

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

The Bovina Blade

"In The Agricultural Center Of Farmer County"

10¢
Per
Single
Copy

THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

WEDNESDAY, DECEMBER 19, 1962

BOVINA, TEXAS

VOL. VIII, NO. 25

WHITTLIN'

BY DOLPH MOTEN

Willis Hester, our favorite west-of-town farmer, was sporting a new red pickup the other day. Attached to it was a bright, new, shining stock trailer as long as a double well rope.

"That's a Democrat rig if I ever saw one," somebody remarked.

"You got that right," Willis replied and said it would be all right for someone to put a sign on the rig saying so.

Along about that time we were invited into a conversation with a group of Democratic farmers--there wasn't a Republican in the bunch--about how much better times are now than they were some three or four years ago... when the Republicans were in office to be frank about it.

Everyone was in complete agreement about everything that was being said along those lines and since it's not our nature to be overly agreeable, we tried to change the subject to something that we could disagree on.

We tried the approach that there are just as many farm sales when times are good as when the Republicans are in office.

"No," the farmers replied, "back when Ike was in office, we didn't have enough days during the winter months to schedule all the farm sales and some days two or more sales were scheduled at same time and not too far apart."

That's stretching the point a little, we thought. We tried to point out that farmers are more willing to sell out and move on to something they think is better when they're just barely making ends meet.

We couldn't get any agreement at all for our theory so we had to abandon the topic. Actually, we got more disagreement than we had bargained for and attempted to change the subject again.

We still think we're about half right, though, and we'd be interested in knowing what some more people think about it. That is, of course, if they agree with us.

This isn't good news and maybe shouldn't even be mentioned, but it was coffee conversation in Bovina Saturday morning: Bovina lost four basketball games to Farwell Friday night... all those defeats in a period of a few hours and to Farwell, of all places!

High school boys and girls teams lost to the county seat groups in the Farwell tournament Friday night and along about the same time the two junior high teams were suffering the same fate... and to the same school... in the junior tournament at Sudan.

Much of that and Farwell is apt to get a superior attitude that we never will be able to overcome. That would be bad. And it may be bad already!

We-Could-Be-Wrong Department:

In spite of the facts that General Telephone Co. officials write nice letters to Bovina and that Bovina has a strong argument in its favor, we don't think Bovina will have a General service man residing here anytime soon.

As a matter of fact, we've decided that Friona will have a battery of service men before we get one.

We've tried and tried to see General's side of the situation and have found it extremely difficult, if not impossible. That stands true if General is actually concerned about its public relations in Bovina.

And, frankly, we're beginning to doubt that it is. Maybe we were being vain to think the company ever cared about what Bovina's citizens thought about it. We mean really cared.

The company is, we think, interested in giving reasonable service and if that isn't enough for you, then that's tough. And they tell you that, too... in a nice way that most people who are concerned with the situation eventually see through.

(Continued on Page 4)

CHRISTMAS EVE--

Some Businesses To Open Monday

Even though Monday, December 24, Christmas Eve, has been proclaimed a legal holiday in Bovina, several stores, especially those which have Christmas gift selections to offer, will remain open.

Others including offices, the bank, and farm supply businesses will be closed for the most part, but there's no iron-clad rule for business people

to follow this year as there has been in the past. The difference this year has come about because Christmas comes on Tuesday. Some people wanted to close on Christmas Eve so they could have a three-day holiday, counting Sunday and Christmas Day, Tuesday.

Others realize that Christmas Day will possibly be a big business day for them and have understandably chosen to stay open for business as usual.

During past several years, Bovina businesses have agreed almost unanimously to close on Christmas Day and the day after making for a two-day holiday. Some may continue to practice that set-up this year.

(Continued on Page 4)



IT'S CHRISTMAS--This attractive Christmas decoration which includes Santa holding a sack of toys in one hand and waving a cheery Season's Greetings with the other is part of the scene at the home of Mr. and Mrs. Joe Moore on Dimmitt Road.

Youth Choir Gives Cantata

Approximately 450 attended second annual Baptist Youth Choir Christmas Cantata Sunday evening at First Baptist Church.

Title of cantata was "The Gift." Mrs. Harold Hawkins directed the 40-voice choir. Miss Joyce Hudson and Miss Tami Russell sang solos, Misses Pam Webb and Suzanne Ferguson sang a duet and Don Cumpston played trumpet selections.

Narrating the pageant scenes was Miss Patricia Crook. Accompanying the group was Miss Elaine Fuller at the piano and Mrs. Charles Embry at the organ.

Following the program the youth fellowship entertained the choir with a social. Miss Jeanette Ivy and Billy Minter were in charge of recreation.

Christmas Decorations Judged

Winners in Bovina Lions Club-sponsored home Christmas decoration contest will be announced in the Christmas edition of The Blade which is slated for delivery Saturday.

The contest was judged last (Continued on Page 4)

CHRISTMAS-NEW YEAR

School Holidays Begin Friday

Bovina Schools will dismiss at 3 Friday afternoon for Christmas - New Year's holidays.

Announcement of the holiday period and the early Friday dismissal time was made this week by Warren Morton, superintendent.

Ridgelea Prizes Awarded

"We had a good turnout and a lot of lookers and some sales," A. L. Glasscock, real estate agent for Ridgelea Addition in Bovina, said this week in regard to the second consecutive Sunday afternoon sales day for lots in the addition.

Winners of attendance prizes were Elaine Fuller, a \$50 set of dishes, and Jimmie Clements, a \$30 electric cooker.

The new addition which offers paving with curbs and gutters is located west of Ninth Street. Several lots have been sold in past few weeks.

Glasscock will continue to handle sales of the lots in the addition.

Weather

by Willie

Nice moisture. Looks like it will turn to snow by weekend. Nothing very deep. White Christmas doubtful. --Willie

Seniors Set Turkey Shoot Saturday

Senior Class of Bovina High School will sponsor a Turkey shoot Saturday at trap shooting range east of town.

Shoot will begin at 10 a.m. and last all day, according to a class member.

Everyone is invited to participate with the cost being \$2 for five shots.

Proceeds will go into Senior Class fund for annual senior trip.

Firemen Answer 2 Calls

Bovina Volunteer Firemen answered two calls last week. Both, as it turned out, caused insignificant damages.

Wednesday afternoon, firemen sped to a burning cellar behind a house owned by Cash Richards on Second Street. A mattress, among other things, was on fire in the cellar, Fire Chief Bill Denney reports.

Cause of the fire was unknown, Denney says, but some children had been playing in the cellar and it is believed they started it.

Thursday afternoon, firemen rushed to a stubblefield fire on Tony Ivy's farm west of town. The fire was getting dangerously close to the farmhouse and outbuildings when firemen arrived. They kept the flames confined to the field.

The fire is believed to have been started by a welding machine which was being used to repair a cotton stripper nearby.

LOSE AT FARWELL--

Basketball Teams To Springlake Meet

Bovina High basketball teams dropped a pair of thrillers to Farwell teams in their opening games of the Farwell Invitational Tournament last weekend.

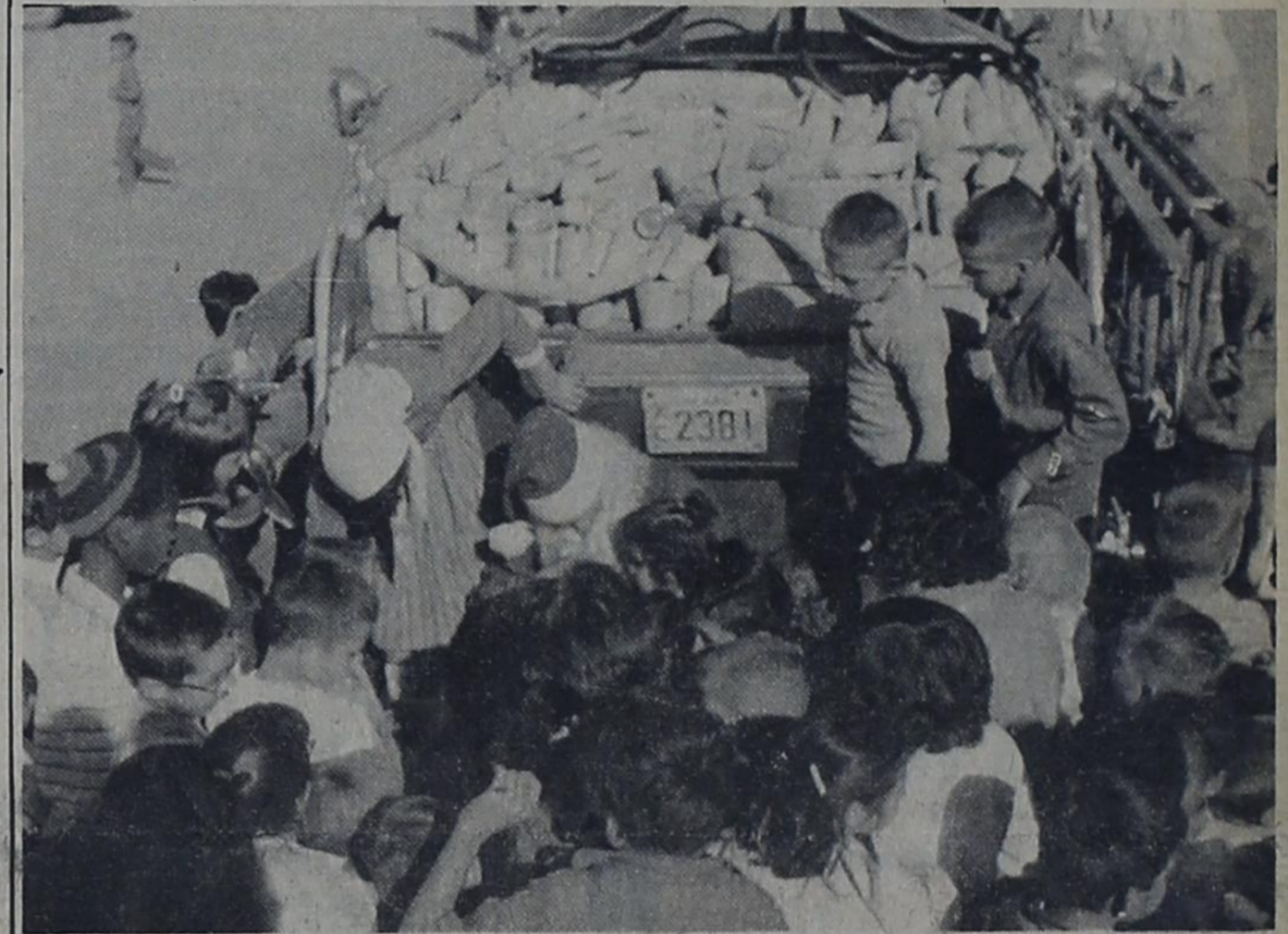
Both boys and girls games ended regulation playing time tied and overtimes were used to decide the winners.

Fillies lost to Farwell, 30-32, and Mustangs were behind at the end of the three-minute overtime, 33-43.

Both teams played for third place in the tournament Saturday afternoon. The girls lost to Adrian, 27-38, and the boys, in spite of playing a better-than-



HO HO HO!--Santa Claus was immediately swarmed by youngsters when he arrived in downtown Bovina Saturday afternoon. Here he waves to a Blade photographer from a top the fire truck on which he made his entrance. A portion of the hundreds of children who were on hand to greet him are shown in the foreground.



NOW, I WANT--Santa took a seat on the rear of the fire truck in downtown Bovina Saturday afternoon and turned an attentive ear to the Christmas wishes of hundreds of area youngsters. He's shown here in the center with the children crowding around.



FIRE!--Members of Bovina Volunteer Fire Department and spectators are shown at the scene of a Wednesday afternoon fire which was in a cellar behind a house on Second Street. Origin of the fire was unknown, but little damage was done, Fire Chief Bill Denney reports.



COMMUNITY AUCTION--A "fair" crowd was on hand to bid on a "pretty good" selection of merchandise at Bovina Roping Club's community auction Saturday afternoon. Commissions, which amounted to five per cent of the gross, totaled about \$200, according to a Roping Club spokesman. The club will receive half of this total. A portion of the crowd and auctioneers Bill Flippin and Joe Tarter are shown here examining stacks of irrigation tubes.

average game, lost to Adrian, 36-45.

Both the games with Farwell Friday night produced a thrill-a-minute.

Each squad had two players named to the all-tournament team, Guard Linda Estes and Forward Vicki Strawn were the Fillies to make.

Mustangs Don Cumpston and Jerry Frazier were named to the honor team.

A total of 12 girls and 10 boys were named to the all-star squads.

six and Joyce Webb one.

The Fillies made only five points in first half of their Saturday game with Adrian.

Coach Malcolm Kennedy had high praise for his guards -- Linda Estes, Tonya Ivy and Mary Ann McKinney.

Don Cumpston made 11 points in each of the Mustangs' games. He was high point man in the Farwell game. Jerry Frazier took scoring honors in the Adrian game with 17. Tally Kelso and Laurence Kriegel each made four points in the Adrian tilt.

This weekend -- Thursday, Friday and Saturday -- the

teams will participate in Springlake Invitational Tournament.

They each play their opening round game Thursday night. The girls play at 8:15 with the boys game following at 9:30.

Teams entered, other than Bovina and Springlake, are Farwell, Lazbuddie, Sudan, Pep, Three-Way, Olton and Amherst.

Win or lose both teams will play again Friday, Tournament finals will be Saturday.

First weekend after the Christmas - New Year's holidays, both teams will take part in their third tournament of the season. That one will be at Hale Center, January 3-4-5.

TEXAS PRESS ASSOCIATION
1962
PRIZE WINNER

NEWSPAPER CONTESTS

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


Loveliness in Lingerie
 for your Christmas Eves!

Slips - Hose - Petticoats - Robes - Pajamas -

Free Gift Wrapping, Of Course
 SHE LOVES PRETTY PERSONALS IN *Life Lingerie*

Bovina Dry Goods
 The Store Where Your Money's Worth More!

Not Everybody Belongs To A Co-Op But Everyone BENEFITS




Bovina Wheat Growers, Inc.
 "We Serve To Serve Again"

Jim Russell, Mgr. Pho. 238-2691

One of the many nice things about Christmas . . .

. . . is the opportunity it gives us to send Holiday Greetings to the people we serve, and to say "Thank you" for the pleasant associations of the past year. All of us at General Telephone wish all of you and yours a very MERRY CHRISTMAS.

