

## Christopher, The Christmas Elf

BY SUE MOTEN

Minnie the mermaid, Dennis the Menace, Alice the wonderland doll, the toy truck, guns, horses, and countless other toys smiled down from the shelves they were sitting on because Christopher, the Christmas elf, was fast asleep in one of the doll beds. Christopher was supposed to be dusting and putting the toys into packages for the Christmas Eve delivery, however, as usual, he was loafing on the job. He meant well but somehow he just never did do the right thing.

Christopher is about three feet tall and has a turned-up nose with big blue eyes, and a mop of red hair that is always in his eyes. He wears brown leather pants with a green overblouse and a tiny red elfin hat and his yellow leather shoes have turned up toes to match his turned up nose.

Santa had worked and worked with Christopher trying to get him to be a good elf and help him with his work in the toyshop like the others help him. But he was always into some sort of mischief.

On one particular afternoon Santa had told him to help him clean up the sawdust from the floor of the toyshop. He sent Christopher for a broom and dustpan. Christopher went to Santa's house to ask Mrs. Claus for the broom and found her making Christmas candy. He became so excited that he climbed upon a stool to watch her and while she wasn't looking he stuck his finger into the sweet syrup and when he started to remove his finger found it was stuck. He pulled and pulled so

hard that he lost his balance, fell from his stool and ended up with the syrup bowl on his head.

Another time Santa sent him out to help Randy, another elf, feed reindeer. Randy was pitching hay to the reindeer and Christopher was supposed to carry water to their troughs. He went to the well, and bent over to make sure there was water in the bottom. He leaned over, and over, and over, and much to Randy's dismay fell right into the water. Randy called for help and they lowered the bucket for Christopher to get in so they could pull him out. Christopher was sent to the house to dry his clothes and to try to keep out of trouble.

Now Santa is a kind old gentleman but his patience was about to wear out, especially now that everything was so busy at the North Pole. It was only one more day until Christmas Eve and there were still many jobs to be done.

Santa sat down and thought and thought, what kind of job to give Christopher so that he could do it without getting into trouble. He finally decided to let him help load the sleigh. Surely he could do this without making a mess.

Early Christmas Eve Santa told Christopher about his job. Christopher worried all morning, he just had to do a good job for Santa because he was such a nice man and he was so busy, he just couldn't disappoint Santa again.

After lunch Christopher went to the toyshop to get the sacks down from a shelf so that he could start putting the toys into them. He got the tallest ladder

he could find and climbed up, up, up to the top, then stood on his tip toes and pulled on the sacks. After about 10 tugs he was just about to get them when he jerked too hard and over he fell ladder and all.

He jumped up and tears came into his big blue eyes. Oh! everything was going to go wrong again he just knew. But he dried his eyes on his handkerchief, picked up the ladder and tried again. This time he

got the sacks and didn't fall. All the toys on the shelves sighed a sigh of relief, for they, too, were worried about Christopher.

He took the sacks over to a table and started trying to

untangle the drawstrings in them. Soon he had them tied in so many knots he was sure he would never get them untied in time to have the sleigh ready for Santa.

Pollyanna, the yellow haired doll, saw his worried little face and climbed down from the shelf and helped Christopher with the knots. Soon the toyshop was in a roar. Everyone was

going to pitch in and help Christopher. He had to get the job done before Santa awakened from his nap. It was five o'clock and Santa would be ready to leave by six. The toys helped each other from the shelf, and the electric train, loaded the smaller toys into his cars, the wagons carried the dolls, and the buggys, holding the baby dolls were pushed by the bigger

dolls. They all climbed into the sacks and Pollyanna pulled the strings tight so that none of the toys would fall out and then she helped Christopher carry the sacks to the sleigh. The reindeer were amazed to see the Pollyanna doll helping Christopher.

It was five minutes to six.

(Continued on page 4.)

**MERRY CHRISTMAS**

To All Of You . . .  
 And Many Thanks To All  
 Of You For Your Wonderful  
 Patronage During 1960's  
 Harvest Seasons. That Patronage  
 Has Been Greatly Appreciated  
 & And Will Continue To Be  
 Throughout 1961 And The  
 Years To Follow.

**Bovina Wheat Growers  
 Inc.**

"We Serve To Serve Again"  
 AD 8 -2691  
 Jim Russell, Manager

we  
 like to  
 remember  
 our  
 friends  
 at  
 Christmas

**GREETINGS**  
 to all of you

**Bonds  
 Oil Co.**

AD 8-2271 Bovina



# Letters To Santa

Dear Santa Claus,  
I want a camera, a baby bed and a record holder for Christmas. I would like to know how Roudolph is. I wish everyone a Merry Christmas.

Your friend,  
Jan Gromowsky

Dear Santa Claus,  
I want a go-kart, and my father wants a new tractor. Mother wants a new stove and my brother wants a horse that he can sit on.

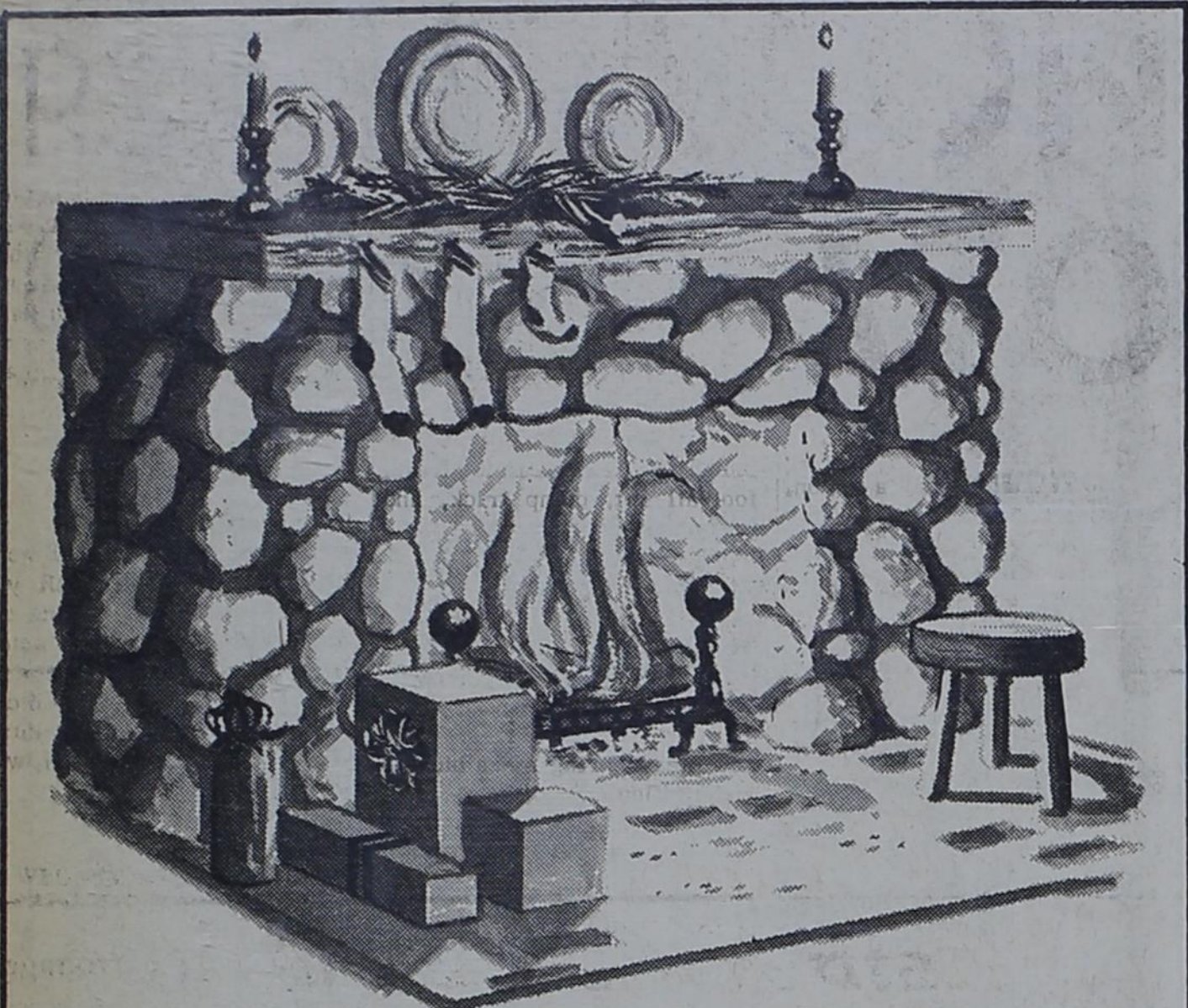
Your friend,  
Gary

Dear Santa Claus,  
I want a white leather coat, a scarf, and ear muffs for Christmas. And I hope everyone else has a Happy Christmas and a Happy New Year.

Love,  
Candy Wilson



Santa visited Larry Webb early since he was the victim of an operation just as the holiday activities were about to get underway.



The fireplace: still symbolic of warmth, security, and family closeness.

May your Christmas season burn bright with warmth and happiness and may His love draw your family close at this Holy Season.

Our thanks to you and

*Merry Christmas*

**Parmer County Farm Supply**

Bud Crump, Mgr.

"Your Complete Farm Supply Store"

Bovina

## Letters To Santa

Dear Santa Claus,  
I am 3 1/2 years old. My little sister Teresa is 1 1/2 years old. We have tried very hard to be good little girls. Please bring me a cabinet, refrigerator, and a piano. Teresa would like to have a teddy bear and some other nice toy. Our stockings will be by our Christmas tree, please leave us some candy, fruit and nuts. We love you very much.

Beth and Teresa Wily

Dear Santa Claus,  
I want a record player and some records. I have been a good girl. Mike wants a guitar and three cars and some tinker toys, and three dolls. Nina, Tina and Dina have been good little girls. Mike has been a good boy. And a rubber bone.

Come at midnight,  
Pauletta, Mike Miller,  
Nina, Tina and Dina

Dear Santa Claus,  
I want a bulldozer and an army suit, a football suit and the football with it, and a Santa Claus suit with a beard and mustache too. I want a transistor radio for Christmas.

Your friend  
Dennis Ellison

Dear Santa Claus,  
I want a typewriter, record player, ear muffs and a camera.

Your friend  
Jacqueline Gaines

Dear Santa Claus,  
I am a little girl almost four years old and I have a little sister ten months.

I would like a big doll with a yellow dress on and a kiddie car I can ride in. Then bring me anything else you would like me to have.

Bring Joni a baby doll and some blocks.  
Remember all the other little boys and girls everywhere.

Thank you Santa,  
Jana Lea and Joni Lyn Rogers

## A FULL MEASURE of Happiness

There is a real satisfaction and pleasure in recalling the happy associations with old and new friends, whose friendships with the seasoning of time become more real and lasting. We want you to know we value yours most deeply. We are grateful for your patronage and good will and wish you all that is good. May you have a full measure of happiness on this, the greatest of all occasions.



### Bovina Real Estate And Insurance

A. L. Glasscok

AD 8-4382

Bank Building

the door  
to the  
REAL  
CHRISTMAS



Through two thousand years of wars, oppressions and changing times... mankind's continuing faith has always begun at this door. It is from within this door that the simple teachings of the Prince of Peace are nurtured and passed to each succeeding generation.

As once again we celebrate His birth, we extend to you our best wishes with the hope that the spirit of Peace and Love be yours today and in all the days to come.

SEASON'S GREETINGS

# MACON ELEVATOR

Mr. And Mrs. J. P. Macon

—Bovina—

## YULE LOG



Yule log and holly... one of the familiar sights at Christmas time. The gala green and red tells us what a joyous time this merry season is. Another familiar scene is meeting an old friend and wishing him the best of the season.

This is a favorite custom of ours... so to you, and all our other loyal friends, we extend our wish for a

*Merry Christmas*

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OF BOVINA



Member Federal Reserve System

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# Kitchen Of Yesteryear

BY SALLY WHITESIDES

As I look at the modern kitchen of today, I wonder what sweet memories it will hold for those who grew up there. Will they remember things that will make the "kitchen at home" seem more precious to them than their own will ever be? Seems hard to be sentimental about chrome and tile but they, we hope, will be just that.

The kitchen at home was a far cry from even my present day kitchen. Memories sweep back to the one where I was reared, with its black giant of a wood stove, the round oak table and the other necessities of a "cook room" of yesterday. I think that the feel of warmth which touched all but the far corners of the room as one came out for a winter breakfast is about the strongest sensation I can remember. Wood, coal and at times, even less dignified fuel were used in that old stove, but it did the job. With Mother's biscuits coming

out of the oven and the coffee and cocoa staying warm on the back of the stove.

The memory of that stove brings others. Like the little cubicle which was never used but was always left open under the oven. Slippers, the old and very dignified cat of the family, found that under the oven he could chase the chill from his brittle old bones. He was all but christened Abendego, though, the time guests arrived and mother closed the door. Took some persistent demands on his part to inform us of his presence in the now-hot enclosure.

Another necessity in our kitchen for many years was an old over-stuffed chair. That chair, badly worn on all sides and absolutely barren of one arm, could have told stories rich for any page. It had been a part of the family for more years than could be remembered by us younger children and it had lost its arm in battle. The poor thing was

just simply over burdened by romance.

It was in the kitchen, where it was warm and light and more private than any other place in the house—Mother and Dad could almost always steer us kids away from the kitchen but never could succeed in the rest of the house—courting took place there.

Now, the kitchen was next to the living room and our parents were of the school of thought which said that "friends" should be brought home for entertainment. So there they were, boys from all over the community, coming through the winter evenings to "visit" with the older sisters. No explanations were necessary, as I remember, when, upon arising one morning, the left arm of the chair was sagging in defeat. If memory serves me right, Daddy did make some remark about one certain sister's weight being just a little too much for that ole chair. But then, he murmured, he was glad it was the chair's arm instead of the current fellow's knee that was in such disreputable shape!

Courting, though the major occupation of the then teenaged older sisters, was not the only activity in that kitchen. There were the days when Mother and Dad went to town and, as kids will do, we three younger ones went in for experimental concoctions. Have you ever tried to swallow a teaspoon of baking soda and then use a little vinegar for a "chaser?" If not, you haven't, in my estimation, had a well rounded childhood.

