

Merry Christmas Everyone!

TEXAS PRESS ASSOCIATION
Member 1969

The Bovina Blade

10¢
Per
Single
Copy

THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

"In The Agricultural Center Of Parmer County"

WEDNESDAY, DECEMBER 24, 1969

Bovina, Texas

VOL XV, NO 26

Lions-Sponsored --

WHITTIN'

By DOLPH MOTEN

Now, late Christmas shoppers, it's time to start. And the nicest part about the task is that you won't be associating with those well-organized, do-everything-on-time folks. They had their Christmas shopping done days and days ago and are home leisurely sitting by the fire, but worrying about what you're going to get them, at the last minute, for Christmas.

Congratulations from this department to all the folks around who have beautifully decorated homes for Christmas, and especially to those who were declared winners in the Lions Club decoration contest.

As trite as it sounds, an evening drive around the community to view the decorations pre-Christmas time well spent, we advise. Somebody says this every year, we know, but it seems from here that 1969 had more decorated homes in this community than we've seen heretofore.

There are several homes with great decorations which weren't, for one reason or another, entered in the contest. Many of these would have been capable contestants and some might have been in the top three, we'd guess.

With all due respect to the contest winners, it's our opinion that the judges had an impossible job. With the number of entries they had to contend with and the quality of same, there's no logical way to say who's best and entitled to prize money and who isn't. It's an arbitrary decision, certainly, that the judges have to make.

From the standpoint of the Lions Club, which sponsors the decoration contest, the project is designed only to encourage people to make their homes prettier for the Christmas season. The contest may or may not have anything to do with it, but the decorations this year are better than ever before.

Incidentally, there's a feature story in Section II of this Christmas edition of The Blade concerning the 14-year history of the contest and its winners during that time.

Impressive too, is the gaily decorated City Park. Our municipal government, criticized as it is on occasion, is entitled to praise for this contribution to the Christmas season.

Lacking, of course, are decorative lights in the downtown section.

While this area and community has 1000 advantages to one disadvantage, getting freight here is not one of our long suits.

Down through the times, business-people tell us, the delivery of freight into here has left much to be desired and again, announcement was made last week that Lang had sold out to Curry and Curry doesn't, we understand, have the right to deliver interstate freight into Bovina...only intrastate. In

(Continued on Page 2)

Bonds Win Home Decoration Contest



CONTEST WINNER --- Decorations almost surrounding the house won first place for the Tom Bonds. A pair of choir angels seem to welcome guests to a gaily decorated door, as one of the featured areas.

In Bovina --

Christmas Card Fund Grosses Over \$600

When all deposits were counted at First State Bank of Bovina Saturday afternoon, \$600.77 had been contributed to the Christmas Card Fund.

A list of those saying "Merry Christmas" in this way appears in an advertisement this week.

Funds collected this year will be divided 50-50 between the Bovina Medical Clinic and Grace Paul Fund. The Christmas Card project has been sponsored by Bovina Woman's Study Club for the past several years in Bovina.

December 26 City Holiday In Bovina

Friday, Dec. 26, several years ago was proclaimed a city holiday in Bovina.

City hall will be closed both Christmas day and the following day. However, United States Post Office will be open as usual, Friday Dec. 26th, Postmaster Gene Ezell said. First State Bank of Bovina will also be open Friday.

Several businesses here are expected to also be closed on Dec. 26.

Kelso Second, Grissom Third

The Tom Bonds home is the first place winner in the 1969 Decorations Contest, sponsored by Bovina Lions Club.

Nativity scenes at the homes of H. H. Kelso and L. M. Grissom took second and third places, respectively.

First place is accompanied by \$25 award. Kelso's will receive the \$15 second place and Grissom's the \$10 third place. Winners were announced by a group of anonymous judges who viewed the decorations last week.

Nine homes were entered in the contest, with each portraying one or more aspects of the Christmas season.

The decorations featured outlines of lights, both on the house and sidewalks. A decorated front door was approached by passing choir angels. A Santa welcomed visitors at the front, while Santa and decorations adorned a large window. Cacti and large pieces of drift wood were also decorated with lights.

Judges said the choices this year were difficult, since many of the decorations deserved winning.

Some of the outstanding features of various homes included a miniature Nativity scene, choir figures, Santa and his reindeer, Santa's little pixies, lights backed by aluminum pans, and flashing lights accompanied by Christmas music.

Entered in the contest this year, other than the winners, were the homes of Earl Whittin, Little Al Kerby, Erma Bradshaw, Mrs. Bob Fillpot, Marie Venable and Ola Lee Jones.

Winners of last year's contest were the Kelso's, first place; Billy Johnson, second; and Whittens, third.

Sunday --

Pheasant Hunt Over For '69

Pheasant season ended Sunday in Parmer County following a nine-day hunt.

Winners of the annual Tail Feather contest in Bovina, held in conjunction with 1969 pheasant season, will be announced in next week's issue of The Blade.

Deadline for bringing in tail feathers to Bovina Gin was Monday, but the Christmas Issue of The Blade had already been "put to bed."

Johnie Horn said nine entries had been received Saturday in the Bovina contest.

The first entry, that of Buddy Clements, measured 24 and three-quarters inches. It was the longest in the contest Saturday.

Sam Garrison had entered a 23 and five-eighths inch feather and Jim Clements had entered a 23 and one-half inch one.

Horn was expecting more entries before the contest closed, however.

Charles Flynn was the winner in 1968 with a tail feather measuring 24 and one-half inches. Cash prizes are offered this year in Bovina's tail feather

Weather
By Willie

No white Christmas this year.

---Billie Sudderth, holiday substitute for Weatherman Willie Williams



WINS SECOND --- The home of the H. H. Kelso's placed second in the Decorations Contest, winning \$15. Other decorations included a large Santa and appropriate complements on the door and porch.

Friday Afternoon --

Santa Charms Children During Visit

With blaring sirens from his firetruck transportation, Santa Claus was whisked into Bovina Friday afternoon for a visit with the young people here.

With plenty of "ho, ho, hos," and hand shaking, the jolly old friend of children everywhere charmed the boys and girls of the Bovina area.

He distributed bags of candy to all the children, assisted by members of Bovina Lions Club.

Arriving at 2 p.m., Santa had plenty of time to hear the orders of the little West Texans before the school age children arrived on the scene.

Lines formed after classes were dismissed at Bovina Schools, but Santa had time to talk

with each one individually, he had previously arranged with Bovina to rope off a section in front of the Boy Scouts building on Main Street allowing the children to visit one at a time.

Each child had the opportunity to talk with him without being pushed or crushed in the excitement.

School busses stopped downtown for those children to receive their bags of candy.

Because of lack of snow, Santa was unable to bring his reindeer and sleigh into Bovina. He was brought to town by Bovina Volunteer Fire Department's fire truck.

After a visit of about two hours, Santa continued his journey to the North Pole for final arrangements before making his famous ride Wednesday night.



HO! HO! HO! --- Santa Claus had his work cut out for him when the white-whiskered gent arrived here Friday afternoon aboard the Bovina fire truck. The youngsters leisurely talked to Santa until school was dismissed for the Christmas holidays. Then they lined up to "put in their orders." Not only did Santa contend with the youngsters, but a few more mature ones had a "word" with him as well.

TEXAS PRESS ASSOCIATION
1969
AWARD WINNER

NEWSPAPER CONTESTS

The Bovina Blade

Second-Class Privileges Authorized at Bovina, Texas, 79009
 Published at Bovina, Texas, Every Wednesday
Dolph Moten . . . Publisher & Editor
Pat Jacobs News Editor

For Area --

New SWPSC Plant Under Construction

More than \$25,000,000 will be invested in new plant and equipment in 1970 to meet the needs for electric power in its 45,000 square mile service area, Roy Tolk, president of Southwestern Public Service Company, announced.

The major project in the 1970 construction program will be continued construction on Jones Station, a new generating station located on the Texas South Plains, near Lubbock. Ground was broken earlier in 1969 on the new plant, which will have an original generating capability of 210,000 kilowatts, and is scheduled to go into operation in mid-1971.

Slightly more than \$4,000,000 of the 1970 improvement investment will go for facilities in the Panhandle Division of the company, made up of communities in the northern and central Texas Panhandle and the Oklahoma Panhandle, including Bovina.

"When it comes to electric service, people are mainly concerned about two things these days, reliability and cost. We share these concerns with our customers. That's why it has been necessary for us to invest an average of 20-million dollars a year in new equipment every year for the last ten years. New equipment improves reliability, adds to efficiency, and, thus, gives us a chance, at least, to fight galloping inflation," Tolk said in announcing the construction program.

"Reliability of electric service is not a national problem, although it has been made to sound like one in recent years. This fear atmosphere, which has been building since 1965, has been largely the product of advocates of government control of business, even though the failure which set off the 1965 blackout originated on a government-owned electric system.

"There are a few areas of the country, none of them close to this region, in which some power shortages may develop in the future. If these shortages do come about, one of the reasons will be that some companies

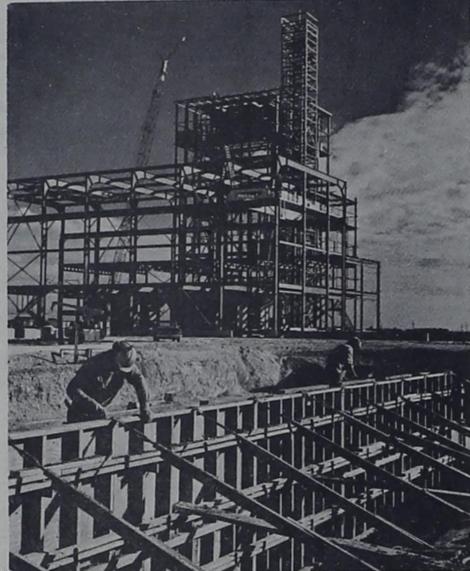
have been prohibited from building necessary plants and transmission lines by special interest groups - a handful of people. It sometimes appears to me that we have quite a few people living in this 20th Century who want all the comfort and convenience of the space age, including low cost electric power, but want the landscape to look the way it did at the time of the landing at Plymouth Rock, with no cities, no railroads or airports, no highways and no power lines," Tolk added.

Tolk asked the press to help draw the distinction between a "blackout" and an "outage". He described a "blackout" as a

shortage of power and an "outage" as a service interruption caused by some other reason than a power shortage.

"Let me say, too, that we won't have any blackouts in our service area in 1970, but we will have some service interruptions. We aren't perfect yet, our reliability records are 99.997, and there will be some times

when we'll have all the power anybody needs, but there'll be a lightning storm or a squirrel in a substation or an equipment failure or a human failure, and we'll have a service interruption for some of our customers. So, interruptions, yes; insufficient power supply and blackouts, no," Tolk concluded.



A MAJOR INVESTMENT --- Southwestern Public Service Company's 1970 construction program is the Clifford B. Jones Generating Station being constructed on the South Plains near Lubbock. The electric company plans to invest more than \$25,000,000 in plant and equipment in 1970.



EXCHANGE GIFTS --- Oklahoma Lane Variety Club exchanged gifts during its Christmas meeting Wednesday in the home of Mrs. L. M. Grissom. Left to right, seated, are Mmes. Retha Bell Grissom, Edd McGuire, Thad Watkins, Carye Christian, Miss Lola Jean Grissom; second row, Mmes. J. R. Caldwell, Gertie Foster and Garner Briscoe; standing, Mmes. G. A. Bandy, Janie Sides, Grissom and George Lindop.

Variety Club Has Party

Members of Oklahoma Lane Variety Club attended the annual Christmas party in the home of Mrs. L. M. Grissom Wednesday afternoon.

Mrs. C. C. Christian of Farwell presented a Christmas devotional and Mrs. Grissom read "Praying Hands." The group exchanged gifts

and drew names for next year. Refreshments included pound cake, applesauce cake topped with whipped cream and cherries, chicken salad sandwiches, jello salad, coffee, tea and orange juice.

Whittlin' --

(Continued from Page 1)

other words, under the present set-up, freight originating from points in Texas may be delivered here by Curry, but not from any place.

That sounds, we know, like a bunch of useless red tape, but that's the way business-people have explained it to us lately. Now it is necessary for the Bovina individual to pick up his freight from outside Texas elsewhere.

That situation, needless to say, needs to be remedied, and the sooner the better. This is of extreme importance to businesses and their customers who are dependent on the freight delivery systems.

 Bill Goldsmith, the welder, lays claim to having the only business in Farwell which has "Bovina" in its name.

After operating Bovina Welding Works here, Bill moved, a year or so ago, to Farwell and continued to operate his business under the same name, even though he was and is headquartered in the county seat.

 Since we've just completed 13 weeks of football game predictions, let us add that Texas will win over Notre Dame in the Cotton Bowl in such a manner that the people in other parts of the country will have more respect for Southwest Conference football. The Irish will be fired up certainly, but so will the SWC champions and the "Horns, we predict, had their "bad" game earlier this month against Arkansas.

Tell 'em you read in The Blade that Texas would win the Cotton Bowl game.

Merry Christmas!

COURTHOUSE NOTES

Instrument report ending December 20, 1969, in County Clerk Office Bonnie Warren, County Clerk.

WD, Ruby Della Hathcock, Ruby Della Hathcock, NW 1/4 Sect. 18 & E 80 ac.

WD, John E. Bingham, Jon Mack Roden, NE 1/4 Sect. 12, T11S, R3E

WD, William H. Sheehan, Ray D. Fleming, Tract 24, Blk. 1, Western Add, Friona

WD, Bovina Wheat Growers, Ben Finch, Lots 1 & 2, Blk. 39, & 39 Bovina

WD, Deaf Smith County Elec. Coop., Deon Awtrye, Pt/SE 1/4 Sect. 1, T3S, R3E

TODAY... WHEN BUYING WOMEN'S OR CHILDREN'S APPAREL LOOK FOR THIS LABEL - THE SYMBOL OF DECENCY, FAIR LABOR STANDARDS AND THE AMERICAN WAY OF LIFE.

First State Bank Presents -- COW POKES By Ace Reid



"Yes, yes, I'm gonna ride yore ole bronc, but I just remembered I ain't seen my dear old Mother in eight years and I'm gonna pay her a little visit!"

You're Invited! -- Before you go on a visit, have Christmas punch and cookies with us Christmas Eve morning, Dec. 24 --

First State Bank OF BOVINA MEMBER FDIC

A Happy Christmas



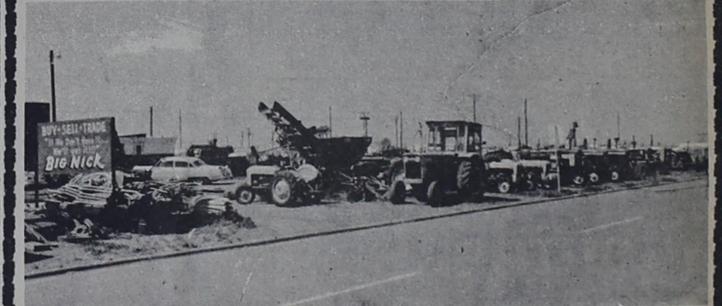
As the Christmas Season approaches we think of the Joyfulness of the occasion and of a firm hopefulness for the future -- This is the time when the warmth and sparkle of friendships is radiant everywhere. Smiles are brighter . . . handshakes more hearty.

To make others happy is the achievement of the day . . . A word of cheer and encouragement to make the season more enjoyable. So we extend our best wishes in the hope that they will add to your pleasure on this grand occasion.

