

NEW YEARS EVE IN SPAIN

A gay New Years Eve celebration takes place in Puerta del Sol, Madrid's Time Square. Twelve grapes are a part of the celebration. As the clock strikes midnight the grapes are held high overhead and eaten for luck—one for each month of the year.

LOG MUST LAST

In England and France, the Yule log is favored; in some districts of England, whole families go to the forest to select their Yule Log. Pear, olive and applewood are considered best. Tradition says that the log must be large enough to last until New Years Day.

WINTER SOLSTICE

Today's Yule Log, other Christmas fires, even our tree lights, are thought by some to hark back to the days when our remote ancestors built huge fires during the brief daylight of the Winter solstice because they feared the waning sun might darken forever. When the days began to grow longer, there were great celebrations by these ancients, who felt that their earthly fires had helped revive the sun.

DECORATIONS CAN BE FUN

Make your own holiday decorations—and enjoy them more—by letting the whole family get into the act.

Let the youngsters put their imagination to work bending pipe cleaners into various shapes. Dipped into a whipped soap mixture or sprayed with mica, they will make interesting and colorful tree decorations.

Small drinking cups (not the wax-coated variety, of course) can be colored with crayons or poster paint to make Christmas bells.

Pine cones are an old favorite. Painted or sprayed, they add color wherever used as decorations.

Walnuts, pecans or other nuts from a Christmas basket can be put to use as well. Let children wrap them in aluminum foil or layers of colored foil to make "tinsel" balls.



I am the new year. I stretch before you three hundred and sixty-five days, unused, without blemish, unspoiled, each day a new leaf in your Book of Life. On it you will place your imprint.

If you write with firm steady strokes the pages will be a joy to look upon. If your pen falters, if uncertainty and doubt should mar the pages, it will be a day, a year, to remember with sorrow.

In each hour of my three hundred and sixty five days you have sixty minutes. It remains for you to fill them with sixty seconds of hope, endeavor, love, honesty, patience, and trust in God and your fellow man.

I am here, but once past, I can never come again. How will you use my precious minutes?

LOCAL BRIEFS

(Delayed)
 Mr. and Mrs. Buddy Morris spent the weekend with their

son and his family, Mr. and Mrs. Corky Morris and Celia Ann at Dimmitt. On Saturday they drove over to Hereford and visited their grandson and family. Mr. and Mrs. Ray Don King and children.

Mrs. Billy Wheeler and Brian visited in Canyon Friday and Saturday with Mrs. Dot Arnold and Karen.

Mr. and Mrs. James Lipscomb shopped in Lubbock Monday.



Mr. and Mrs. Orval Cobb and Janice

It won't be long until old Saint Nick will be knocking at your chimney, bringing you loads of happiness and joy. But before he arrives, we want to drop in for just a little visit to wish you a

Happy Holiday Season



C. A. Hawkins Insurance Agency
 Dora Hawkins



Americans really go tinsel-happy at Christmas Time!

Just how stupendous the U. S. holiday decorations business is, when viewed nationally, can be illustrated by this set of statistics from a chain store.

If all the strands of "tinsel rain" sold by chain stores last year were laid end to end, they would circle the earth fifty times, reach to the moon, make ten trips around it, return to earth and still have enough remaining to trim all the trees in New York, Chicago and Los Angeles and a few other cities. It would weigh almost ten thousand tons.

The company said these figures would increase this year, as they have for the past several years for three good reasons—more marriages, more children, and more home owners.

"Kris Kringle"

T. B. Aldrich tells, in his poem "Kris Kringle", of the jolly old fellow's spying on his Christmas Eve round, an oriole's nest. "Quite like a stocking," he laughed, "Pinned up there on the tree! Little I thought that the birds expected a present from me." He put in something.

Wigs

\$25.00

Special During Christmas Holidays

Janice's

Beauty Shop

Phone 2701 Quitaque



Christmas in the Great, Big Happy Style!

Kimbell's Drive-In
 James and Vennie

Glory to God in the highest, and on earth, Peace, Good will toward men.



May you have that Peace, Hope and Love which is Christmas

Lacy Dry Goods
 Turkey, Texas



For Christmas our wish 'tho far from new, Is still the world's greatest Because it's directed to you.

MERRY CHRISTMAS TO OUR MANY FRIENDS!

Lipscomb Quality Foods

CONVENIENT PARKING FROM EITHER DIRECTION
 Gunn Bros. Stamps — Double Stamps Wednesday
 With \$2.50 Purchase or More