Then, there was the "guess what's in it" game that was a favorite for three more than unruly kids. Brews that would put a witch to shame were built here; pepper, cinnamon, cloves, nutmeg, in fact, everything on the shelf. It was the fate of the one blindfolded to have to taste and then name the ingredients. A dose of straight groundcloves was fed me once and the smell of this pungent herb to this day brings a bite to my tongue.

Parties always centered

around the kitchen, with more than a little help from all concerned. Friends and neighbors would come by the load and all would gather there until even that large room was like a chicken coop after a hawk flew over; crowded and noisy beyond words.

One party which I remember most vividly occurred when I was still quite small. It wasn't the party, it was the plans for the party that have stuck in my mind so long. Seems the Ladies' Club was planning a winter social and one neighbor, with a heart as big as all outdoors, but a mouth that completely engulfed it, mentioned quite casually that it should be held in the Block home.

"After all," she reasoned, "if we're going to pull taffy, there's bound to be a mess and Mrs. Block is used to messes with such a large family and all." Mom came home from that meeting with bright red cherry-like spots on each cheek. Yes, the party was held in the Block home and, as I remember, everyone had a wonderful, noisy time and the other women, perhaps to make up for what the tactless one had said, all helped to clean up later.

One of the most outstanding mysteries of our kitchen was; how could so much water be used in the space of just a few minutes. Our well was at least a city block from the house and the hopen another block in the other direction. It's a well-known fact that all that goes in must come out and believe me, it did.

The dipper would rattle in the bottom of the water bucket about the same time the call would come for someone to carry out the dishwasher. Many's the time we kids would go to the water pail to get a drink, accidentally let the dipper hit the side and before we could escape, there was the double job of bringing in more water and carrying out that which had just been used to wash vegetables, do dishes or wash hands.

My first introduction to refrigeration in the, loosely-speaking, modern form, came when Daddy bought an antique

coal oil refrigerator. It wouldn't freeze, but it kept things cool and that was a big help.

Prior to that, there was a box built out of the north window of the kitchen. In the summer time, the milk and other perishables were placed there, each sitting in a pan of water with a damp cloth over all. The breeze evaporated the moisture from the cloth and thus cooled the food. And woe to the one who forgot to rewet the cloth at least a dozen times a day, 'cause the milk would sure be "blinkly" by supper time.

Yes, I still wonder what the generation of today, with every modern facility at hand and other places to go for their entertainment, will remember most about the family kitchen. But then again, as I look back, I come to the conclusion that it really wasn't what was in the kitchen at home, but who was there. There was always Mother and Dad, ready and willing to be loving but firm parents; and there were friends, beaux and even occasionally, a few enemies. The actions of these people are what lives in my memories of yesteryear, not just the furniture.

Still, even at that, that old stove, the window cooler, the round oak table are all so entwined with the memory of people that they seem to be a part of my family as well.

# Letters To Santa

Dear Santa,  
Wanta great big car, pick, and tractor like my da da. Bring a lot of candy and a doll for Brenda.

Your Christmas boy,  
Randall Charles

Dear Santa,  
I would like a pony-tail doll, brush, comb and mirror, skates, some cooker dishes, a sports car and a little tractor for Randall.

Love and candy canes,  
Brenda Charles

Dear Santa Claus,  
I want some skates, and some boots. My mother wants a purse. My brother, K. R., wants a gun-smoke gun and some boots and hat. My sister Cecilia wants a book satchel and a baton. My sister, Rose Marie, wants a baton. My brother James wants a BeeBee pistol gun. My daddy wants some socks and s shirt.

Love  
Durlene Denney

Dear Santa,  
I am a big boy seven years old. I have been a pretty good boy this year. Please bring me an army tent and artillery set. Also candy, fruit and nuts. Remember all the other boys and girls also.

Your friend,  
Tommy Keith Bonds

Dear Santa Claus  
I am a little girl three years old. I have been a good girl this year. Please bring me a toy refrigerator and a baby doll, also candy nuts and fruit. Please remember all the other girls and boys.

I love you,  
Tianna Michelle Bonds.

Dear Santa Claus  
I am Tony Gene Smith. I am seven years old. Please bring me an electric train and also an electric football set and a trick and a fire trick and a game and a bow and arrow.

Tony Smith

Dear Santa Claus.  
I am Randy Smith. Please bring me an electric train, football set, dump truck, and fire truck.

Randy Smith

Dear Santa  
I am a little boy 5 years old and I have been a good boy most of the time, so would you please bring me a bicycle and a rifleman's set.

My little brother, his name is Butch, has been a good boy

I know, and would you please bring him a little car that he can ride in.  
Please help all the other little boys and girls.

Thank you,  
Bennie McCann

Dear Santa Claus,  
I want a go kart and if I don't get it, I want a fast draw set, chemistry set and a biocraft set.

Your friend,  
Randy Barrett

Dear Santa Claus,  
I would like you to bring me a three year old doll with straight hair, and some clothes for her. Please bring me a surprise too. I will leave you some cookies and a coke. That is all I would like. Merry Christmas.

Love very much  
Suzanne Wilson

Dear Santa Claus,  
I have been a real good little boy, I think. Will you please bring me a swing set with a slide, and some small toys. Santa if you don't next year I am going to be as mean as the dickens. I am three years old. Now Santa I was joking.

I love you  
Neal Moore

# Christmas...

is a time for summing up  
our blessings, for acknowledging  
with gratitude the loyalty of  
our friends, and for expressing  
appreciation and good wishes  
that the Season will  
be rich in rewards for you.



## KESNER CAFE

Mr. and Mrs. Sherley Kesner  
Hwy. 60 Bovina

## We're Glad



## Bovina Service Station & Grocery

-Clifford Leake-

... To have had the friendships of people like you... to have enjoyed the associations they have made possible... to have the opportunity of expressing our thanks for all you have done for us... and of course, to wish you a tremendously

HAPPY CHRISTMAS



For your patronage  
and friendly good will  
please accept our sincere thanks and

BEST WISHES FOR CHRISTMAS

## JERRY ROGERS BARBER SHOP

Hwy. 60

Bovina

# Merry Christmas



Each Year We Strive To Find  
A New Way To Express Our  
Thanks, But Invariably We  
Come Back To The Most  
Pleasant Wish Of Them  
All - Merry Christmas.

Your Past Patronage Has Been Greatly Appreciated  
And We're Looking Forward To Continuing Our Service  
To You In The Future

## 3 Way Chemical Co.

Bovina - Pleasant Hill

\* Ed Hutto  
\* Jay Harris

# Wishing You the Best there is for the Holidays GREETINGS



As the carolers sing outside your home, we hope they look into a room filled with warmth and true Christmas happiness. This year, along with our sincere thanks for your continued loyalty and friendship, we wish you an especially memorable Christmas.

## Wilson - Brock Insurance Agency

"All Kinds Of Insurance"

Joe Wilson

Aubrey Brock





**Blade Sawdust**  
by  
SUE MOTEN

It seems as if one just gets last year's Christmas tree taken down, the angel hair is finally cleared off the furniture and the Christmas cards put away when it is time to get all the decorations out again, find that Christmas list and start baking and cooking for another holiday season. It is just one big rush job from one year to the next, however, I think everyone usually enjoys the holiday season in spite of all the extra work and worry.

Christmas cooking is what many women look forward to since it is a break from the regular routine of meat and potatoes. It is a time for making candies, Christmas cookies and fruit cakes. Geneva Bushnell and Sue Charles spent a Sunday afternoon recently making millionaire fudge, divinity and date loaf. Tried to get the role of official taster for myself but wasn't hired. However, I did get a chance later to sample some of the goodies. They were delicious.

We spent Christmas in Lampasas last year and plan to do the same this year. It is really an experience for me, since I have lived in West Texas all my life, to see the trees and decorations they have in Central Texas. They cut their own trees and make their own wreaths from greenery gathered in the woods. And when they say "Y'all come" they really mean it. Everyone stops in all day long on Christmas Eve and when they leave Dolph's Mother says, "Y'all come," and sure enough they all return for dinner that evening. The women bring covered dishes and the men come and sit by the fireplace and shoot the breeze while dinner is being prepared. After dinner every one talks, plays forty-two, dominos or other games. Finally some anxious person begins looking at the packages—and the big time has arrived. After the presents are

opened everyone enjoys another round of coffee and pie and resumes activities at the domino table. About midnight one or two get ready to leave and soon the evening is ended. As they leave one by one, someone calls "you all come!" and the next morning everyone gets up and accepts this invitation for another big dinner and day of festivities.

Christmas spirit really fills the air there and everyone has a wonderful holiday.

We surely hope you have as nice a holiday as we are planning to have. Merry Christmas.

**Letters To Santa**

Dear Santa Claus,  
I would like for you to bring me a surprise this Christmas Eve. I am tired of knowing what I am going to get. We will leave you some cookies and milk. We will leave the Christmas tree on. Merry Christmas.

Your friend  
Rhonda Ragsdale

Dear Santa Claus,  
At our home we will have something to eat on every Christmas eve. I want a big doll just like a real 3 year old.

Your friend,  
Betty Kesler



**Mistletoe**  
The mistletoe, despite the fondness that we have for the plant at Christmas time, is actually a parasite. The white-berried plant sometimes kills off the trees that play it host.

**Christopher--**

Santa would be ready to leave in just a few minutes. Christopher placed the last sack in the sleigh, put Santa's footrobe in the bottom and sighed a sigh of relief. He had made it and hadn't gotten into trouble. With the help of the toys and the Pollyanna doll he had done a real good job. Santa would be proud of him and surely would smile and say "Christopher, you will have a nice Christmas, because you are such a good helper."

The door to Santa's house opened and out came Santa dressed in his red suit, red hat and his black boots, all ready for the trip.

Christopher looked around to make one last check and low and behold there was the Pollyanna doll still in the toyshop. He must get her into the sleigh without Santa seeing him or he would think he hadn't done a good job, forgetting the doll would be terrible.

Christopher grabbed Pollyanna by the hand and ran as fast as he could to the sleigh. He jumped in with Pollyanna just as Santa was saying "up Donner, on Blitzen, lead the way Rudolph." He made it but he was too late to get out of the sleigh for it was already on its great journey.

Christopher decided just to snuggle up under Santa's feet and take a nap and wait until they returned to tell Santa about his failure.

Santa felt his feet warming and then a small wriggle. He looked under his foot robe and there was Christopher fast asleep. Santa smiled, poor Christopher, he was so tired from all his work he had fallen asleep in the sleigh before he knew it had taken off. Santa tucked the cover around Christopher and said to himself, "A job well done Christopher, now sleep well."

**Time To Reflect**

In the midst of it all, with once-ornate decorations reduced to floor litter, with toys scattered all about the house, in the tumult and the din of it all, there should be one moment for quiet meditation, for reflection, and for thanksgiving; not for the gifts, nor the well-wishes of the givers; but instead for another Christmas—lest we forget the real purpose of it all.

The Nativity theme is by far the most popular of all Christmas card illustrations. Many are reproduced from famous paintings, but each year others are created especially for the Christmas card industry.



Christmas fills the air in the home of Mr. and Mrs. G. D. Anderson Jr. Mrs. Anderson is putting the finishing touches on the family dining table in preparation for Christmas Eve dinner.



Trimming the snow flocked tree is another of the many tasks of preparing the home for Christmas. Mrs. G. D. Anderson is pictured placing a Christmas ornament on her tree.



Pamela Wilson, daughter of Mr. and Mrs. A. M. Wilson, has a thoughtful look as she tastes her Christmas confection.

**Doctoring Dolls Rewarding Task**

Tears filled the eyes of a little girl as she handed her doll to the "doctor."  
"My Nancy is hurt. Can you help her?"  
"Don't worry," the doctor told her. "Nancy will be all right."

And one hour later Nancy was all right.  
The "doctor" who worked this non-medical miracle is one of the nation's foremost experts in the forgotten art of repairing dolls—Irving Chase.  
"Doctor Chase" handles "patients" from all over the globe, but most of them come from New York, his home base.



Happy  
Christmas  
to All  
and to  
All a  
Good Night!

Christmas brings much happiness to our daily lives — good fellowship, good cheer and kindness. It strengthens our confidence in each other and makes us all feel happier and more friendly toward our fellowman.  
Our heartiest good wishes to you, and yours, for a Joyous and Merry Christmas.

**Charles Oil Co.**

Phillips '66' Jobber  
AD 8-4321  
-Bovina-



**Northside 66 Service Station**

Highway 60  
-Bovina-



**Bovina Glass Works**

Archie and Wayne McCutchan  
-Highway 60-

**Letters To Santa**

Dear Santa Claus,  
I would like you to bring me a big kitchen and some doll clothes and a fizzy stand. That is all. We will leave you some cookies and milk. We are going to my grandmothers for Christmas this year. Will you bring my big kitchen at Bovina, Texas. You can bring my doll clothes and fizzy stand at Memphis, Texas.

Your friend,  
Cindy Crump

Dear Santa Claus,  
I want a 32 inch Pollyanna doll. My brother wants a bulldozer. I will leave you some milk and cookies on the piano bench. I have been a good girl and my brother has been a pretty good boy. I love Christmas very much.

Your friend,  
Karen and Gregory Bill

Dear Santa Claus,  
I want a B.B. gun, a horse, a go kart, trampoline, radio, record player, electric ice hockey set, electric football game and an electric base ball game for Christmas.

Your friend  
Steven R.

Dear Santa Claus,  
I want a Benwin Golden Typewriter, typing paper and a pretty baby doll and a baton.

Your friend,  
Nancy Mitchell

Dear Santa Claus,  
I would like some packages of camel cigarettes for my daddy and some candy for my Mother. I would like a camera and a typewriter for myself and my brother would like a Matt Dillon gun. I would like a mouse for my cat Tom and a bone for my dog Taito.

Your friend  
Denise

Dear Santa Claus,  
I want a B.B. gun, electric train, space suit, camera, football suit and a tractor.

Your friend,  
Roy Mayhew

Dear Santa Claus,  
I want a football suit, 4 dollars, 5 pairs of socks and a coke truck and a ring.

Your friend,  
Billy Kesler

May this Yuletide be one of resounding joy and good cheer for you and all those dear to you.