We Will Be Closed, Thursday & Friday, Dec. 25 and 26, So Our Employees May Enjoy The Holidays With Their Families

Bovina Restaurant
 The Mutt Grahams
 Highway 60 Bovina

Ho! Ho! Ho!
 Here Comes **BIG NICK**
 with His Christmas and New Year's **MACHINERY BARGAINS!**
 Season's Best Wishes To Everyone --



Christmas Special
 Brand New 4-Row Caldwell Shredders
\$1000. Each While They Last
 List Price \$1560. Save \$560.

"IF WE DON'T HAVE IT - WE'LL GET IT"
BIG NICK FARM MACHINERY
 Highway 60-Bovina-Phone 238-4861

Friday --

Students Give Talent Show

A talent show Friday morning in Bovina Schools raised money for the Grace Paul Fund under sponsorship of the Student Council.

REC Awards Service Pins At Party

Employees and Directors of Deaf Smith Co. Electric Co-operative gathered at the Hereford Country Club last week for their annual Christmas party. Dale and Wanda Glasson from Amarillo and Corky Brown from Gorman entertained with special music.

Earnest Langley, attorney for the Cooperative, served as master of ceremonies. Service award pins were presented to a number of employees and directors for tenure, totaling 85 years of service. Board president, Sloan Osborn of Friona, received a 30 year pin; secretary, Tom Draper of Hereford, a 20 year pin, and director A. W. Anthony, Jr., of Friona a 5 year pin.

Employees receiving pins were Boyd Collins and Harold Finch, 10 year pins; and Ronnie Bell and Bobby Sessums, pins for 5 years each. Special guests at the party were Mr. and Mrs. Jack Hamill of Friona. Hamill is associated with Hi-Pro Feeds and is the son of REA Administrator, David Hamill.

The program included piano solos by Michele Bonds, Diane Naegle, Cindy Caldwell and Shannon Taylor, and a piano duet by Suzanne Wilson and Denise Clements.

Songs were presented by Mrs. James Andrews' third grade class, Cathie Trimble and Tammi Russell, Bruce Caldwell and Phil Sorley, and the senior girls.

The senior boys gave a skit, "Twas the Night Before Christmas" complete with Santa Claus portrayed by Stephen Sherrill. The entire school sang, led by various teachers and students.

Stuart McMeans, president of the Student Council, was master of ceremonies.

52nd Year Celebration At Community

The Oklahoma Lane community will have its 52nd annual Christmas celebration Christmas Eve (December 24) at 7 p.m. according to Vernon Symcox, president of the community organization.

The celebration will be held at the community center with Mrs. Harold Carpenter in charge of the program. Concluding the celebration Santa Claus will appear to pass out treats to all of the youngsters.

Seven Injured --

Two November Wreck Deaths

The Texas Highway Patrol investigated 13 accidents on rural highways in Parmer County during the month of November, according to Sergeant W. E. Wells, Highway Patrol Supervisor of this area.

These crashes resulted in two persons killed, seven persons injured, and an estimated property damage of \$12,890.00.

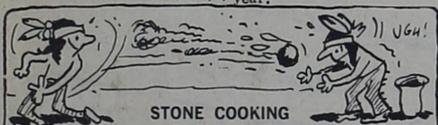
The rural accident summary for this county during the first 11 months of 1969 shows a total of 135 accidents resulting in six persons killed, 85 persons injured, and an estimated property damage of \$102,412.00.

Once again in Texas we are approaching the most joyful season of the whole year,

Christmas. However, traffic-wise the month of December has proven to be the most destructive month to the life of mankind -- "Death by a Motor Vehicle."

In 1968, two traffic records were set in Texas; the month of December had the highest traffic fatality number of 369 as compared to 341 during December of 1967. The second record was 3481 traffic deaths for the year as compared to 3367 traffic deaths for the year 1967.

What is the outlook for the year 1969? The Sergeant stated, "the Texas death count for the beginning of December, 1969 is 125 more traffic deaths as compared to the same time last year."



STONE COOKING

Among American Indians, some baskets were lined with clay and used in cooking. These vessels were not placed directly over a fire. Contents were heated by dropping hot stones in the baskets.



Season's Greetings

To Our Friends:

At this happy holiday season, we are glad to put aside the routine of business to extend to you our good will and appreciation of our association during the year.

One of the genuine pleasures in doing business is the friendships that are developed and we are grateful for yours.

We take this opportunity therefore to extend to you the Season's Greetings with the profound hope that the New Year will bring you a full measure of Good Health, Happiness and Prosperity.

ATEX

Fina Station

Bovina, Texas

New Every Day Low Prices! **Shurfine Coffee** 1 lb. Can **69c**

FRYERS USDA Graded Whole - lb. **29c** **COFFEE** All Popular Brands lb **79c**

Food King Sliced **BREAD** 4 1/2 lb. Loaves **98c** **CRISCO** 3 lb. Can **79c**

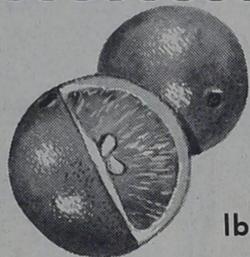
Tide Giant Box **89c** **SUGAR** Holly or Imperial Bag 5 lb **59c** 10 lb. Bag **\$1.18**

New! Every Day Low Price -

CIGARETTES Regular and King **\$3.79** Carton 100's **\$3.89** Carton **40c** Pkg.

Wilson's Wisdom:

Knowledge comes from taking things apart. Wisdom comes from putting them together.



California SunKist Navel Oranges lb. **15c**

Morton Frozen Pumpkin PIES 20 oz. Size **29c**

Lindsay Pitted Large Ripe Olives No. 300 Can **49c**

SPECIAL! TODAY AND EVERY DAY OUR ENTIRE STOCK OF... FRIENDLIEST WISHES TO ALL OUR WONDERFUL CUSTOMERS!



FREE SHEETS, BASKETBALLS, RODS & REELS, DOLLS, FOOTBALLS, LADIES HOSE WHEN YOU SAVE SHURFRESH COUPONS

Shop These Specials at Wilson's Friday thru Wednesday, Dec. 26-31 We will Be Closed Christmas Day

For Good Luck Throughout The New Year -

Shurfine Black Eye Peas Fresh Shelled 2 No. 300 Cans **29c**

Shurfine Strained Cranberry Sauce 2 No. 300 Cans **45c**

Shurfine 3-Sv. Cut Green Beans 3 No. 303 Cans **49c**

Fresh Produce

California Red Emperor Grapes lb. **19c**

Fresh Green Onions Bunch **9c**

Portales Sweet Potatoes lb. **12c**



Quart Jar **39c**

FREE SHEETS, BASKETBALLS, RODS & REELS, DOLLS, FOOTBALLS, LADIES HOSE WHEN YOU SAVE TenderCrust Coupons

Wilson's Fine Meats

Fresh Shoulder Beef Short Ribs **59c** lb. **29c** lb. **59c** lb. **29c**

Shurfresh FREEZER BEEF Half or Whole - Cut & Wrapped USDA Good lb. **55c** USDA Choice lb. **56c** Now Wrapped In Avisco Film For Protection Against Freezer Burn.

Bacon 1 lb. Pkg. **79c**

Coca-Cola Reg. or King Size 2 6-Bottle Cartons **89c** Plus Deposit

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



WILSON'S



SUPER MARKET Bovina

Phone 238-4781

Discount Prices PLUS Gunn Bros. Stamps

Cook's Corner



MRS. J. E. OWENS

Most of Mrs. J. E. Owens' cooking has been done in Bovina. That's because she has lived here since 1930.

Born in Seymour, Mrs. Owens moved here with her father, the late W. C. Dalton. She met Jim Owens at the Hub Community and the couple was married in Clovis.

Mr. Owens farms northeast of Bovina, the site of the family's annual garden. During the summer, Mrs. Owens has plenty to do canning and freezing food raised on the farm.

One of Mrs. Owens' hobbies is sewing and she has been doing plenty of that for Christmas.

The Owens have two children, Mrs. J. D. (Bertha Lou) Kelley of Texico and Don Owens of Farwell, and six grandchildren. The group will spend Christmas Eve here with their parents.

In addition to sewing, Mrs. Owens enjoys quilting and still belongs to a quilting club in Bovina. It's not only the hobby she enjoys, but visiting with the members, some of which she only sees at the meetings.

A member of the First Baptist Church in Bovina, Mrs. Owens works with the Nursery Department.

One of the recipes she submits, corn dressing, is perfect for "that extra dish" when the family gathers for a meal.

- Corn Dressing**
- 1/2 lb. sausage
 - 1 can cream style corn
 - 1 medium onion (chopped)
 - 1 sweet pepper
 - 2 slices bread, crumbled
 - 2 eggs (well beaten)
 - 1 t. salt
 - 1 boiled egg
 - dash pepper
 - 1 c. hot water

Mix all together and put in

We Care

- *About You
- *About Your Clothes

Dilger's

CLEANERS

Of Interest To THE WOMEN

Open House Held Here

Open house was held at the home of Mr. and Mrs. Vernon Estes Sunday, Dec. 14, the couple's traditional Christmas occasion.

Mrs. Kent Glasscock and Mrs. R. L. Dobbs of Clovis assisted with hospitalities.

The serving table, laid with a red and gold Christmas cloth, was centered with red, green and gold holiday arrangement. Coffee, hot cranberry tea, fruit cookies, candy and nuts were served from silver appointments.

A large number of friends called during the afternoon.

- 1 t. soda
- 1/2 c. buttermilk
- 1 t. vanilla
- Sift flour, measure, resift with sugar and salt. In a sauce pan, put oleo, shortening, water and cocoa. Bring to a boil and pour over flour and sugar mixture. In another bowl put eggs, soda, buttermilk and vanilla. Mix and add to the above mixture and mix well. Bake in a greased and floured shallow pan (15 1/2x10 1/2) one inch deep. Bake for 20 minutes at 350 degrees or until done. During the last five minutes of baking start icing.

Chocolate Frosting
1 stick oleo
3 T. cocoa
6 T. milk
1 box powdered sugar
1/2 c. pecans (chopped)
1 t. vanilla

Mix oleo, cocoa and milk in sauce pan. Heat over low flame but do not boil until melted. Remove from heat. Add powdered sugar, pecans and vanilla. Mix well. Frost cake as soon as removed from oven. Cut cake in squares to serve.

Pecan Roll
Butterscotch fudge, caramels and pecans team up for this treat.

- 1 - 12 oz. package butterscotch fudge mix
- 28 vanilla caramels (8 oz)
- 1/4 c. milk
- 1 1/2 c. chopped pecans

(Continued On Page 3)

Scoopin' - - - - - By Pat Jacobs

Following is a letter intended for an accounting firm during this Christmas season, ironically pointing out government "red tape."

North Pole, 97301
December 12, 1969

Dear Sir:

Your office has been recommended to me for assistance in this time of need. I have received an audit letter for Internal Revenue Service and since this is my busy season, I thought you could handle the matter for me. First of all they have questioned my deduction for uniforms. It seems that my uniform could be considered "ordinary street wear", because so many of them are seen on street corners at this time of the year. In addition, the Revenue Service is quick to point out, if the uniforms are not deductible, neither is the cost of cleaning. And you know how inconsiderate people are about their chimneys these days.

The second item questioned is meals. Since I am "not away from home overnight" (only 9:30 p.m. till 5:20 a.m.) they tell me my meals are not deductible. Apparently there is no question about the 4 bales of hay used on last year's trip as this is "allowable travel expense", although I understand I could have claimed 10¢ a mile for the first 15,000 miles and 7¢ thereafter.

Also, certain business expenses have been questioned as whether they are "reasonable and necessary". The first item is salary expense for 285 elves. Believe me, with the population explosion and all, I don't see how I could get along with any less. The other item questioned is "entertainment expenses". It seems that I must show a "business purpose for each gift and I am limited to \$25.00 per person. The business purpose for each gift may be a little difficult to prove, considering it is more or less a birthday celebration. However, I will be more than happy to limit the gifts to \$25.00 per person.

There seems to be a questionable item on my depreciation schedule. They say in their letter that "live-stock" may only be depreciated if they are for "draft, breeding or dairy" purposes and that gender of the reindeer is not indicated on the return, thus the exact use of the animals is not known.

The auditor included a note that it would seem that (a) the animals should have been fully depreciated by now because it seemed that they had been around quite some time and, (b) that "Rudolph" should be charged to advertising since he was not part of the original herd.

I am enclosing my prior year's returns and the books, records and cancelled checks on this year. I hope that your office will be able to handle this matter for me. If not, see if you can delay or postpone the matter until after January 1, for I would be unable to pay any deficiency until that time, as my Christmas Club check was missent because of the wrong Zip Code.

Yours for a very Merry Christmas,
Santa Claus

An extra special kind of Christmas greeting is in this year's edition. It was sent from Vietnam to a wife and daughter, since "shopping is a little difficult over here."



COFFEE --- Mrs. Leon Ware serves a guest, Mrs. Leslie McCain, at a Christmas coffee Wednesday morning in the Ware home west of Bovina. Cake, cookies, coffee and hot cider were served from silver and crystal appointments.

Lincoln's cabin was made of logs from the American white oak.



The Spudnut Shop

MERRY CHRISTMAS

Lula and Odis White

St. Ann's Society Holds Christmas Party

St. Ann's Society held a Christmas party recently following a short business meeting in the Parish Hall.

Games were played and gifts exchanged.

Attending were 15 members, Father Gerald Dunford and Brother Larry and two guests, Father Owen and Mrs. Wayne Jesko.

During the business meeting Mrs. Dan Koelzer and Mrs. Gene Schacher were designated to take up gifts for the month of January.

Mrs. Edmund Kitten will be in charge of laundry for Jan-

uary. A report was given by Mrs. Larry Jesko and Mrs.

Ben Rejino on the new draperies which are being purchased for the rectory. Plans are to

have them up before Christmas. Apples were donated for the Christmas bags which will be prepared for the children of the Parish.

Decorations and cleaning of the church for Christmas was held on Friday.

Refreshments were served by the hostesses, Mrs. Helen Fangman, Mrs. James Ball,

Mrs. Ben Rejino and Mrs. Leo Ruzicka, according to the reporter, Mrs. Leon Schilling.

Son Born To Bacas

Mr. and Mrs. George Bacas are parents of a son born at 1:43 a.m., Dec. 17, in Parmer County Community Hospital.

Named Patrick Thad, the new arrival weighed six pounds, one ounce.

He has two sisters, Renette and Janet.

Grandparents are Mr. and Mrs. Fidel Baca of Bovina and Mr. and Mrs. Charlie Sena

First State Bank of Bovina

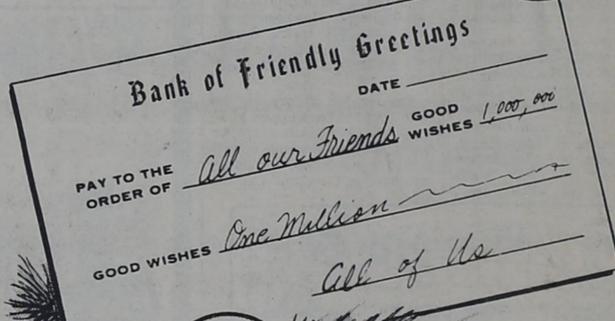
Cordially Invites All Friends and Customers to a Wassail Bowl -

Christmas Punch & Cookies - Wednesday Morning Christmas Eve, Dec. 24

We will close at noon Wednesday, Dec. 24 for the convenience of our employees.

