serving you.

YOUR **COUNTY OFFICIALS**

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

Here it is again...the happiest time of all! Eyes are brighter, heads higher, hearts lighter! It is our sincere hope that the inspiration and joy of this festive season last the year through! Merry Christmas!

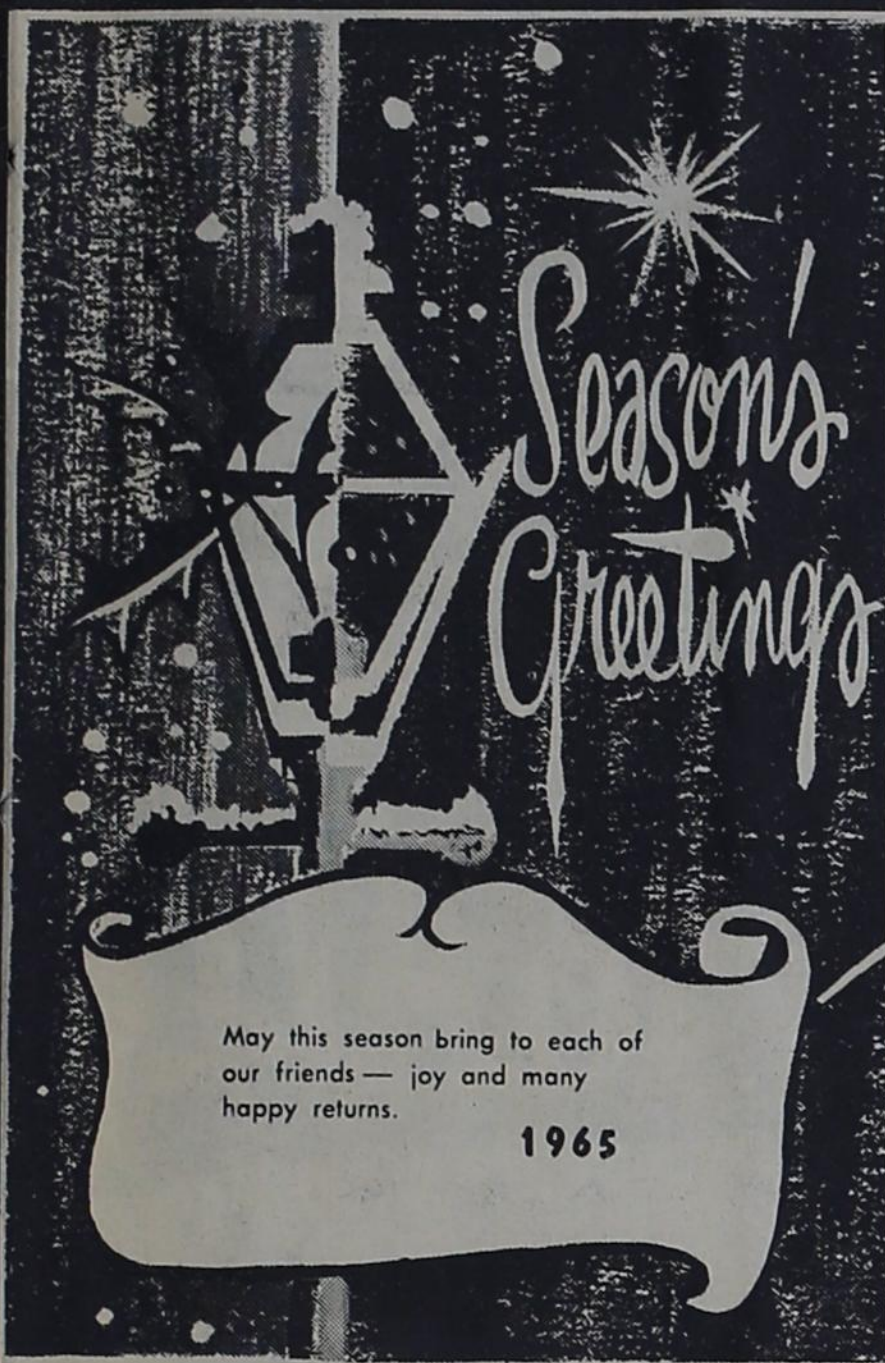
We Greatly Appreciate Your Business During The Past Year And Are Hoping To Be Of Service To You In 1965.

Big Nick Trienen and Tom Hartwell
MACHINERY SUPPLY
Hwy. 60-- Bovina-- Pho. 238-4861

Complete Automotive Machine Shop SERVICE

Valve Work- A Speciality
Crankshaft Grinding
MOTOR LAB

311 W. 7th. At Rear Elliott Auto Parts Clovis



May this season bring to each of our friends — joy and many happy returns.

1965

Lucille's

"ACRES OF FREE PARKING"

Hilltop Plaza

Clovis, N. Mex.

COTTON TALKS

FROM PLAINS COTTON GROWERS, INC.

Throughout all that has been written and spoken of George Pfeifferberger, both before and since his untimely death, there runs one predominant theme -- respect. Perhaps more than any other, that single word pictures the impression he left with the thousands around the world whose lives he touched.