A Happy  
Holiday  
Season



**Ernest's Auto Clinic**

--State Inspection Station--  
BOVINA

**When Ornaments Are All in Place...**

When there is a Christmas smile lighting every face... when the carolers sing... and good friends meet... and all the world is full of good cheer... and there is Peace on Earth... Good Will Toward men... then it's time to exchange



Christmas Greetings

HERE'S OURS... WITH A SINCERE THANK YOU FOR ALL PAST FAVORS.

**Hammonds Seed Service**

J. T. Hammonds  
AD 8-4541  
---Bovina---



# Bovina's Holiday Season

BY SUE MOTEN  
 Christmas customs differ greatly within each household. Everyone has his own particular way of celebrating Christmas. Children especially look forward to family traditions and, of course, the big event of opening packages either on Christmas morning or Christmas Eve.  
 One family here who has a very individual way of celebrating Christmas is the family of Mr. and Mrs. Art Mast.

Early on Christmas morning the children arise and bake a birthday cake and put candles on it just as if it were one of their own birthdays. They place the beautifully frosted cake on a musical stand which plays Happy Birthday and gather round the table and sing Happy Birthday to Jesus. Think this is the first time I have ever observed this custom but it certainly is a nice one and keeps with the true tradition of Christmas. It is real heartwarming

to see the smiling, if somewhat sticky faces, of the Mast clan gathered round the table. Another person who makes Christmas real exciting at her house is Betty Hawkins. She is an extremely fine baker and makes fine Christmas cookies and candies for her family. She makes a French cookie which is very delicate, and is shaped in various fruit forms, covered with a glaze and painted to look like artificial fruit. It is quite tasty. Her house is also a story

book of decorations. She makes snowmen, Santa Clauses and many other traditional Christmas decorations for her home. Around 15th of December a delightful aroma begins to drift from the home of Mr. and Mrs. H. J. Charles. This sweet smell is that of bayberry candles which are placed throughout the house during the Christmas season. Mrs. Charles also has a Santa Claus sitting in the window of their den which is a delight to children all over town. It is not an unfamiliar site, when sitting in her den, to see small noses and hands pressed to the panes of the windows and hear sounds of "oohs" and "ahhs" coming from the delighted children and an occasional exclamation of "see."

Another thing which has come to be a tradition with Bovinians is outdoor decorations and trying for prizes the Lions Club gives away each year. Women all over town began discussing and buying things for their door or scene and if energetic enough to get ones husband in one the deal, they make decorations for the roof. Ola Lee Jones usually enters the contest and I can't remember a year when she

didn't have a beautiful scene or door decoration. Sue Charles is another who gets a bang out of decorations. She has a manger scene which is very authentic and makes a lovely lawn decoration. Can remember last year the frantic last minute rush she was in, borrowing extension cords from very available neighbor in order that she might have her scene properly lighted for the judges to see.  
 The Christmas season is a busy season for Waneen Ragsdale also. She has three little girls which must be outfitted with a Christmas dress and it must be extra special according to the ultimatum issued by said daughters. The dresses must be of festive color usually red, green or white and lend a holiday air. Mid-December finds her busy with cutting shears, patterns and pins in hand, armed for a session of costume designing. The finished product sees three pretty little girls ready for Christmas Day bedecked in a frock fit for Cinderella.  
 These are just a few Christmas customs. All of us have a special way to celebrate the Holiday of Holidays.

# WANT ADS

**HOWARD GRIFFIN**  
 General Contractor  
 Home Repairs  
 Paint of All Kinds  
 Stucco - Dash  
 AD 8-4277  
 Bovina, Texas

FOR SALE--Black '55 Ford 2-dr. Victoria hardtop, 4 new tires, for \$650. See John Farron at Bovina Dry Goods. 26-3tp

CHRISTMAS PRESENT -- Shetland pony for sale. Tony Ivy, Bovina. 26-2tp

FOR SALE--3 refrigerated boxcars to be moved. Sam Suderth, AD8-4071. 26-4tp

FOR RENT -- Floor Polisher. \$1 per day. Superior Electric, AD 8-2751 32-tfnc

LOST--Masonic ring with diamond on each side. Al Kerby. AD 8-4441. 25-2tc

FOR SALE--2 bedroom home, newly redecorated and carpeted. New hot water heater. Good location on Third Street, see Dick Martin at First National Bank or Phone AD8-4721. 15-tfnc

FOR SALE--Two very nice coming 2-year-old registered Polled Hereford bulls. Also would like to buy good used barb wire and posts. E.C. Berry, Bovina. 25-2tc

FOR SALE--2 refrigerators, 1 apartment range, 2-2 wheel trailers, 1 living room suite, 1 bathub, R. L. Edwards, Bovina. 24-3tc

LAND WANTED - We have buyers for irrigated land, also dry land and grass land. Call, write or see Turner Bros. Land Co. Ph. 5221, Hale Center, Texas. 16-12tp

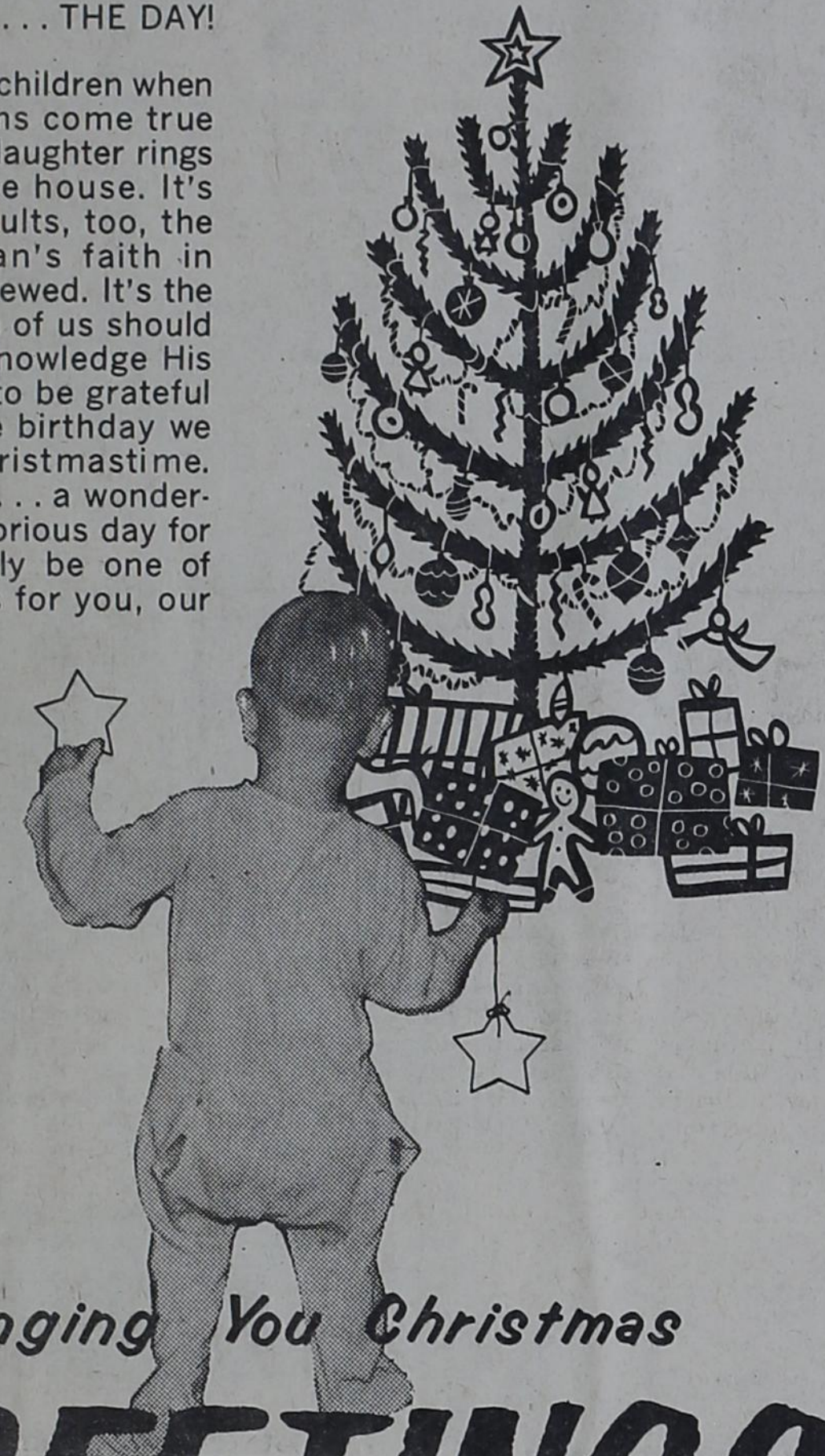
**Richards Slaughter House**  
 'Your Business Appreciated'

tastes--as well as reading abilities. Books make excellent gifts for persons of all ages. But, like a glove or a shoe, they must "fit" the recipient if they are to be fully appreciated.

house before Christmas Eve. Even today, the superstition persists that if the leaves of holly brought into a home at Christmas are smooth (rather than rough) the wife will "rule" the household during the following year.

Superstitious Britons considered it unlucky to bring holly into the

It's Christmas... THE DAY!  
 It's the day for children when all their dreams come true... when their laughter rings throughout the house. It's the day for adults, too, the day when man's faith in mankind is renewed. It's the day when each of us should reverently acknowledge His presence and to be grateful for Him whose birthday we observe at Christmastime. It's Christmas... a wonderful day... a glorious day for all. May it truly be one of real happiness for you, our friends.



Bringing You Christmas  
**GREETINGS**

**Barbee Cleaners**

Shallie & Doris Barbee Jewel Tabor  
 Lelon Downs

"We Clean Clean"  
 - Bovina -



Suzanne Wilson, daughter of Mr. and Mrs. A. M. Wilson is shown holding a miniature Santa as she thoughtfully awaits the big day.

**Gift Giver Has Different Names**

The Christmas-time gift-giver has many different names in the various lands of the world, and even in Russia youngsters annually await the arrival of two legendary benefactors.  
 Kolya (Nicholas) is supposed to go about Russia on Holy Night,

leaving tiny wheat cakes on the windowsills and in addition there is "Babushka" who also gives gifts to little boys and girls (in repentance, a legend says, for supposedly mis-directing the Magi on their trip to Bethlehem)

Italian Children await the arrival of "Lady Befana," a fairy queen who presents gifts. Some Spanish children believe the gifts come directly from the child Jesus--"el Nino Jesus."



Toys, of course, are the first thing we think of when we start running down the list of young folks on our gift list. For the very young, that is. When we start deciding what to give to the pre-teen and early teen set, we have to use a bit of imagination--as well as a bit of realistic thinking. Too often, we overlook the wonderful world of books.

To the impressionable youngster, good books open the door to adventure, travel, mystery, to endless hours of entertainment, recreation and education.  
 Books are easy to select and give. All one must know is the age, reading ability and capacity, and interests of the youngster for whom the gift is intended. While books are ageless, youngsters are not; they have their own individual likes and dislikes and a book on a subject in which they are not interested would be as useless to them as a shirt four sizes too big. The same is true if the subject matter of the book is "too old" or "too young." There is no such thing as a book for youngsters "8 to 16." The age span is too wide and the diversity of interests will be even wider.

**Buy Wisely**  
 Some well-intending persons buy books or book sets for the school-age as gifts for infants, thinking they are purchasing a "lasting" gift. Actually, they are wasting their money. If the books are not torn or misplaced by the time the child is old enough to read and appreciate them, most likely the information contained in the books is outdated.  
 Books for youngsters are written for a select age group--not for a select age. At 13, two boys may have entirely different reading

**It Has Been Our GOOD Fortune**

— to do business with the finest people on earth and the spirit of the season brings renewed appreciation of old associations and the value of new friends. May it always be our good fortune to serve you. We hope to merit your continued friendship and patronage.

*Merry Christmas*



The Farmer's Friend  
 Highway 60  
 Bovina  
 AD8-2161

MERRY

# CHRISTMAS

... To You And Yours. At Christmas Time, We Extend  
 Our Best Wishes And Our Thanks To All Our Friends  
 And Customers For All Past Favors.

**Paul Jones Texaco Service Station**

Hwy. 60

Bovina

AD 8-4331







The carolers pictured are part of the Christmas scene in front of the home of Mr. and Mrs. O. W. Rhinehart. This entry won second place in decoration contest.



By Shirley Sargent

"CHRISTMAS isn't everyday." Happily, Eudora Best placed divinity and fudge on gift plates in the roomy, old-fashioned kitchen. "Thank heaven!" At nineteen, Robert had his mother's big, brown eyes and dark hair, but none of her relaxed good humor. "Mother, you've always been so understanding. Why can't you let me go on the Culligan houseparty with Mary? They'll be skiing, Mom, and ice skating."

candy. "You're not going." "Aw, Mom." Robert's rough, naked voice betrayed his youth even though he looked every muscular inch of a man. "I'll stay home tonight, Christmas Eve, and drive up afterwards. Don't forget Mary's father is dead so she and her mother need someone around on Christmas day and you have the three kids, Dad, Grandma and ninety-eleven turkey-eating relatives."

The Meaning

"And you!" Eudora began gift-wrapping jars of marmalade. "Christmas celebrates the birth of Christ and, to me, a renewal of family ties and traditions."

Robert made one last effort. "But, Mom, I'm almost twenty. I'll be off on my own soon and you mean I'm to drop everything and come tearing home for Christmas until I have a family of my own?"

"I certainly do. Meanwhile, I expect you to observe and enjoy

such curious family customs as finding your brothers and sister so you can distribute this candy around the neighborhood."

Uneasy

Gracelessly, Robert aided his brothers, John and Ted, seventeen



Robert made a last effort. "But, mom, I'm almost twenty."

and eleven, to shop for gifts. John, whose current girl lived in town, told him to stop acting like a sorehead, but that was the only obvious notice taken of Robert's listless participation in the family rituals. He helped John bring in armfuls of wood for a roaring fire, his father rig up a loud-speaker system so that carol records could be heard inside and outside the house, and reddid the grimy packages his sister, Francie, had tried to wrap. He did all of this quietly and, he thought, patiently.

A Question

His mother didn't think so. She stopped him as he stalked through the kitchen that evening. "I know you think I'm unfair, I know you

wanted to go with the Culligans, but do you have to spoil things for the rest of us?"