Normal Banking Hours Will Be Observed Friday, Dec. 26 and Saturday, Dec. 27

HEARTILY ENDORSED BY ALL OF US



Our Best Wishes for Your Christmas

First State Bank of BOVINA

- | | |
|-------------------------------------|------------------|
| Officers | Directors |
| L.M. GRISSOM, Chairman of the Board | ROBERT ESTES |
| ROBERT ESTES, President | L.M. GRISSOM |
| BOB McLEAN, Vice President | BOB McLEAN |
| JERRY WRIGHT, Cashier | G.F. TRIMBLE |
| | ROBERT E. WILSON |

EMPLOYEES

Bob Estes, Jerry Wright, Delores Ivy, Gene McDaniel, Alicia Bailey, Brownie Floyd, Nelline Spicer.

noël

At this season of joy our Heavenly Father, we render thanks to Thee for the gift of eternal life given so freely in the person of Thy Son, Jesus Christ. May we humbly, by faith accept Thy gift. Amen.



At Program --

Law Officers Reveal Area Drug Problem

"Drugs and drug pushers are a cancer to our society and must be cut out. You and I can do something about it," said speakers to Bovina citizens last week.

Drugs and their effects was the topic of the program Wednesday night in Bovina Schools cafeteria presented by Deputy Sheriff Travis McPherson of Deaf Smith County and Lt. Ed Owsley of Hereford Police Department.

About 100 adults and youngsters heard the two men explain the use and danger of nearly every type drug available, all on display for those attending.

McPherson, introduced by City Marshall Ronald Mitchell, said the samples had been ac-

cumulated over the past year or two.

He showed samples of marijuana in leaf form and processed. The drug's price has risen from 75 cents per joint of good marijuana to \$1.50 for "junk".

It is classified as a drug, he said, because reaction to marijuana is unpredictable. However, the marijuana smoker is difficult to detect, because he shows little signs except when walking or driving. Then, he might step out of a third-story window thinking he is on the ground floor -- or might feel he is stepping into a deep cavern when only stepping off a curb.

Also on display was a water pipe used for smoking mari-

juana with wine in the bottom. This is doubly dangerous, McPherson said, because its effects are worse.

"We don't realize we have narcotics in our own homes," he added, "such as weight reducing pills, barbituates, etc. But, this is where many obtain their drugs."

The real problem is when drugs gets into the schools. He cited Hereford's problem during the past year, but feels the drug traffic there is now under control.

Both McPherson and Lt. Owsley told of a recent raid in a Hereford motel when \$20,000 of uncut heroin, or pure opium, was uncovered.

The men were "informed" after a Hereford citizen was approached by the pushers.

They urge all people approached to report incidents to police or law enforcement officers. This is about the only way they have of stopping the traffic.

Lt. Owsley told of a young man picked up in a stolen car, a heroin addict, who was going into withdrawal. He suffered abdominal pains, bleeding from the nose, etc. If doctors had not given him pills to help him through withdrawal, the young

addict would have died, Owsley said.

The young man had received so many injections that each place was abscessed, from his hands and limbs to his neck and face.

"Most drug users come from homes where there is some type of discontent or problem," Lt. Owsley said. "Parents need to set good, clean, Christian atmosphere in the home."

He said if parents drink on

Saturday night, the youngsters think it's okay to smoke "grass," or so say most marijuana users.

If young people are shown and told the dangers of drugs, most will decide for themselves it isn't worth it.

"If more youngsters were shown the Holy Spirit instead of a bottle of alcohol, they wouldn't need drugs," Lt. Owsley said.

About a year ago, only a few

Latin Americans were known to be drug users in Hereford. Within 30 days, it had become a major problem within the schools.

He noted the penalties for using drugs, pushing drugs, or transporting them. "Breaking the law is serious regardless of other effects," he said, "because lives are interrupted or ruined by prison terms."

He stated that in Deaf Smith, Farmer and Randall counties

there are currently about 100 known drug users.

Within the past year there have been 35 arrested for drug violations. Of these, 22 were under 25 years of age, most of which were users. The remainder were pushers, between ages 25 to 45.

Lt. Owsley noted that several users have been junior high age students. These started on their road by first "sniffing glue."



DRUG DISPLAY --- Lt. Ed Owsley of Hereford Police Department explains use of water pipe to group of Bovina citizens following a program here Wednesday night. Leaves of marijuana are shown leaning against podium. All types of pills were also on display at the program on drug abuse here Wednesday night.

A New Business — With An Old-Fashioned Holiday Message

Greetings

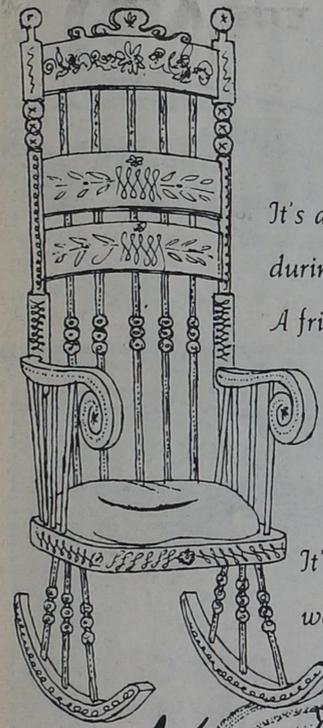


All
Good Wishes for
a Wonderful
Christmas Season

AGRI-SPRAYERS

Bill Thornton - Dick Thompson - Wayne Spears - Doris Strawn
"We Aim To Please"

Pho. 238-4311 - Main Office On Third Street in Bovina - Former C & S Farm
Chemical Location
Phone Tharp 225-4591 - Hanger Two Miles West of Bovina On FM Road 2290



It's a joyous spirit that prevails
during the Holidays.
A friendly smile for all
... a light heart
... a spirit of
good fellowship.
It's a very Merry Christmas
we are sending your way.

Merry Christmas

This holiday season marks our 15th
year in business in Bovina — and
we are especially grateful for your
patronage!

**Southside Service Station
And Grocery**
F.M. Crook, Owner
Bovina

Highway 86



MAKE TRIP --- Twelve people from the Plainview area, four from Bovina, spent a four-day holiday at Nassau in the Bahamas as part of Shell Chemical Company's PLANAVIN (r) "Sunshine Holidays". Part of their expenses were earned through sales or purchase of Shell Chemical's PLANAVIN, a selective herbicide used primarily for the control of weeds in cotton and soybeans. Pictured left to right are: Lee Rollins, Mrs. Lee Rollins, Chuck Stallings, Mrs. Chuck Stallings, all of Bovina; Mrs. Delbert Watson, Tom Fleming, Delbert Watson, Mrs. Tom Fleming, Mrs. Dillard Morris, Dillard Morris, Mrs. Ted Herring and Ted Herring.

Basketball --

Teams Split With Texico

It was a whale of a night at Texico Friday when Bovina Mustangs and freshmen split games with the host teams. The Mustangs lost 66-62 in a high-scoring battle that could have gone either way. Freshmen boys won 54-46.

Putting a damper on the Mustangs was the broken leg Tommy McCormick received during the game when he was slammed into the wall after shooting at the basket.

Bovina led at halftime 27-24, but a Texico spurt early in the third put them ahead by 10 points. Third period score stood at 49-40. It was a catch-up game in the fourth quarter and Bovina finally pulled it out of the fire.

Randy Barrett, Tony Foster and Tommy McCormick scored in double figures.

Freshmen boys led the entire game, winning by an eight point margin.

Benny McCain, Ronnie Steele and Kim Rundell hit the basket in double figures. Others seeing action were Bobby Englant, Larry Wiseman, Widdy Gromowsky, Mike Ware, Jeff McCormick and Cary Moore.

Bovina Teams In Tourney At 3-Way

Bovina Mustangs pulled a win over Plains in the Three-Way Tournament Thursday to get a chance at the championship. They played in the finals Saturday night.

Filles were defeated by Shalwater 46-26 and played Three-Way for consolation Saturday afternoon.

It was a nip and tuck game for the Mustangs, who came out on top of a 53-51 score.

Randy Barrett, Tony Foster and Tommy McCormick scored in double figures.

The Filles' scoring came at the hands of Jan Gromowsky with 17, Cindy Barrett with five, Loy Christian and Barbara Griffith, two each.

The games at Three-Way Saturday finished the pre-Christmas schedule, the next ones set for Dec. 30.



CHRISTMAS FESTIVITIES --- Mrs. Bill Luton, center, a new resident of Bovina, was honored with a get-acquainted Christmas coffee Friday morning. Hostesses were Mrs. Cap Naegle and Mrs. G. D. Anderson, Jr.

Coffee Fetes Mrs. Luton

A coffee honoring Mrs. Bill Luton was held in the home of Mrs. Cap Naegle Friday morning.

Assisting with hospitalities was Mrs. G. D. Anderson, Jr. Guests attending the Christmas coffee were from Bovina and Farwell.

Laid with a red cloth, the serving table was centered with an arrangement of fruit and red

tapers. Guests were served from crystal and copper appointments. Christmas coffee cake, fruit bits, sausages, coffee and punch were served from 10 a.m. until 12 noon.



"The only safe thing to do behind a person's back is to pat it."



Reflections From The Blade

TEN YEARS AGO Dec. 22, 1959

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

Thieves made a sweep down Highway 60 Thursday night, taking two mats from behind the Dairy Freeze and rifling a soft drink machine at Bonds Oil Co. Service Station.

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

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

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

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

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

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

Mrs. Sid Thomas' Rebekah Sunday School Class of First Baptist Church observed "hubby" night Thursday with a social in the home of Mr. and Mrs. C. L. Murry.

Mrs. Lloyd Battey, formerly of Bovina and currently living in Hereford, entertains ladies of Dorcas Circle of Bovina Methodist Church Wednesday.

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

Bovina Welding Works
Bill Goldsmith
Farwell, Texas
and
Tommy's Auto Repairs
Highway 70-84 East - Farwell

Games Set
Along with other students, basketball players get an extended Christmas holiday. Ten days lapse from the end of the Threeway tournament until the next game on Dec. 30.
Bovina teams go to Lazbuddie Dec. 30 for varsity tilts. Then on Jan. 2, the teams return games at Hart. This will be the last game before district competition begins January 5 against Kress teams here.

On The Farm In Parmer County
By RONNY McNUTT
County Agent

YIELD GRADES OF BEEF CARCASSES TELL THE STORY
Are all beef carcasses the same? The answer, says Frank Orts, Extension meats specialist, is an emphatic "NO."
Research has shown that there can be as much as \$175 difference between two beef carcasses of the same weight. Of course, this is a very unusual difference but differences of \$30-\$50 are not uncommon.
The USDA reports that for each one per cent increase in the percentage of edible meat from the chuck, loin, rib and round, there is a value difference of nearly \$2 per hundredweight of carcass. Therefore, if two 600-pound beef carcasses have a percentage difference of

five per cent in the yield of boneless, closely trimmed steak and roast meat from the chuck, loin, rib and round, then the higher yielding carcass would be worth \$10 more per hundredweight or 60 total dollars.
The difference between two carcasses of beef was accounted for by the amount of fat on the outside of the carcass, around the kidney, pelvic area and the kidney, pelvic area and chest cavity, as well as the musing displayed in the rib-eye.
The greatest influence on the yield of steak and roast meat, is more highly influenced by the amount of fat on the outside and inside of the carcass.
The USDA yield grades assigned the carcasses were based on the above information. These yield grades are 1, 2, 3, 4 and 5, with the lower numbers indicating carcasses with the highest percentage of lean-fat ratio.
According to USDA figures, approximately 21 per cent of the quality graded beef in the U. S. is also yield graded; however, in Texas more than half of the carcasses are also yield graded which indicates wide usage of this grading system.

With sincere appreciation of your friendship and good will we extend to you

BEST WISHES FOR A HAPPY HOLIDAY

FIRST FEDERAL
SAVINGS & LOAN ASSOCIATION OF CLOVIS
HOME OFFICE: 801 Pile St. CLOVIS, N. MEX.
BRANCH OFFICE: 2nd and Abilene St. PORTALES, N. MEX.

BUNDLES and BUNDLES of Christmas JOY

Ever mindful of your friendship and good will, we wish you and yours a most Happy Holiday with the realization of dreams far beyond all expectations.

SEASON'S GREETINGS Gateway Produce Co.
Charlie Flynn — Bovina, Texas

Merry Christmas Friends!

PARMER COUNTY CATTLE CO. INC.
COMMERCIAL CATTLE FEEDING

... And our sincere best wishes for you and yours during the New Year —

Parmer County Cattle Co.
Phone Tharp 225-4400
C. C. "Cap" Naegle, Mgr.- Res. Pho. 238-4041
On Highway 60 Between Bovina & Farwell

MERRY CHRISTMAS

AND *Thank You* FOR YOUR FINE PATRONAGE AND GOOD WILL

ELCOR Chemical Corporation
Anhydrous Ammonia - Liquid and Dry Fertilizers
FM Road 2291 West - Phone 238-6191
Dickie Steelman

Santa Letters

Dear Santa,
My name is Terry Glasscock. I'm nearly three years old. Please bring me a sack of toys.
Don't forget my baby brother, Todd.
I love you,
Terry

Dear Santa,
My name is Charlie and I have been a pretty good boy only part of the time.
I would like a trampoline, a mighty loader and a trampoline.
Charlie Trimble

Dear Santa,
I am six years old. I will go to school next year.
Would you please bring me a new "born baby." Bring my little brother a play stool airplane.
And Santa, don't forget the other children that love you too.
Thanks for letting me write to you.
Diane Heard

Dear Santa,
I am three and one-half years old and I have a sister, Katrina, who is seven months.
I have tried to be good, but a boy my age can't always be good. I would like to have a bicycle, a sand lot slugger, a doctor kit, a Bible and some clothes.
Please bring my sister a soft, cuddly doll and some other baby toys. She would like some books for babies and some clothes too.
Thanks, Santa, for remembering us. There will be some cookies and hot cocoa for you on our kitchen table.
Shawn and Katrina Read
P.S. Please bring our Daddy a can of green beans.

Dear Santa,
I love you and I have been a nice boy most of the time. I would like for you to bring me a bike for Christmas and to go by the Sporting store and see if they have some football cleats little enough for me, size 11 and one-half.
I have a little brother named Chet and he has been pretty good most of the time too. He would like a tricycle.
Santa, I sure hope you are not sick. You were skinny when I saw you last Saturday. I am six years old. Chet is 21 months.
Love,
Daryl Hawkins



OPEN HOUSE --- Mr. and Mrs. Earl Whitten entertained friends Thursday and Friday nights with open house at their home in the Ridgelea Addition. Mrs. Leon Ware, left, assisted with hostalities both evenings.

SPECIAL ATTENTION!

These two words have always been an important part of every workday here at our shop and they have special meaning on this special day too!

We think we're pretty lucky. In the past you've given us the pleasure of your friendship and the treasured opportunity to serve you.