GENERAL TELEPHONE COMPANY OF THE SOUTHWEST




Mrs. I. W. Quickel (left) and Mrs. Warren Morton are preparing to serve guests at annual Women's Club Holiday Dinner Party.

Woman's Study Club Has Holiday Buffet Dinner

Bovina Woman's Study Club entertained their husbands with a holiday dinner party Thursday evening at club house.

Traditional Christmas decorations carried out the holiday theme. The buffet table was laid with a white linen cloth and centered with red patio lamp surrounded by greenery. Individual tables were laid with white cloths and centered with red tapers and greenery. Pine cones and Christmas ornaments decorated other tables.

Following dinner the group spent the evening playing forty-two.

Attending were Mr. and Mrs. Leroy Berggren, Mr. and Mrs. Charles Ross, Mr. and Mrs. Clarence Jones, Mr. and Mrs. H. D. Bradshaw, Mr. and Mrs. I. W. Quickel, Mr. and Mrs. Warren Morton, Mr. and Mrs. Rouel Barron, Mr. and Mrs. Earl Stevenson, Mr. and Mrs. A. E. Crump, Mr. and Mrs. Buck Ellison, Mr. and Mrs. Robert Taylor, Mr. and Mrs. John Dixon, Mr. and Mrs. Reagan Looney, Mr. and Mrs. F. O. Turner, Mr. and Mrs. Arlin Hartzog, Mrs. J. R. Caldwell, Mrs. Ovid Lawlis and Mrs. Billie Sudderth.

Blade Sawdust by SUE MOTEN

If you haven't heard the ohs and ahs of your children as they view the various Christmas scenes you should take them. There are several pretty scenes as well as Christmas trees. The Paul Jones home, the A. M. Wilsons, Harold Hawkins, Buck Ellisons, Joe Moores and I'm sure there are numerous others who have beautiful decorations.

ONLY 4 MORE SHOPPING DAYS UNTIL CHRISTMAS . . . Thought I would try it and see what it was like to spread a little panic . . .

Children today have an altogether different conception of Santa Claus than we did. Today's children think it nothing unusual to see Santa on T.V., or see him distributing candy down the street and all department stores in large cities are equipped with Santas. Can remember he was a mystic figure, seldom seen in our day. If we saw him more than once we were overly curious as to why. Now children think nothing of it. Guess with our modern modes of travel and advanced thinking they just figure he can get around faster in his jetmobile.

39ers Attend Costume Party

Mrs. Joe Wilson and Mrs. Paul Jones hosted a progressive dinner and costume party for members of 39ers Birthday Club Friday evening in their homes.

Mrs. Wilson served a buffet dinner and Mrs. Jones served dessert and coffee to the group.

Following dessert the group exchanged gifts.

Guests for the evening were Mrs. Doug Nix of Hereford, Mrs. Kathryn Byler of Amarillo and Mrs. Morris Means of Hereford.

Members present were Mrs. Emmett Tabor, Mrs. J. W. Wright, Mrs. Robert Read, Mrs. Jesse Walling, Mrs. A. E. Crump, Mrs. Odis White and Mrs. Pete Davies.

Large Crowd At Senior Dinner

Approximately 230 people were served chicken dinner Sunday at school cafeteria which was sponsored by Senior class.

They made approximately \$200, according to class sponsor, Mrs. Charles Corn.

Preparing the food for the dinner were mothers of members of class.

Co-sponsor for the group is Richard Roberts.

Proceeds will go toward annual senior trip.

Mrs. Bonds Hosts Party

Mrs. Tommy Bonds entertained members of Bonds Oil bowling team with a Christmas party Thursday evening.

The group met at the hostesses home and exchanged gifts.

Following gift exchange they went to Clovis for a Mexican dinner.

Attending were Mrs. Jerry Rogers, Mrs. Darrel Holland, Mrs. Robert Read, Mrs. J. W. Wright and the hostess.

Club Has Luncheon

Mrs. Jesse Sisco hosted party for members of Good Neighbor Sewing Club Friday at her home.

Members brought covered dishes to compliment hostesses Turkey and dressing.

They exchanged gifts and revealed secret pals.

Mrs. McMeans reported that she sent the Christmas package to Girls town which was a part of club project. They sent two quilts, curtains and \$45. in cash.

Those attending were Mrs. Bob McMeans and son, Mrs. Lester Williams, Mrs. T. J. Hopingardner, Mrs. Mable Newberry, Mrs. Howard Looney and son, Mrs. Bessie Webb and Mrs. Alfred Mills and girls.

Dear Santa
 I have been a good boy. I would like to have a rifle and an Eret-A-Sketch for Christmas. I would like for you to bring Dennis, my little brother, the same thing.
 Thanks
 David Bushwell

Brand New Miller Premium Nylon
Countryside Deluxe
Mud & Snow
TIRES
\$16¹⁷
 7.50X14 Black

Other Size Mud & Snow Tires Correspondingly Low

OK Rubber Welders...
OK Tire Store

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

LAST CALL FOR GIFTS

Williams Mercantile Will Be Open All Day Monday And Monday Night Until Everyone Has Finished With Their Shopping.

Every Item In Our Store Will Make A Wonderful Gift.

Beautiful Free Gift Wrapping

Williams Mercantile Co.
 "Pioneers In Bovina"

In Observance of Christmas The Following Bovina Businesses Will Be CLOSED Monday and Tuesday Dec. 24th and 25th



Your Cooperation Will Be Appreciated

Bonds Oil Co.
Cicero Smith Home Center
3-Way Chemical Co.
Charles Oil Co.
Parmer County Farm Supply
First National Bank of Bovina

4 1/2% PER ANNUM CURRENT DIVIDEND

NOW EARN

PLUS THOSE VALUABLE GUNN BROS. STAMPS

FREE! 100 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 Zone State

CHARLES Oil Co.
 Phone 238-4321
 BUTANE & PROPANE GAS CARBURETION SYSTEMS
 BOVINA TEXAS

Frost Family Has Reunion

Mr. and Mrs. Jimmy Charles, Mr. and Mrs. J. J. Frost of Vernon and Mr. and Mrs. Keith Frost of Amarillo were hosts to a family reunion for members of Frost family this week-end.

Main activities were scheduled at Bovina Woman's Club house with Sunday lunch being served at Bovina Methodist Church.

The annual affair has been held for approximately 25 years in the month of December. Mr. and Mrs. O. W. Frost and family of Vernon will host the reunion next year.

Members of the immediate Frost family attending were Mr. and Mrs. R. Hofmann, Mr. and Mrs. O. W. Frost, H. J. Frost, Mrs. Dale Baldwin, Mrs. Ethel Bell all of Vernon; Mrs. Edna Arnold of Shallowater; Mrs. Pearl Blanchard of Amherst and Mr. and Mrs. J. J. Frost.

Others attending were from

Fort Worth, Shallowater, Vernon and Lubbock with approximately 50 attending.

Courtesy Fetes

Recent Bride

Mrs. James Varner was honored with a come and go post-nuptial shower Saturday afternoon at the home of Mrs. J. D. Stevens.

Greeting guests were the honoree, her mother, Mrs. Elmo Dean and her mother-in-law, Mrs. J. R. Varner of Friona. The serving table was laid with a Christmas cloth and centered with an artificial Christmas tree. Refreshments of white cake iced with blue and punch was served to guests.

Calling during the afternoon were Mrs. E. E. Woelfel, Mrs. Stella Purcell and Brenda Newbrough, Mrs. Jerry Ellison of Clovis; Gail Varner and Betty Mae Stevens. Many unable to attend sent gifts.

Hosting the occasion were Mrs. J. D. Stevens, Mrs. Roy Crawford, and Mrs. C. R. Brandon.

Church Group Has Party

Young married couples of Church of Christ were entertained with a Christmas party Saturday evening in fellowship hall of church.

Hosting the party were Mr. and Mrs. Sammy Suddeth. The group had a sandwich supper.

Traditional seasonal decorations were carried out on the buffet table.

Following supper the group exchanged gifts and played forty-two.

Attending were Mr. and Mrs. Joe Pinner, Mr. and Mrs. Don Stone, Mr. and Mrs. Bobby Calaway, Mr. and Mrs. Robert Boardman, Mr. and Mrs. Billy Marshall, Mr. and Mrs. Marilyn Ferguson, Mr. and Mrs. Rex Beardin, Mr. and Mrs. Robert Read, Mr. and Mrs. Howard Elison, Mr. and Mrs. Billy Johnson and Mr. and Mrs. Thomas Rhodes.

Rainbow Girls Entertained

A Clovis restaurant was the scene of a party for Rainbow Girls Saturday evening.

Mrs. Roy Crawford, Mother advisor, for the group presented a short program titled, "Keeping The Spirit of Christmas." Highlighting the evening was the presentation of a gift to Mrs. Crawford from Rainbow girls.

Attending were Mary Coffey, Janice Prince, Donna Kay Dunn, Linda Langston, Peggy Eason, Martha Coffey, Hap Danforth, Vickie Rogers, Joe Mack Dutton, Maureen Hammonds, June Gay Douglas, Judy Crawford, Barry McCutchan, Mr. and Mrs. Roy Crawford and Roy Jr.

Next Blade Out Early

Next week's issue of The Blade, which will be the annual Christmas edition, will be out early. It is slated to be delivered to subscribers four days early -- on Saturday instead of the regular day of Wednesday. Since the paper is being published early, there will be no paper on Wednesday.

"We've followed this practice during past few years," Publisher Dolph Moten says, "and greatly appreciate the cooperation of advertisers and news sources which enables to produce this one issue of the year early."

The Blade will be back on regular schedule after the holidays with the next issue after the Christmas paper to be delivered the afternoon of Wednesday, January 2.

OPEN
Christmas Eve
Closed
December
25 & 26

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

Gift Suggestions

HI-FI-STEREO Gifts

RECORDS & ALBUMS

Give Fine RADIOS

Television Gifts

Superior ELECTRIC CO.

Industrial — Commercial — Residential Wiring
Main St. - Bovina - 238-2751

BUTANE

Personalized Butane Service

The Farmer's Friend
Highway 60
Bovina
238-2161

CODSEN Oils & Greases

LESTER RHINEHART BUTANE GAS CO.

Shop These Christmas Specials Thur.-Fri.-Sat. And Monday, Dec. 20-21-22-24

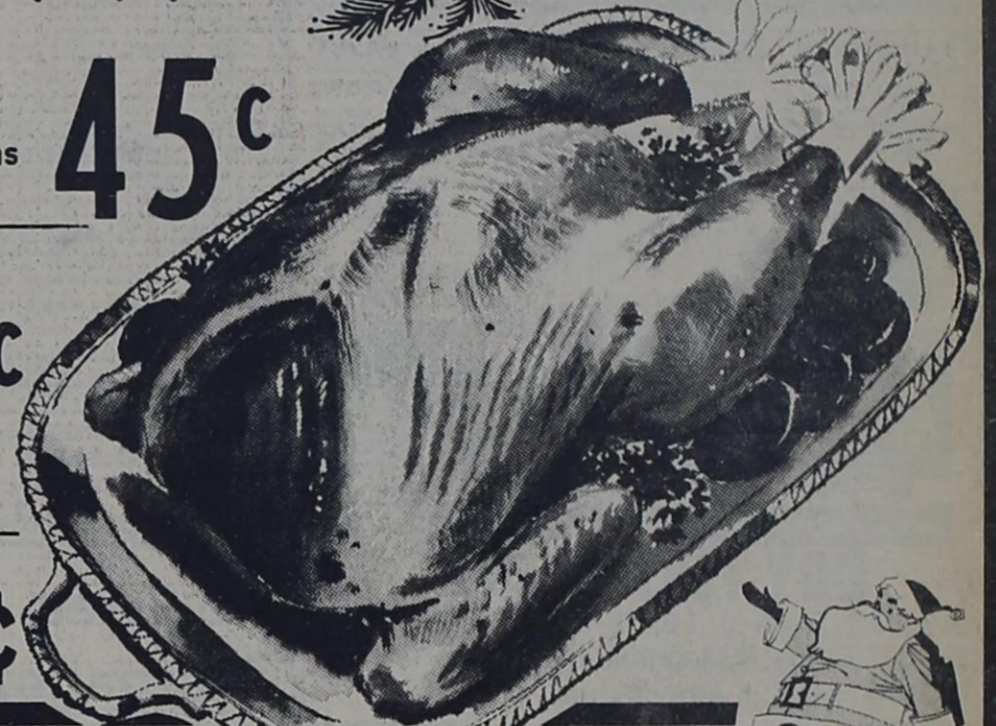
Christmas Feasts



Ocean Spray Strained CRANBERRY SAUCE No. 300 Can 19¢

Fresh Dressed Norbest **TURKEYS** Toms Lb. 43¢ Hens Lb. 45¢

Armour Half or Whole **HAMS** Lb. 55¢



Wilson **BACON** 2 Lb. Pkg. \$1.09

Longhorn Top Hand **SAUSAGE** 2 Lb. Pkg. 69¢

Northern **Toilet Tissue** 4 - Roll Pkg. 29¢

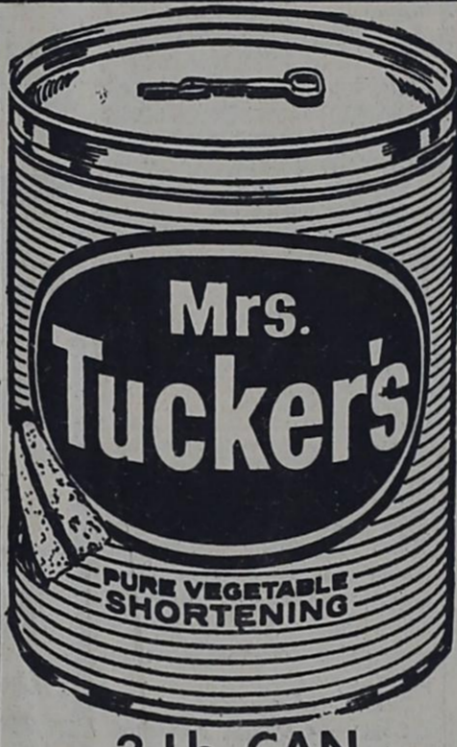
Shurfresh Biscuits 2 Cans 15¢

Shurfine Small Whole **Sweet Potatoes** No. 3 Squat Can 25¢

Hipolite **Marshmallow Cream** Pint Jar 19¢

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

Hunt's Whole **Spiced Peaches** 2 No. 2 1/2 Cans 49¢



3 Lb. CAN **59¢**

Kraft Miracle Whip **SALAD DRESSING** Quart Jar 49¢

HOLIDAY FROZEN FOODS
Banquet Pies **PUMPKIN or MINCEMEAT** 3 22 Oz. Size Pies \$1.00