Robert tramped gloomily up the stairs and found his sister huddled on top of them. Francie was a gawky twelve with braces on her teeth, but had a promising prettiness. Not right then, though, as she was crying softly. Robert had a horror of tears, so he asked impatiently, "What's wrong?" "Everything. I hate Christmas."

Robert's voice showed his shock. "Don't be silly! Of course you don't."

"I do too. Mother won't let me go caroling in the truck with everybody else because I'm too young and there's nobody to be responsible for me."

"Is that all?" Her problem seemed insignificant beside his own, but solvable. "Come on." He argued his mother into letting Francie go with him and she didn't capitulate easily. The truck was jammed with enthusiastic, off-tune carolers, the air was crisp and Robert soon joined in wholeheartedly and throatily. When they arrived home, he raced into the kitchen, grabbed a handful of mincemeat cookies, grinned at his mother's agonized yell and realized exultantly that, Mary or no Mary, Christmas was made up of such heart-warming rituals as Francie's shining eyes, cookies and caroling.

Hark, the Herald Angels Sing

This is one of the most famous of Charles Wesley's 6,500 hymns. It was written in 1738.

The original poem had 10 stanzas. The story of the angels visit to the shepherd is in the first stanza; in the 5th all men are summoned to join the celebration. Stanzas 3, 4, 6-10 turn to prosaic theological teaching.

Several stanzas have been deleted by editors in the hymn as we sing it now. Changes in some of the lines have been made in an endeavor to improve the poetry. The hymn now therefore is a composite.



The Christmas card, as it is known today, appeared in England during the 1840's. There is a dispute over who designed the first card, but it is definite that they were on sale in London shops by 1850.

The custom of sending greeting cards has spread until it is big business in this country. Over two and a half million will be mailed in the United States this year.

They will cost about a quarter billion dollars and will require the Post Office to hire an extra quarter million workers to handle the tremendous volume. The postal department will collect approximately 80 million dollars in postage from these cards alone.

Modern Card

One of the more recent innovations is the personalized Christmas card that features photographs.

Making them is not as difficult as it may sound.

Snapshots of the children, the entire family, or your home will convey your message of season's greetings. For example, a picture of children arranging alphabet blocks to spell "Merry Christmas" is a favorite.

Or the children or entire family grouped before a fireplace opening packages has proven popular with those who like to make their own cards.

Remember to keep it simple.



As the Holiday Season approaches, it is a pleasure to express our sincere gratitude for the cordial relations we have enjoyed with you during the year. **BEST SEASONS GREETINGS** to our Many Friends and Customers **Ward's Garage** Vernon Ward -Bovina-

Merry Christmas to Who? to you... of course We hope this Christmas is filled with all of the best things in life for you. As you enjoy Christmas at your house, may we offer to you our thanks and strongest wishes for a memorable Christmas. **O. W. RHINEHART** Real Estate - Insurance "In Bovina 30 Years"

PHILLIPS 66 Season's Greetings and all good wishes STEVENS '66' SERVICE STATION -Highway 60 And Third Street- Dealer Of Phillips Tires, Batteries, Accessories

to all in your house: Merry Christmas May this season be a happy one for you. We cherish this opportunity to thank you for your past favors and wish you the very best for Christmas and the days to come. **H&M Garage** AD 8-2041 Dub Mayhew Bovina Gene Hall

Merry Christmas to All At Christmas time we realize the past year, and more than ever more than ever how much our friends—both old and new—these wishes for a Merry Christmas. have meant to us throughout **Cicero Smith LUMBER COMPANY** AD 8 - 2671 Bovina



# THE HIGH PLAINS FARM AND HOME

## WATER DISTRICT ELECTION JAN. 10

On January 10, the High Plains Water District will again conduct its annual election of directors and county committeemen.

Five men serve on the board of directors of the district. Also, each county within the district has a county committee of five members.

The terms of office of three members of the board of directors expire this year, and the terms of office of two committeemen in each county also expire. Board members are elected for two years, and committeemen are elected for three years.

All qualified voters who reside within the bounds of the water district may vote in this election. The poll-tax receipt used for voting in the general election is the one that will be used for the water district election.

Voters who reside within district director's precincts No. 1 (Lubbock and Lynn Counties), No. 3 (Bailey, Castro

and Parmer counties), and No. 4 (Armstrong, Deaf Smith, Potter and Randall counties) will elect one member to the board of directors from each precinct.

### VOTING PLACES

Wilson & Brock Real Estate Office, Bovina. County Courthouse, Farwell. American Legion Hall, Friona. Schoolhouse, Lazbuddie.

**NOMINEES FOR DISTRICT DIRECTOR**  
**DIRECTOR'S PRECINCT NO. 3** (Bailey, Castro and Parmer Counties):

**NOMINEES FOR COMMITTEEMEN**

Residents Vote for One Committeeman-At-Large -- Wayne Garth, RFD, Friona; Walter Kaltwasser, RFD, Farwell; Raymond Schueler, RFD, Friona; Gene Smith, RFD, Muleshoe; A. B. Wilkinson, Bovina.

### Golden Bough

The "golden bough" which the legendary Aeneas is fabled to have plucked to insure his safe journey to the nether-world most likely was the green mistletoe with its white berries. The ancients credited mistletoe with many strange powers. In reality, mistletoe does have medicinal properties. Its active ingredient is gulsone, which relieves hypertension, a common ailment of old age.



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

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

Another story tells of a very sinful town in Holland where Christ walked the streets in the form of a beggar. He asked for food and shelter but the townspeople being very wicked, laughed and made fun of Him. So Christ sent great waves to cover the whole town; but on Christmas Eve the sound of church bells could be heard coming from the exact spot where the village once stood.

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

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

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

### About New Years, Past and Present

The Egyptians were first to develop an "exact" system for measuring time. They developed a calendar about 4,000 B.C. The "beginning," which they estimated according to the Mundane era of Alexander, was set at 5502 B.C.

The Jewish calendar reads 5722, in relation to 1861 A.D. The Jews adopted their calendar in the 15th century.

The month of January takes its name from Janus, a two-faced Roman god supposedly possessed of the power to look back over the past and tell what the future held. He was depicted with key in hand, denoting the ability to open all doors and gateways.

Christopher Columbus is generally considered to have been the first white man to celebrate New Year's day in the western hemisphere. Columbus enjoyed a sumptuous meal with two monarchs on the island of Haiti, January 1, 1493, when his ships pulled in for repairs.

In earlier times, the "dipping" custom was believed to offer a glimpse into the future. The head of the family, eyes closed, opened the family Bible and indicated a passage with his finger; the text, solemnly read and interpreted, was supposed to indicate the luck—good or bad—that was in store for them.

## Save Water With Bench Levelling

We are wasting our valuable irrigation water by applying the water to land with 1% to 3% slope, James Valliant, Water Engineer at Halfway, said today.

Valliant is completing the first of several years' testing at the High Plains Research Foundation to determine the value of water applied to grain sorghum on a level bench and on sloping land.

Three plots of the same area were planted in grain sorghum, one on a bench and the other two were planted directly down the slope varying from 1% to 3%.

The level bench received 16.9 inches of irrigation water per acre with no run-off. The grain sorghum yield was 5,800 pounds per acre.

One of the sloping areas received the same 16.9 inches of water but 2.5 inches per acre or 15% of the applied

water was lost in run-off. The yield on this plot was 3900 pounds per acre.

The second area on the slope was irrigated both pre-plant and during the growing season so that the soil contained adequate moisture at all times. This irrigation procedure required 24.5 inches of water per acre with 5.9 inches lost by run-off. Grain sorghum yield on this area was 3700 pounds per acre.

The loss in water run-off and top soil erosion alone would be enough to justify benching, Valliant said. However, the additional profits from the 2,000 pounds per acre increase on the bench yield makes benching profitable.

Weeds were controlled and the borders on the benches maintained with a custom-made bordering machine and by use of a propane burner.

## Choose Supplements For Cost, Protein

College Station, Dec. -- Feeds which supply low cost protein and low cost energy are matters of real concern to beef producers. Grain is considered the cheapest energy source, and protein supplements should be chosen on the basis of their protein content and cost.

U.D. Thompson, extension animal husbandman, says that anyone considering the purchase of a supplemental protein feed for beef cattle should note the price per 100 pounds, the percentage of crude protein supplied by the oil seed protein meals, percentage of equivalent protein from non-protein nitrogen, and the crude fat and fiber content. The higher fiber content feeds should be cheaper

than others. Determine cost of crude protein on a per pound basis, says Thompson. Divide price per cwt. by percent protein: as cottonseed meal 41 percent @ \$3.50 per cwt.; \$3.50 / 41 equals \$.085 per pound. Urea 262 percent equivalent protein @ \$5.50 per cwt.; \$5.50 / 262 equals \$.021 per pound.

Other factors should also be considered when choosing a supplement. Mixtures containing ingredients which limit consumption have the advantage of saving labor and distributing herd consumption more evenly. Mixtures of salt and cottonseed meal have had extensive use for this type of feeding, but Thompson warns that water must be readily available when excessive amounts of salt are consumed.

The amount and quality of roughages fed may also influence selection of a supplement. More feed is needed where forage is limited, thus a feed supplement which includes both protein meal and grain may be more useful than a straight

protein supplement. The possibility of vitamin deficiency also has a bearing on the choice of feed supplements.

No one has yet found a supplement that fills all needs and is economical to all beef producers, Thompson says that individual feeders must decide what supplement to feed in their particular operation. He concludes by suggesting a conference with the county agent before deciding on any one feed supplement.

### NOVEL GIFTS

You can design and create novel gift wrappings with soapsuds. Make a simulated snow that will stick to your wrappings by pouring two or three cups of packaged soap or detergent and a small quantity of water into a mixing bowl. Mix them thoroughly with a hand or electric beater until the suds have a working consistency of stiff meringue. Put your 'snow' in a pastry tube and you're ready to go.

Use your 'snow' to write greetings on packages. You can also make all kinds of fancy designs, just as easily as it is done on birthday cakes.

### Courthouse

**INSTRUMENTS FILED FOR RECORD WEEK ENDING DECEMBER 17, 1960**  
County Clerk's Office, Parmer County

W. D., Idus Gage, W. N. Foster, Lots 25 & 38, Sec. 31, T9S, R1E

W. D., Mrs. E. J. Dial, R. D. Williams, Lot 2, Blk. 13, Burton Add., Farwell

W. D., Merrill G. Rundell, A. R. McGuire, Jr., E/239.75 a. of S/479.5 a. Sec. 16, T15S, R2E

MML, Calvin Talley, Gifford-Hill-Western, Sec. 14, TIN, R3E

Federal Tax Lien, U.S.A., Weldon E. & Georgia Rundell-- Federal Tax Lien, U.S.A., W. E. Rundell & M. G. Rundell--

W. D., Parmer County Comm. Hospital, Tom L. Pruett, Lot 26, Blk. 6, Lakeside, Friona



Merry Christmas AND HAPPY NEW YEAR! HENDERSON Grain & Seed Co. Inc. --Farwell--

Wanted-All Your Shoe Repair SKINNER'S Clovis Boot Shop 308 Pile Clovis, New Mex.

**Dr. William Beene**  
Optometrist  
announces the removal of his office to 13th and Summitt, Friona, Texas (one half block south of Hospital)  
Mon. thru Fri. 9 A. M. - 6 P. M. Telephone 4051

## Auto Accidents Claim Five Lives During Past Year

Santa has never failed to make his rounds yet, possibly because he uses an air-borne sleigh for transportation. But judging from the record, if the jolly old gent had to use Parmer County highways, he might not get to your house for Christmas.

So far this year, automobile accidents have killed 5 persons injured 40, and have caused property damage amounting to

\$18,040.00 in this county.

In November the Highway Patrol investigated 9 accidents in this county. These wrecks accounted for 5 injured, and property damage of \$8,360.00.

"Ninety-seven persons were killed in Texas automobile mis-

haps during the Christmas-New Year holiday period last year, "Highway Patrol Sergeant Roger W. Sosebee warned, "Sixty-eight per cent of these deaths occurred on rural roads and highways. Therefore, motorists should drive with caution when making holiday trips this year."

The Department of Public Safety has predicted 90 traffic deaths during the 1960 Christmas holiday season. But in an effort to reduce that grim figure, the Department of Public Safety has assigned all officers to round-the-clock duty using all means available to rid the highways of those twin menaces to public safety--the drinking driver and the speeding driver.

## Insecticide Residues Studied

Do insecticides build up residues in the soil and then affect the production of subsequent crops? More and more people associated with crop production are asking this question, and the Texas Agricultural Experiment Station decided to find the answer.

Two field experiments were conducted during 1955-59 to determine the effects of large amounts of insecticides applied to soil on the germination, growth and yield of several crops. One test was on Miller soil type near College Station and the other was on Denton soil type near Denton, Texas. Insecticides applied at Denton were toxaphene, DDT, parathion, dieldrin and benzene hexachloride (BHC). Initial applications included two dosage levels, the equivalent of the calculated amounts that would be applied over periods of 10 and 20 years respectively. The above insecticides, with the exception of parathion, were included in the initial treatment of soil plots at College Station. Dosage, however, was the equivalent of the amount of insecticides normally applied during 5 years. No additional

applications were made at Denton, but subsequent annual applications were made at College Station.

No reduction occurred in the yield of cotton grown on the College Station plots that were treated with recommended yearly doses. Also, the insecticides had no apparent effect on yields of grain sorghum and alfalfa grown 1 and 2 years after the cotton.

Germination and yields on the Denton plots were lower than that on untreated plots, but it must be remembered that the amount of insecticides applied were far greater than normal.