So, on this day we're proud to say thanks and wish you

MERRY CHRISTMAS

Glenn Ritchie's
Southside Motor Supply
Dimmitt Highway - Bovina

Dear Santa,
My name is Elyse Moody. I am six years old. Please bring me a birthstone ring and a baby doll. My birthday is in June. Don't forget my little brother Robble, who is four. He wants a Hot Wheels set and some cake mixes with some pans to mix them in.
We love you. I'll leave you some cookies and milk beside the tree.
Love,
Elyse and Robble

Dear Santa,
My name is Becky. I am almost three years old. My mother and daddy said that I have been a real sweet girl. Please bring me a stuffed Humpty Dumpty, a baby doll and a guitar. Also, don't forget my new baby brother, Kendall. He's a real sweet little boy too.
I love you very much. I'll see you Christmas Eve.
Love,
Becky

Dear Santa Claus,
Please bring me a gum machine, a sewing machine, an iron and ironing board.
Please bring Sharla a music box, a stuffed animal and a teething ring.
I have tried to be a good little girl and Sharla has been a good baby. She does not cry all the time.
We live at Easter. We will leave some cookies and milk by the Christmas tree.
Love,
Vonda Richards

Dear Santa Claus,
I would like a baby catch-a-ball, a watch, some black patent boots, size 13D. How is Rudolph and the other reindeer?
Love,
Denise Read

Dearest Santa,
I have been very good this year. Please bring me a Dallas Cowboy football suit. I would also like to have a service station. Please bring me some little "extras" if you have them.
I love you Santa,
Jon Lin Riddle, Jr.

Dear Santa Claus,
I'm a very good girl. Please bring me a baby bed and Baby Giggles, also a stocking with lots of candy. Jon wants a stocking too.
Thank you,
Casey Dee Riddle

Dear Santa,
I want a stingray, and racer and watch and football suit. I like you. I am nice. Do you like me?
Love,
Eddie Don Lide

Dear Santa Claus,
I want a talking Barbie. I want a pair of house shoes. I want pajamas.
I love you,
Cynthia Dee Green

Dear Santa Claus,
I would like a Tonka loader, and a Tonka dump truck, and a Tonka crane.
Your friend,
Blake Sudderth

Dear Santa,
I want a drum set and a set of walkie talkies too. I want a kookie carnival game, and a train and a track. I will leave something for you.
Love,
Jimmy Dale Rhodes

Dear Santa,
Please bring me an Ezy Baker. I have been trying to do my work in school. I am seven years old.
I wish you a Merry Christmas.
Belinda Shelby

E. Whittens Host Open House Here

About 225 people attended open house Thursday and Friday nights in the home of Mr. and Mrs. Earl Whitten.
Guests were served from a table covered with a white cloth and centered with an arrangement of holly and red carnations. Red tapers in silver candelabra completed the decor.
Mrs. Leon Ware and Mrs. Oakley Stevenson served guests from silver appointments.
Cake, sweet breads, mints, finger sandwiches, nuts, coffee and tea were the refreshments.

Dear Santa,
I want a football and a basketball and a bike with the hand control on it.
That is all I want for Christmas, but I have a brother and some sisters that would like to have some dolls and stuff.
We have all been good kids so be sure and come to see us.
Love you,
Kevin

Meaning More
from
Year to Year
Merry Christmas!

To my wife, Pat, and daughter, Linda.

Roger L. Simmons
SSgt. USAF
Bien Hoa, Vietnam



Merry Christmas To Every One

Project Christmas Card

The people whose names are listed here have cooperated with Project Christmas Card by contributing the money usually spent for cards and postage to a special fund which will be used toward the indebtedness of Bovina's community clinic and to aid in the financing of the Grace Paul Scholarship Fund.

THIS IS THEIR CHRISTMAS CARD TO YOU!

- Barbara J. Patterson
- Dean, Juanita, and La Juana Hastings
- Mr. and Mrs. C. R. Elliott
- Mr. and Mrs. Monty Corbin and Greg & Glenn
- Mr. and Mrs. Ben Rejino
- Dickie, Bonnie and Hollie Clayton
- Snodgrass Family
- C & H Irrigation, Chester Rogers
- Fantasy Beauty Salon, Lillian Rogers
- The V. C. Willards
- The Bob Estes Family
- First State Bank
- Jerry & Carole Jean Wright
- Woodrow, Gladys & Joe Pat Wright
- Mr. and Mrs. J. T. Hammond
- Bovina Implement Co.
- Mrs. Pearl D. Hastings
- Mr. and Mrs. Charles Hawkins and Girls
- Mr. and Mrs. Jack Clayton
- Lawlis Gin
- Mr. and Mrs. Ovid Lawlis
- Earl, Norma & Bret Whitten
- Mr. and Mrs. Ike Quickle
- Mr. and Mrs. Charles A. Ross
- Mr. and Mrs. R. V. Ivy
- Mrs. J. R. Caldwell
- The Clements - Jimmie, Gwen, Denise, Buddy & Janie

- Mr. and Mrs. L. F. Jacobs & Family
- Mr. and Mrs. J. E. Owens
- Mr. and Mrs. Jesse Walling
- Mrs. J. P. Macon
- The Leslie McCains
- Dolph, Sue, Mat & Beth Moten
- Henry & Grace Ivy
- Mr. and Mrs. Hylton Moore
- The A. L. Nuttall Family
- Sherrill Lumber Co. - Mr. and Mrs. J. E. Sherrill, Jr. & Family
- Mr. and Mrs. L. M. Grissom
- J. D. Lilly, Debra, & Randy Kirkpatrick
- Mr. and Mrs. Buck Ellison
- Mr. and Mrs. Leon Grissom and Family
- Mr. and Mrs. George Cervantez and Danny
- Mr. and Mrs. Tom Ware, Kim and Pat
- Keith, Laqueta, Tim, Doyle and Donell Garner
- The Penny Anderson's & David
- Bill & Erma Bradshaw
- Sonny, Dot & Jerry Roach
- Mr. and Mrs. Travis Lloyd
- Mr. and Mrs. Glenden Sudderth & Boys
- Neal & Bert Mager, Granny Gaines - Gaines Hardware Co.
- James, Sandra, Mark & Ted Clayton
- Jon Lin, Brenda, Jon & Casey Riddle

- Mrs. E. M. Ware
- Clarence & Irene Jones
- Rouel & Thelma Barron
- Mr. and Mrs. Billie Sudderth
- Tom Bonds - Bonds Oil Co.
- Kerby Welding Service
- The Al Kerbys
- The Fillpots - Bob, Judy, Bryon and Bruce
- Bovina Insurance Agency
- The Joe Fowlers
- Mr. and Mrs. Joe Pesch
- Amos & Leona Steelman
- Mr. and Mrs. C. F. Hastings
- Mr. and Mrs. Jimmie Heard, Diane & Jimmie Jr.
- J. W. Bell
- Charlie, Carolyn & Edie Owen
- Mr. and Mrs. A. B. Wilkinson
- Mr. and Mrs. Edwin Lide, Eddie Don & Donna Beth
- Mr. and Mrs. Wilbur Charles
- Mr. and Mrs. Paul Jones and Randy
- Earl & Lee Stevenson
- Mr. and Mrs. Reagan Looney
- Mr. and Mrs. Walter Kriegel and Marilyn
- Mr. and Mrs. W. E. Williams
- Don & Gladys Spring & Family
- The Scott Gobers

Sponsored By Bovina Woman's Study Club



At Home In Parmer County

By Janice Miller
County HD Agent

For the special time of year, I'd like to share with you one very happy Christmas. May all of you have safe and happy holidays.

CHRISTMAS IN THE MORNING
copyright 1955 by
Pearl S. Buck

He woke suddenly and completely. It was four o'clock, the hour at which his father always called him to get up and help with the milking. Strange how the habits of his youth still clung to him after 50 years! He had trained himself to turn over and go to sleep, but this morning because it was Christmas, he did not try to sleep.

Yet what was the magic of Christmas now? His childhood and youth were long past, his father and mother were dead, and his own children grown up and gone. He and his wife were alone.

Yesterday she had said, "Let's not trim the tree until tomorrow, Robert--I'm tired."

He had agreed, and the tree was still out in the yard.

He slipped back in time, as he did so easily nowadays. He was 15 years old and still on his father's farm. He loved his father. He had not known how much until one day a few days before Christmas, when he overheard what his father was saying to his mother.

"Mary, I hate to call Rob in the mornings. He's growing so fast and he needs his sleep. I wish I could manage alone."

"Well, you can't Adam." His mother's voice was brisk.

"I know." His father said slowly, "but I sure do hate to wake him."

When he heard these words, something in him woke: His father loved him! He had never thought of it before. He got up quick-after that, stumbling blind with sleep, and pulled on his clothes, his eyes tight shut, but he got up.

And then on the night before Christmas, that year when he was 15, he lay on his side and looked out of his attic window. He wished he had a better present for his father than a ten-cent tie.

The stars were bright outside, and one star in particular was so bright that he wondered if it were really the Star of Bethlehem. "Dad," he had once asked, "What is a stable?"

"It's just a barn," his father had replied, "Like ours."

Then Jesus had been born in a barn, and to a barn the shepherds and the Wise Men had come, bringing their Christmas gifts.

The thought struck him like a silver dagger. Why should he not give his father a special gift? He could get up early,

earlier than four o'clock, and he could creep into the barn and get all the milking done. And he would know who had done it.

He must have waked 20 times during the night. At a quarter to three he got up and put on his clothes. He crept downstairs, careful of the creaky boards, and let himself out. A big star hung low over the barn roof, a reddish gold. The cows at him, sleepy and surprised.

He had never milked alone before, but it seemed almost easy. He kept thinking about his father's surprise. He smiled and milked steadily, two strong streams rushing into the pail, frothing and fragrant. The cows were still surprised but acquiescent. For once they were behaving well, as though they knew it was Christmas.

The task went more easily than he had ever known it to before. Milking for once was not a chore. It was something else, a gift to his father who lived him.

Back in his room he had only a minute to pull off his clothes in the darkness and jump into bed, for he heard his father up. He put the covers over his head to silence his quick breathing. The door opened.

"Rob," his father called. "We have to get up, son, even if it is Christmas."

"Aw-right," he said sleepily.

"I'll go on out," his father said. "I'll get things started."

The door closed and he lay still, laughing to himself. The minutes were endless -- ten, fifteen, he did not know how many -- and he heard his father's footsteps again.

"Rob!"

"Yes, Dad--"

"You son of a--" His father laughing a queer sobbing sort

WANT ADS

BLADE WANT AD rates are six cents per word for first insertion, four cents per word for each insertion thereafter. Minimum rate is 50 cents on cash orders, \$1 on account.

COTTON ALLOTMENT for sale in Parmer County, 2016 acres, 615-pound yield, 17.5 cents per pound. Phone Muleshoe 272-3848. 26-1tp

LOST -- One Montgomery Ward flat-bed trailer with springs. Will appreciate its return. Jack Clayton, phone 225-4140. 26-2tp

of a laugh. "Thought you'd fool me, did you?"

His father sat on the bed and clutched him in a great hug. It was dark and they could not see each other's faces.

"Son, I thank you. Nobody ever did a nicer thing --"

"Oh, Dad." He did not know what to say. His heart was bursting with love.

"Well, I reckon I can go back to bed," his father said after a moment. "No, listen-- the little ones are waking up. Come to think of it, son, I've never seen you children when you first saw the Christmas tree. I was always in the barn. Come on."

He got up and pulled on his clothes again and they went down to the Christmas tree, and soon the sun was creeping up where the star had been. Oh, what a Christmas, and how his heart had nearly burst again with shyness and pride as his father told his mother and made the younger children listen about how he, Rob, had got up all by himself.

"The best Christmas gift I have ever had, and I'll remember it, son, every year on Christmas morning, so long as I live . . ."

They had both remembered it, and now that his father was dead he remembered it alone; that blessed Christmas dawn when, alone with the cows in the barn, he had made his first gift of true love.

On an impulse, he got up out of bed and put on his slippers and bathrobe, and went softly upstairs to the attic and found the box of Christmas tree decorations. He took them downstairs into the living room. Then he brought in the tree. It was a little one -- they had not had a big tree since the children went away -- but he set it in the holder and put it in the middle of the long table under the window. Then carefully he began to trim it.

It was done very soon, the time passing as quickly as it had that morning long ago in the barn. He went to his library and fetched the little box that contained his special gift to his wife a star of diamonds, not large but dainty in design. He tied the gift on the tree and then stood back. It was pretty, very pretty, and she would be surprised.

But he was not satisfied. He wanted to tell her--to tell her how much he loved her. It had been a long time since he had really told her, although he loved her in a very special way, much more than he ever had when they were young.

Ah, that was the true joy of life, the ability to love! He was quite sure that some people were genuinely unable to love anyone. But love was alive in him, alive because long ago it had been in him when he knew his father loved him. That was it: love alone could waken love.

And he could give the gift again and again. This morning, this blessed Christmas morning, he would give it to his beloved wife. He could write it down in a letter for her to read and keep forever. He went to his desk and began his love

Wholesale Prices

- AC Products
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 - Tires, Batteries & Other Accessories
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Bovina

ATTENTION
For part time or full time sales work with World Book Encyclopedia, in this area, write or call

Juanita Bratcher,
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Phone 799-5576
3414 58th St.
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TEXAS OIL COMPANY has opening in Bovina area. No experience necessary. Agent important. Good character a must. We train. Air Mail A. R. Dickerson, Pres., Southwestern Petroleum Corp., Fort Worth, Texas.

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We can build you a new home in Bovina on pavement, ideal for FHA construction. No down payment, low interest rates.

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LAKE PROPERTY FOR SALE -- For lots and/or tracts of land on north shore of new Lake Amistad near Del Rio, see or call Travis Dyer, phone 238-6561. 25-tfnc

FOR SALE -- 10 acres of hybrid, tall-stalk millet bundles. Bob Englant, phone 238-2351. 25-2tp

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Need party with good credit in Bovina area to take over payments on 1968 Model Singer Sewing Machine in walnut console. Will zig zag, buttonhole, fancy patterns, etc. Five payments at \$5.55 or will discount for cash. Write Credit Dept., 1114 19th St., Lubbock, Texas, 79401. 52-tfnc

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We wish to thank all of you for your kindness, flowers, cards and thoughtfulness during our sorrow. We'll always remember you.
Mr. and Mrs. Odis White
26-1tc

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BUY YOUR IMPLEMENTS AT BOVINA IMPLEMENT CO.
BOVINA IMPLEMENT CO.
Hwy. 60-238-2541

Veterinary Medicines
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SUPER SAVEWAY
Bovina

1969 model Design-O-Matic Sewing Machine in optional 8-drawer Early American Cabinet with chair. Buttonholes, fancy patterns, etc. Half paid out. Free Home Demonstration, 20 year parts and service guarantee. Write Lubbock Sewing Center, 1114 19th St., Lubbock, Texas 79401, PO2-3126. 23-tfnc

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FOR SALE
Extra large 3-bedroom home, under 10 years old. Well-located near school. Lots of modern conveniences, priced only \$14,000, which is far below actual value. There is an appreciable size loan with low interest that can be assumed. Many years of happy, comfortable living awaits some family by owning this home.

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A trailer for all your stock needs. See Brooks Davis at American Dusting Co. or Phone 238-6041 or 225-4196. 14-tfnc

To party with good credit, repossessed 1968 model Singer Sewing Machine. 5 payments at \$5.56. Will discount for cash. Write Lubbock Sewing Center, 1114 19th St., Lubbock, Texas 79401, PO2-3126. 25-tfnc

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Whether you're a prize-winning cook or a beginner still having trouble with fundamental sauces, your cooking will respond to a gas range. And, your family will love you for it.

The real secret of better cooking is fast, accurate heat control. And nine out of 10 professional chefs agree that only a gas range gives you the control needed for gourmet meals... that's why so many of them use gas.

A gas range gives you an infinite number of temperature settings, not just a few pre-set push buttons. You can see the blue flame, adjust it, always know how much heat you're getting. And, when you turn on a gas range the flame is there... no waiting for warm-up. Turn it off and the flame and the heat disappear immediately -- precision control for every phase of top-of-range cooking.