And nowhere was that respect more in evidence than among the officers and staff of Plains Cotton Growers. We who worked side by side with him depended heavily on his keen mind, his vision, his boundless energy and deep understanding in the everyday business of making and keeping Plains Cotton Growers the valuable asset that it is to the High Plains. We will long look back to his words and his ideas for guidance in continuing to carry out our daily tasks. And we will long be thankful for his wisdom in building PCG on a foundation and principles so sound that, even in his absence, the organization can and will go on filling a vital role in the High Plains cotton industry.

Acres Reduction Study
The staff of the National Cotton Council, foreseeing the possibility of a cotton acreage cut if cotton should resume the market losses it was experiencing until April, 1964, has compiled a study of the probable effects of such a reduction. The study concludes that a drastic cutback in cotton production would have effects reaching throughout American agriculture.

In the short range, if the cotton allotment should be cut by 8 million acres, there would be a loss of about \$784 million, or around 58 per cent, in farm income from cotton.

There would be a sharp upward spurt in production of soy-

beans, feed grains, commercial vegetables, and hay for cash sales. Output from former cotton acres, in many cases, would be competing in markets even now tormented by oversupply.

In the long range, the emphasis would be on growing more feed and converting it into animal products -- especially beef. The projected increase in beef production would add about 12 1/4 per cent to total U.S. supplies.

The study was prefaced with the explanation that the Council had been asked for facts that could be expected if resources devoted to 8 million acres of cotton should have to be diverted because of failure to keep cotton competitive in price.

"Without a competitive price," the study noted, "the export market for cotton would be lost and the domestic market greatly reduced, so that the basic national cotton allotment would have to be cut back from 16 million to perhaps 8 million acres within a short period of years."

Short-term effects of adjustments that would be forthcoming, according to the survey:

*Even though the 8 million acres formerly planted to cotton would be diverted to the next most profitable crops, gross income from this land could be expected to drop by well over 50 per cent, even if prices of the other crops did not decline.

*Soybean production would be increased by something like 69 million bushels -- adding to the danger of oversupply and lower prices.

*Feed grain production would likely be increased by close to 5 million tons -- thus increasing the already serious problems of oversupply.

*Commercial vegetable production would probably be increased by nearly 3 million tons -- which would completely demoralize the markets for these products.

The study concluded that the change-over would have these long-term effects:

*As cotton shrinks in importance, those who once built their operations around this crop would have to develop new farming systems, inevitably, their new emphasis would be on growing more feed -- plus conversion of this feed into beef, milk, pork, eggs, and broilers.

*Substantially larger supplies of animal products would have a depressing effect on prices throughout the whole livestock economy of the nation.

*The impact on beef would be especially heavy because the Cotton Belt, with low-cost forage to go with its feed grain potential, would have a competitive advantage in cattle production.

In considering what might be done with resources formerly devoted to cotton, the study stressed, it is important to remember that: (1) the 8 million acres of cropland involved are among the most productive in America; (2) from the standpoint of climate and geography, these acres are adaptable to a broad range of production possibilities; (3) the management of these acres is among the most alert and progressive in the nation; (4) while cotton has always been a regional crop, the major alternatives to it are critically important to other sectors of American agriculture; and (5) the output from 8 million former cotton acres would in many cases be competing in markets that are even now tormented by the problem of oversupply.

THE PINATA

Pinatas are a necessary part of any holiday party in Mexico. Traditionally, the pinata is a clay jug, with no particular shape, which is filled with fruit, candy, pesos, and a variety of small gifts. It is suspended from the ceiling. Children are blindfolded and given a stick; the pinata is swung back and forth and the fun is on as the merry-makers try to smash the jug and send the goodies tumbling down.

BOYD'S COMPLETE BRAKE and BEAR FRONT END Service
TIRE TRUING
WHEEL BALANCING AND OVERLOAD SPRINGS
MONRO-MATIC SHOCKS
MUFFLERS AND TAIL PIPES
FACTORY REBUILT POWER BRAKE UNITS-NEW UNIT
GUARANTEE-EXCHANGED
BOYD'S BRAKE SHOP
21 Years in Clovis
221 W. Grand - 763-4326



AMMO NOTES

By Bill Bennett, Agronomist

Better Crops Following Maize

During this past growing season, it was observed in many cases that 1964 sorghum and cotton crops following maize did better than where these crops were planted on summer fallow or layout ground. This is the reverse of what is normally expected.

There are several possible reasons as to why this could happen. One big reason would probably be the fertilizer -- both nitrogen and phosphorus -- which carries over each year in the maize stubble. Stubble from an acre of maize will contain about 100# N. This means that the 100# N in the sorghum stubble will carryover and be a part of the nitrogen supply for the next year. Fallow land on the other hand will not have contained this additional nitrogen. Con-

ditions were good this past year for breakdown and release of the nitrogen from the stubble.

A second possible explanation is that the organic acids are produced in the process of decomposing plant residue and organic matter. Organic acids are known to influence and increase the availability of soil

phosphorus. With the large amount of stubble plowed under, it is conceivable that these organic acids may have increased availability of the soil phosphorus in maize ground as compared to the fallow ground.