Shurfine **English Peas** 2 Lb. Bag 49¢

Reddi-Whip **DESSERT TOPPING** 7 Oz. Can 59¢

Shurfine **BROCCOLI SPEARS** 2 10 Oz. Pkgs. 39¢



Folger's COFFEE 1 Lb. Can 59¢

Regular Size **Coca-Cola** or **Sprite** 6-Bottle Carton Plus Deposit **29¢**

Baker's Angel Flake **COCOANUT** 14 Oz. Bag 59¢
Dromadery Pitted DATES 1 Lb. Box 45¢

Borden's **WHIPPING CREAM** 1/2 Pint 39¢
None Such **MINCEMEAT** 28 Oz. Jar 49¢

Blue Plate 8 Oz. Can **COVE OYSTERS** 45¢

Sun Maid **RAISINS** 15 Oz. Box 29¢

Shurfine **PINEAPPLE JUICE** 3 46 Oz. Cans \$1.00

Shurfine **PUMPKIN** 2 No. 300 cans 25¢



FROM THE SOUTH! PRODUCE

Callf. Stalk **Celery** Lb 10¢

Callf. **Cauliflower** Head 29¢

Sunkist Navel **Oranges** Lb. 25¢

Washington Delicious **Apples** Lb. 25¢

Ocean Spray **Cranberries** 1 Lb. Pkg. 39¢

Baker's German **CHOCOLATE** 1/4 Lb. Bar 25¢

Shurfine **MILK** 2 Tall Cans 29¢

Powdered Or Brown **SUGAR** 2 1 Lb. Boxes 29¢

Super Analist Tablets Bottle Of 20 69¢

Shurfine **Sweet Pickles** Pint Jar 35¢

Libby's Pitted Ripe **OLIVES** No. 1 Tall Can 39¢

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

Johnson's **MIXED NUTS** 13 Oz. Can 69¢

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



WILSON'S



SUPER MARKET
BOVINA

Phone 238-4781

PARMER COUNTY'S FINEST

Businesses Open--

The lack of unity this year was brought about by some people desiring to take the three-day holiday, as has been pointed out.
A few businesses which will be closed Monday make known that fact in a cooperative advertisement in this issue of The Blade.
Others which will be open Monday announce that in individual ads.

Whittlin--

A lot of people we know are looking forward to Christmas not only because of all the nice things which ordinarily go with Christmas, but because of the time off from work angle.
We're one of those.
By getting next week's issue of The Blade, which will actually be the Christmas issue, out on Saturday, the 22nd, we're going to afford ourselves a short week's Christmas vacation.
And as a Christmas gift for both our regular readers, we're not going to write Whittlin' for the Christmas issue. We're going to give both those readers a vacation, too!
We'll see you in '63!

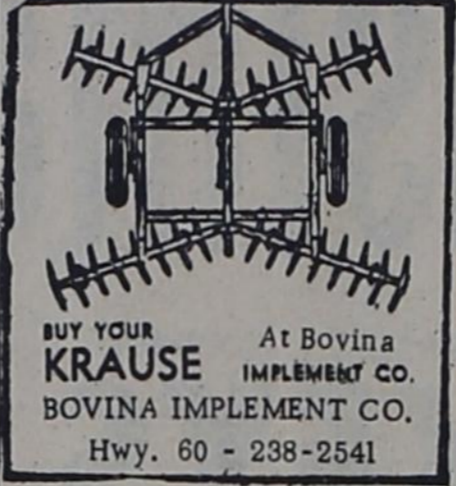
Decorations Judged--

weekend by an anonymous committee.
Top three entries in the contest will receive a total of \$50 in prize money -- \$25 for first, \$15 for second and \$10 for third.
The contest, which has as its purpose to encourage more Christmas decorating of home in the area, has been conducted here for the past several years.
"We appreciate the interest which we had in the contest," Roy Crawford, Lions Club president says, "but there were several well-decorated homes in the community which weren't entered."
Members of the judging committee differed in their opinions of the placings and the winners weren't decided until after numerous votes were taken.

WANT ADS

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



FOR RENT: House located on pavement, Roy Hawkins, Ph. 238-2591. 25-1tp

Electrical Installations And Repairs
★
Plumbing Repairs
★
BOVINA ELECTRIC
Odis White - Ph. 238-2951

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

Congratulations

Mr. and Mrs. Norman Killough are the parents of a baby girl born Monday morning at Memorial Hospital in Clovis. The new arrival weighed 7 pounds 11 ounces and is named Norma Jean.
They also have a son two years old, Mike.
Grandparents are Mr. and Mrs. Lloyd Killough of Bovina and Mr. and Mrs. Carl Cook of Medford, Oregon.

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

Bowling Team Entertained

Mrs. A. M. Wilson entertained members of Wilson's Super Market bowling team with a party Friday evening at her home.
Refreshments of open faced sandwiches, chips, candies, fruit cake and punch were served from a table laid with a red cloth and centered with a red and white centerpiece.
Following supper the group exchanged gifts.
Attending were Mrs. Howard Looney, Mrs. S. E. Redden, Mrs. Billy Whitecotton, Mrs. Vernon Estes, Mrs. Larry Pierce and the hostess.

Wheat Pasture Wanted
★
TRIPLETT CATTLE CO.
Pho. 238--2711--Bovina

Youngsters Have Christmas Party

First Baptist Church Fellowship Hall was scene of a Christmas party for five-year-old Sunday School Class Thursday afternoon.
During the afternoon youngsters played games and were given a gift from their sponsors.
Refreshments of cookies, punch and popcorn balls were served to guests.

FOR SALE --White Toy Poodles, registered A, K, C. Call Muleshoe 4759. 24-2tc

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

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

FOR SALE: Red couch in good condition. Contact Mrs. Mel Gunn, Ph. 238-2962. 25-1tp

Card Of Thanks
I wish to express my appreciation to my friends and neighbors for cards, flowers, gifts and visits during my recent illness. Your kindnesses will always be remembered.
Mildred Davies ltc

Junior Teams In Sudan Tourney

Bovina's junior high basketball teams competed in a junior tournament at Suian over the weekend.
The girls won one and lost one while the boys dropped two straight.
Both teams are coached by Doug Beatty.

They go to Hart for games with the junior high team there Thursday night.

The girls won their opening game from Muleshoe by a 9-7 count. Carol Kirkpatrick was high scorer in the game which was played Thursday.

In Friday's action, the girls lost to Farwell, 10-16. Miss Kirkpatrick again led Bovina's scoring.

The boys dropped their opener to Muleshoe, 11-23. They then lost their second round game to Farwell, 11-18. Randy Jones was high point man in the Muleshoe game and Alfred Stanberry was top scorer in the Farwell tilt.

Record of the girls for the season is now 2-2. The boys have a 1-3 mark.

PHILLIPS TIPS



Bill I'll replace it, but exactly how did you do it?

When You Buy Our Tires, You Can Be Assured Of A Fair Adjustment.

NORTHSIDE 66
Cadillac, Compact Or Cutting Grass-Use Phillips Gas!
Hwy. 60 238-2242

"FARM FUN" by Troy Fuller
SIX PORK CHOPS. PLEASE, AND MAKE THEM LEAN.
WHICH WAY POP TO THE RIGHT OR TO THE LEFT?
THERE'S ONE PLACE YOU CAN GET EXACTLY WHAT YOU WANT--IT'S Bovina Farm Chemical OF COURSE!

Bovina FARM CHEMICAL
Fertilizers & Insecticides
BUY FROM US WITH CONFIDENCE
WIX Filters ••• BOVINA, TEXAS
DRY FERTILIZERS
0-30-10, 0-46-0, 18-46-0
0-30-10 plus 5 Magnesium
0-30-9 plus 5 Magnesium
45% Urea
Ammonium Sulphate
Dayton Tires
Universal Trailer Hitches
PAX For Crabgrass Control On Lawns

For The Lady On Your Christmas Gift List, You Can Find Just What She'll Like At The MARY MARR
Free Gift Wrapping
The **Mary Marr** Shop
Third Street -- Bovina
We Will Be Open Mon., Dec. 24th For Your Shopping Convenience

Glasscock All-Area Footballer

Mac Glasscock, outstanding senior end on Bovina Mustang football team and a member of All-District 1-B squad, has been named to a terminal position on the first annual High Plains Super football team selected by the Amarillo Globe-News.
Glasscock, who is the son of Mr. and Mrs. A. L. Glasscock, was the only Class B player named to the 22-man squad.
In the story about the Super team, which was written by Jerry Langdon of the Globe-News staff, it was pointed out that Glasscock was "Toughest end in the area, pound-for-pound. Caught 18 passes for 428 yards and three touchdowns in nine games. 'Our best defensive football player,' says Coach Hallie Gee. Missed the all-important Happy game because of an injury."
Members of the 22-man squad were picked for all classes of schools in the area.

Courthouse Tells Holiday Schedule

The County Courthouse will be closed from noon on Saturday, December 22, until 8 a.m. Thursday, December 26, so that county employees may enjoy a long Christmas weekend with their families.
Anyone having business at the courthouse is asked to bear in mind that the offices will be closed both the day before and the day after Christmas.

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
18 MONTH Road Hazard Guarantee
21 MONTH Road Hazard Guarantee
PAUL JONES TEXACO SERVICE STATION
Highway 60 - BOVINA - Pho. 238-4331

Custom **MELAMINE DINNERWARE**
TRADE-MARK
PRairie ROSE
STARFIRE
DANCING FLOWERS
WINDFALL
Choose from four lovely patterns. Every one is popular priced. Accessory pieces in harmonizing colors. Safe with children... guaranteed against breakage in ordinary family use for 2 years
Luster-Seal* Cup
An extra Luster-Seal coating on inside of cups gives a stain-resistant glaze.
GAINES HARDWARE CO.
"Nothing Knocks on Bovina But Opportunity"

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
Bank Building
Phones 2381-2081-238-4381
Dean McCallum-Jim Ware

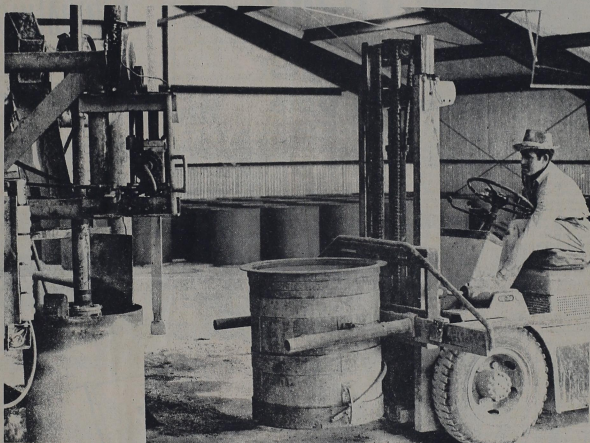
Bovina Real Estate And Insurance
Bank Building
Phones 2381-2081-238-4381
Dean McCallum-Jim Ware

GULF WARRENGAS
LP-Gas
BIG SAVINGS on Tractor Power Costs
• Lower original-cost than diesel.
• Slash upkeep costs—Save as much as \$100 per year for 1000 hours of use of 4-plow tractor compared with gasoline models.
• Few oil and filter changes—Save on overhaul and service expense. Save on oil and filter expense.
SAVE up to 10% OR MORE with GULF-WARRENGAS®
Bonds Oil Co.
Hwy. 60

NOTICE
Saturday, Dec. 29
Is Final Day
For Receiving
1% Discount
For Payment Of City Taxes
Penalty And Interest Will Be Charged To Taxes Not Paid
By January 31, 1962
Special Notice
Paying Payments
Are Past Due Now,
Your Cooperation
Will Be Appreciated
City Of Bovina

ATTENTION HIGH PLAINS AREA FARMERS

Our New and Modern Concrete Irrigation Pipe Manufacturing Plant Is Now In Operation. We Invite You To Drop By and See Us Making Top Quality Products! Let's Get Together During This After-Harvest Period And Install An Efficient Irrigation System



WE ARE NOW IN FULL SCALE PRODUCTION AND READY TO HANDLE YOUR PIPE NEEDS

MAKING PIPE

IS OUR

PROFESSION

SEE OUR PLANT IN OPERATION
WE ARE EQUIPPED TO DO A TOP-NOTCH JOB



SELLING PIPE

IS OUR

OCCUPATION

SEE THE FINISHED PRODUCT



YOUR
SATISFACTION

IS OUR

DESIRE

YOUR SATISFACTION IS GUARANTEED



THE COFFEE IS BREWED-THE DONUTS ARE READY

Let Us Help You Design and Engineer An Irrigation System For Your Farm.



COMANCHE

NOW MANUFACTURING IN TWO LOCATIONS

**IRRIGATION
SUPPLY
COMPANY, INC.**

HEREFORD
1 MILE EAST ON HIWAY 60, PH. EM 4-3296

MANUEL ARVIZU, MGR.

DIMMITT

73,000 BALES HARVESTED

Cotton Crop Soars Past All-Time Mark

FOOTSAVING EDUCATION



by James E. Edwards

Why do my son's shoes run over at the heel?

The wear pattern of heels is the best index to foot function. If the wear is to the inner border I would take the child to a doctor.

When the wear is not extreme but is to the outside of center we consider this a sign of good use of the feet because the stronger aspect of the heel is a little outside the line of the heel cord.

Extreme wear on the outer heel should be a matter of concern. A doctor's prescription for the correction of the opposite difficulty (weakfoot) is usually 1/8 or 3/16 heel elevation. When a child wears down the outer border of the heel it has the effect of putting an elevation on the inner border. Not only is the inner heel elevation quite likely to aggravate the condition but the severity of the "correction" is usually 1/4 to 1/2 inch before the heels are replaced.

JUMPING JACKS
Young America's finest fitting shoes
Orthopedic Shoes Fitted
To Your Doctor's Prescription

Edward's SHOE STORE

512 MAIN CLOVIS, N. MEX.

When people were saying back in the summer that Farmer County would harvest the best cotton crop in its history, they weren't talking through their hats.