There are lots of extras you can get with a gas range, too. Like high-speed infrared broilers, the Burner-with-a-Brain that makes every pot and pan an automatic appliance, automatic controls that start and stop ovens at preselected times and hold food at serving temperature without over cooking, and ovens that clean themselves. All these things to give you greater kitchen freedom.

The fact is that a gas flame cooks better than an electric coil, and costs less too. So, whether you're a prize-winning cook or a beginner, respond to a gas range and your family will respond to you. See your gas appliance dealer.



P
PIONEER NATURAL GAS COMPANY

OF INTEREST TO CATTLEMEN AND FEEDERS OF LIVESTOCK

Livestock is to be rendered as personal property. While there is often a question as to the fairness, tax laws in the State of Texas are very definite as they pertain to livestock. Thus we have no alternative but to adhere to the laws as they exist.

Livestock is assessed for tax purposes according to its location on January 1st, regardless of the owner's residence. All livestock in the Bovina School District on January 1st of this year must be rendered by the owners or those in charge or possession. Taxes will be due the following Fall and payment should be made to this office.

PERSONAL PROPERTY IN THE CHARGE OR POSSESSION OF SOMEONE OTHER THAN THE OWNER SHALL BE ASSESSED TO THE PERSON HAVING IT IN CHARGE OR POSSESSION, (Art. 7160, 7152.) Therefore, if you have cattle on your property or if you are looking after someone else's cattle, you are responsible to this office for the owner's name and address and the number of cattle. Please get this information to this office as quickly as possible so that we may get the ownership confirmed or these cattle may be charged to you. As soon as the ownership of the cattle in your possession is confirmed you will have discharged your responsibility for the tax.

Since by law, the rendering of property is the responsibility of the owner, it is hoped that the livestock will be properly rendered to the Tax Office by all owners. A 100% count is expected. This will prevent inconvenience and liability for feed lot operators and others in charge.

WHENEVER THE TAXPAYER REFUSES TO MAKE RENDITION OR TO SUBSCRIBE TO THE OATH, THE ASSESSOR SHALL PROCEED TO ASSESS THE PROPERTY OF SUCH TAXPAYER, AND THE ASSESSMENT SO MADE SHALL BE AS LEGAL AND BINDING AS IF RENDERED BY THE TAXPAYER. (Art. 7193.)

We appreciate your cooperation of the past and hope that the above information will be of assistance as you plan your feeding operations. For your convenience the form below may be used to return the needed information to the school tax office.

Thank you,

Zoe Clary, Tax Assessor-Collector
Bovina Independent School District

My name & address _____
Owner (if different) _____
Number of cattle _____



THIRD PLACE --- The L. M. Grissoms' Nativity scene took third place and \$10 in the 1969 Decoration Contest sponsored by Bovina Lions Club.

In Conservation --

Program Extension Helps Great Plains

The 10-year extension and broadening of the Great Plains Conservation Program in legislation recently enacted by Congress can mean a doubling of the needed soil and water conservation work on Texas farm and ranch lands, State Conservationist Clyde W. Graham of the USDA Soil Conservation Service says.

The law extending the program, which was launched in 1957 to give landowners in the Great Plains help in building greater stability in farming and ranching enterprises, was signed by the President on Nov. 18. The program had been scheduled to end Dec. 31, 1971 but has now been extended to 1981.

The legislation authorizes an additional \$150 million in Federal funds for the cost-sharing of conservation measures.

In addition to cost-sharing regular soil and water conservation work, the broadened program will provide for the en-

hancement of fish, wildlife and recreation resources on farms and ranches where it will improve the economic condition of landowners. It will also provide assistance on agriculture-related pollution problems in keeping with the programs overall holding.

It also authorizes the Secretary of Agriculture to enter into contracts on land not generally considered to be agricultural but where erosion is so serious that conservation work is needed to protect farm or ranch holdings.

Graham pointed out that the law brings the responsibility of soil and water conservation districts more sharply into focus, stipulating that "approved conservation plans developed in cooperation with the soil and water conservation district in which their lands are situated shall form a basis for contracts."

The state conservationist described the Great Plains Conservation Program as a most useful tool for soil and water conservation districts in their effort to get greater resource and economic stability established in a region recognized for its agricultural risk.

"The success of this program can be assigned to the willingness of landowners to enter into formal contracts with the Secretary of Agriculture to move ahead faster toward completing the conservation job on their entire units," Graham said. "This often includes an agreement to shift cropland to grass where the cropland is incapable of sustained, safe production. The whole idea of the Great Plains Conservation Program is to enable the landowner to make needed changes in his cropping and grazing system, to change the use of his land as indicated by soil informa-

tion, and to install needed soil and water conservation treatment measures."

"Nearly 500,000 acres cropland have been planted to grass in Texas under the program," Graham said. He pointed out that an inventory of conservation needs shows that 571,000 additional acres in the 99 Great Plains counties in Texas need to be returned to permanent vegetation.

State Conservationist Graham said the latest checkup by SCS shows 34,662 farmers and ranches in 424 counties in the 10 Great Plains states have entered the program with holding covering over 62 million acres. More than one-third of the number have finished all needed

conservation work. Federal money obligated for cost-sharing in the program has amounted to nearly \$121 million with about \$29 million still to be paid as owners go ahead with their work.

In Texas, 10,908 farmers and ranchers have signed contracts covering 13.7 million acres and obligating \$37 million in cost-share funds. Nearly 1,200 Texas farmers and ranchers have applications on file to take part in the program.

The seeding of unsuitable cropland to grass, development of water resources, reduction of the soil erosion hazard through various conservation techniques, control of invading brush on rangeland, improvement of irrigation systems to use available water most efficiently, and better grassland management are among steps taken by landowners in the program to create resistance to drought and other emergencies and thereby reduce suffering and financial stress once common in the Plains. Plains farmers and ranchers have returned nearly 2 million acres of hazardous cropland to grassland uses in the program.

Graham said that although the program in Texas has reduced dust storms on the Plains, the job is far from complete. He said a recent survey showed that only 15 per cent of all needed conservation work on the Plains has been done.

Dec. 24 --

Christmas Told By Lutherans

A unique program, "Christmas Around the World", will be presented by the Sunday School at St. John Lutheran Church in Lariat on Christmas Eve, Wednesday, Dec. 24, at 6 p.m. Program directors will be Mary Helen Gohlke and Mary Alice Ramm.

Memories of Christmas in England will be told by Gladys Kaltwasser with the assistance of Bryan Kube, Connie and Cindy Haseloff, Roger and Charles Johnson.

Michelle Seeman will introduce "The First Noel" and Christmas in France. She will be joined by Robert Johnson, Cheryl Gohlke, Weldon Kube and Ruth Ramm.

Members of Pastor Pelman's junior confirmation class will present "Christmas in Germany" by singing "Stille Nacht" (Silent Night) and "O Tannenbaum" (O Christmas Tree).

Holland will be represented by Mrs. Mary Mosman and children assisted by Mary Helen Gohlke.

Christmas in Japan will be told by Alta and Nancy Ramm, Tami and Joe Haseloff and Sonia Kube. They will be coached by Mrs. Chico Thatley of Clovis, a native of Japan, and her daughters. Mrs. Thatley will also furnish authentic Japanese kimonos for all the girls participating in this part of the program.

Mexico will be represented by Adam and Mrs. Flores and their two children from Cannon Air Force Base and by Lillie and Ray Martinez of Lariat. Swedish Christmas memories will be told by Sten Wes-

terberg, exchange student at Farwell High School.

Six negro children, Karroll Rhodes, Sheila Hall, and Curtis, Johnny, Barry and Kelly Lindley will tell about Christmas in Africa. Their presentation will include a candle lighting during which the entire congregation will sing "Silent Night."

Other carols for the congregation include "Joy to the World," "Praise God the Lord, Ye Sons of Man," "Oh Come All Ye Faithful," "Hark the Glad Sound! The Savior Comes," "Hark The Herald Angels Sing," "O Little Town

of Bethlehem," and "Let Us All With Gladness Praise the God of Heaven."

To demonstrate that Christmas is truly a universal festival, celebrated "around the world," the programs will conclude with the first stanza of Silent Night sung simultaneously in five different languages: English, Spanish, German, Dutch and Japanese.

At the conclusion of the program the traditional bags of apples, candy and nuts will be taken from under the lighted Christmas tree and distributed to all children present between the ages of one and thirteen.

Cook --

(Continued From Page 4)

Prepare fudge mix according to package directions. Cook, roll into four rolls each, about 1 inch in diameter. Let set in refrigerator until firm. Melt caramels with milk. Spread rolls with caramel mixture, roll in pecans. Cut in 1/2 inch slices if desired.



OLD-FASHIONED CHRISTMAS -- Meloney Marshall adjusts a hand-made ornament on Bovina Schools Christmas tree. This year the decorations featured strings of popcorn, cranberries, paper chains and ornaments made by students. Adorning the tree was sponsored by the Student Council.

Season's Greetings

Thank you for making this such a wonderful year

Bovina Service Station And Grocery
— Joe Pesch —

Greetings... We extend our sincerest holiday greetings to all our cherished patrons and friends... And in these greetings, we include our heartfelt appreciation of your loyalty and good will. A Joyous Christmas to all.

Don's Medicine Chest
Third St. - Bovina
Phone 238-4901

Don Spring, Registered Pharmacist

At Home, In P.C. --
(Continued from Page 8)

letter to his wife: My dearest love

Then he put out the light and went tiptoeing up the stairs. The star in the sky was gone and the first rays of the sun were gleaming in the sky. Such a happy, happy Christmas!

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IT'S CHRISTMAS
...and may the joys of Christmas abound in your heart always.

Bovina Variety
Virginia and Charles Steele



"It's easier to follow-the-leader, than to lead-the-followers."

Merry Christmas to Everybody

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

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

Birkelbach Machine and Pump

*Gearhead *Pump Repair *Machine Work & Welding

Located West On Hiway 86 IN Bovina
Jack Green - Home Phone 238-4121

Christmas

It's a time when bells ring more splendidly... when men again see the truth of Miracles... when Joy unfurls and faith soars high all through the land.

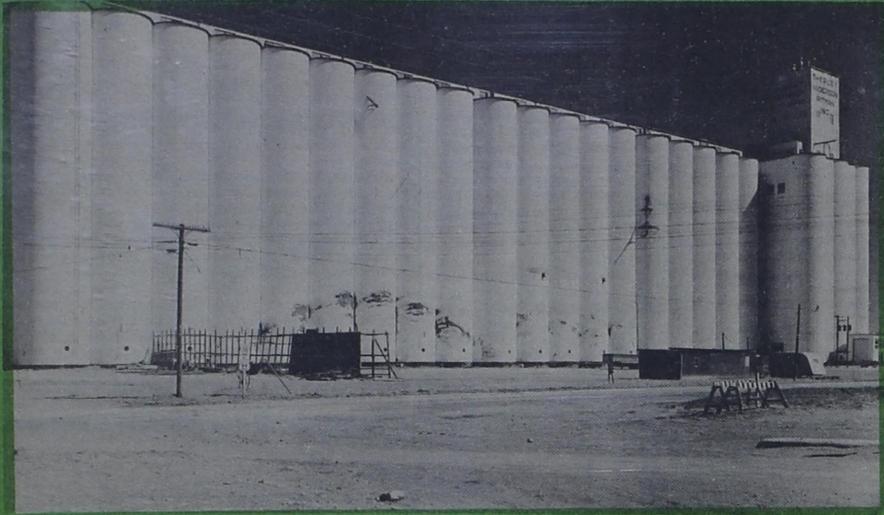
It's a time when the best within us speaks. So light the candles, trim the bough and live the wonder of Christmas.

May this Season be truly filled with all the wonders of Christmas for each of you.

Bovina Implement Co.
--YOUR MASSEY FERGUSON DEALER--
Highway 60-Bovina-Phone 238-2541

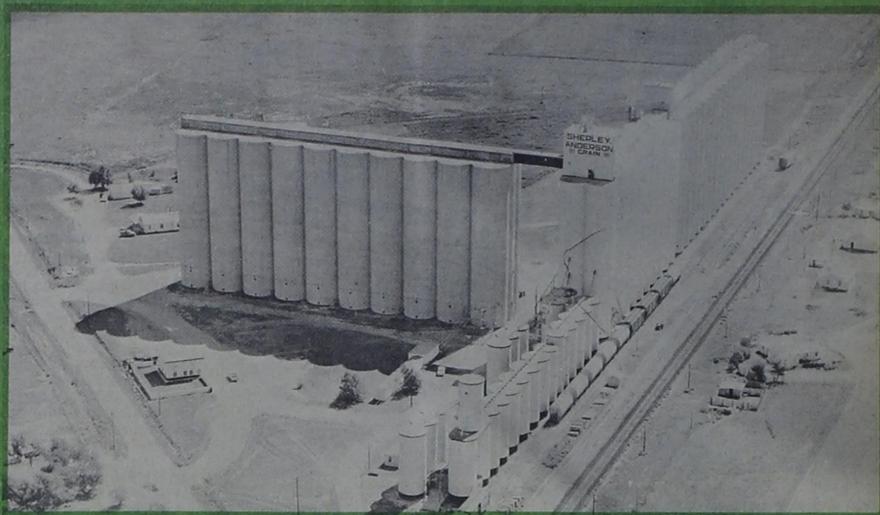
Bedford Caldwell - J. T. Hammonds
Philip Johnson - Dean Stanberry

Merry Christmas *With Best Wishes For The New Year*



Sherley-Anderson-Pitman, Inc. - Farwell

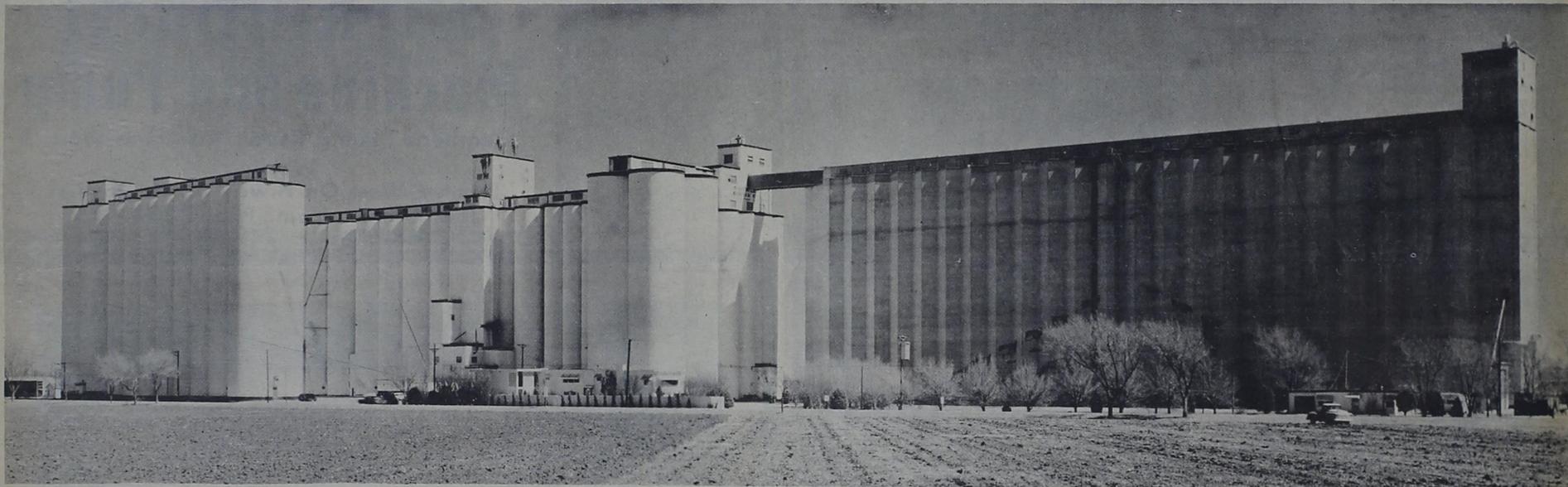
JOHNIE WILLIAMS--FRED CHANDLER



Sherley-Anderson Grain Co. - Lariat

ASA SMITH

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Sherley Grain Co. - Bovina



SHERLEY-ANDERSON RHEA ELEVATOR
JOE ALLEN - RICHARD MORRIS



Sherley - Anderson LAZBUDDIE ELEVATOR

JOE MOORE

WEDNESDAY
In Bovina

Decorations
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Bovina since
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SECTION II

The Bovina Blade

TEXAS PRESS ASSOCIATION
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THE NEWSPAPER
THAT WORKS FOR
A BIGGER, BETTER
BOVINA

"In The Agricultural Center Of Parmer County"

WEDNESDAY, DECEMBER 24, 1969

Bovina, Texas

VOL XV, NO 26

In Bovina Area --

Past Decorations Emphasis Nativity, Santa Hold Contest For 14 Years

Decorations contests have been held each Christmas in Bovina since the first one in 1956.