Another minor factor might be that soils were generally very dry following wheat harvest in 1963, thus, organic matter decomposition and release of nitrogen did not proceed as it normally does. Hence, one of the usual benefits from following land did not take place. Because of the added organic matter on maize ground, air and water relationships may have been improved thus resulting in better plant growth.

EVERGREEN LEGENDS

Long before the Christian era, Egyptians celebrated the winter solstice (shortest day of the year) by bringing green date palms into their homes as a symbol of the triumph of life over death. Raising of an evergreen bough was a traditional part of the Roman observance of the Feast of Saturn.

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Plumbing and heating, Air Conditioning, Complete Refrigeration service, TV and Color TV service GE appliances, Electrical Gas line piping, 24 hour service, Friona Plumbing and Heating 247-3222
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Holiday GREETINGS



to our friends

Sincere good wishes for a joyous *Christmas* season and many thanks for allowing us to serve you.

Current Dividend **4 1/2 %** Per Annum

FIRST FEDERAL Savings And Loan Association

Home Office 4th & Pile, Clovis
Branch Office 2nd & Abilene, Portales

Where You Save Does Make A Difference



Though this greeting is meant for you this Holiday in nineteen-hundred and sixty-four, it's an old-fashioned message that's sent your way to wish you a very happy day: From all of us, a Merry Christmas!

Deaf Smith County Electric Cooperative, Inc.

Hereford, Texas

MERRY CHRISTMAS




FROM ALL OF US AT THE FASHION SHOP TO ALL OF OUR FRIENDS EVERYWHERE WE SAY ----

MERRY CHRISTMAS

THE FASHION SHOP

521 Main Clovis

At Home In Parmer County



By CRICKET B. TAYLOR
County HD Agent

Henry Van Dyke, in his "Keeping Christmas," reminds us that it "is a wise and wholesome custom to stop work and make merry together," but that--better than the observance of Christmas Day--is "keeping Christmas together as a family.

KEEPING CHRISTMAS

"Are you willing to forget what you have done for other people and remember what other people have done for you; to ignore what the world owed you and to think what you owe the world;...to see that your fellowmen are just as

real as you are, and try to look beyond their faces to their hearts hungry for joy?...

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

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

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

ACCENT ON HEALTH

All excited and aglow about Christmas?

Make sure that the glow in your home comes from happiness rather than a tragic fire.

Many decorations and accessories to Christmas can be a fire hazard if you're not extra careful. A few moments taken from festivities or holiday preparations could save a fire in your home or injury to someone in your family.

Keep your Christmas tree away from sources of heat--fireplaces, radiators, stoves, etc. . . . so that standing or fallen, it could not block the way out of the room or out of the house in case of fire.

Candles are frequently used as "atmosphere" decorations, but if you use them, take these precautions: Never use them on a Christmas tree, in an arrangement of leaves or near anything that could burn. Keep your candles in proper, fire-proof holders.

Use only electric lighting sets that bear the UL - Underwriters; Laboratories, Inc. - label. Check lighting sets each year for frayed wires, loose connections and broken sockets before using. If they are damaged - above all don't tape them together - repair them properly.

Christmas Eve, with fussily-

wrapped packages piled high under a possibly dried-out tree and scores of brightly burning lights, is a happy time, but also a hazardous one.



fresh from the home of quality!

LARDY-CAMPBELL

"Sure Sign Of Flavor" Quality Checkd DAIRY PRODUCTS



A very Merry Christmas and our sincere gratitude for your patronage.

We're looking forward to serving you in the future.

We are completing 4 years of residence in your community and we wish to thank all on these High Plains for their wonderful patronage.

asgrow Seed Company

Texico-Farwell

OUTDOOR LIGHTS

Stringing Christmas lights on outdoor trees is a growing tradition, yet some homeowners are not aware that caution is required in the future interest of the tree.

Bulbs of 15 wattage are sufficient for outdoor use. Even these should not be allowed to touch needles of yew, chamaecyparis, pine, fir and spruce, else the scorched needles will show up as brown spots next spring.

Southwest Original Discount Center

GIBSON GIBSON'S

108 Sycamore - Open 9 To 9 (Except Sunday) Clovis

GREETINGS TO ALL

We, At Gibson's Extend A Most Cordial Holiday Season Greeting To All Our Wonderful Customers. Thank You For Your 1964 Patronage. . . . We're Looking Forward To Continuing, And Expanding, Our Service To You In 1965.

CHRISTMAS GREETINGS

With Best Wishes For The New Year!



"Serving Parmer County Farmers The Year 'Round"

<p>Sherley-Anderson Pitman, Inc.</p> <p>—FARWELL—</p>	<p>SHERLEY GRAIN CO.</p> <p>—BOVINA—</p>	<p>Sherley-Anderson Lazbuddie Elevator</p> <p>—LAZBUDDIE—</p>
<p>Sherley-Anderson Grain Co.</p> <p>—LARIAT—</p>		<p>Sherley-Anderson Rhea Elevator</p> <p>—RHEA—</p>