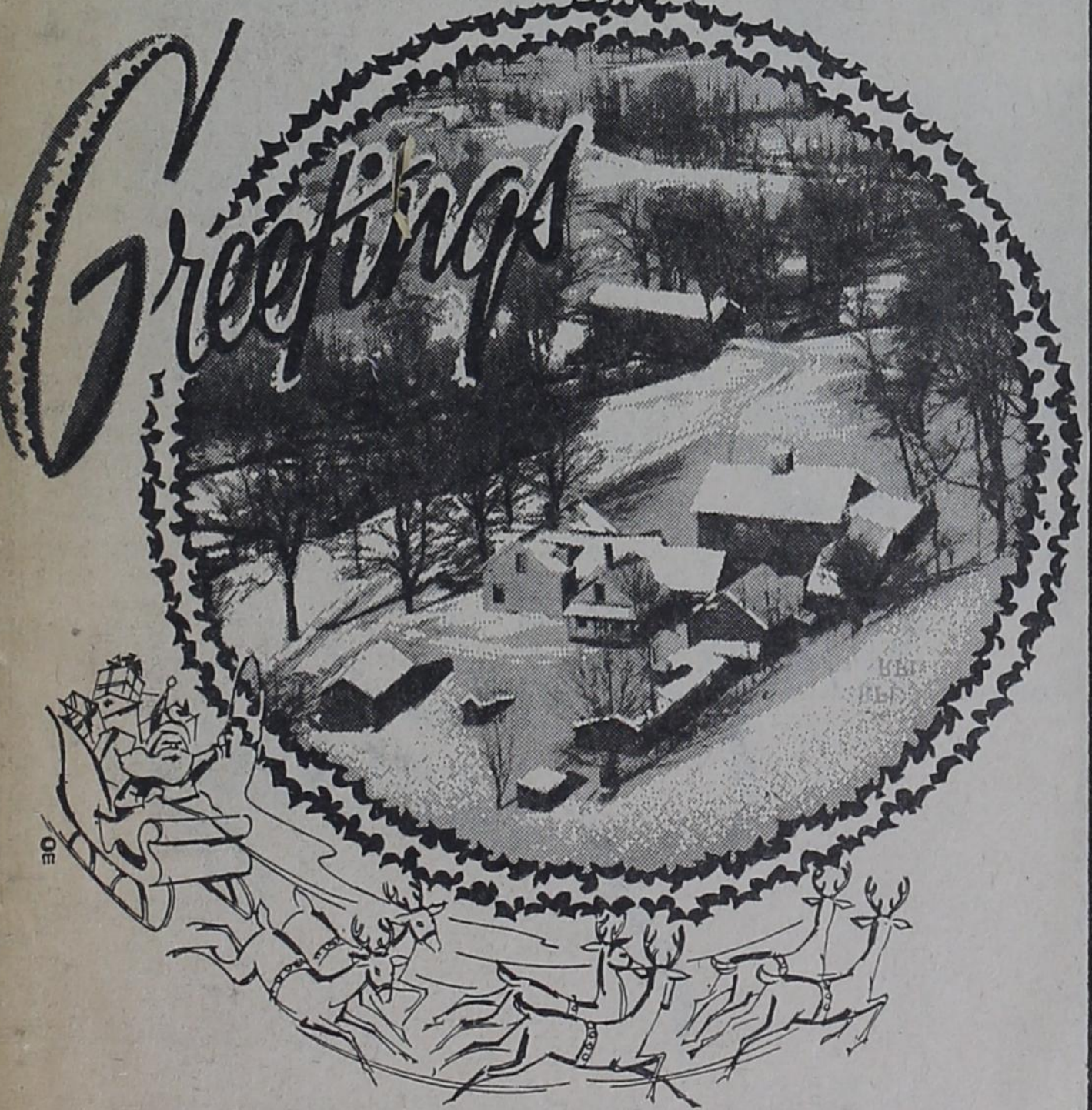
Further information on these tests is contained in the Texas Agricultural Experiment Station publication MP-447.

**New & Rebuilt Electric Motors**  
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Long Term -- Low Interest  
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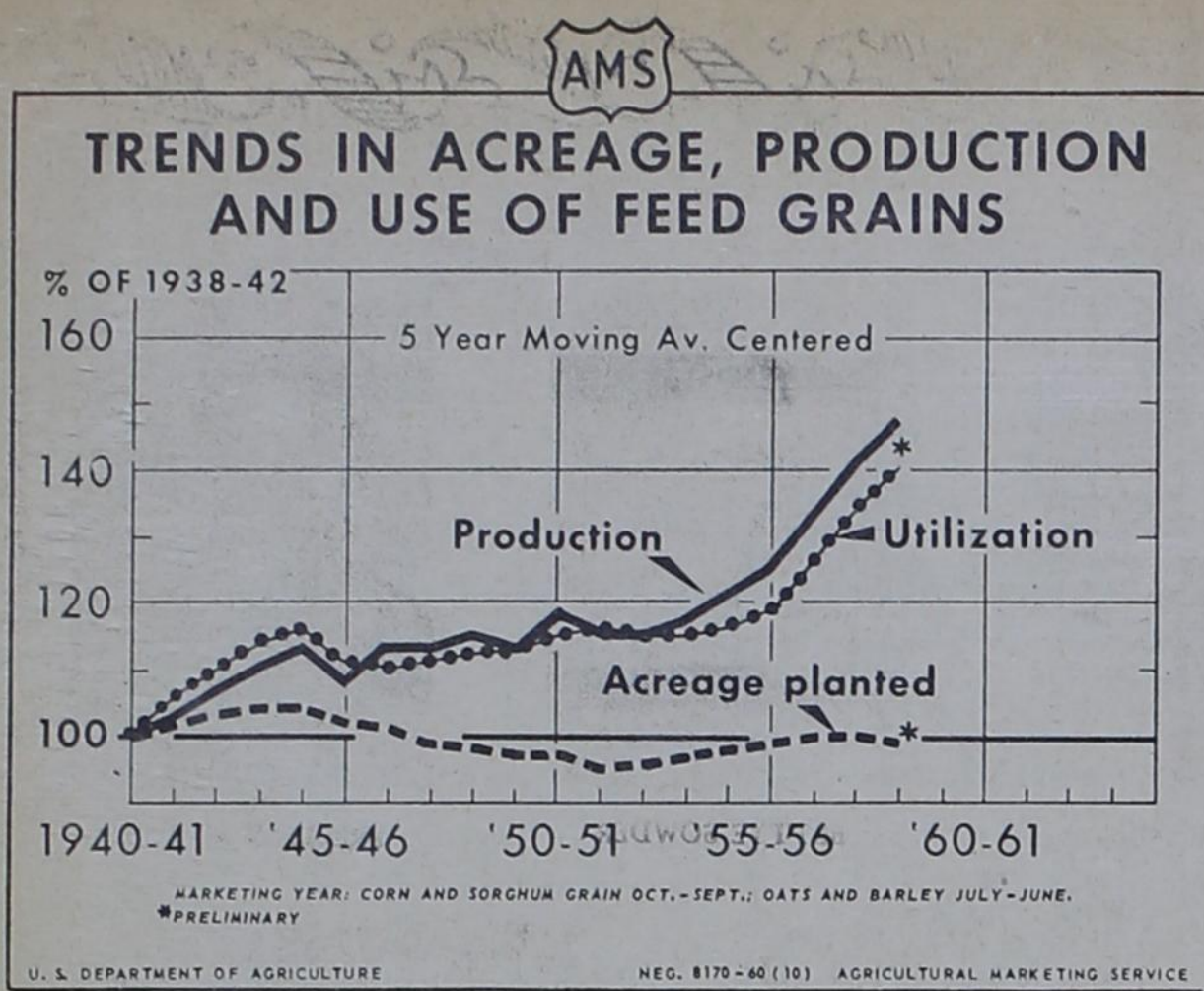
Visual Care Contact Lenses  
**DR. B. R. PUTMAN**  
OPTOMETRIST  
Office Hours: 9-5 Sat. 9-12 111 East 3rd St. Muleshoe, Texas



**Merry Christmas**  
From **Parmer County Pump Co.**  
Friona

Peace on Earth Good Will Toward Men  
And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good will toward men.  
**Deaf Smith County Rural Electric Cooperative**





There has been little change in the total acreage planted to feed grains during the past 20 years. But yield per acre in 1956-60 was up nearly 50 per cent over 20 years ago, resulting in a comparable increase in production. Feed grain utilization, domestic and export, has trended upward sharply in recent years, but has consistently fallen below production. This has given rise to a steady increase in carryover stocks which reached 75 million tons in 1960.

## Beet Sugar Chief Sees Expanding Markets For Crop

The West's bulging population will provide a new market in primary beet sugar sales territory for about 100,000 tons more sugar every year for the next five or 10 years, members of the National Beet Growers Federation were told at their annual meeting today.

How much of the annual new market the nation's beet sugar industry may want to seek in new sugar quota legislation was not indicated by the speaker, Phillip E. Jones, farm economist and secretary-treasurer of the United States Beet Sugar Association, Washington, D.C.

He pointed out that over a

period of years beet sugar sales have accounted for about half the total sugar sales in the 25 Midwestern and Western states where beet sugar normally is sold.

But he added that past experience demonstrates the beet sugar industry's "ability to grow and grow healthily at a faster rate than many believed possible a few years ago."

Jones pointed out that since 1955, when the industry "was in the vise of a fixed quota," increases in sales have averaged 100,000 tons a year. Sales are expected to reach 2,300,000 tons this year,

compared with the 1,800,000 limit fixed by the law before it was amended in 1956.

Production from this year's crop of sugar beets, now being processed, is expected to hit 2,400,000 tons. With unrestricted sugar beet plantings next year, production of 2,600,000 to 2,700,000 tons of sugar is anticipated.

This will be just about equal to present capacity of processing plants, but "should not be considered a plateau," he said.

Assuming continuation of past rates of production efficiency gains on farms and in factories, Jones said further production increases of about 50,000 tons a year can be expected without building new factories or planting more acres.

"Obviously, therefore," Jones said, "the act must provide for at least this rate of annual increase in the beet sugar quota in order to maintain acreage. The act clearly must provide somewhat more than this if there is to be any expansion into

new areas without at the same time cutting back established areas."

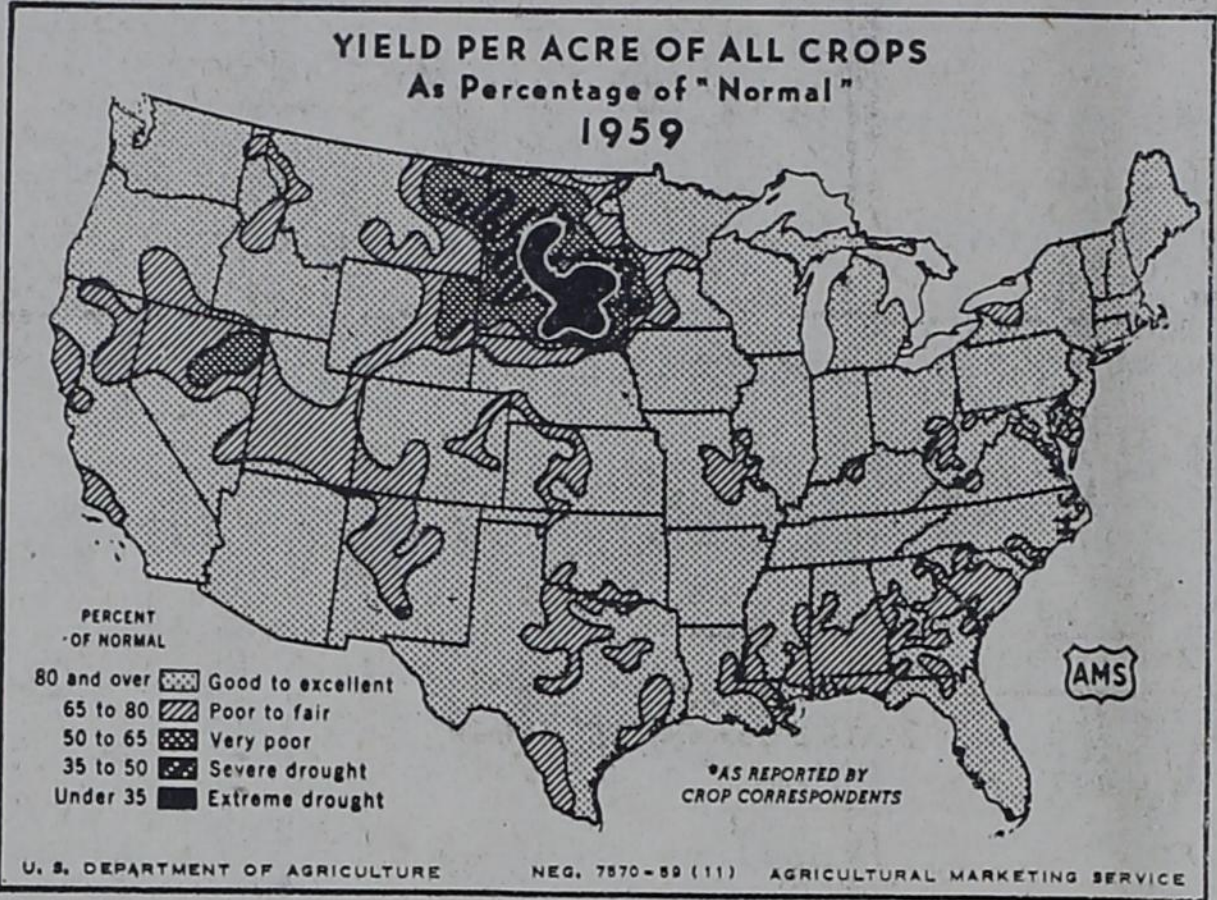
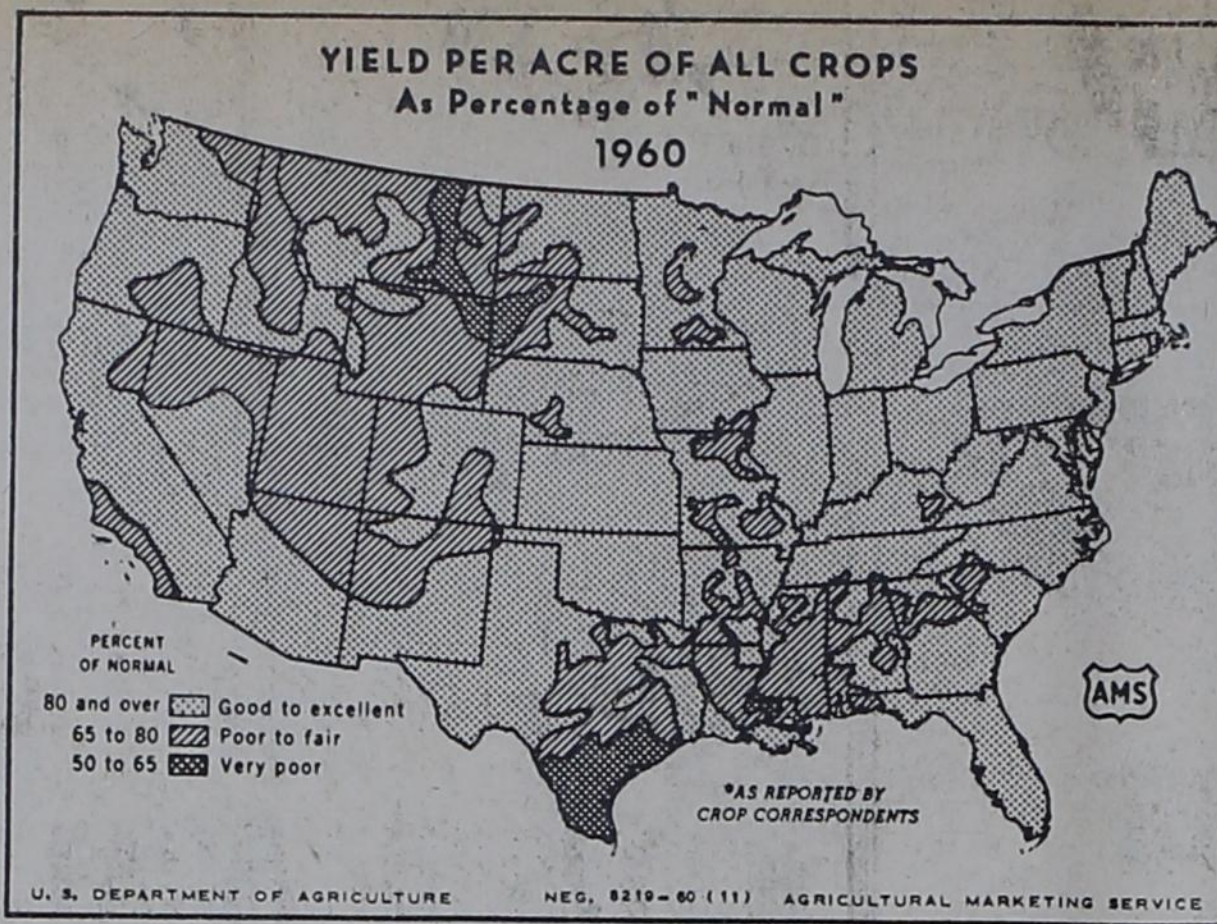
Decisions on further expansion, he said, hinge on how long the Sugar Act is extended, what its provisions are, and the rate at which the industry believes it can continue to expand marketing.