The annual Yuletide event began that year when the Bovina Jaycees adopted the contest for its seasonal project. The first year only two top prizes were awarded with a total of \$25 prize money.

A few years later the Bovina Lions Club assumed responsibility for the contest, which has continued to flourish through 14 years. Prize money now awarded for the contest totals \$50 yearly.

It would be difficult for a

judge to determine which of the decorations have been the best through the 14 years, or which theme has been more popular. Both the nativity and the Santa themes have figured into the winners, although on occasion neither was highlighted in the decors.

Mrs. Paul Jones was the first winner in a Bovina Decorations Contest back in 1956. She received \$15 for her home decor, which featured a black door with Santa outlined in white and "Merry Christmas" in red letters.

Mrs. L. C. Moore was the other winner and was awarded

\$10. Her home featured lights around the porch, a tree and other decorations showing through the window.

The list of winners swelled to three the next year, 1957, when Mrs. O. W. Rhinehart won first, Mrs. Jones second, and Mrs. Harold Hawkins, third. No description of decorations are available for that year.

A Santa, with a sleigh full of toys flanked by a lighted Christmas tree was first place

winner for Mrs. Buck Ellison in 1958. Second place went to Mrs. Rhinehart, for a scene of carolers and what was termed "the prettiest tree in town," a large white flocked one. Honorable mention was awarded to Mrs. L. C. Moore for her decorations of reindeer and lights, and to D. R. Bushnell, reindeer and Santa approaching the rooftop.

Mrs. Harold Hawkins took top prize money in 1959 with a complex scene of Santa Claus and angel figures with colored lights. A tie for second was recorded that year between Mrs. Buck Ellison and Mrs. Mark Charles. The Ellison home featured a window scene of Santa and the Charles home was described as a "lighted Christmas scene."

However, the Charles home won first the next year, in 1960,

with a nativity scene and Santa on rooftop with miniature chimney. Second place was Mrs. Rhinehart's carolers, while Mrs. Al Kerby won third.

The A. M. Wilson home, outlined with lights, lighted posts, doors and tree took first place in 1961. The Charles won second with decorations similar to the year before, and Mrs. Ellison was third with a decorated door, window and a stuffed figure of either Santa or a snowman (indistinguishable in picture).

It was Mrs. Jones turn again in 1962 and she won first with a snowman theme. The Wilson home was second with a "Merry Christmas" theme, and the Ellison home third with a brightly decorated window of Christmas trees and snowflakes.

Mrs. Charles Hawkins' angel scene was the winner of the

1963 contest. With angels gathered before a bank of clouds, another hovered overhead. Christmas candles and ornamental tumbled took second at the Ellison home. Third went to Mrs. Joe Pinner's Santa Claus scene.

The Gene Ezells entered the picture in 1965 when they won first with a large decoration of three sides of their house, in addition to the rooftop. Greeting visitors to the home was a door bearing a Christmas tree complete with decorations. Second place was awarded the nativity scene of the H. H. Kelso. The Wilsons were third with overall decorations featuring lights in sacks of sand.

There was a tie for first and second in 1966 between the Ezells and the Tom Bonds. Wilson home was third. No descrip-

tion was given of the decorations.

The Bonds won first the next year, 1966, with a Santa theme.

Gifts surrounded Santa, perched on a ladder, as tinsel and lights decorated the home. Second place was awarded the Clawson girls, Gina, Eva Jo and Pansy. Their home featured candy striped columns, red front door, red bows on porch lights and a fence outlined in lights. In the yard was a tin can tree, Artistic Beauty Salon won third with decorations made by Mrs. Herman Estes. These included a nativity scene in one window, and a church and choir in another.

Nativity scenes won the next two years, the L. M. Grissoms in 1967 and the Kelso in 1968.

In 1967 second place went to H. D. Bradshaw home for its nativity scene and the words "Peace Through Christ." Mrs. Jones won third with candy-striped posts, a large Santa on the door and large greeting card in the yard.

Second place winner last year was the home of Billy Johnson, where Santa toppled into the chimney as his sleigh and reindeer awaited on the rooftop. The Earl Whitten home was third where Santa delivered his gifts of "Love, Hope and Charity."

A Christmas Memo

GOOD WISHES
for
your happiness
and THANKS for
your patronage.

HANDLE WITH CARE

to:
Our Friends

PAUL JONES TEXACO

SERVICE STATION

-BOVINA-

Highway 60

Pho. 238-4331



CARD HOLDERS --- Mrs. Jack Kesler and Mrs. Joe Wilson work on their felt 'Santa Claus' projects for holding Christmas cards. Santa, his whiskers and hair of white fur are mounted on cardboard, with a pouch for cards extending from the waist.

★ Santa Letters ★

Dear Santa Claus,
It's almost time for Christmas. Please bring me an Easy Bake. A real small iron. Bring my sister Gracie a doll and dishes. Thank you Santa.
I love you,
Martha Robledo

Dear Santa,
I want a rock-em sock-em robots. I love you, Santa.
I want a BB gun and some BB's. Don't forget this is Jesus' birthday.
Love,
Abel Aguilar

Dear Santa Claus,
I am three years old and have tried to be a good girl this year. I would like to have a baby doll, doll buggy, piano and some bottles for my baby.
Love,
Gail Turner

Greetings
and Thank You

It is on a note of sincere appreciation that we thank you for your patronage and wish much holiday joy and good cheer to you and your family!

**WARREN
AUTO SUPPLY**

C. P. Warren

Highway 60 Bovina



"Our Best
Christmas Wishes
To All Our
Friends"

from everyone at—

CYANAMID

Farm Supply

Highway 86 West-Bovina

Roy Allen, Manager

Phone 238-6901

Thank You for your business during 1969. We are looking forward to continuing, and improving our services for you in the New Year!



ROY ALLEN



WAYNE PETERSON



GEORGE BACA



DOROTHY LOONEY

★ Santa Letters ★

Dear Santa,
I want a BB gun and some BB's. Then I want a bike and a little car. Also I want a football.
Love,
Eddie Ortiz

To Santa,
I want a pellet gun, a football set, a 22 shotgun and a stingray.
Ricky Glenn Mayfield

Dear Santa,
I want a BB gun, bike and rocket.
Love,
Richard



Greetings
Wishing our friends
a merry Christmas
★
**Ward's
Garage**
Vernon Ward
Bovina

Dear Santa,
Please get me a rifle, a Mickey Mouse watch and a pair of roller skates. I have been a good boy this year.
Love,
Bret Whitten

Dear Santa Claus,
How are you and Mrs. Santa Claus doing? I think for Christmas my sister would like a Buffy doll. My brother would like a Hot Wheels set. I would like my mother and father to have a new quilt for their bed. And if it is not too much, I would like a Cinderella doll.
Love,
Alicia Gail Spring

(Drawing of Santa saying "Ho, Ho, Ho!")

Dear Santa Claus,
I want a Hot Wheels for Christmas. I have been a good boy. I want a balloon of Santa Claus. Thank you!
Love,
Don Paul

Dear Santa Claus,
I want a baton for Christmas. I want a pair of slippers. I want a baby walker and I have been good. I have worked for my mother. Look on the back.
Love,
Pamela Joy Spring
(On back a drawing of Santa's face.)

Dear Santa,
I want a doll and a bike and please come to my house. Don't forget this is Jesus' birthday. I love you Santa Claus.
Love,
Gracie Rubio

Dear Santa,
I want a BB gun and some BB's and a bike and don't forget this is Jesus' birthday.
Love,
Alfred

Hi! Santa,
How are you going to be this Christmas? Please bring me a cake machine, a talking GI Joe. Bring Bobby a play horse, a set of guns, a hat and a truck. Thank you.
God Bless You,
Rudy Robledo

Antique Clocks --

(Continued from Page 2)
antique clocks, is the rosebud, or like pattern, on faces and pendulums, making sure that they match, and the beveled glass. A clock that has these features, does not have parts replaced, or is not a newer model being passed off as an antique.
The features also make the clocks more valuable.
They are always looking for clocks to buy. In fact, they are vent apt to trade if the notion suits them.
Not only has their hobby brought them satisfaction in acquiring clocks, but has brought them in contact with many interesting people who also collect clocks. Corbin has a list of all known collectors in the United States, and it is always interesting to look one up in a given town where they might stop for a while.
His enthusiasm for the hobby is rubbing off on other members of the family. The boys are as eager to talk about the clocks and are as proud of them as is Corbin.

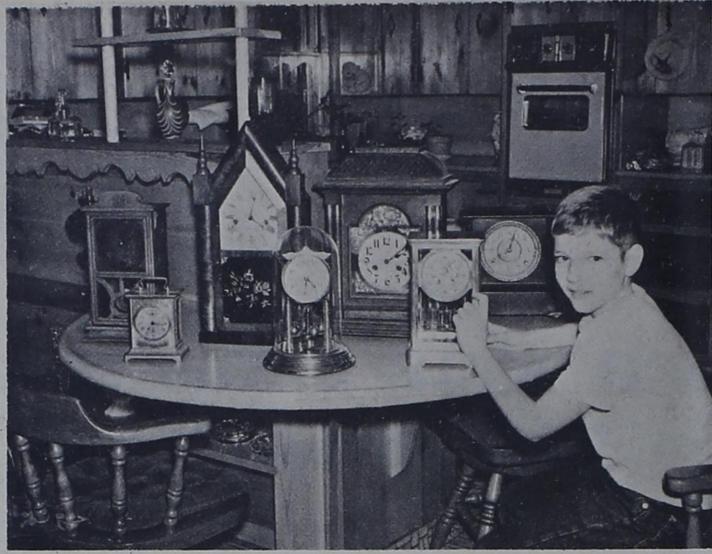
Hello! Santa Claus,
Please bring me a truck and guns, a hat and a play horse.
Thank you,
Victor Robledo

Dear Santa,
I'm a little girl who will soon be five years old. I want a Buffy doll, an ice box and a slinky. I'll be a good girl!
Lisa Gayle Schilling

Dear Santa,
I'm in the first grade this year. I've been a pretty good girl. I want a Baby Small Talk, a nurse set and a high chair. Bring some candy and something for my baby brother, Todd.
Karen Schilling

Dear Santa,
Bring me a doll that walks and some Tog-L blocks and Roy and Jerry a BB gun. If we are gone, put them in the house.
Thanks,
Connie Shelby

Dear Santa,
I want a bike and piano. Rosa loves Santa Claus.
Love,
Rose Gollarda



SHARES INTEREST --- Glenn Corbin, like the entire family, is intrigued by the clock collection hobby. These smaller ones include the miniature grandfather, carriage clock, church steeple, glass and brass dome, German mantle clock, square brass and glass, and the Gilbert, which is one of a pair.

BEST WISHES

All good luck,
all good cheer, all good things we wish our many good friends at holiday time.

BARTLETT & POTTS AUCTION SERVICE

Specializing in Farm Sales

HOUSTON BARTLETT
Route 1
Bovina, Texas
Phone 389-2191-Clovis

LARRY POTTS
Route 2
Friona, Texas
Phone 295-3387

BUNDLES and BUNDLES of Christmas JOY

Ever mindful of your friendship and good will, we wish you and yours a most Happy Holiday with the realization of dreams far beyond all expectations.

SEASON'S GREETINGS

From Everyone at ---

Bovina Dry Goods

"The Store Where Your Money's Worth More"

The Edward Isaacs



DECEMBER 25TH

A time for toys... a time for joys... a time for the young at heart! Santa's coming and the air is bright with excitement. We treasure the traditional joys of Christmas and each year one of our proudest traditions is when we say, "Thank You" to all our loyal friends and extend our heartiest, "Best Wishes of the Season!"

May gaiety and good cheer be yours in fullest measure at this joyous season.

Merry Christmas to All!

CHARLES OIL CO.

Northside '66' Service - Charles '66' Service Station

HJ. Charles	RL. Hopingardner	Elton Venable	Charles Gilbreath
Margaret Charles	F.S. Pounds	Felton Atkins	Javier Robledo
Thomas Shoemaker			

★ Tires
★ Batteries
★ Accessories



Blessed Christmas

Blessed Christmas, time of happy hearts and uplifted spirits, is with us once again. And, at this glad season, our wish is with you . . . the wish that your Christmas may be rich in happiness, friendship, lasting joy.

Hammonds Seed Service

- J.T. Hammonds -



Planted by More Farmers Than Any Other Brand
Bovina - Phone 238-2541 or 238-4541



PRIDE AND JOY --- Tall Monty Corbin is almost as tall as the grandfather clock that graces the family's living room at their home here. It is the only one of his collection that is left running at all times.

★ Santa Letters ★

Dear Santa,
Please bring me a Tubsy doll, paper dolls and a doll stroller. I like you Santa and I like all children that you bring toys to.
Love,
Patti Sherrill

Dear Santa,
I would like a Barbie, one Stacey, one RJ, one Anne Margaret, one Twiggy, one Barbie that changes colors on her bathing suit, one Julia, one Christie, one Francie, one Casey, one colored Francie, one Polly, one Crissy, one Candy, one Scooter, one Skipper, one Tutti, one Chris, one Truly Serumptious, and lots of doll clothes, and Ken clothes, Barbie hair Fairland cases, Barbie family house, some black patton boots please.
I love you,
Annette Stevenson

Dear Santa,
I want a BB gun and BB's. I love you Santa Claus.
Love,
David

Dear Santa Claus,
I am six years old and have just started to school. I like school and have been studying real hard. I would like to have a football outfit, an electric football game and some farming equipment. My sister and I will leave some milk and cookies for you under our tree.
Love,
Dale Turner

Dear Santa,
I am two years old, and I've been a good boy. I would like a Hot Wheels and a peddle car. Please bring something nice for my baby sister, Rhonda.
I will leave you some milk and cookies by the tree.
I love you, Santa,
Robbie Rule

Dear Santa,
I want a BB gun. I want a little car. Please come to my house. Don't forget this is Jesus' birthday.
Tommy loves you, Santa Claus.
Love,
Tommy Leal

As Hobby --

Antique Clocks Occupy Corbin's Home, Interest

Two years ago Monty Corbin became a clock collector.

Already, he has acquired about 20 antique clocks, some of them considered "rare."