As a matter of fact, it now looks as if they were really being conservative.

An unofficial tally early this week showed that the county has, as of this moment, already broken the old record for number of bales harvested -- and broken it good.

A check of the 16 Farmer County gins Monday showed that a total of 73,753 bales had been "weighed in," which is 13,000 bales more than what had been the record -- 60,579 bales ginned in 1958.

The number of bales actually ginned stood at 63,791, which

means that about 10,000 bales of cotton were on the lots at the 16 gins, as the county was blessed with its second full week of near-perfect harvesting weather.

Most ginners and people close to the crop agreed that the stripping was nearing conclusion in most of the county, and that within another week, again depending on whether the miraculous weather held out, the harvest should be all over.

But the county has already far exceeded all predictions for the cotton crop, and engraved the year "1962" as a red-letter year in its cotton history.

The last official estimate last week by the Lubbock Cotton Exchange and Plains Cotton Growers listed Farmer County for

61,000 bales. It now appears that that estimate may not cover 75 per cent of the tremendous cotton crop that is writing a new record with each bale weighed in.

The week's figures showed that a total of 17,634 bales were harvested during the week, the second biggest week of the season -- despite a shortage of trailers in many circles. The previous week represented the season high, when almost 23,000 bales were harvested.

With over 73,000 bales already harvested, the county is a cinch to average over a bale and one half per acre.

Of the 73,753 bales reported as "weighed in," a total of 42,283 were reported in the Friona - Boyina - Hub area

of "northern" portion of the county, which seemed to be about ready to wrap up its portion of the harvest.

"I'd say that we were over 90 per cent completed. It should begin to slow down now," said Earl Chester of Chester-Fleming Gin in Friona.

While the harvest in the northern part of the county was nearing completion, there is still quite a bit of cotton in the southern portion of the county, an airplane tour of Farmer County revealed last Saturday. Ginners in the Lazbuddie area expect to get a good deal more cotton, although their estimates are fairly low on the amount left in the field.

Ginners at Farwell figure that the crop is practically 100 per cent harvested.

THE HIGH PLAINS FARM AND HOME

Classers Complete Largest Week Of Season To Date

According to W. K. Palmer, Officer-in-Charge of the Lubbock Cotton Classing office, the largest week of classing has just been completed by the three South Plains cotton classing offices. He went on to say that due to the good job being done by the farmers and the gins the cotton being classed is very good for this time of year. Palmer also stated that from now until after the peak of the harvest the Lubbock office would be classing seven days a week.

The total samples classed for the week ending December 14 was 255,400 samples with the Lubbock office classing 207,000 samples, the Lamesa office 18,700 samples, and the Brownfield office 29,700 samples. The three offices reported a total carry-over of 90,500 samples.

The past week's classing brings the total for the year to 1,002,500 samples. The Lubbock office has classed 742,000 samples for the year, the Brownfield office 158,000 samples, and the Lamesa office 102,000 samples.

In the Lubbock office the majority of the cotton classed for the week of December 14 was light spotted. The breakdown for the Light Spotted grades is: Middling Light Spotted 22 percent, Strict Low Middling Light Spotted 25 percent, and Low Middling Light Spotted 2 percent. The largest volume of grades was in Strict Low Middling, which accounted for 35 percent. Other White grades were: Middling 1 percent, Low Middling Plus 4 percent and Low Middling 10 percent. One Percent of the cotton classed was Spotted.

The average staple length was shorter for the week, with an average of 29.9 thirty-seconds of an inch. The predominant staple was 15/16" with a percentage of 67 percent. A further

breakdown of staple shows 7/8" with 1 percent, 29/32" 21 percent, 31/32" 10 percent and 1 inch 1 percent.

Generally, micronaire readings continue to be good. The majority of the cotton received miked 3.5 or above. The percentages for the week are as follows: 2.7-2.9, 9 percent; 3.0-3.4, 34 percent; 3.5-3.9, 35 percent and 4.0 and better 20 percent. Two percent of the cotton was classed wasty.

The purchases reported by the Lubbock Cotton Exchange were the same as the previous week, with 52,000 bales

reported. This number is well below the amount reported for the same week a year ago. At that time 116,000 bales were reported.

The Middling one inch quotation is 32.55. This is up 25 points from the previous week and compares with 32.35 at this time last year. Spot price quotations for the predominant grades being produced at this time are: Strict Low Middling 29/32 29.50, Strict Low Middling 15/16 30.00, Low Middling 29/32 28.35, Low Middling 15/16 28.85, Middling Light Spotted 29/32 29.80, Middling Light Spotted 15/16 30.20, Strict Low Middling Light Spotted 29/32 29.00 and Strict Low Middling Light Spotted 15/16 29.50.

The Holly Legend

Even before the Christians, Romans sent gifts of holly to friends to mark the December festival of Saturn. The superstitious Druids kept holly in their dwellings, as an invitation to the "spirits" to enter and seek shelter from winter cold and winter winds. The early Germans used holly in an observance which marked the return of the sun from its southward pilgrimage.

Holly, like mistletoe, is surrounded by legends and superstitions, dating back to pagan rites and rituals.

Today there is no particular significance to our use of holly as a Christmas decoration -- other than it is "traditional" and "pretty."

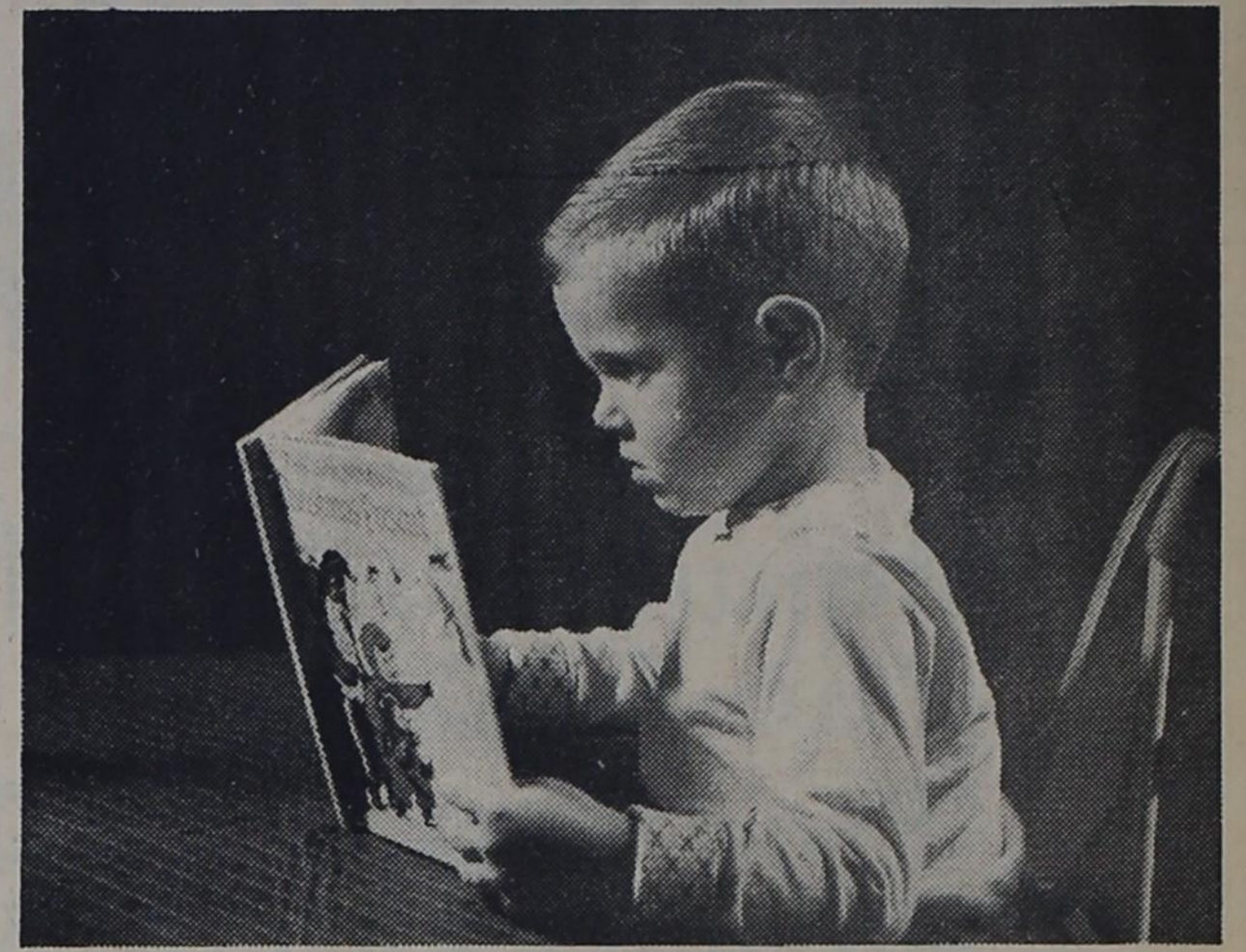
ABSTRACTS

SEE Johnson Abstract Company in FARWELL Fast, Accurate Ph. 481-3878 Box 88



May we extend to you our thoughts of gladness and good will, to wish you a Merry Christmas, to thank you for your patronage during the past season. It is our pleasure to serve you, both this year, and in years to come.

CLAY CORNER GIN, INC.
Rt. 3 Muleshoe, Texas



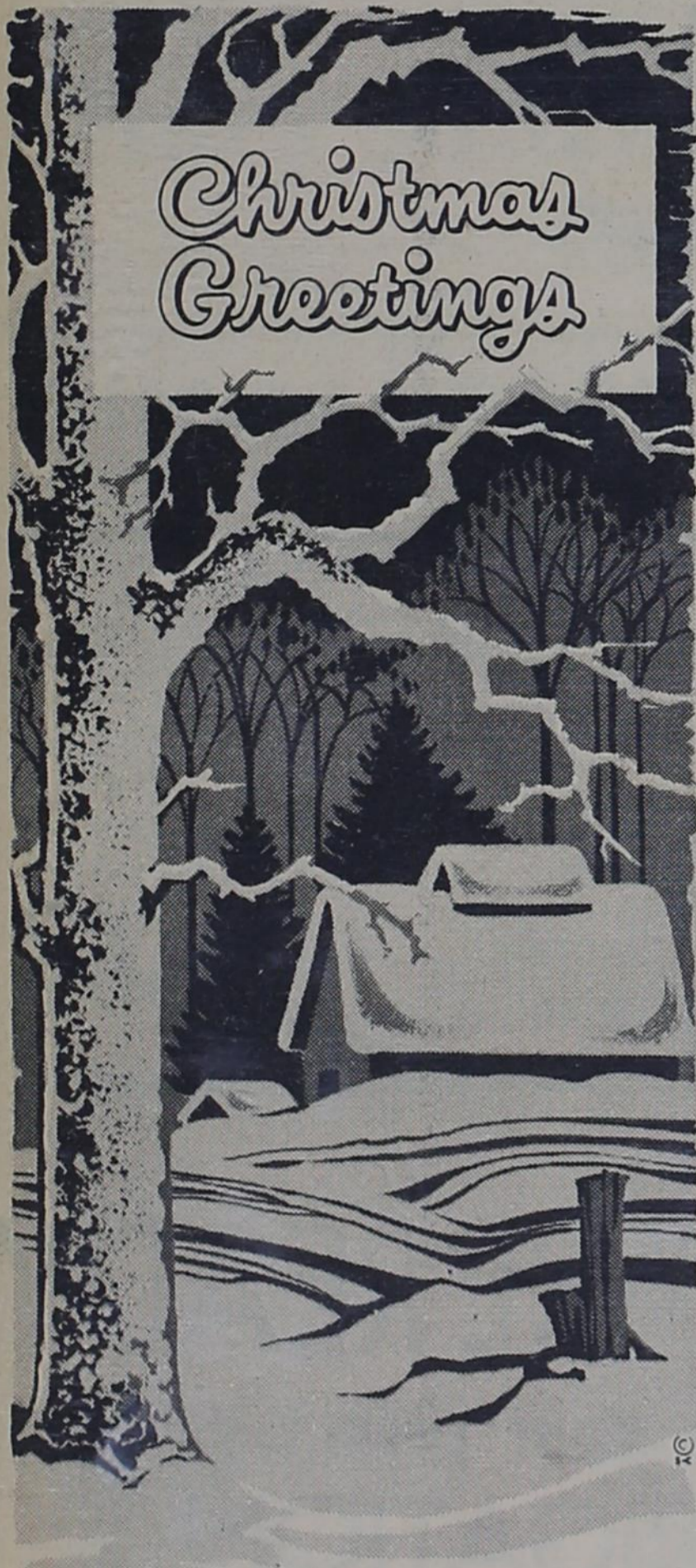
Christmas Prayer

Almighty God, Who hast given us Thy only-begotten Son to take our nature upon Him, and as at this time to be born of a pure virgin; Grant that we being regenerate, and made Thy Children by adoption and grace, may daily be renewed by Thy Holy Spirit; through the same our Lord Jesus Christ, Who liveth and reigneth with Thee and the same Spirit ever, one God, world without end. Amen.