"No Board of Directors is going to approve major investments for expanding existing plants, or for constructing new plants, unless there is some reasonable assurance that they are going to have a market for their product."

"So long as we have a year-to-year extension of the act, companies will be deterred from making these investments. The extent to which they will make the investments with a Sugar Act extended for a few years depends, at least in part, upon the content of the legislation."

The imponderable question, Jones indicated, is the question of future market growth desirable for "healthy expansion" of the industry.

"I doubt if there is anyone who can give you a definitive answer," he said. "But this is what those who formulate legislative policy of the industry must decide. In other words, it is an unanswerable question but they have got to take a crack at it."



### Lazbuddie Jr. 4-H Club News

President Danny Miller called the meeting to order, Secretary Timmy Foster read the minutes of the last meeting, Ronald Mayfield lead the 4-H Club in the 4-H Pledge. Those giving demonstrations at the December meeting were Ronald Mayfield, Timmy Foster, Terry Parham, and Mike Hinkson. Mr. James Mabry met

with us and we discussed our 4-H Tractor Maintenance Program for 1961. Mike Hinkson and Danny Miller gave a council report.

Those giving demonstrations next meeting will be Bobby Redwine and Bobby Gleason on "Getting Calves Ready for Show," Terry Parham and Kirby Burch on "Windbreaks," Royce Barnes and Mike Ward on "Snake Bite Kit" and Larry Vaughn and Mike Hinkson on "Making a Lamp."

We are going on a tour January 14, 1961. Those on the committee to plan the tour are Danny Miller, Timmy Foster, Ronald Mayfield, Bobby Redwine, Bobby Gleason, and Terry Parham, committee chairman.

Then there are people who listen avidly to radio commercials.

### Irrigation Systems

Concrete Pipe  
Aluminum Pipe  
Plastic Pipe  
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PAUL A. HALL

Ph. 2331 Friona

Or



Ph. 2700-Muleshoe

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Sudan Seed, Hegari, Red Top Cane  
See Us, too for wheat and Barley Seed cleaned & ready to plant.  
**HENDERSON GRAIN & SEED CO., INC.**  
Farwell Phone 481-3478

**Season's Wishes**

You have been most considerate of our firm in the past and we are truly grateful. Merry Christmas, all!

## OKLAHOMA LANE FARM SUPPLY

"Owned By Farmers Who Understand Your Problems."

BA5-4366

An object, such as a bomb, if dropped from a satellite, would travel along with the satellite in orbit unless it was aimed and propelled.

It takes about 2.8 board feet of wood to make a dozen pencils.

A team of Cambridge University in England has developed a new 3-D microscope which produces a solid image.

"Man is indigenous, and education is his unfolding."

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

**FIDELITY SAVINGS & LOAN**

5th & Mitchell PO 3-5581  
Clovis, N. Mex.



# Greetings and good wishes for the Holiday Season LULLABY LANE

Infant, Children, Maternity Wear

"In The Village"

7th & Main

Clovis

PO3-7232



# SEASON'S GREETINGS

It's good to greet our friends and neighbors at this happy holiday season. And it's good to know that we have so many loyal friends and patrons. We value your good will, and cherish the privilege of serving you. Sincere thanks.

## Pruitt Bros. Implement Co.

Local Owned

Local Operated

Your Friendly Massey-Ferguson Dealers

On Highway 70--Just North Of The Tracks

Phone 7550 & 2860

Muleshoe



## 1960 Merry Christmas

The world glows with the spirit of Christmas and we take this means of wishing you a wonderful Yule of great spiritual comfort, joy and much happiness.

## Frank Rierson Pontiac

401 East First

PO 2-2981

The Automobile Address In Clovis



FROM ALL OF US  
TO ALL OF YOU

A  
MERRY  
CHRISTMAS AND

A HEARTFELT THANKS.

We Sincerely Appreciate Your Trust And Patronage  
Which Has Enabled Us To Put Another Banner  
Year Behind. Beginning In 1956 We Have Continued  
To Grow Each Year Until We Now Have  
2,740,000 Bu. Capacity In Our Elevators, A Fertilizer Plant,  
And A Farm Supply Store. Our Growth Is Only A  
Reflection Of Your Confidence And Patronage. We  
Pledge Ourselves To Continue To Merit Your  
Support, And Confidently Look Forward To 1961.



C. L. PEAT MGR.



EVELYN SOWDER



BETTYE SOWDER



FREEMAN NICHOLS



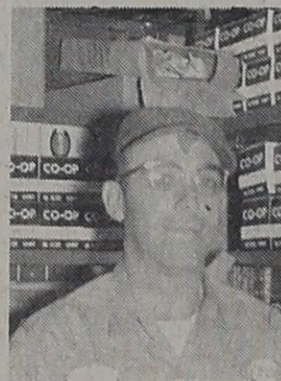
EARL OWEN



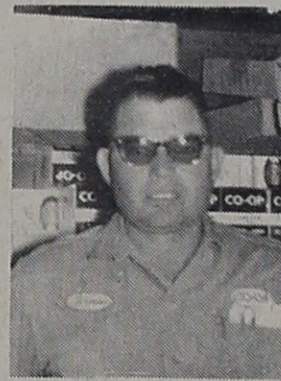
ELMER WALTERS



CHARLES LONG



A. W. KIMBREL



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CHARLES WALTERS

T.W. Watson, Pres.

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Robert Byrd, Mbr.

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FARMERS

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CO-OP

CLAYS CORNER

ELEVATORS

171 NOV 90 Form 7



# Soybeans Yield 34-54 Bushels In Tests At Halfway Station

Soybean yields in three variety tests, conducted at the High Plains Research Foundation during 1960, ranged from 34.02 bushels to 54.08 bushels per acre. Of the thirty-four varieties tested in the three projects, the highest yield was obtained from an experimental variety, D56-1131.

Ten standard commercial varieties were evaluated at the

Foundation. The Hood variety produced 41.76 bushels; the Hill, 39.52 and the Lee 39.36 in this test. The average yield of these 10 varieties was 37.40 bushels.

In another test, twelve varieties were evaluated in maturity group No. 5 of which two were commercial and ten experimental varieties. In this test an experimental variety, D56-1131, produced the highest yield of 54.08 bushels. The Hill variety produced 48.12 and the Dorman 44.46 bushels. The average yield of the twelve in maturity group 5 was 46.75 bushels.

Maturity group no. 6 consisted of 12 varieties, two of which were commercial and ten experimental. In this test the Lee was the highest yielding variety with 48.12 bushels, Hood was next with 46.29 bushels per acre. The average yield of the twelve in maturity group 6 was 44.61 bushels.

The 34 varieties were planted on June 20 in an area devoted to cotton in 1959. A total of fourteen and one half inches of irrigation water was supplied in preplant and three other irrigations during the growing season. 29.29 inches of rainfall occurred between June 1st. and November 1st. The planting rate for the standard commercial varieties was 80 pounds per acre, the rate for maturity groups 5 & 6 was 60 pounds per acre. All plots received 120 pounds of nitrogen from uran sidedressed on July 28, 1960.

Seed for maturity groups 5 and 6 were furnished by the Agricultural Research Service

of U.S.D.A. through a cooperative agreement with the Texas Agricultural Experiment Station.

"The high yields in these tests are encouraging in our search for higher yielding soybean varieties adapted to the High Plains. These tests are in addition to the 454 strains of soybeans that were planted in the Foundations breeding program," Dr. Earl H. Collister, Chief Agronomist said in releasing the information.



It's not necessary to wait until the last minute to get your Christmas tree. In fact, it's smart to get your tree early, when the choice is wide. The important thing is to test the tree for freshness before you buy it.

The first test is important. If the tree fails to pass this examination, pass it over and look for another: bounce the butt end of the tree on the ground. If the needles shower down, the tree has already begun to dry out.

Next, tug at the needles at the end of the branch. If they pull out easily, the tree has already started to dry out. Rub a finger over the butt end. If it's sticky, the tree is fresh.

Spread the lower branches. If they're springy and bounce back, they will hold the weight of ornaments. Spread out, the lower branches should measure half the height of a tree, the stump should be at least 6 to 7 inches long.

Other healthy signs: good color, full needles, a fragrant odor. Warning sign: patches of brown needles, a sign of a sure-fire fire hazard.

After buying the tree, cut an inch or two on a slant from the butt, then peel back the bark another inch. Keep tree in a bucket of cool water until you are ready to decorate it.

Water is the key to keeping the tree fresh.

## Select Toys That Suit Children; Not Their Parents

Many parents forget when choosing a child's toy for Christmas that the use of the toy is the most important thing to consider.

Adults are inclined to choose toys that appeal to them, forgetting to consider what the child might like and what would be most practical. For instance, intricate windup toys have a limited use since they do only one thing and are very apt to get broken quickly.

Useful Toys A toy with a variety of uses would be best. Blocks and other construction toys can be used in many games and do not break easily. Boys enjoy dump trucks and transportation toys, while girls like toys that imitate mother's appliances.

Beautifully dressed, expensive dolls are a temptation, but most little girls like a doll that can be handled and carried about with them.

They are noisy, but peg boards, hammers and construction toys are popular with the pre-school set. They like active toys—wagons, toy horses and sleds.

School-age children like games with numbers and letters, crayons, pencil boxes and notebooks. Books are popular and will provide much quiet entertainment.

For Girls Little girls like to play dress-up and it is a clever parent who can fashion an inexpensive gift by cutting off old clothes to fit the children and find old gloves, shoes and hats.

Above all, however, consider appeal to the child rather than to the adult.

## Mighty Mistletoe

Perhaps the reason that most young ladies do not object too strongly to paying the penalty for standing beneath the mistletoe stems from an ancient superstition—that the maiden who was not kissed at least one time beneath the mistletoe at Christmas would not be married in the following year. In olden times, a berry was plucked from the mistletoe with each kiss.

Plant Your Tree Why not plant that living Christmas tree after you are through with it this year? Be sure to get it in the ground as soon as possible after Christmas. The sooner it is planted, the better chance it will have to survive.



**Dutch Quikkel**  
**MONEY Now**  
Means  
**MONEY Later**



MERRY CHRISTMAS

At this glad season our special wish for you is happiness and lasting joy.



There's more to mistletoe than just its reputation as "the kissing plant." Everyone knows, of course, that, for some reason no one is quite sure about, it's permissible for a boy to kiss the young lady so unlucky (?) as to be caught standing beneath one of these sprigs of green with white berries (a plant, someone has placed on a chandelier—for some young girl to stand under, to be kissed by some young lad . . . unexpectedly, of course).

All this notwithstanding, it is supposedly an all-healing plant that will ward off poisons and keep animals healthy. At least, this is what the superstitious believed, in earlier days. Some considered it a present from the sun, others a gift from Jupiter. In voodoo rituals, it's the accepted antidote for palsy, apoplexy, epilepsy, and what-have-you.

Druid priests sought mistletoe, preferably growing on an oak tree, "on the sixth night of the moon," so that it might be cut with a golden scythe and caught in the flowing robes of the priests. Thus gathered, and following the sacrifice of two white bulls to show gratitude for the gift, mistletoe was supposed to possess all sorts of magical powers.

The Greeks are generally credited with associating mistletoe with love, as it was used in their marriage rites and the ceremonies of Hymen are reputed to be the forerunners of present usage as a kissing plant.

"Would you ask about Christmas, little ones, of an old man who counts more holidays than he can remember?"

"Memories? Recollections? How it used to be: A Christmas of old?"

"Capture, if you will, my children, the distant peal of a church bell; the smell of pine, clean and fresh in a wintry wind . . . sleigh bells ringing, carolers singing, and the jingle of harness up and down the road."