He and Mrs. Corbin, who live at 603 Eighth Street, had been interested in antiques for some time. His brother-in-law and partner, Don Chapman of Hereford, was a clock collector and his interest intrigued the Corbins.

It wasn't long before the family was picking up clocks in antique shops on their trips to Colorado, Dallas, Amarillo and other points.

All of his clocks are in running condition, although Corbin says he doesn't keep them running because the noise of their ticking and chiming would be too much.

They only buy clocks they like --- not necessarily of any certain country or vintage. Since many have been bought, their value has already doubled.

A tour of the collection revealed a miniature coo-coo clock, about 1900 variety, bought in Colorado. Their oldest clock, a 1858 Jerome and Company, is rose wood and American made. It hangs in a prominent place in Corbin's den. A German clock with Westminster chimes is treasured by the family, as well as a Sessions "Regulator" school house clock, American made.

A glass and brass dome 400-day clock from Germany features perpetual motion, while a nearly perfectly matched pair of Gilberts, 1906 and 1908, stand nearby. The pair was purchased for the Corbins' sons, Greg and Glenn.

One of the most interesting, and considered "rare", is a Waterbury church steeple clock, dated about 1860. One of their smallest is a brass Seth Thomas carriage clock, only about six inches tall, which has a place for an alarm.

A miniature school house clock, probably their rarest, hangs in the den. It is a walnut 30-day time piece.

The first clock the couple bought was a miniature grandfather, less than one foot tall. They found it in Pierce, Colo. Unusual design could describe a one-weight German clock dated 1875. It is a large wall-hanging time piece, but unlike the others, does not chime.

Probably Corbin's favorite is a German mantle clock, 14 inches tall, that occupies his chest in the bedroom. It's muted

chimes compare to a fine music box.

Another German clock, not as old as the others, hangs on the wall of the boys' room. It was purchased in Roswell, N.M.

The couple's latest purchase was a square glass and brass American made clock with open escapement. This means that all the works can be seen functioning through the glass. It is also considered rare.

Occupying the place of honor

in the living room, however, is the Corbin's grandfather clock purchased in Fort Worth. It is adorned with rosebuds on the brass surrounding the face and matching rosebuds on the pendulum. Beveled glass covers the front of the 100-year old clock, and is the only one that runs and chimes all of the time in the home.

Corbin says one of the collector's secrets in looking for (Continued on Page 3)

Cheery Greetings, Folks!

Folks, we hope Old Santa spends extra time unloading good things from his pack when he comes to your tree. Because we've had the pleasure of your friendship we say: "Christmas couldn't happen to nicer people!"

HORN Insurance Agency
Johnie and Mina Horn
101B Third St. - Phone 238-2081



Bovina Gin Co.

Wishes A Happy Holiday Season For All Our Friends & Customers

Your Business During The 1969 Ginning Season Has Been Greatly Appreciated!



Bovina Gin Co.

Highway 1731 North - Phone 238-4801

Johnie Horn, Manager

"Customer Satisfaction Is Our First Concern"



— Bovina Area Churches Welcome You! —

Church Chuckles by CARTWRIGHT



"All right, we'll attend the church Christmas events! But it's your fault for missing this wonderful opportunity to witness and testify at all the parties we've been invited to!"

A CHILD IS BORN

So the Word of God became a human being and lived among us. -- John 1:14 Phillips
The people had waited for centuries for a deliverer. Even though an occupation army controlled the land and political and religious leaders were collaborating with the Roman Government, the people still hoped and waited for the one of whom the prophets had spoken--one who would bring a kingdom of justice and righteousness, delivering them from evil and oppression.

One winter night this long-awaited child was born. He arrived not in Jerusalem but in Bethlehem; he was born not in a palace but in a stable; he was laid not in a princely cradle but in a manger. Angels proclaimed the good news; shepherds left their flocks to kneel before the sleeping child; and wise men traveled vast distances to acknowledge him as king.

For all who entered the stable to kneel in adoration, the birth of Jesus was a historic event, one in which they had shared. But it was an event with eternal meaning. The Messiah, Christ the Lord, was born! The Eternal God had entered the life of mankind to share its pain and anxiety, its joy and sorrow. His Word, his Power, his Love became a human being and lived among us.

This Christmas Day is for us all the joyful celebration of a historic event, but it can be much more. The eternal meanings can penetrate our lives and the Word can speak to our needs, if we will join the wise men and shepherds to kneel in worship at the feet of the Christ child, God's Word come to the world of men.

J. B. Fowler, Pastor
Bovina United Methodist Church

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FIRST BAPTIST CHURCH of BOVINA



First Baptist Church - Bovina

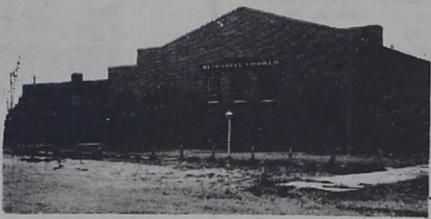
SUNDAY - Sunday School - 9:45 a.m.
Morning Worship - 10:55 a.m.
Training Union - 6 p.m.
Evening Worship - 7 p.m.



Rev. Ken Moore

WEDNESDAY - Teachers and Officers Meeting - 8 p.m.
Prayer Meeting - 8:30 p.m.

OKLAHOMA LANE METHODIST CHURCH



Oklahoma Lane Methodist Church

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



Rev. Woodrow Williams

ST. ANN'S CATHOLIC CHURCH



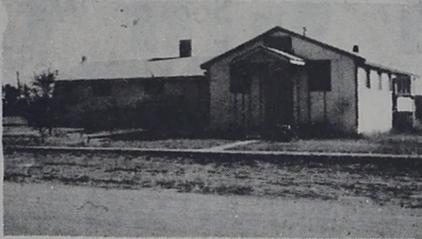
St. Ann's Catholic Church - Bovina

Mass: Sunday 8:30 a.m.
Thursday - 8 p.m.
Confession: Saturday 4 - 5 p.m., 8:30 - 9 p.m.



Fr. Gerald Dunford

MISSION BELEN MEXICANA



Mission Belen Mexicana

Eseuela Dominical 9:45 a.m. - Mensa Je 11:15 a.m. - Union de Preparacion 6 p.m.
Miercoles 8 p.m. Estudio de la Biblia



Rev. Ramon Delgado

ST. JOHN LUTHERAN CHURCH



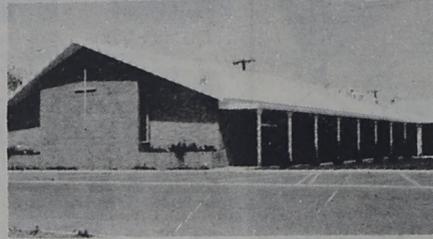
St. John Lutheran Church, Lariat, Texas

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



H. F. Peiman

BOVINA CHURCH of CHRIST



Bovina Church of Christ

SUNDAY SERVICES
Classes 9:45 a.m.
Worship 10:45 a.m. and 6 p.m.



Mickey Patterson

WEDNESDAY
Devotional and Classes - 9:00 p.m.

OKLAHOMA LANE BAPTIST CHURCH



Oklahoma Lane Baptist Church

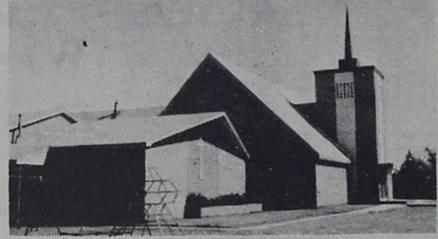
Sunday School - 10 a.m.
Morning Worship - 11 a.m.

Training Union - 6 p.m.
Evening Worship - 7 p.m.



Charles R. Vick

BOVINA METHODIST CHURCH



Bovina United Methodist Church

Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.

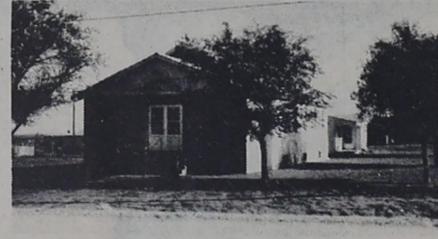
M.Y.F. - 6 p.m.
Evening Worship - 7 p.m.



J. B. Fowler, Jr.

Choir Practice -
Wednesday - 8 p.m.

BOVINA PENTECOSTAL HOLINESS CHURCH



Bovina Pentecostal Holiness Church

Sunday School - 9:45 a.m.
Morning Worship - 11 a.m.

Evening Worship - 7 p.m.



Charles McCause

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 West Main Street

A FRIENDLY HELLO



With best wishes for Holiday Happiness from our door to yours.

Fantasy Beauty Salon
 Lillian Rogers
 Bovina Phone 238-3541



"CHRISTMAS TREE, O CHRISTMAS TREE" --- Those might be the words sung by these women as they made decorative trees for their homes this year. Jewels adorn the tree made by Mrs. Clyde Blalock, left. Using a cone painted green for a base, old jewelry became an added attraction at the Blalock home this Christmas season. Mrs. Dick Allen, center, used her knowledge of making carnations from facial tissues in adorning her tree. The ornament was topped off with glitter and decorations for highlights. A tree made from egg cartons is exhibited by Mrs. Stella Purcell, right. Cutting the egg holders, she bent petals to resemble flowers, then adorned the center of each.

Stockholders, Friends, Neighbors:

During This Holiday Season:

We wish you all a **MERRY CHRISTMAS**



With This Greeting For The Holiday Season, We Express Our Appreciation For Your Patronage During 1969 — Another Good Year For Your Co-Op! It's Been A Pleasure Serving You And We're Looking Forward To Continuing, And Improving That Service In The New Year.

BOVINA WHEAT GROWERS, INC.

"Not Everyone Belongs To A Co-Op
 But Everybody Benefits"

DIRECTORS

- Harold Hawkins
- Walter Potts, Webb Gober
- M.H. Carson
- Raymond Schueler

Locations At

BOVINA
 And
RHEA

EMPLOYEES

- Jim Russell, General Manager
- Earl Dean Boyd, Rhea Manager
- Henry Spicer, Elevator Superintendent
- Allen Cumpston, Fertilizer Representative
- June McMeans, Bookkeeper
- Dub Adams, Bovina Store Manager
- Antonio Cruz, Bovina Elevator
- Jessie Rodriguez, Rhea Elevator

★ Santa Letters ★

Dear Santa,
I want the game of Limbo Legs and I want a walkie-talkie.
Your friend,
Mike Ray Teague

Dear Santa,
I would like a coke machine and a cotton candy machine, baby catch-a-ball, and a necklace.
Love,
Kim Sue Naegle

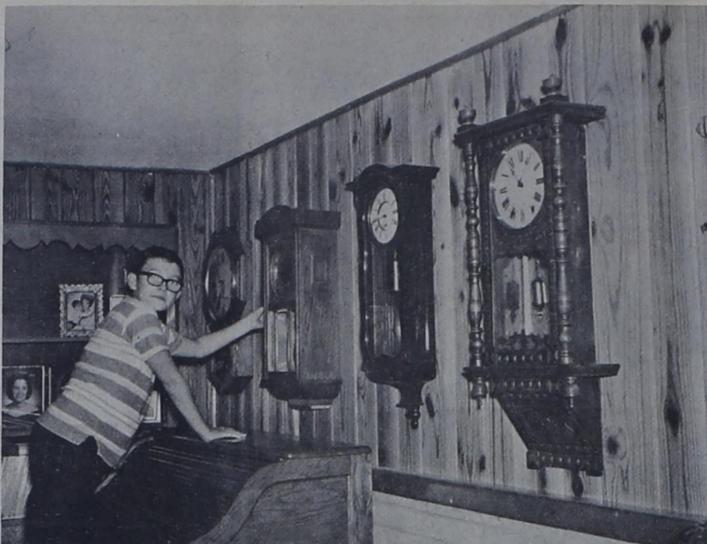
Dear Santa,
I want a piano, I want a purse, I want a bike. I love you Santa Claus.
Love,
Silvia Lara

Dear Santa Claus,
I would like a Dancerina, a baby catch-a-ball, a baby splash, a pair of black patton boots, a cake machine, a long house coat and long pajamas and a new pair of shoes, a black dress, a Dating game, a swingy, and a baby splash, and an icy machine, a desk and ants-in-the-pants, a playhouse, a carnival game and a dancarina, and baby catch-a-ball and etch-a-sketch.
I would like all these things, but just bring me what you can.
Love,
Dandra Joanne Gerles

Dear Santa,
I want a Julia Barby, and I want some house shoes. And I want some gloves. And I want an etch-a-sketch. And I want some panties. How is Rudolph and the others? How is your wife?
Love,
Kara Denise Mills

Dear Santa,
I want a bike and a ball and a movie projector, Manuel loves you, dear Santa Claus.
Love,
Manuel Lopez

Dear Santa,
I want an etch-a-sketch and a sissy bar and a football suit of the Dallas Cowboys, size eight and a half. Please don't put it in Bovina. Put it in Clovis, N.M. at Thompson Street at Riverside Apt.
Santa, Christmas is the best holiday of all.
Love,
Stacy Lane Mead, Jr.



QUITE A JOB --- Winding the many antique clocks in the Monty Corbin home takes time, as indicated by Greg. Left to right are the school house "Regulator", the German clock with Westminster chimes, a German one-weight clock, and the oldest in the collection, a 1958 rosewood Jerome and Company.

WHOA, NOW!



It's Time To Stop And Say
MERRY CHRISTMAS
And Thank You For Your
Business During The Past
Year. Come To See Us
In '70

Kerby Welding Service

- Radiator Repair -
A Deal The Year

Bovina Phone 238-2332

★ Santa Letters ★

Dear Santa,
I'm a little girl 10 months old and this will be my first Christmas. I've been a sweet girl for my mommy and daddy and would like some toys that I can pull and push since I am learning to walk.
Also I want a musical teddy bear to keep me warm at nights and a toy box for my toys.
I love you,
Twila Donaldson
P.S. Don't forget my stocking and I won't forget the milk and cookies for you.

Rt. 2 Box 239
Cleburne, Texas
76031

Dear Santa,
We would like to have a big racing car set and a pool table for Christmas. We would also like to have some power tools so we can help Daddy build things. We think we have been good boys this year and haven't argued too much. Please remember all the other good boys and girls all over the world.
Thank you Santa,
Dale and Ricky Sikes
P. S. My mother will leave you some pecan pie and coffee on the dining table Christmas Eve.

Dear Santa Claus,
I want a Dallas Cowboy suit. Please bring me another High Chaparrel rifle. My other one broke.
Your friend,
Jon Cody Cox

Dear Santa Claus,
Would you bring me a hot wheels?
How is Rudolph?
Love,
Michael DeLeon

Dear Santa,
I want the Jonny West set. And I want a real live puppy, please.
Cass McDaniel

Dear Santa,
How is Rudolph? I hope he is all right.
I will leave you some milk and cookies. Now I will start with the letter.
I want a Swingy doll and a walkie talkie and a pair of house shoes.
I will be a nice girl. Okay?
From,
Tamra Carol Read

Dear Santa Claus,
I would like a coke machine. I would like a BB gun. I would like match box cars. I would like a racer set. I would like hot wheels. I would like a Dallas Cowboy football suit 77.
Please bring some games. I like Hats Off, Snakes in the Grass and Headache.
I Love You,
Ricky Adams

OUR
FAVORITE
POLICY
To wish you a
Merry
Christmas

Bob Fillpot's
Bovina Insurance

Third Street

Pho. 238-4381

Greetings
Best wishes to you
for Christmas and the New Year
Sherrill Lumber Company
Pho. 238-2671 - Bovina
J.E. Sherrill
Patsy Sherrill
George Cervantez

PEACE...
Joy... and
HAPPINESS

Across the ages, the sacred message of the Babe of Bethlehem spreads a wonderful radiance through our hearts, our homes, our churches. We greet you at Christmas with the wish that peace, joy and happiness may ever be yours.