—THE BOOK OF COMMON PRAYER

SOUTHWESTERN PUBLIC SERVICE COMPANY

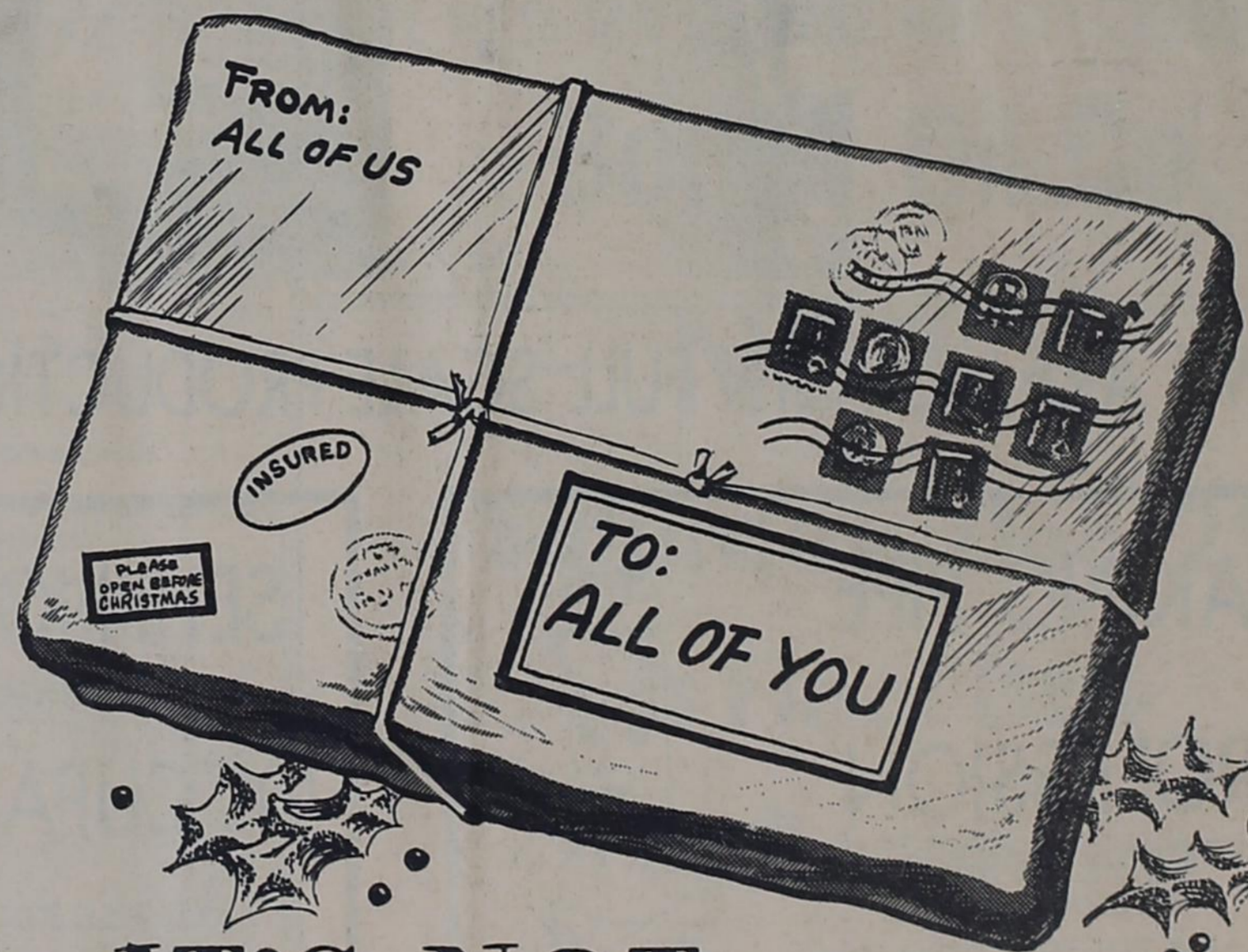
81-7



Christmas Greetings

Our sincere thanks for your wonderful patronage and good will this past year.

FRIONA MOTORS



IT'S NOT FANCY-WRAPPED

But our Season's Greetings to you carry all the heartiest of sentiments! We've had a package of pleasure serving you during the year . . . We're all wrapped-up in our efforts to be deserving of your patronage and friendship . . .

So have a wonderful Christmas, won't you? Our best wishes to you and yours!

Parmer County Implement Co.
FRIONA, TEXAS

New & Rebuilt Electric Motors For All Purposes

Electric Motor Rewinding General & Starter Service

Crown Electric

PO3-5433 1320 W. 7th Clovis

MAJORITY SUPPORT SEEN

Cotton Producers Are Backing CPI Program

Cotton producers in the Farmer County area are rallying around the Cotton Produc-

ers Institute and most are expected to back it with their pocketbooks when it comes time to settle up with their ginner.

The Institute is completely producer - controlled, non-political, and all of its funds go for research to cut production costs, develop new qualities and uses, and nationwide advertising to sell more cotton.

Most of the ginner in Farmer County are assisting by collecting the \$1 per bale for the Institute.

Steve Struve, Friona farmer said "We're losing our markets to synthetics more and more. We need to make cotton more desirable, and the CPI is a good way to do it."

"If we don't advertise our product, we will be consumed by competition." About the latest cut in cotton acreage, Struve added "We might get a few more acres through legislation, but we can't depend on that (legislation). We need to get to work through the CPI."

W. B. Fulgham, who farms near Black, says "We've got to do something to boost cotton in the world market. We need to advertise more and get cotton before the public. The \$1

per bale isn't much." "Seems to me that the Cotton Producers Institute is a good way to go at the problem. Most of the farmers are for it, and I think everyone will probably contribute to the program," he added.

James Proctor, another Friona farmer, says "With all these synthetics taking the place of cotton, we've got to do something. If we don't advertise, we're going to lose out."

Leonard Nettles agreed with this statement, and adds "We need to do what we can to promote cotton, and maybe get our acreage increased for a change rather than constantly decreased."

"I don't think the \$1 per bale hurts anyone, but cutting acreage every year sure hurts," Nettles added.

Bruce Parr, also of the Black community, says he feels the program should go over real well this year. "The main point is that the gin operators are going to see that it goes over. Last year they didn't push it."

"It's no doubt it is the thing farmers should do to help themselves. Too many will expect to see the fruits of their contributions right away - but it will take a little time," Parr pointed out.

Statistics reveal that in the last 20 months, rayon consumption is up 36 per cent, and non-cellulose materials (nylon, orlon, etc.) gained 64 per cent. All fibers experienced only a 34 per cent gain, which meant that cotton lost 850,000 bales to other fibers.

By the same token, in that period, synthetics spent a total of \$30 million in advertising, and \$80 million in research, while the cotton industry spent only \$2 million for advertising and \$16 million for research.

Offices Close Christmas Eve

The ASCS office in Farwell, as with all government offices, will be closed Monday, Christmas Eve.

The county courthouse will be closed from Saturday at noon until Thursday morning.

Lazbuddie FHA Hosts Panel

By Jan Nowell The Lazbuddie Chapter of Future Homemakers of America held its monthly meeting December 10. Mrs. L. M. Smith and Mrs. Leon Smith, Sr. were guests on a panel discussion of "Family Relations," the chapter's December theme.

Marianna Gammon and Pat Peterson asked questions and later, club members also asked questions.

After the discussion, Mrs. Leon Smith and Mrs. L. M. Smith were presented gifts from the chapter.

One of the topics during the regular meeting was the discussion of the chapter's annual project, helping a needy family in the community.

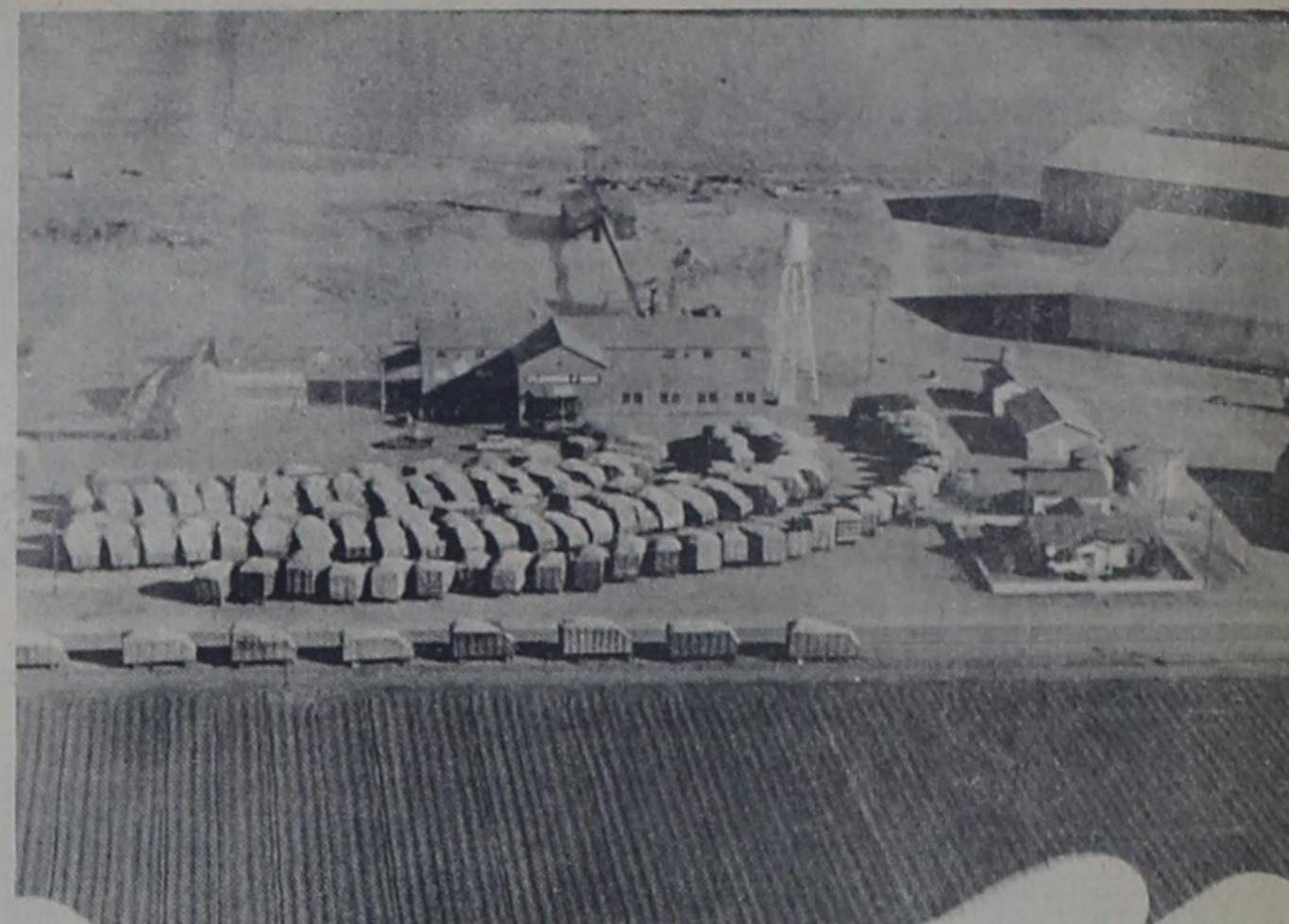
Mrs. Albert Clark is chapter advisor.

Farm and Ranch Loans

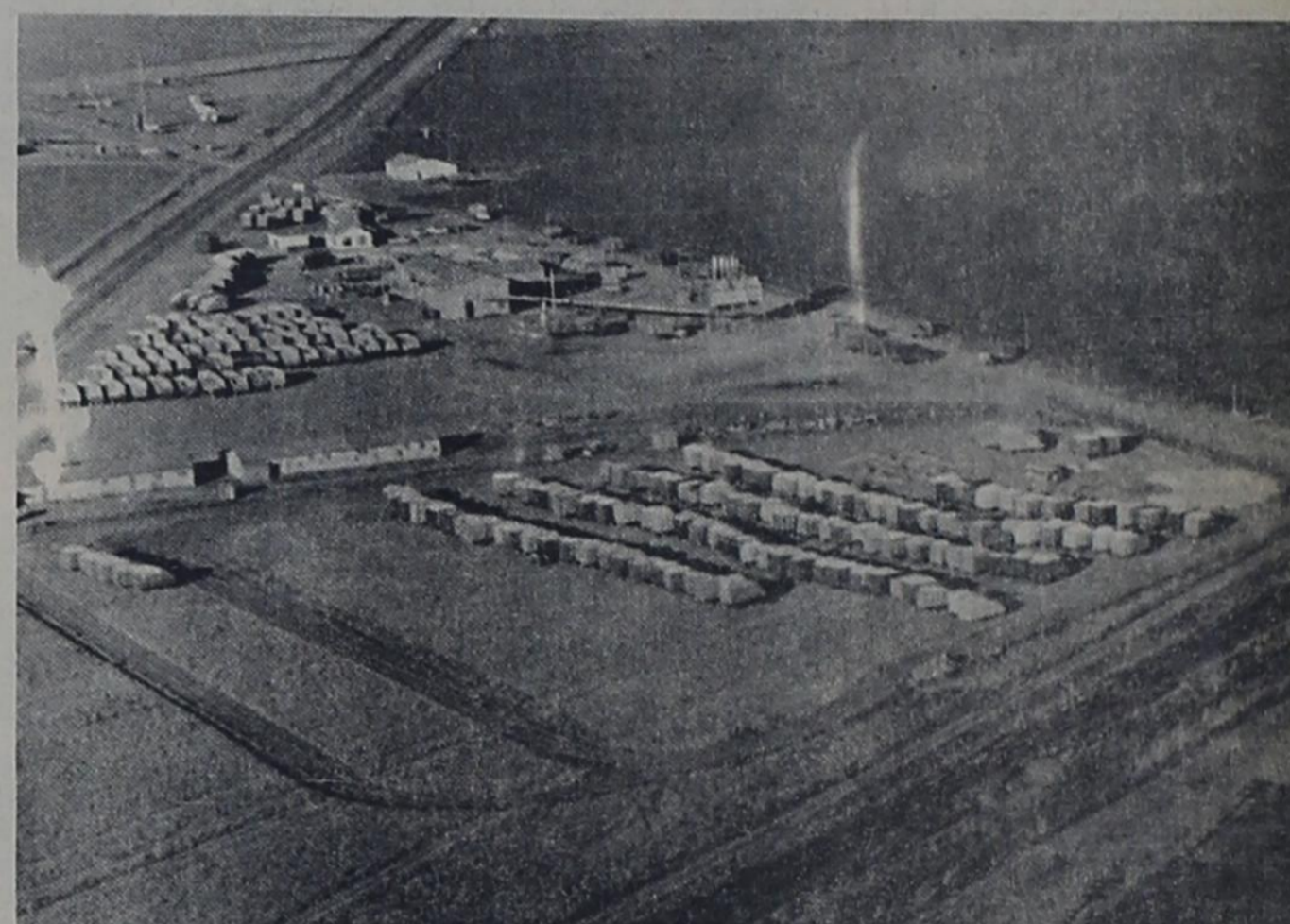
Long Term, Low Interest

ETHRIDGE-SPRING Agency, Friona

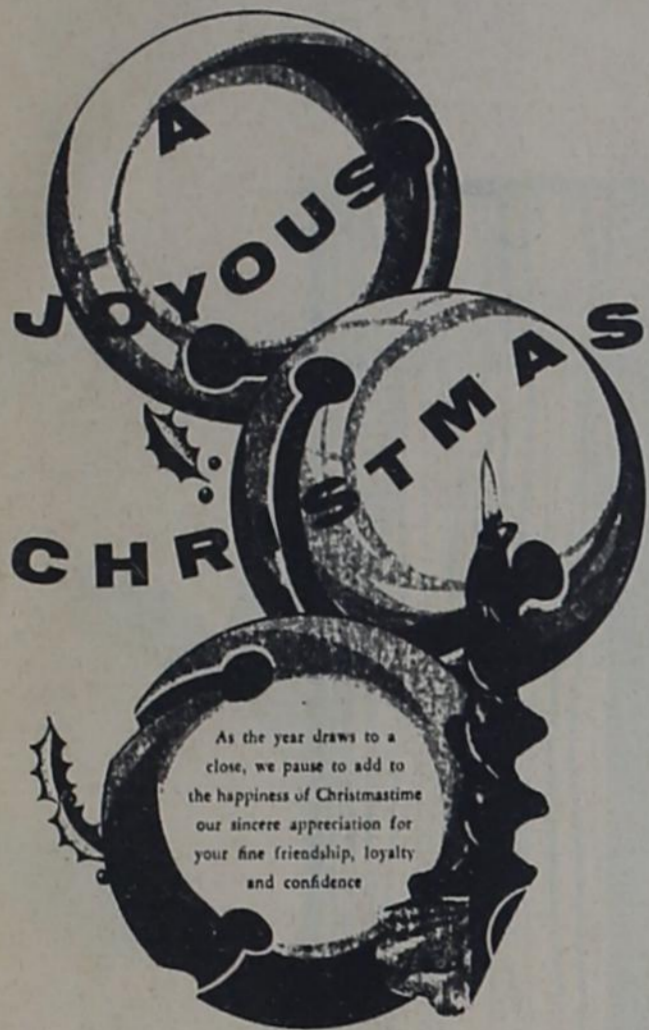
Phone 8811



A portion of the cotton trailers at Fleming and Son Gin, Hub, which numbered nearly 1,000, were arranged in an impressive semi-circle as seen in this aerial photo.