"In retrospect, how clearly the long, lean spire of the village church still casts a moonlit shadow upon the white, white world. How quick to the nostrils is the smell of burning wax, and of green boughs, so freshly cut; and holly and mistletoe . . . and the first recollection of "Silent Night;" how many years, how long ago?"

## CHRISTMAS IDEAS

Is your Christmas budget running low? Here are three excellent gift ideas that cost very little more than the time it takes you to make them.

1. Copies of favorite recipes can be put on file cards and made into a scrap book.
2. If there is a flower lover on your list, carefully selected bulbs and seeds would make an ideal gift. Bulbs can be packed in small cookie boxes or old egg cartons, covered with gay wrapping paper.

3. One group of gifts can be certificates of service such as baby sitting coupons.

## Original Gift

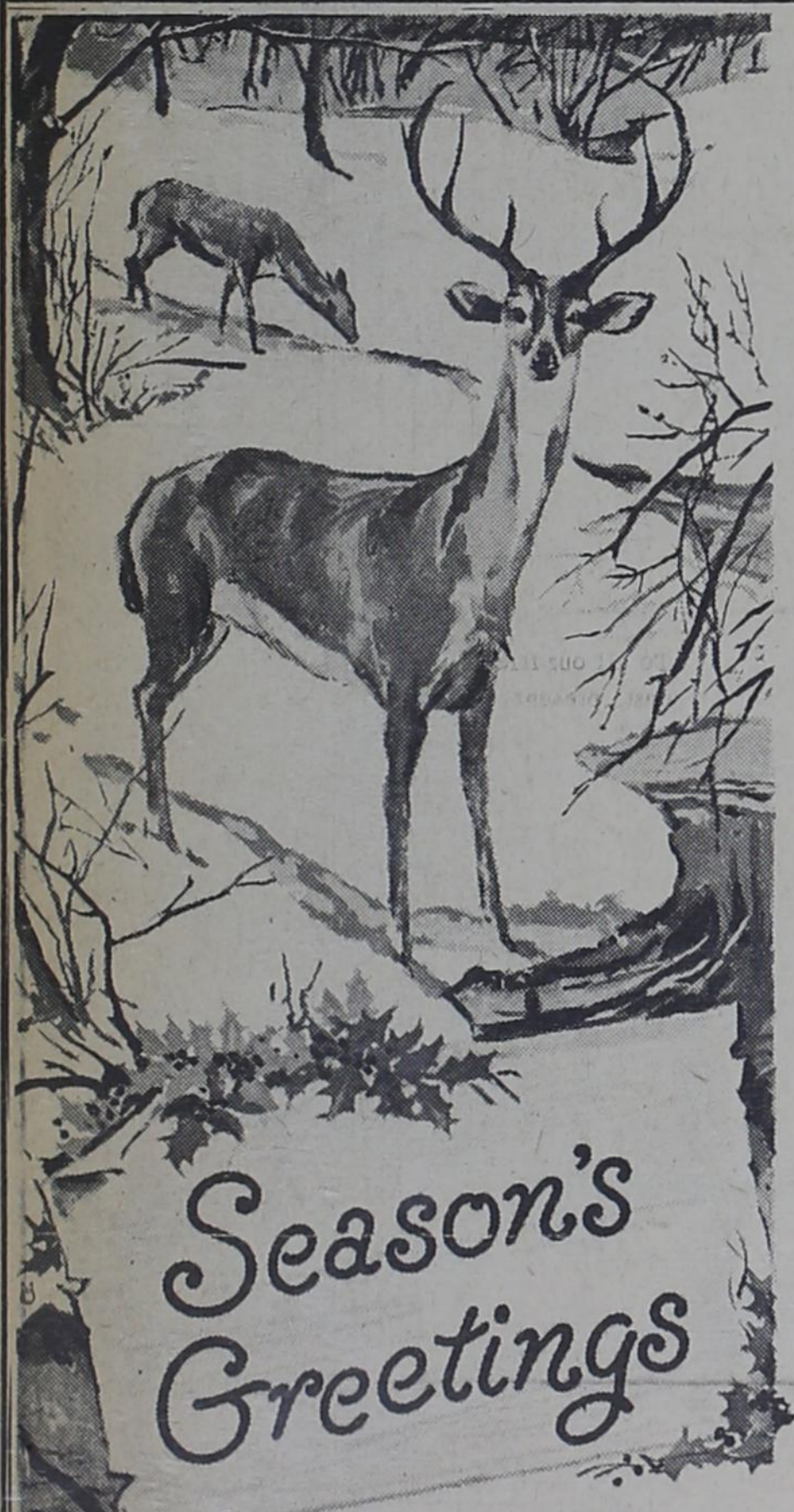
Want to give mother and her little girl an original gift? Make them both aprons of similar design and material. Make one for the doll, too.

## A Solution

Christmas shopping bags always seem to fall over when set down. But there's a solution. Place the top of a cardboard shoe box in the bottom of the bag.

**Dilger's CLEANERS**  
--Bovina--

EYES EXAMINED GLASSES FITTED  
**Black Optometric Clinic**  
A. J. BLACK, O. D.  
OFFICE HOURS: 9:00 to 5:00 -- Sat. 9:00 to 1:00 Phone 8240 -- Muleshoe, Texas



Season's Greetings

From The Parmer County Courthouse

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

**LOYDE A. BREWER**  
County Judge



**E. G. PHIPPS**  
Commissioner, Pct. 1



**C. H. JEFFERSON**  
Commissioner, Pct. 2



**J. H. McDONALD**  
Commissioner, Pct. 3



**G. W. CRAIN**  
Commissioner, Pct. 4



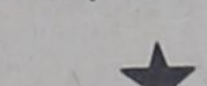
**CHAS. LOVELACE**  
Sheriff



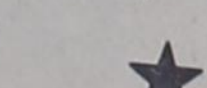
**LEE THOMPSON**  
Assessor - Collector



**HUGH MOSELEY**  
County & District Clerk



**MABEL REYNOLDS**  
County Treasurer



**HURSHEL HARDING**  
County Attorney

Greetings  
May you share abundantly in the many joys of Christmas!  
**The Fashion Shop**  
521 Main - Clovis

YOUR REDDY KILOWATT DEALERS IN PARMER COUNTY ARE:  
**ROBERTS FURNITURE** FRIONA  
**WHITE AUTO STORE** FRIONA  
**FARWELL ELECTRIC** FARWELL  
**REEVE CHEVROLET** FRIONA

noel  
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

**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**



# Christmas Columns

EXCERPTS FROM NEWSPAPER EDITORIALS

What, indeed, is the spirit, the true meaning of Christmas? Every year thousands of words and countless editorials reflect in print the thoughts of newspaper editors all over the country. In different words, in different manner of presentation, they each say the same thing about Christmas and the meaning to be found therein. Picked at random, here are paragraphs about Christmas that have appeared in weekly newspapers:

### The Page News and Courier, Luray, Virginia:

Once again this Christmas season Christians everywhere will rejoice within their hearts as they commemorate the birth of Him whose teachings of humility, faith, responsibility and love hold the answer to most of the world's problems.

A sublimation of human nature which resulted in fewer actions being motivated by greed, jealousy, and hope of selfish gain would make it mandatory for nations to observe a code of honor in their dealings just as responsible individuals must. It is not too much to believe that the spiritual force that created the marvel of the human mind will show the way to the wisdom and strength necessary to make this a better world—one of peace founded on fair dealing and trust between all peoples.

### The Barnesboro Star, Barnesboro, Pa.:

The world is not everything we would like it to be. We have a talent for organization, and a positive genius for manufacturing machines that are marvelously intricate and precise. Yet, among ourselves we have never been able to fashion anything except the un easiest kind of peace on earth, a hesitant, suspicious attempt at goodwill toward men.

But once a year, at Christmas, the vision is available to us. Dimly we catch a glimpse of what the world might be if our ability to produce could be matched by an ability to understand . . .

The miracle of the birth of God's son is the most thrilling experience the world has ever known. Read it, meditate on it; and then get closer to God by following the perfect example of His only son.

### The Desert Journal, Joshua Tree, Calif.:

Scripture says, "Knock, and it shall be opened unto you!" It is the spiritual significance of what is behind the "door to the human heart" which makes of Christmas something especially to be cherished by all humanity.

Old Scrooge in "A Christmas Carol" found he must open his heart to human understanding before he could be admitted past the door behind which Tiny Tim and the Cratchit family were holding their jolly Christmas party.

It is this admission to the joys and companionship of a family celebration which has made of Christmas a day especially devoted to children. The presence of children in such a group is but part of the everyday homage paid to the hope and wonderment brought to the world by the birth of a Child on the first Christmas Day.

A door was opened on that Christmas Day to a new concept of peace and understanding for mankind. Regardless of religious beliefs, the universal thought of peace and good will can only be spread by an opening of this door to human understanding.

### The Catskill Mountain Star, Saugerties, N. Y.:

Reams of paper are covered yearly with attempts to put into words the exact meaning of Christmas. Stripped of its commercialism, Christmas means joy, peace and love. It is the joy of a child on receiving a long-desired, oft-promised sled or puppy. It is the joy of a father glimpsing his squirming, restless first-born. It is the joyous relaxation a mother experiences as she first holds her baby. It is the exultation we all feel as we think of the tiny Babe, nestled in His Mother's arms, bringing hope to the world.

Christmas means peace. It is the quiet contentment of a family circle gathered around a fireplace, or a Christmas tree or a lowly manger. It is the peace of the quiet countryside, the gentle lowing of the cattle, the warm rustling of animal dunn and her young. It is the peace that spreads over blood-stained battlefields on Christmas Eve. Christmas holds the hope that some day there will be no blood-stained, bomb-scarred fields over which troops by common consent stop their killings for one day.

Christmas means love. It is expressed by a few blood stains on a pot holder fashioned by unskilled hands. It is shown by work-roughened, calloused hands gingerly fingering delicate lingerie to choose something fine enough for his wife. Love beams as Sis hoards her lunch money to buy big brother a gadget he's been hinting about. Love motivates the sharing of gifts with friends, and with those whom we know little except that without help, their Christmas would be barren. May your Christmas be one of joy, of peace and of love.

### The Standard, Falls Church, Va.:

Christmas has a deep significance to all Christian peoples. It is the celebration of the birth of the One they hold to be the Saviour of Mankind.

We are not theologians—every minister, pastor, priest, and preacher in the various branches into which the Christian faith has been split will deliver one or more sermons during this week on the true meaning of the Saviour's birth.

But we are certain that many, many people throughout the world wonder, as we do, what the observance of this most sacred occasion become for some of us and our contemporaries . . .

We're all human, no one denies it. But by that very token, wouldn't the gracious, the thoughtful, the considerate thing to do (even though we may boast that we don't "work at" our religion) to give the serious thought and meditation to the One about whose birth all the celebration revolves? Even though some of us don't set foot in a church from one year to the next, it would do each and every one of us good to attend at least one Christmas church service—if we go with joyous hearts and the true, thoughtful desire to honor Him whose coming to the world brought hope, love and a rebirth of the spirit of man dignity.

### Treat Mother To Breakfast In Bed



Since it's Mother's job to see that a delicious, healthful breakfast awaits her family every day of the year, why not relieve her of this daily task on Mother's Day by planning a do-it-yourself breakfast? It's easy to do and the "vacation" is bound to please the honored lady.

If you want to give Mom an extra-special treat, bring her breakfast tray to her bedside, so that she can enjoy the relaxed luxury of breakfast in bed. One menu, suggested by the Kellogg Company, consists of a wedge of refreshing melon, a tempting bowl of Rice Krispies, sweet roll and a beverage. Decorate her tray with a carnation for a perfect Mother's Day tribute.

### Make Candle Fit

Often a candle is too large for the opening in the candlestick. To remedy this, dip the base of the candle in very hot water, then press it gently into the holder.