Merry
Christmas
and
Sincere Best Wishes
for the
New Year

Deaf Smith
County
REC
Headquaters
In Hereford

Serving
Parmer, Castro,
Deaf Smith
and Oldham
Counties

ONE FINAL DETAIL



One of the most important details around our Christmas workshop is saying Thank You to the finest, friendliest folks in the world . . . our customers. It's always a pleasure to visit with you . . . always a privilege to serve you. Our heartiest best wishes to you at Christmas.

GAINES Hardware Co.
"Nothing Knocks On Bovina But Opportunity"

★ Santa Letters ★

Dear Santa,
I want a white wig, an easy bake oven mixes and Skipper clothes. I will leave some milk and cookies.
How is Rudolph? I hope he is all right.
Sharon Denise Steelman

Dear Saint Nicholas,
I want a BB gun, a walkie-talkie and a football suit, a high chapparral and a hot wheels.
I love you,
Denver Davis

Dear Santa,
I want a baton and a baton suit and a Swingy and etch-a-sketch and a sissy bar. Is Rudolph sick? I want a watch. I love you and your wife. Please send me all this.
Love,
Jo Beth Monk

To Santa Claus,
I want a set of match box trucks. Are you feeling good? I'm feeling good. I love you.
Your friend,
Billy Scott Johnson

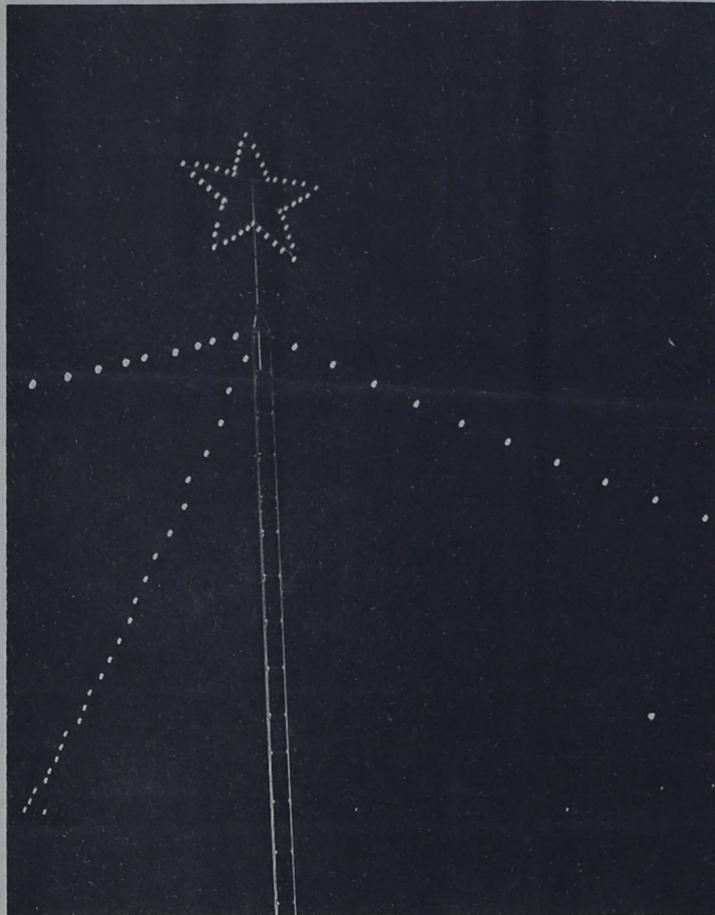
To Santa,
I want a pellet gun and a roller skates and a .22 shot gun and a pro-bowl football.
Love,
George Douglas Roming

Dear Santa Claus,
I would like a BB gun and a cowboy hat and a hot wheels.
Dear Santa Claus, I love you.
Cameron Dean Gaines

Dear Santa Claus,
I would like a talking Barbie, and a doll house, and a mystery book, and there will be a little something on the table for you.
Your friend,
Beth Moten

Dear Santa Claus,
I would like a Swingy and her clothes, and a talking Stacy, and a surprise.
Love,
Ginger Glasscock

Dear Santa,
I want a watch and a doll. I love you, Santa Claus.
Love,
Mary Almon



SHINES AGAIN --- The Star of Christmas is aglow again this year in Bovina city park, the second year it has been erected there. Blue lights form the star, as well as the streamers of lights around it. The park itself is surrounded by multi-colored Christmas lights.

Dear Santa,
I want a baby doll. Please come to my house. I want a purse.
Dominga loves Santa Claus.
Love,
Dominga

Dear Santa,
I have been trying to do my work in school and I am seven years old.
I want some trucks for Christmas.
I wish you a Merry Christmas.
Billy Leon Johnson

Dear Santa,
I want a watch for Christmas. I have been trying to do my work in school. I am seven years old.
I wish you a Merry Christmas.
Rudy Rubledo

Dear Santa,
Please bring me a bike for Christmas. I have been trying to do my work in school. I am nine years old.
I wish you a Merry Christmas.
Johnny A. Hernandez, Jr.

Dear Santa,
I have been trying to do my work in school. I am eight years old.
Please bring me an electric guitar. I wish you a Merry Christmas.
Kirtus Glynn Garrison

Dear Santa,
I have been trying to do my work in school. I am nine years old.
I want an Ezy Baker. I wish you a Merry Christmas.
Martha Flores



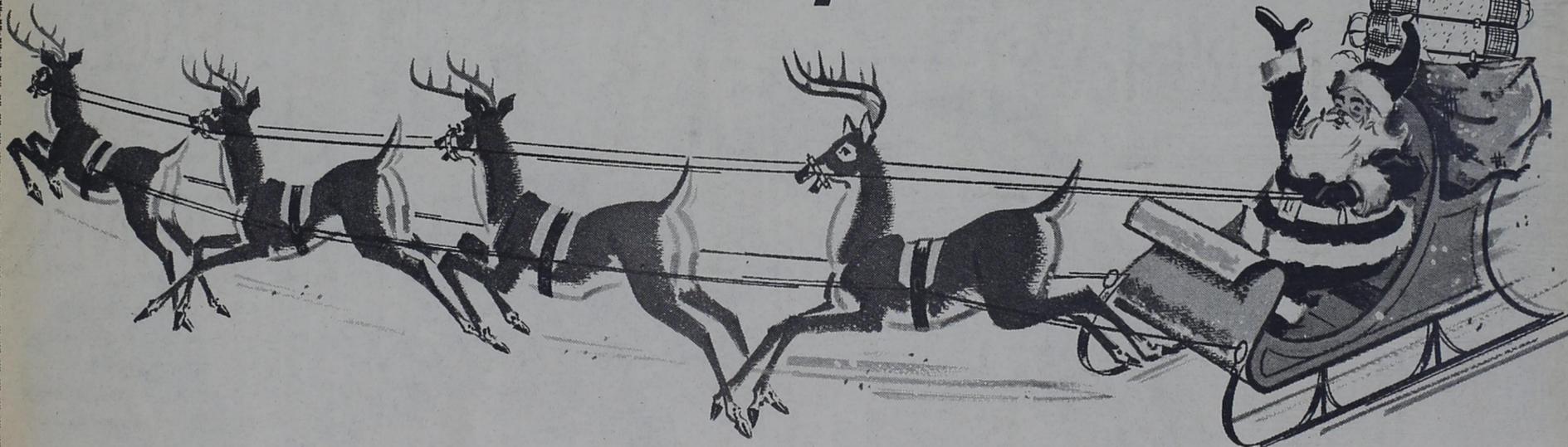
We hope that your Yuletide Holiday will be as cheerful and glowing as the brightest Christmas tree. May your gifts include the happiness that comes from lasting friendships and family devotion.

Wilson-Brock Agency

"All Kinds Insurance"
Joe Wilson --Bovina -- Aubry Brock

Santa's On His Way...
And It's Time For Us To Say...

Merry Christmas



At The Close Of Another Ginning Season, We At Lawlis Gin Want To Say Thank You For The Continued Opportunity To Do Your Ginning.

Our Wish For All Our Friends And Customers Is The Merriest Of Christmases And The Happiest Of New Years !

For Information About Cotton You Have Here Phone 238-4481

LAWLIS GIN CO.



Highway 60 East

Ovid Lawlis, Manager

Bovina

In Arizona --

Wright Drives Boat In Championship Race

The quiet, unassuming cashier at First State Bank of Bovina has another side to his personality.

Jerry Wright is a boating enthusiast. Less than a month ago, Nov. 29-30, he was entered as a driver in the Sixth Annual Lake Havasu City (Arizona) Outboard World Championship races.

Driving a Glastron-Molinar racing boat with a 155 hp Mercury motor, Wright set no world records, but was not to be ignored, either.

That is, until the motor "conked out" after an hour and a half of the second day of the event.

Winner of the two-day, four hour per day, race was an entry from Italy. He was among racers from five foreign countries and the United States. The winner was driving the same kind of boat with a Johnson motor.

Wright drove for J & M Marine of Lubbock. His was among 118 boats entered in the event.

They were doing fine, Wright says, running 15th overall and fifth in their class, when the motor conked out.

Wright has been driving race boats since he was 17 years of age. He has raced in Texas, New Mexico and Oklahoma. But when he was invited by J & M Marine to be a driver, it was his first opportunity to enter a really "big one."

He hopes to drive in more. In fact, he plans to enter a big one, although not a championship, in Galveston in May.

During the summer months, drivers will be racing for

points. Two boats with the most points from five districts in the United States will have the opportunity to go to Spain next fall. That's the one Wright has his eye on.

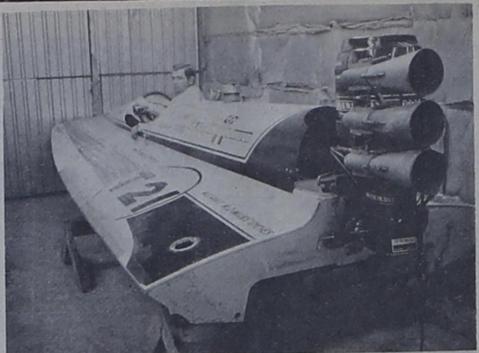
Accompanying Wright to Arizona recently was his wife, Carole Jean.

They say Lake Havasu City is only seven years old, was built around the lake as a resort city for the purpose of world championship outboard races.

It is also the future home of London Bridge. The owner has purchased the bridge, will tear it down, piece by piece, mark the pieces, and put it together again at Lake Havasu City. The entire project is expected to cost about \$5 million.

The world championship races, in which Wright entered, will be shown on television's Wide World of Sports sometime in January.

Wright is the son of Mr. and Mrs. J. W. Wright.



RACER --- Jerry Wright drove this racing boat in the Sixth Annual Lake Havasu City Outboard World Championship event Nov. 29-30. It was his first attempt in a "big" race, but his performance was good enough that the future promises others. He is cashier at First State Bank Bovina.

★ Santa Letters ★

Dear Santa, I have been trying to do my work in school and I am seven years old. I want a bike. Paul Espinoza

Dear Santa, I have been trying to do my work in school. I am eight years old. I want an electric guitar, hot wheels, drum, a watch and John Deere tractor.

Dear Santa, I want a movie projector. Please come to my house. Love, James Shepherd

Dear Santa, I have been trying to do my work in school and I am seven years old. I want a bike for Christmas. I wish you a Merry Christmas. Roberto Briones

Dear Santa, I have been trying to do my work in school and I am eight years old. I want a hot wheels and a bike for Christmas. I wish you a Merry Christmas. Cornelius P. Sullivan

Dear Santa, I have been trying to do my work in school. I am seven years old. Please bring me a watch for Christmas. I wish you a Merry Christmas. Gail Dorris

Dear Santa, I have been trying to do my work in school and I am eight years old. I want a hot wheels and a bike for Christmas. I wish you a Merry Christmas. Nathaniel Shepard, Jr.

Dear Santa, I have been trying to do my work in school and I am eight years old. I want a doll for Christmas. I wish you a Merry Christmas. Lawana Stanberry

Dear Santa, I have been trying to do my work in school. I am seven years old. I want a bicycle for Christmas. Merry Christmas. Annette Yvonne Ramon

Dear Santa, I have been trying to do my work in school and I am eight years old. Please bring me a doll. I wish you a Merry Christmas. Janie Delgado

Dear Santa, I want a rifle for Christmas. I have been trying to do my work in school. I am seven years old. I wish you a Merry Christmas. Adam Lumbraera

Dear Santa, Please bring me an Ezy Baker. I have been trying to do my work in school and I am eight years old. I wish you a Merry Christmas. Elida Guillen

Dear Santa, I have been trying to do my work in school. I am eight years old. Please bring me a motorcycle. I wish you a Merry Christmas. Eddie Garcia

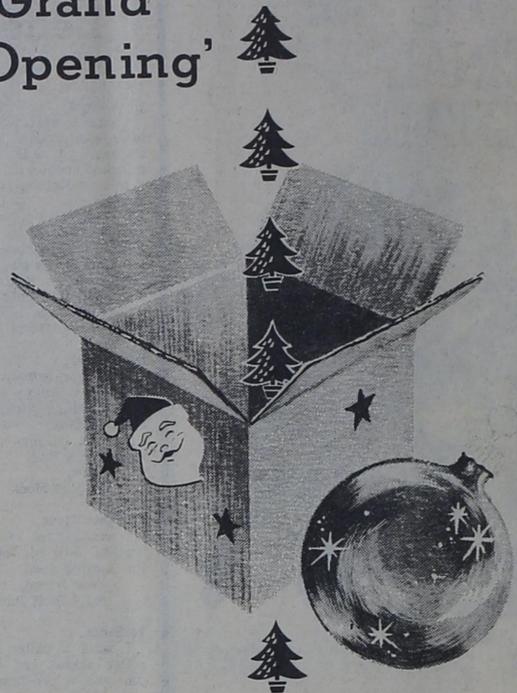
Santa Claus?



No, friends, it's not true. This man is not Santa Claus. He is George Long, who sells new, 1970 Pontiacs, Ramblers, GMC pickups and top-quality used cars at Rierson Pontiac on Highway 60-70-84 east of Clovis. George offers some Santa Claus-like characteristics, however, when it comes to making automobile deals. He'll give you a LONG trade-in allowance, for instance, on your present vehicle and such an outstanding deal on the car or pickup of your choice that you'll think maybe there really is a Santa Claus in a George Long suit. Whether you want to trade cars or pickups this year or in the new year, George Long will appreciate the opportunity to talk with you. In the meantime, George extends a sincere wish for you and yours to have a very

MERRY CHRISTMAS

It's Always A ... 'Grand Opening'



It comes at this time every year! We carefully unwrap the glittering ornaments and bedeck the tree with brightness. As you unwrap your treasured decorations, we pause to unwrap our special wish for you... We wish you health and happiness and a sincere, "Merry Christmas."



Gulf BONDS OIL CO.
Highway 60 - Phone 238-2271

A Message of Hope for Peace in a Troubled World...



Your friendship and patronage warm our hearts and make us glad to say, "Thanks and best wishes, too, for a most joyful holiday!"

Al Murry's Bovina



Highway 60 East "All Business Appreciated"

OKLAHOMA LANE FARM SUPPLY and OKLAHOMA LANE GIN