COUNTRY CLUB GIN at Friona had a good yardful of cotton when this aerial photo was made Saturday afternoon.



As the year draws to a close, we pause to add to the happiness of Christmas our sincere appreciation for your fine friendship, loyalty and confidence

FARMER'S CO-OPERATIVE ELEVATOR

Muleshoe, Texas

OKLAHOMA LANE GIN



We are glowing with warm wishes to our faithful old friends and our cherished new friends. May this Christmas Season bring happiness and joy, peace and contentment to all.

At Christmas, 1962, We Are Especially Grateful For Your Wonderful Support During Our First Ginning Season And For Your Continued Find Patronage Of Our Farm Supply Business. We Hope To Continue And Add To Our Service To You In Years To Come. We Wish For You And Yours A Merry Christmas

OKLAHOMA LANE FARM SUPPLY Phone Tharp 225-4366

New Ways Of Growing Cotton Discussed

Granda and his long-eared mule probably would shake their heads in disbelief if they could hear some of the new-fangled ways of growing cotton which will be discussed at a conference in Dallas January 10-11.

The occasion will be the 1963 Beltwide Cotton Production -

Mechanization Conference sponsored by the National Cotton Council and other groups. Some 800 persons are expected from across the Belt and the nation.

From leading authorities grandpa could hear such things as:

- How a Mississippi farmer has formed his land for better moisture control, timing of operations, plant growth, and weed and insect control
New approaches to fighting the boll weevil, including poisoning the pest just before he goes into hibernation for the winter and sterilizing males to reduce the number of offspring
Important of row and bed shapes in mechanized cotton production
Latest methods and equipment for controlling weeds with chemicals and flame
Ways to get the best possible yields with the least amount of water
New fertilizers which are being investigated by various groups
An evaluation of the use of moistening agents on the splindles of mechanical pickers
How research is investigating the possibility of putting an electrical charge on insect-

icide particles so more of them will stick to the leaves of cotton plants.

Farm Facts

Dr. Herrell DeGraff, Professor of Food Economics at Cornell University, notes that on a worldwide basis the typical family spends about 60% of its income for food (devotes about 60% of its productive effort to securing food).

"In this country, by contrast," he said in an address to the Super Market Institute, "the typical family acquires a far superior diet for barely one-quarter of its disposable income."

"Moreover," says Dr. DeGraff, "ours is a food supply without limitations of geography or seasonality, and with a large part of the work of preparation done by the food industries instead of burdening the homemaker."

"We eat as well and as cheaply as we do only because of the enormous contributions which science has made to food production, processing, and distribution."



Peace on Earth

May the wondrous peace and joy of the newborn King abide with you and your family throughout this Christmas and forever after!

HURST'S Friona



PLOW DOWN

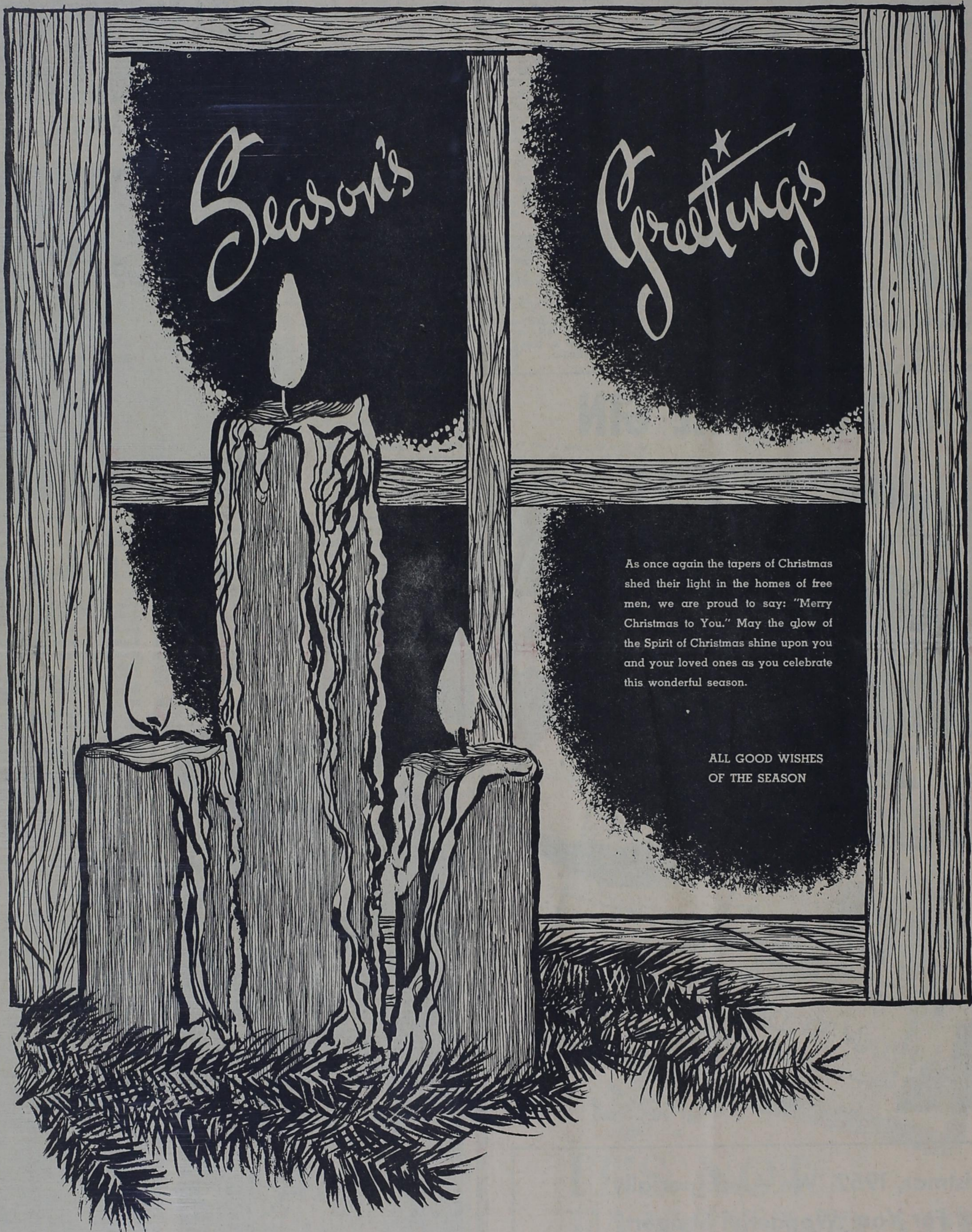
SHAMROCK NITROMITE

- Speed stubble decomposition
Improve soil structure
Build effective nitrogen reserve

CALL US FOR SHAMROCK NITROMITE A FINE BRAND OF ANHYDROUS AMMONIA

Cummings Farm Store Friona

ALL THE BOYS AT CO-OP GIN- - WISH TO SEND YOU-



FRIONA FARMERS CO-OP GIN

Plains Cotton Co-operative
Association

Plains Co-operative
Oil Mill

Plainview Co-operative
Compress

LANE FURNITURE CO. IN MULESHOE, TEXAS

ANNIVERSARY

SALE

ENTIRE STOCK BEING SACRIFICED!

Quality Furniture—Modern • Early American • Traditional • Provincial

GUARANTEED LOWEST PRICES ANYWHERE

PRICES GUTTED ON EVERYTHING! A Bargain Hunter's Paradise

YOU MUST SEE IT! TO BELIEVE IT!

OPEN NIGHTS TILL 9 P.M.



DOORS OPEN FRIDAY 10 P.M. SHARP — HURRY!

With Personal Pride . . .
We Unfold This Bargain Packed Event

Verge Lane, owner of Lane Furniture Company in Muleshoe invites you to join and help us celebrate this fabulous anniversary sale! Your patronage through the years has been most sincerely appreciated. So we are saying "thank you" by staging this dynamic bargain event. So come—help us celebrate! Everything is on sale—nothing on regular price. We guarantee to save you money!



IT WILL PAY YOU TO BRAVE THE CROWDS!

Thousands upon thousands of dollars worth of finest quality home furnishings go on sale Friday at 10:00 a.m. at fractions of original prices! Twelve months of planning, buying and preparations have preceded this event to make it the most astounding furniture bargain event you ever have, and probably ever will witness! Some items limited in number! For the bargain you want and need! Be here early. Doors swing open at 10:00 promptly Friday morning! DONT YOU DARE MISS IT!!

Birthday Bargain

36 Mos. to Pay

\$29.95
STUDENT
DESK
\$10

STOCKS SOLD CHEAP

Prices Slashed So Low That Everybody Can Celebrate!

IT WILL PAY YOU TO BRAVE THE CROWDS!

HURRY!

Never Before
Never Again!



★ YOUR CHANCE TO BUY FINE FURNITURE FOR A SONG, ★
★ MERE FRACTIONS OF ACTUAL WORTH! DON'T MISS IT! ★

\$99.95
FOAM MATTRESS & BOX SPRINGS
\$48

\$299.95
4-Pc. Foam LIVING ROOM Sectional
\$99

\$179.95
ROCKING LOVE SEAT
\$97

\$8.95
LADDER BACK CHAIRS
\$56

\$249.95
Early American SOFA SLEEPER w/innerspring mattress
\$128

BARGAINS Like These

\$14.95
STEPON COFFEE TABLE
\$7 each

\$49.95
ROLL-AWAY BED
\$28

WALL TO WALL SELL-OUT of FINE FURNITURE and APPLIANCES

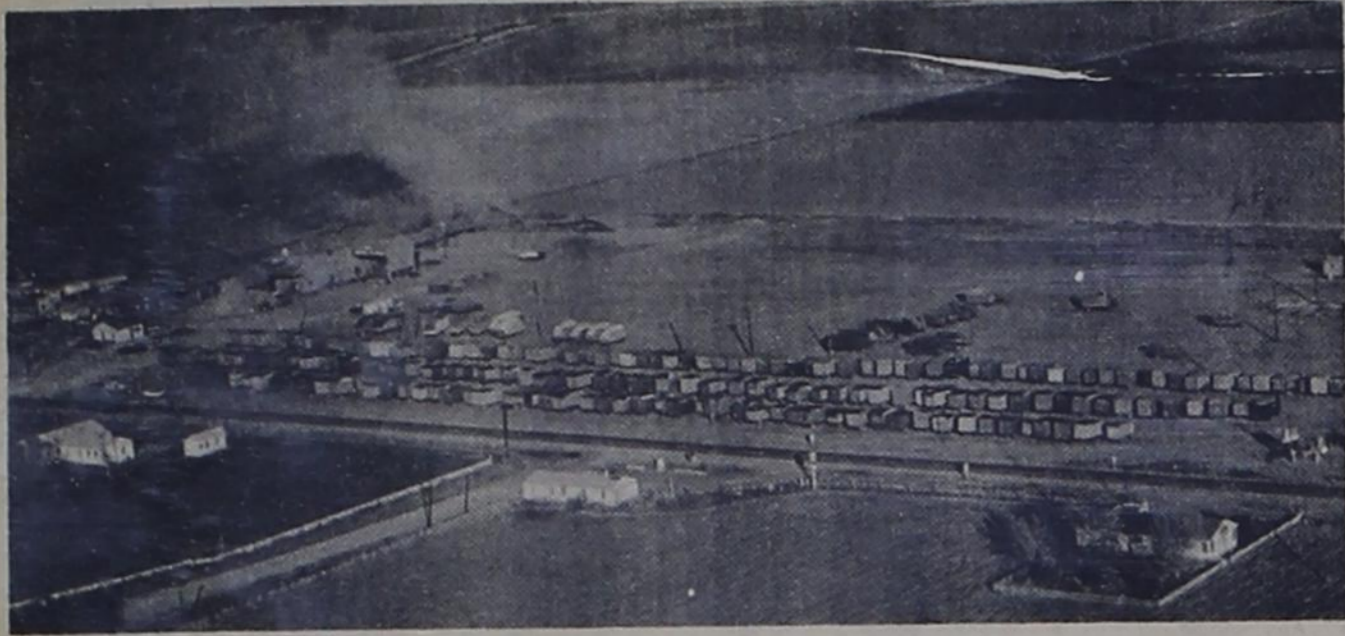
SAMPLE PRICES! HUNDREDS OF BARGAINS

CASH or CREDIT -FREE DELIVERY

- ★ Brand New Living Room Suites **\$38**
- ★ Brand New Bedroom Suites **\$48**
- ★ Brand New Baby Beds **\$28**
- ★ Brand New Innerspring Mattress **\$18**



LANE FURNITURE CO.