### Complete Brake and Bear Front End Balancing Shock & Wheel Balancing

**Boyd's Brake Shop**  
221 W. Grand, PO 3-4326

### FOR SALE USED TIRES For

Plows And Trailers See **BOVINA TIRE SERVICE** AD 8-2801 Bovina

# These Clovis Firms Say "Thanks Every Body" And We Wish You A "MERRY CHRISTMAS"



These Messages Are Individually Written As Personal Expressions To Their Friends

<p>May this joyous Christmas light your way to a happy prosperous year ahead.</p> <p><b>CLOVIS BODY SHOP</b></p> <p>Portales Hi-Way Clovis</p>	<p>To everyone . . . Merry Christmas !</p> <p><b>VILLAGE RECORD SHOP</b></p> <p>113 E. 7th Clovis</p>	<p>To all our friends go our wishes for a Merry Christmas,</p> <p><b>RUSSELL ANIMAL CLINIC</b></p> <p>S. of Clovis PO3-7822</p>
<p>May the stars in the heavens shine as never before on your Christmas happiness this year.</p> <p><b>THRIFTY DRUG STORE</b></p> <p>420 Main Clovis</p>	<p>'Tis the Christmas Season . . . and the world is filled with cheer! And so we pause to extend our sincerest best wishes to one and all.</p> <p><b>Motts Venetian Blind Co. And Clovis Tent And Awning</b></p> <p>CLOVIS, N. M.</p>	<p>Same old wish, always new. . . A Merry Christmas to all of you.</p> <p><b>EASTERN NEW MEXICO BUILDERS SUPPLY</b></p> <p>CLOVIS N. M.</p>
<p>May joy and good fortune be yours throughout Christmas and the New Year.</p> <p><b>THE SPUDNUT SHOP</b></p> <p>Herb Baker, Owner Clovis, N. M.</p>	<p>May we convey our sincerest hopes for a cheerful, Happy Christmas and a brighter New Year to you.</p> <p><b>THE CLOVIS NATIONAL BANK</b></p> <p>Clovis N. Mex.</p>	<p>May your Christmas day be gay, and many the gifts that come your way, And as the New Year follows through, we wish you joy and warm friendships too.</p> <p><b>W AND J AUCTION</b></p> <p>108 Pile W. A. CLOVIS, N. M. James</p>
<p>Our wish is brief but very sincere, A Merry Christmas to you and a Happy New Year!</p> <p><b>DAYHOFF SHOES</b></p> <p>415 Main Clovis</p>	<p>A HOLIDAY TOAST . . . May your cup of happiness be filled to overflowing this Christmas Season, and throughout 1961.</p> <p><b>THE BLUE ROOM</b></p> <p>1115 Main Clovis, N. M.</p>	<p>HAPPINESS AT CHRISTMAS . . . and every joy in the coming year.</p> <p><b>BRYSON'S</b></p> <p>FURNITURE - CARPET - GIFTS 518 - 518 Main Dial PO2-2831</p>
<p>CHRISTMAS GREETINGS . . . To our many friends we send our sincerest Holiday Greetings. May the meaning of Christmas be deeper, its friendships stronger, and its hopes brighter as it comes to you this year.</p> <p><b>SACRA GAS CO.</b></p> <p>Clovis, N. M. Box 984 PO3-3613</p>	<p>May God richly bless you at this glad Christmastide and bring you true happiness.</p> <p><b>RODEN - SMITH REXALL DRUG STORE</b></p> <p>4th &amp; Main Clovis</p>	<p>This greeting may be small but we wish you the Biggest and best Christmas season you ever had.</p> <p><b>CLOVIS BOWLING CLUB</b></p> <p>2400 W. 7th CLOVIS, N. M. PO3-3761</p>
<p>MERRY CHRISTMAS still rings truer than any other greeting we can extend to you at this time of the year.</p> <p><b>SASS STUDIO</b></p> <p>508 W. 7th Clovis</p>	<p>The bells ring out our bright and happy wishes to one and all this glorious Yuletide.</p> <p><b>SELF'S RADIO AND T. V. SERVICE</b></p> <p>117 W. 5th - Clovis - PO3-6633</p>	<p>To all our friends . . . old and new, past, present and future . . . we say: "MERRY CHRISTMAS!"</p> <p><b>COLLINS IMPLEMENT CO.</b></p> <p>IHC Dealer Clovis N. Mex.</p>
<p>May joy and good fortune be yours throughout Christmas and the New Year.</p> <p><b>THE CITIZENS BANK OF CLOVIS</b></p>	<p>To our customers a greeting sincere Merry Christmas and A Happy New Year!</p> <p><b>MAULDIN LUMBER INC.</b></p> <p>S. Lea Clovis</p>	<p>The best ever . . . That's the sort of Christmas we wish for our friends and customers in 1961.</p> <p><b>BURKETT MAYFLOWER</b></p> <p>BURKETT MOVING &amp; STORAGE CO., INC. Clovis</p>
<p>May your Christmas be quite jolly, And your New Year full of fun, We wish everyone of you Thebest there is through 1961.</p> <p><b>THE PRESCRIPTION SHOP</b></p> <p>119 W. 5th Clovis</p>	<p>To thank you, as we'd like to do Is far beyond our power, For if we had no friends like you There'd be no firm like ours.</p> <p><b>DR. PEPPER BOTTLING CO.</b></p> <p>Clovis, N. Mex.</p>	<p>Not as a customer . . . but as a valued friend, we take this occasion to express our holiday greeting to you.</p> <p><b>PIERCE MARINE SALES &amp; SERVICE</b></p> <p>917 E. 1st, Clovis</p>
<p>Our Gift . . . good wishes for this Christmastime and for each day in the coming year.</p> <p><b>FLOWERLAND</b></p> <p>1021 Main Clovis</p>	<p>This space is too small to wish our many friends and customers the kind of MERRY CHRISTMAS and PROPEROUS NEW YEAR we hope they have.</p> <p><b>B AND D FRUIT MARKET</b></p> <p>Randolph and Cathryn Bevell 7th and Prince CLOVIS N. M.</p>	<p>May your Christmas sparkle with happiness.</p> <p><b>G. C. WILLIAMS PAINT STORE</b></p> <p>Clovis 119 E. 5th N. Mex.</p>



# Plans Set For Statewide Vegetable Growers Council

January 10, 1961 could become a 'redletter day' so far as the Texas vegetable industry is concerned. On that date, Clyde Singletary, extension horticulturist, says that vegetable growers from every section of the state will meet at San Antonio's Produce Terminal Market, 1500 Zarzamora Street, to perfect their own Texas Vegetable Growers Council.

Theme of the meeting, which will get underway at 10 a.m. and adjourn by 4 p.m., is "Progress for Texas Vegetable Producers." Speakers will be H. T. Blackhurst and H. C. Mohr, Texas A&M College; Frank

Schuster, past president, Valley Farm Bureau and vegetable grower. Featured on the morning session will be E. J. Holcomb, acting chief, Vegetable Branch, Agricultural Marketing Service, USDA, Washington, D. C. He will discuss "Planned Production for Improved Markets."

Following lunch, Singletary will review the two-year history of the planning which has been done in preparation for the final organizational meeting. Ready for presentation at the January 10th meeting is a suggested constitution and bylaws for both area and state grower councils. Mr. Henry Van De Walle, an outstanding Bexar county vege-

table grower has played a major role in securing a state charter for the organization and assisting with many other phases of the planning program.

Singletary and Van De Walle join in urging a full representation from each of the major production areas in Texas. During the afternoon business sessions, officers for the Texas Vegetable Growers Council will be elected and if attendance warrants, officers for the area Councils will also be elected. Otherwise, the area Councils will be organized later. Membership campaigns will also be conducted in the areas.

Purpose of the new organi-

zation is to promote production, distribution, consumption and continued improvement of Texas vegetables. Singletary points out that consumers too will benefit from the work of the Council. Mr. Van De Walle sums up his invitation to the San Antonio meeting by saying, "After 4 p.m. on January 10 the Texas vegetable industry will have made another tremendous stride forward."

## Counting Time Man's Problem For Centuries

Time is, as no one can deny, very valuable, so it is not surprising man learned how to count it accurately, down to the minute, even to the second. But, man is not yet, the complete master of time.

The Gregorian Calendar, presented to the world in 1582, brought about the first achievement of any unity on the world time front. But, it took a long time to catch on. England didn't adopt the Gregorian system until 1752, after most other European countries had done so.

Egyptians The ancient Egyptians devised a fairly accurate calendar, similar to the Gregorian in that it was divided into 12 periods and consisted of 365 days. The difference between the Egyptian method and our present time counting system, however, was that the 12 periods used in Egypt consisted of 30 days each, with the remaining 5 days of the year "tacked on" to the last period, or month, without any provision for leap years.

The purpose of our Leap Years, then, is not to give every girl the chance to catch herself a man. Instead, Leap Years help us keep the calendar and the solar equinoxes congruent. An adjustment is necessary because of the fact that the solar year consists of 365 days, 5 hours, 48 minutes and 46 seconds. Without Leap Years, we would have to do something with the extra hours.

## Home Fire Hazards Increase At Christmas Time

Stop and think what would happen should a spark get into the tinsel and tissue paper that usually packs a house at Christmas. Santa might have a chimney to come down, but he wouldn't have a house to leave the gifts in. Fire safety is especially important during the holiday season because of added hazards, warns the Texas Farm and Ranch Safety Council.

One of the principal fire hazards is that beautiful tree in the corner of the living room. The Council says that this danger can be minimized by

selecting a freshly cut tree shortly before Christmas. The tree can be kept fresh by cutting the bottom diagonally and placing it in water or wet sand. Placing the tree is also important. It should be placed so it will not block exits, and should be kept well away from the fireplace, stove, powerful electric lights or other sources of heat.

The Council recommends that only Underwriters Laboratories approved lights be used on the tree. Lights which have been used before should be

checked for frayed wires or damaged sockets. Electrical circuits should not be overloaded with additional lights, toys or appliances.

Only nonflammable decorations should be used on the tree, and tree lights should be turned off when no one is at home or when the family retires. As soon as the needles begin to dry and fall, the tree should be discarded.

Fire safety should not be confined to the tree alone. Discarded wrappings and packages should be put in the trash can as soon as possible. Smokers should also be extra careful where they lay their cigarettes, cigars and pipes.

Make sure that Santa finds something besides a chimney when he visits your home. Observance of basic rules of home safety can keep the Christmas Season a happy one, the Council concludes.

### ALL EIGHT OF 'EM



NOW, DASHER!



NOW, DANCER!



NOW, PRANCER!



AND VIXEN!



ON, COMET!



ON, CUPID!



ON, DONDER!



AND BLITZEN!

Dakota gathered for the three-day meeting which ended today.

Speakers at the closing session included Thomas C. Ellick of the Council of California Growers, San Francisco, and Arvil Millar of Shelley, Idaho. Ellick spoke on farm labor problems and Millar on company-grower relations.



That prized holly tree you have been nursing for years can probably stand heavier cuttings for holiday gifts than most home owners realize, horticulturists report.

Tests show that English holly especially can be cut rather severely over a period of years without reducing total yield or damaging the tree. Appearance of the tree, rather than possible damage, can pretty well dictate the extent of pruning.

In addition to cutting holly for gifts, the home owner may often be approached by professional holly cutters wishing to buy holly.

Properly done, this pruning can serve to improve the shape and maintain the size of the tree. Owners should be cautioned, however, to be sure the cutters are professionals.

GREETINGS  
and  
BEST WISHES TO YOU  
at  
CHRISTMAS TIME

**FIRST FEDERAL**  
SAVINGS & LOAN ASSOCIATION

Home Office Branch Office

4th & Pile, Clovis 2nd & Abilene, Portales

## Beet Sugar Growers Want Act Extension

Congress was asked by the National Beet Growers Federation recently to extend the Sugar Act for nine months early next year and then work towards long-term legislation that recognizes "the need for increased reliance on domestically produced sugar."

The sugar beet growers from 18 state and regional associations in 11 Western states also elected officers for 1961. They are Ed Holmgren of Garland, Utah, Chairman; Frank Beede of Loma, Colo., 1st Vice-Chairman and Norris Nichols of Stevensville, Mont., 2nd Vice-Chairman. Richard W. Blake of Greeley, Colo., was re-elected Executive Secretary.

In a resolution on renewal of the Sugar Act the Federation pointed out that the U. S. sugar program "is vital and essential to the welfare of the nation as a whole, and to the domestic beet sugar industry in order to assure adequate supplies of sugar, at reasonable prices, to

the United States consumer." Because the Sugar Act expires next March 31 and Congress will not have time to consider major overhaul of the program before the date the Federation asked for a temporary nine-months extension through Dec. 31, 1961.

Without suggesting what the increase in the beet sugar quota should be the Federation said "we feel that the Congress should establish a level at which the domestic suppliers would be enabled to develop their full productive capacity, in line with existing demand and including an increased share in supplying growing U. S. consumption requirements."

Another resolution urged the Department of Agriculture in administering the sugar program to recognize that increased sugar beet production will result in new marketing problems which will raise costs considerably, especially freight. The act should be administered

"so as to provide an economic basis upon which sugar may be marketed, avoiding depressing effects upon grower income which already is at too low a level," the resolution said.

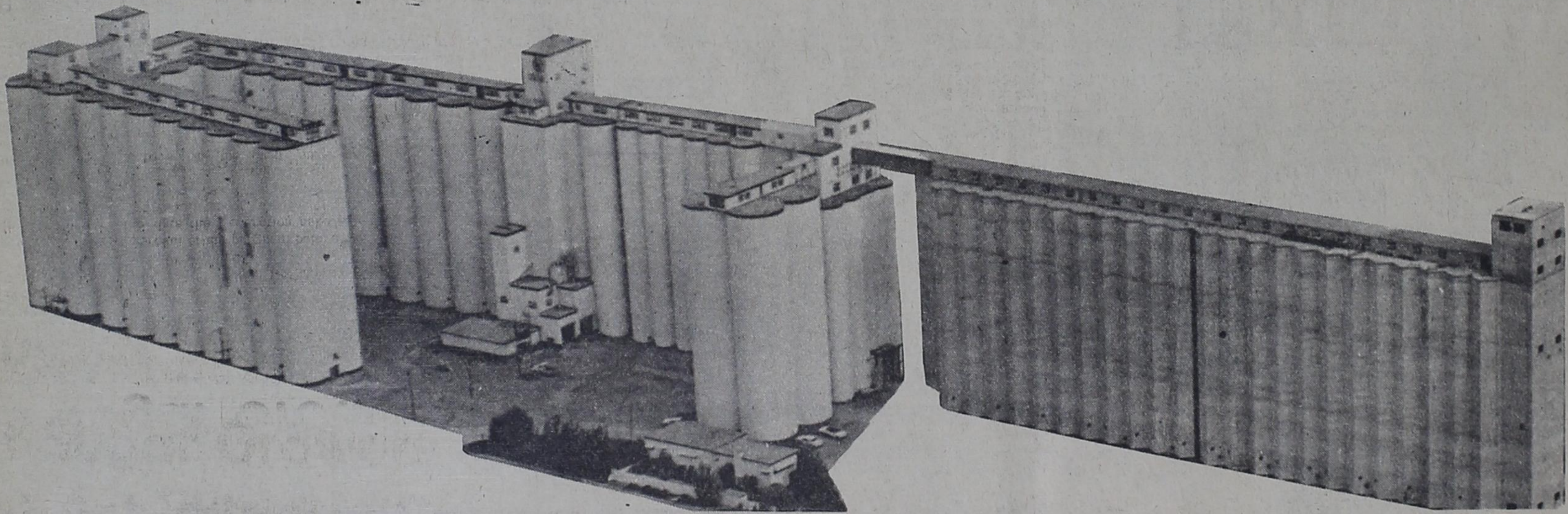
A resolution on farm labor urged Congress to continue Public Law 78, the Mexican farm labor program. The resolution said that domestic supply of labor was inadequate in many areas and use of foreign farm labor was needed to supplement local supplies.

The resolution also deplored "what appears to be an organized campaign to discredit the users of either, or both, transient domestic and foreign farm workers who are performing an essential and vital service to the economy of this country."

Some 350 officers and directors of sugar beets associations in Colorado, Montana, Wyoming, Nebraska, Oregon, Washington, Utah, Idaho, Kansas and North and South

# SEASON'S GREETINGS

## Thanks For Your Patronage During The Past Year!



### Serving Parmer County Farmers The Year Round

**SHERLEY  
ANDERSON  
PITMAN  
INC.**

-FARWELL-

**SHERLEY  
GRAIN CO.**

-BOVINA-

**Sherley-Anderson  
Grain Co.**

-LARIAT-