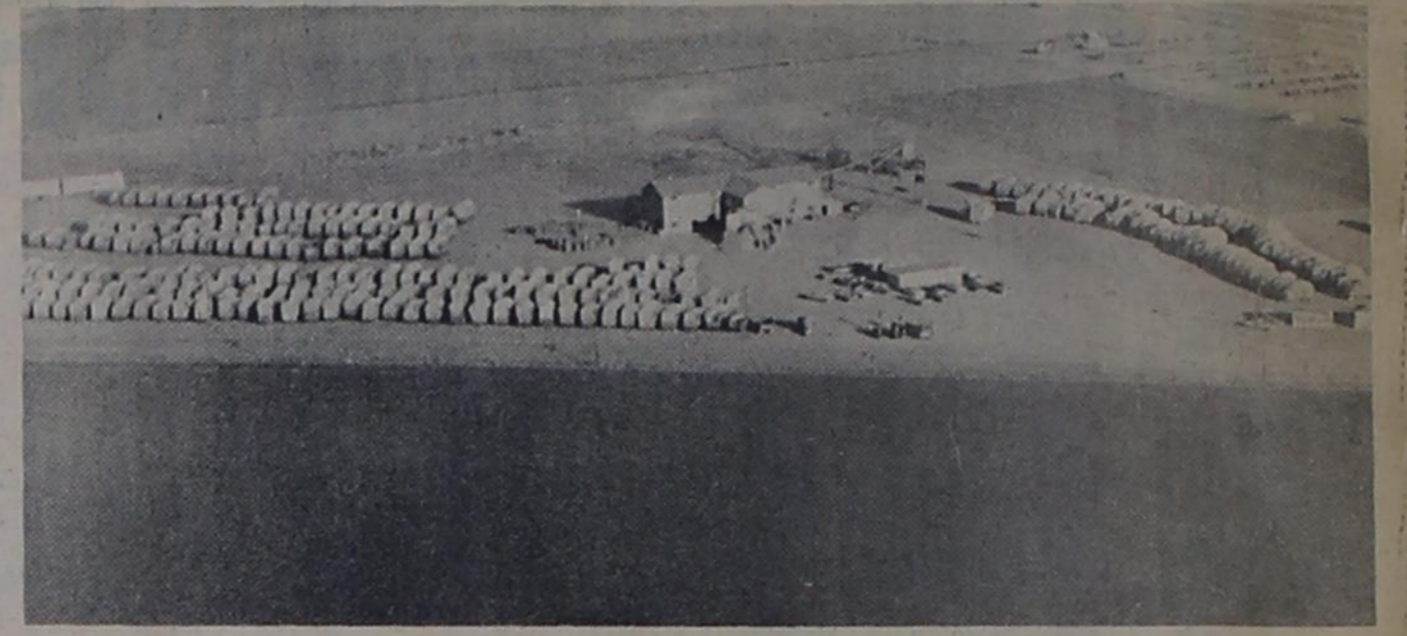
PART OF THE more than 1,000 bales of cotton on the Chester and Fleming Gin yard in Friona are shown in the above photo.

Referendum Vote Is Given

The cotton quota referendum was passed by Parmer County producers by a 75 per cent vote, according to Prentice Mills, office manager of the Parmer County ASCS. In what was termed a record turnout by county cotton producers, 513 voters quored for quotas for the 1963 crops, and 172 voted against it. This was quite a smaller margin than the

quotas were approved on a national scale. A two-thirds majority is required for passage. The largest turnout in Parmer County was at Chester-Fleming Gin, Friona, where 75 persons voted. Following is the vote by gins, which served as polling places:

	For	Against
Cooper	35	12
Country Club	28	6
Nickels	38	15
Bovina	55	10
Friona Co-op	37	9
Lawlis	40	12
Fleming & Son	28	3
Oklahoma Lane	32	14
West Hub	30	10
Lariat	19	8
Plains Farmers	19	8
McBride	19	13
North Lazbuddie	32	12
Chester-Fleming	55	20
Parmer County	23	3
Clay's Corner	23	17



BOVINA GIN COMPANY had nearly 1,000 bales of cotton on its yard when the above picture was taken from the air last Saturday. It is typical of gins throughout Parmer County.

Speakers Cite Need To Upgrade American Diet

An upgraded diet for the American public offers a primary means of expanding the market for beef and points the way to a possible annual 27 billion pound increase in meat consumption in the United States. R. B. Eiling and Miss Charlene Lee of the National Livestock and Meat Board outlined these points in presenting a demonstration on the potentials of beef production during the Second Annual Southwestern Cattle Feeding Conference in Corpus Christi, December 5. The Conference was sponsored by the Cattle Feeders Division

of the Texas and Southwestern Cattle Raisers Association. The speakers said present meat production in the nation is 29 billion pounds, but it could be increased to 63.6 billion pounds if American diets were upgraded. In addition to increased use of meat by weight watchers, the speakers said, there is a potential increase of 800 million pounds among the nation's mothers, 100 million pounds for infants, and seven billion pounds for teenagers. Another speaker at the conference ventured a "cautiously optimistic" prediction that the nation's feed grain supplies may

become "manageable" in the months ahead. C. W. "Bill" McMillan of Denver, executive vice-president of the American National Cattlemen's Association, said, "Increased use of feed grains through livestock feeding, combined with other factors, lead us to believe that the surplus problem in at least this area of agriculture may be disappearing". McMillan warned, however, that the livestock industry has an obligation to help authorities "realistically clean up a surplus mess that has been building for more than a generation. As much as we would like to see the pricing of feed grains returned to the market place instead of a Washington desk, we cannot kick out the crutch until the patient can walk". McMillan said that in recent meetings of stockmen with USDA officials it was "quite clear that the beef industry, which has proved that at least some agricultural commodities can prosper without supports and controls, still wants the government to move out of the 'supply management' concept and move

toward market prices which are established by supply and demand".

In a panel discussion moderated by Henry Blederman, editor of the Cattleman magazine, cattle feeders pointed out that the Southwest is in a favorable position for feeding cattle in regard to the supply of feeder cattle and the supply of feed, and that the growing number of packing plants in this area points to continued improved market outlets.

Lloyd Bergama, director of the Cattle Feeders Division, estimated that 650 to 700 thousand cattle will be fed in Texas feedlots this year. In 1955, 277 thousand head were fattened in Texas.

At the quarterly TSCRA Board of Directors meeting which followed the Cattle Feeding Conference, TSCRA secretary-general manager Joe S. Fletcher reported that membership in the TSCRA had grown to more than 12,500, and that the 360 new members received during the last quarter is the largest ever received for any third quarter.

Fletcher said that during the quarter, the TSCRA inspectors, in cooperation with state and local officers had been instrumental in making 39 cases, all except three of which involved cattle theft.

TSCRA president Leo Welder of Victoria reported that all East Texas auction markets have agreed to cooperate in the

inspection program, which means this service will be performed on all posted markets in Texas.

In the business session, the TSCRA Board passed a resolution requesting the head of the Immigration Department in Washington to investigate the death of a Mexican ranch hand which was killed by a Border Patrol airplane.

Speedup
RACINE, Wis. (UPI) — Automobiles will move over the highways at 80 to 85 miles an hour within 10 years, believes Walter H. Powers of Walker Manufacturing Co., maker of mufflers. He said many new safety devices must be built into cars to meet the new situation.

Hereford Beet Mill Gets Final Approval

Senator Ralph Yarborough's office advised Parmer County newspapers by telephone this week that the U. S. Department of Agriculture signed a bill Tuesday morning authorizing

50,000 additional tons of sugar beet production for the area near Hereford for the year 1964.

The additional tonnage is to be used for a proposed sugar beet mill to be built by Holly Sugar Corporation near Hereford.

The final approval of the mill, and the announced production figures will involve production of beets in the counties of Castro, Deaf Smith and Parmer.

Years ago it was believed that on Christmas Eve angels were sent from heaven to awaken an infant from its first sleep and carry it to Paradise, where a carol was sung in honor of the Christ-Child.

Complete Brake And Bear Front-End Service
TIRE TRUING
WHEEL BALANCED
OVERLOAD SPRINGS
FREE INSTALLATION
On all Mono-Matic
Shocks and Load Levellers
Mufflers & Tail Pipes
Boyd's Brake Shop
19 yrs in Clovis
221 W. Grand - Clovis



HOPE YOUR CHRISTMAS IS HAPPY

The FASHION SHOP

6th. And Main Clovis

ADAMS DRILLING CO.
WATER WELL DRILLING

LAYNE PUMPS, INC. DIAL 2921 PUMP & GEAR
NIGHTS 2951 HEAD REPAIRS

Sales & Service Friona ALL MAKES Texas

Claborn FUNERAL HOME

To Merit Your Confidence Is Our Whole Concern

Phone 2311 - Friona

HAPPY New Year

Our hearty thank you for your loyal and friendly patronage through the year.

Benger Air Park
FRIONA

1962 WAS A GOOD YEAR FOR COTTON!

YES, We Made Great Strides In Cotton Production In The Rich Parmer County Growing Area In 1962, And Our Faith And Confidence In The Production Ability Of The Area We Serve Continues To Grow With Each Passing Year.

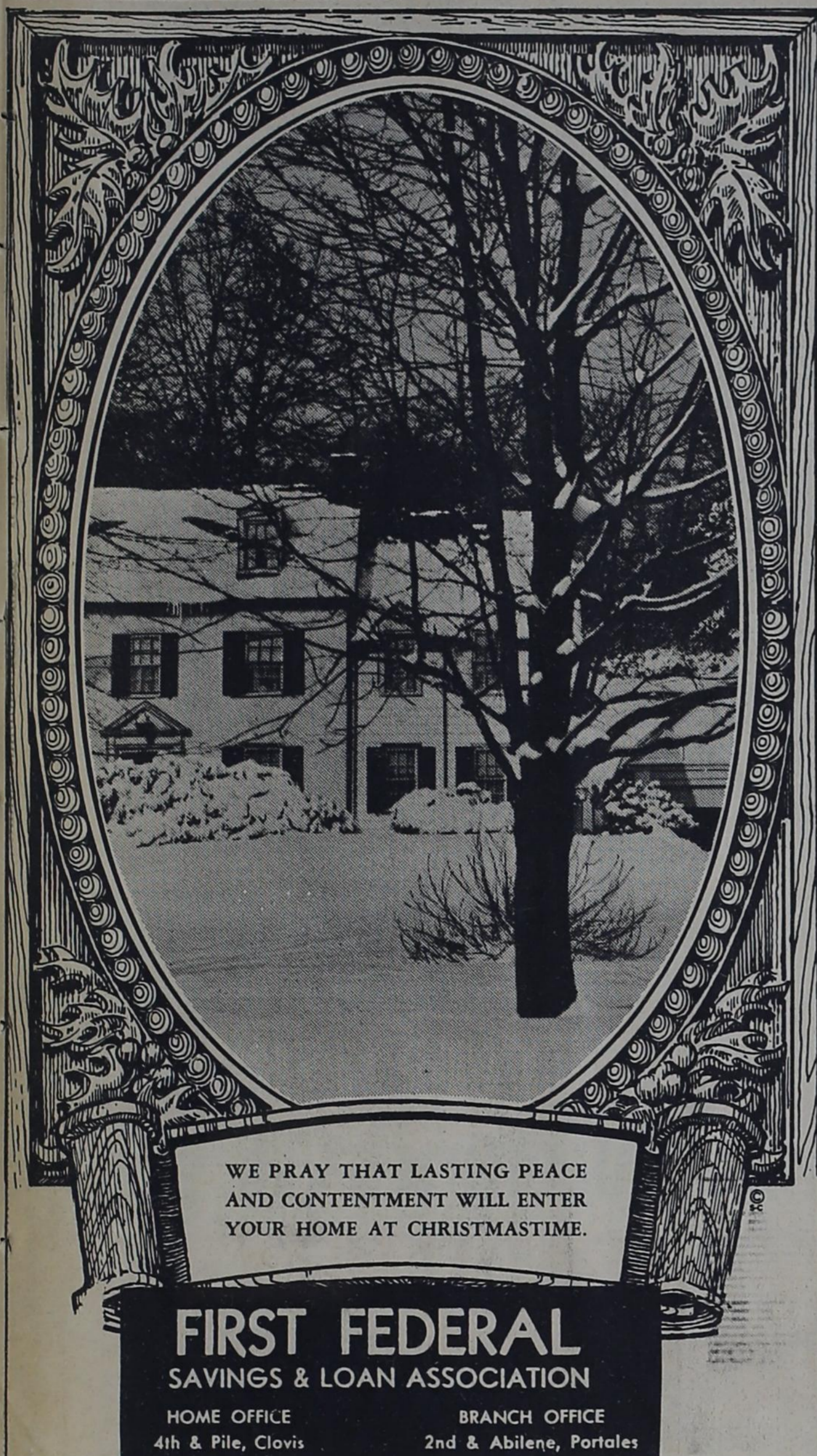
We Think That The Most Wonderful People In The World Are The Customers And Friends To Whom Our Gin Is A Service, And A Necessity For An Efficient And Prosperous Agriculture.

The Parmer County Gin Company Pledges To Continue To Provide The Best Ginning Service Possible For Future Harvests.

The management and employees of the Parmer County Gin wish you a Merry Christmas and a Happy New Year. We hope that we may be able to continue to serve you for many more top cotton growing years!

PARMER COUNTY GIN COMPANY

"In the Big Middle of the Parmer County Cotton Patch"



WE PRAY THAT LASTING PEACE AND CONTENTMENT WILL ENTER YOUR HOME AT CHRISTMASTIME.

FIRST FEDERAL SAVINGS & LOAN ASSOCIATION

HOME OFFICE 4th & Pile, Clovis
BRANCH OFFICE 2nd & Abilene, Portales

County Ranks High In Feed Lot Poll

Parmer County ranks fourth in the Plains area according to number of feed lots, capacity, and number of cattle fed, according to a survey recently by Southwestern Public Service, Southwestern Public Service, which stated that it furnishes power to 59 of 225 feed lots surveyed, completed the survey November 28. This does not include the new feed lot now under construction near Frlona, which would boost the county's standing at least one notch in each category when completed.

Parmer County was tied with Castro County with 14 feed lots in operation. Leading the list was Chaves County, New Mexico, with 29. Curry County, also in New Mexico, had 22, followed by Hale County with 16.

Chaves County also led in lot capacity with space for 53,330 head of cattle. Next came Lubbock County, 50,650; Curry County, 36,850; and Parmer County, 36,650.

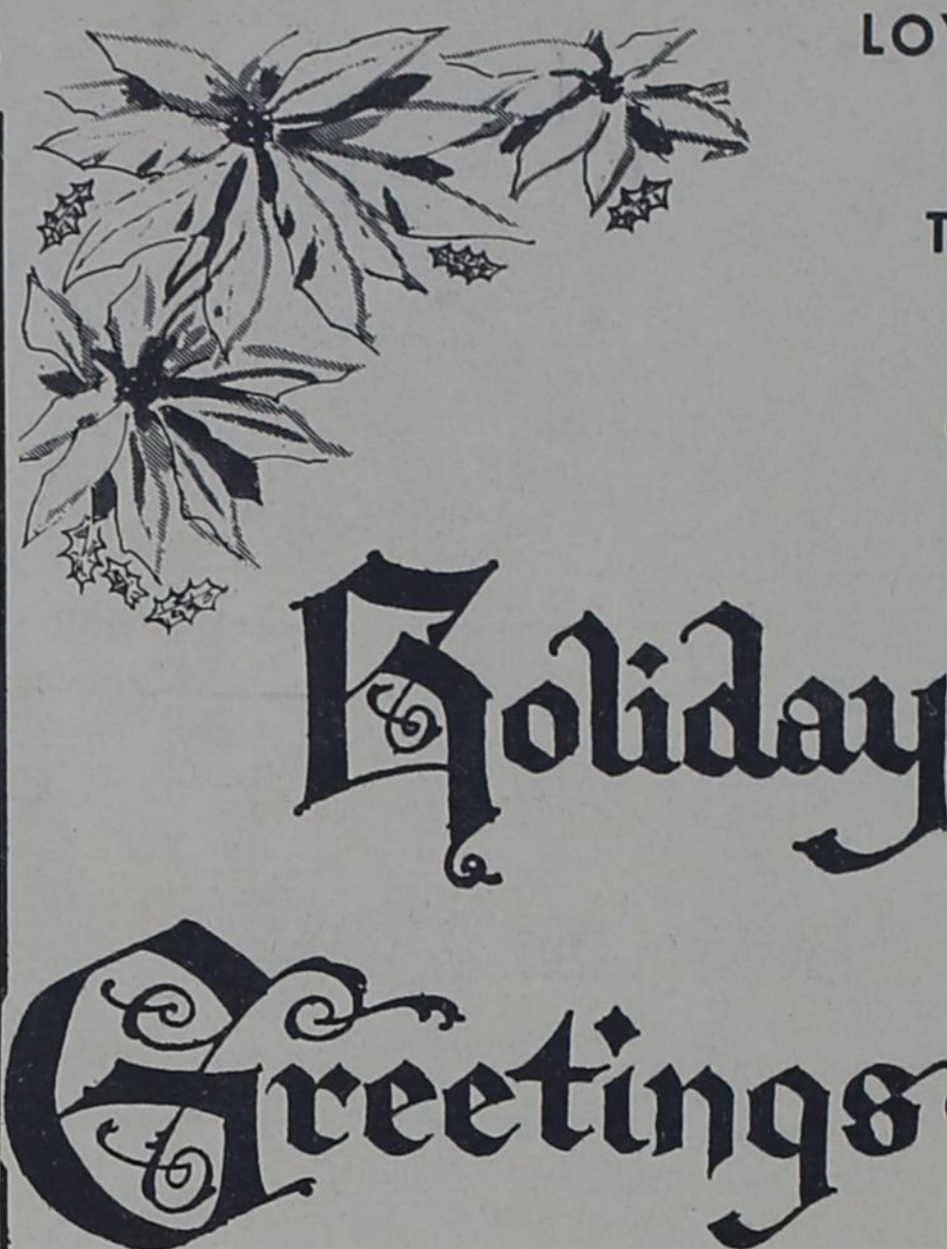
Lubbock County led all in the number of cattle fed with 121,850. Second was Chaves at 95,415, and third was Curry with 92,075. Parmer County's figure was 84,600.

Following is a table showing the total by county:

NUMBER OF LOTS	
Armstrong	1
Bailey	4
Beaver (Okla.)	11
Briscoe	1
Castro	14
Chaves (N.M.)	29
Cimarron (Okla.)	4
Crosby	1
Curry (N.M.)	22
Deaf Smith	10
Eddy (N.M.)	3
Floyd	6
Gaines	4
Gray	1
Hale	16
Hansford	1
Hartley	1
Hockley	3

Hutchinson	1
Lamb	3
Lubbock	9
Lynn	1
Moore	3
Morton (Kan.)	4
Oldham	2
Parmer	14
Potter	9
Randall	5
Roberts	1
Roosevelt (N.M.)	10
Sherman	6
Swisher	13
Terry	2
Texas (Okla.)	9
Yoakum	2

Lot Capacity	Number	
	Cattle	Fed*
Armstrong	200	600
Bailey	21,500	43,000
Beaver	4,550	12,600
Briscoe	500	500
Castro	22,150	43,450
Chaves	53,330	95,415
Cimarron	3,000	9,000
Crosby	900	400
Curry	36,850	92,075
Deaf Smith	18,100	36,200
Eddy	1,600	2,200
Floyd	2,100	4,050
Gaines	2,100	4,200
Gray	5,500	12,000
Hale	22,085	38,285
Hansford	1,000	5,000
Hartley	5,000	11,000
Hockley	1,600	3,950
Hutchinson	1,200	3,000
Lamb	22,500	53,000
Lubbock	50,650	121,850
Lynn	3,000	6,000
Moore	5,900	21,500
Morton	1,200	3,400
Oldham	1,930	2,800
Parmer	36,650	84,600
Potter	11,864	21,815
Randall	1,460	2,050
Roberts	1,000	2,500
Roosevelt	11,450	25,100
Sherman	10,040	13,600
Swisher	13,520	21,300
Terry	2,100	4,300
Texas	18,100	41,700
Yoakum	1,600	3,200
TOTALS	396,229	845,640



From The
Parmer County
Courthouse

The Christmas Season always will be a time for the expression of good will and the exchange of friendly greetings. In this spirit of friendship and with genuine appreciation for the pleasant relations we have enjoyed with you, we extend the season's greetings and best wishes.



LOYDE A. BREWER
County Judge

★
TOM LEWELLEN
Commissioner Pct. 1

★
C.H. JEFFERSON
Commissioner Pct. 2

★
GUY COX
Commissioner Pct. 3

★
G. W. CRAIN
Commissioner Pct. 4

★
CHAS. LOVELACE
Sheriff

★
LEE THOMPSON
Assessor-Collector

★
HUGH MOSELEY
County & District Clerk

★
MABEL REYNOLDS
County Treasurer

★
HURSHEL HARDING
County Attorney

MERRY CHRISTMAS

With Best Wishes For The New Year



Serving Parmer County Farmers The Year Round

SHERLEY-GRAIN CO.

- BOVINA -

SHERLEY-ANDERSON-PITMAN INC.

- FARWELL -

SHERLEY-ANDERSON-GRAIN CO.

- LARIAT -

SHERLEY-ANDERSON

Lazbuddie Elevator

- LAZBUDDIE -



FRIONA EX-STUDENTS officers confer about the annual meeting in Friona December 26. Left to right are Loyde Brewer, vice president, Mrs. Curtiss Murphree, secretary, and Ray Landrum, president.

ANNUAL MEETING

Friona Ex-Students To Meet December 26

The annual meeting of the Friona High School Ex-Students and Teachers Association will be held December 26 in the School Cafeteria, beginning at 7 p.m.

All local and area exes are especially urged to attend the meeting, along with those visiting from out of town. "Usually we have more people from out of town than those who live here, and they would like to see as many local exes as they can," said Ray Landrum, president of the association.

Election of officers for the coming year will be held. Baby sitters for those who need them will be provided. Classes of 1921, 1931, 1941, 1951 and 1961 will act as hosts for this year's meeting.

Several individual classes are to hold meetings the afternoon of December 26.

Those in charge of arrangements for the meeting include: (registration and greeting) -- Lola Goodwine (class of '21), Mrs. Fern Barnett (class of '31) and Mrs. James Pope (class of '51). In charge of refreshments and decorations is Doyle Cummings (class of '41), while Keith Brock (class of '51) is handling publicity.

CATTLE MARKET GOOD DURING PAST MONTH

Demand for feed cattle was good during November and prices were steady to 50 cents higher. The month was marked by orderly marketing with demand for high good and choice grades especially broad.

A number of cattle have been sold for delivery during January and February, according to the latest monthly summary published by the Cattle Feeders Division of the Texas and Southwestern Cattle Raisers Association. Prices paid on future contracts were fully steady with present prices.

Reports also indicate that fed cattle are being contracted for delivery early in 1963 in other states, according to Lloyd Bergsma, director of the Cattle Feeders Division.

The dressed beef trade was mixed during November with the far West and Southwestern markets reporting stronger prices. Most other markets had steady to weaker prices. In Los Angeles, choice 500-600 pound steer beef closed the month at \$44.50. This compares to \$43.50 for the same grade and weight at the end of October. At Houston, choice 400-700 pound steer beef brought \$47 to \$48 the last week of November compared to \$46.47 for the same period in October.

County Wrecks Kill Two Persons During November

The Highway Patrol investigated 11 rural accidents in Farmer County during the month of November according to Sergeant W. E. Wells, Patrol Supervisor of this area.

These wrecks accounted for two persons killed, six persons injured and an estimated property damage of \$13,055.00.

The rural traffic accident summary for Farmer County from January through November of 1962 shows a total of 101 crashes. As a result of these crashes there were seven persons killed and 56 persons injured. The estimated property damage amounted to \$69,512. (Since December 1, two more deaths have been attributed to traffic accidents in the county, for a total of nine.)

Traffic-wide, December is traditionally the most dangerous month of the year. Just what makes it so dangerous? It is a time of goodwill, cheer and celebration. Why should it be so dangerous?

The Sergeant stated there can be many reasons for this. The month of December has fewer hours of daylight than any other month. We usually have some bad weather. People insist on celebrating the holidays with intoxicating beverages. Many are preoccupied with holiday activities and do not apply their full attention to their driving and walking. There will be some traveling at excessive speed to reach their destination. Others will be fatigued because of not stopping for rest along the way.

"Facing the prospect of 92 traffic deaths during the holidays, our patrolmen will be working overtime hours, and they will remain especially alert for those serious law violations which are responsible for most fatal accidents -- such as excessive speed and driving while drinking," he said.

"In other words, we will be doing everything within our power to prove the statistics, which are so often right, are wrong for the holiday season. And we trust that holiday motorists will help by heeding the traffic laws and rules of safety."

I Get 5% Dividends On My Money At.....

FIDELITY SAVINGS & LOAN
416 Mitchell St. PO 2-2917
Clovis, N. Mex.

Worldwide, the typical family spends 60% of its income for food.



The average public school teacher was paid \$5,527 during the academic year ended in June, the National Education Association reports. The figure represented a pay hike of \$252 over the previous year.

Complete Automotive

Machine Shop SERVICE

Valve Work - A Specialty

Crankshaft Grinding

MOTOR LAB

At Rear Of Elliott Auto Parts

311 W. 7th.

Clovis

"Sure Sign of Flavor" **QUALITY CHEK** DAIRY PRODUCTS

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

CLARDY CAMPBELL Quality Chek DAIRY PRODUCTS

PUBLIC NOTICE! Sale ON THE PREMISES! EVERYTHING Must GO!

IT'S THE WILDEST PRICE PANIC MULESHOE EVER SAW!

DIAMONDS! WATCHES! JEWELRY!

SACRIFICED!

AT NEVER-TO-BE-FORGOTTEN SAVINGS! THIS IS THE OPPORTUNITY YOU'VE BEEN WAITING FOR!

MULESHOE JEWELRY GOING OUT OF BUSINESS SALE \$50,000 Stock Must Be Liquidated

NATIONALLY FAMOUS MAKES INCLUDED

WATCHES

AT THE LOWEST PRICES ever OFFERED!!

SALE NOW IN PROGRESS
SAVE 30% - 40% - 50%
EVEN MORE ON DIAMONDS,
WATCHES, SILVER,
OPEN DAILY
10 A. M. to 9 P. M.

BUY FOR YOURSELF, FOR INVESTMENT! Buy Now!

DIAMONDS

WERE NEVER PRICED LOWER THAN THIS!

MANS 17 JEWEL Selfwinding Watches WATERPROOF-SHOCKPROOF ANTI-MAGNETIC-EXPANSION BAND REG. 67.50 SALE 24.88	LADIES 17 JEWEL WYLER 2 DIAMOND-SHOCKPROOF REG. \$59.95 SALE 39.57	
MAN'S 17 JEWEL WYLER SELF-WINDING ALL PROOF REG. \$49.95 31.96	LADIES 21 JEWEL BULOVA EXPANSION BAND REG. \$71.50 47.67	MAN'S 17 JEWEL SELF-WINDING GRUEN 34.88

CLOSE OUT! Watch Bands LADIES & MENS VALUE TO \$7.50 1.49	BARGAIN! COMPLETE STOCK Birthstone Rings 1/2 Price
BARGAIN! Manicure Sets GENUINE LEATHER CASES REG. \$7.50 1.95	SPECIAL! GENUINE LEATHER Billfolds LADIES & MENS REG. \$7.50 1.95

1 1/2 CARAT Diamond Set WAS \$795.00 399.00	MAN'S Diamond Ring WAS \$275.00 129.50	1 CARAT Diamond Set WAS \$295.00 112.50
1/3 CARAT Diamond Solitaire WAS \$195.00 99.00	DIAMOND Dinner Ring WAS \$65.00 43.25	1 CARAT DIAMOND Dinner Ring WAS \$450.00 189.50

VALUABLE COUPON
 Redeem This Coupon and receive a valuable **FREE GIFT**
 SATURDAY DECEMBER 22nd

SAVE UP TO 75c on the DOLLAR

MULESHOE, TEXAS

SAVE UP TO 75c on the DOLLAR

We wish to greet you at this time of gladness and good will, to wish you a Merry Christmas, to thank you for your patronage during the past year. We intend to continue our efforts to supply you with the most modern ginning service available. May we continue our pleasant associations with you for many years to come.

NORTH LAZBUDDIE GIN CO.
James Mabry - Mgr.