SERVING YOU IS A PLEASURE
 Turkey, Texas
 Phone 5151



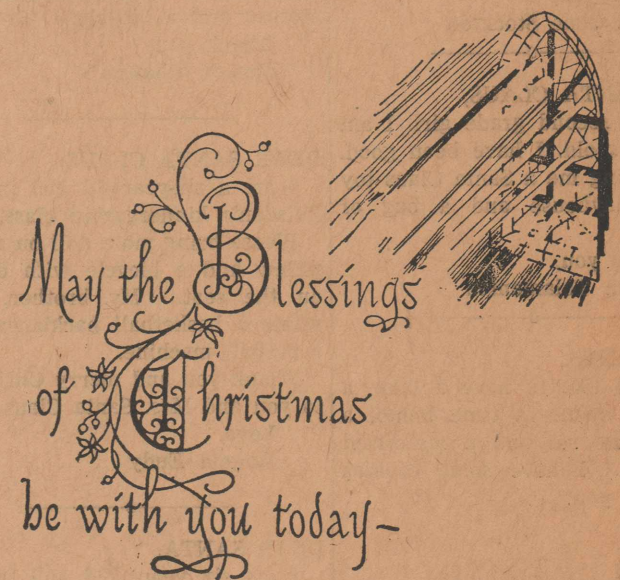
May your Christmas be one of harmony and happy moments.

Roberson Dry Goods
 Quitaque, Texas

MERRY CHRISTMAS



Tiffin Home Laundry
 Quitaque, Texas



Griffin Gulf Service
 The Weldon Griffins

The merriest Merry Christmas ever!



We wish you a Christmas of Abundance!

Gulf Oil Products
 Bill and Jeanne



BRING THE JOY AND PEACE

OF
Christmas

BE WITH YOU TODAY

HIGGINBOTHAM-BARTLETT CO.

Phone 3511

Turkey, Texas

Joy
to the
world
the
Lord
is
come.



Once again the Season has come when we observe the birth of our Saviour. May it be a time from which all of us may renew our inspiration and our faith. May His Divine and Eternal Presence be with you and all those dear to you.

The Jack Cheatham Family

Quitague, Texas

Candlemaking Among
Oldest Professions

Candlemaking is one of the world's oldest professions. Anton Will, a German immigrant, was one of the first candlemakers in the United States. He made candles over a kitchen stove in Syracuse, New York, about 1855, founded a firm which now makes candles for the Vatican.

Another American firm once fashioned candles in the likeness of Lillian Russell and also made the world's biggest wax lights, an 18-foot memorial candle lighted once a year at singer Enrico Caruso's tomb in Italy.



Greetings
and
Best Wishes
From
Your Friends
At

LUSK CLEANERS
Leonard, Vaudine and Gladys



Hi!
Merry
Christmas
And Happy
New Year
To All Our
Friends

CHARLES & VERNELL'S DRIVE-INN
Turkey, Texas

Homemade Christmas
Is Best Of All

Traditionally the Yule season has been a do-it-yourselfer's delight. The men of the house used to do everything from chopping down the tree to going after the holiday bird. While the modern family head is usually spared such back-breaking chores, he still finds the workshop a great place to work some Christmas magic.

A charming doll house for your little girl from a discarded bookcase can be made. Just clean it up, sand it down, add wood or heavy cardboard partitions for rooms, and paint it playful colors. Some miniature, a Christmas doll—and really—the most beautiful gift ever!

A wooden box painted in bright colors makes a sturdy toy chest. Another idea using a wooden box is to turn it upside down, paint, then top with a colorful cushion, you'll have a brand new child's hassock.

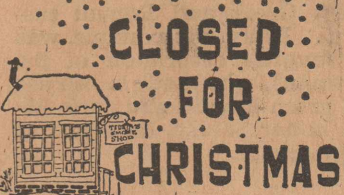
Once you start making your own gifts, your family will never again be satisfied with the "store boughten" variety.

MYRRH LEGEND

According to an old legend, Adonis, a beautiful youth, originated from a myrrh tree.

Myrra, daughter of Theias, king of Syria, deceived her father and was exiled to the barren deserts of Arabia, where the gods transformed her into a myrrh tree.

After a time, the legend says, the tree burst asunder and Adonis sprang forth.



BY C. R. ROWAN

TEDDY AMES closed the door and turned the key for the last time, then crossed the street to Beckman's Restaurant. It had begun to snow, softly, quietly, as it should on Christmas Eve.

Pausing in the flickering light of the restaurant neon, he turned once more to look across the street. No one but himself would miss "Teddy's Smoke Shop." "He'd miss the joy of seeing new faces every day.

No, Teddy thought to himself, money hadn't mattered at all. He just couldn't stand the idea of doing nothing. "Just quit it," as old man Beckman put it, had killed more old folks than any sickness in the world.

Teddy couldn't blame the old man for any part of what had happened. The old man had been fair. He'd always wait a week or more if Teddy was short on the rent money.

The younger Beckman's. Ah, they were different. They had the "go-getter" philosophy. They were going to take out all the old empty cigar boxes Teddy had stashed away in corners and under counters, remodel the whole place and open up a washateria.

HOLIDAY
SCRAPBOOK



Caught up in the excitement of the approaching holiday, children begin to get restless as Christmas day comes nearer. They need a "project" to keep them occupied.

Most children will enjoy making a Christmas scrapbook. Give them a place to work, in their own room or the family playroom.

Give them a scrapbook, scissors, paste container and a supply of December magazines that you have finished reading, or have saved from last year. Get them started by clipping out an illustration of Santa Claus or some Christmas scene—then show them how to paste the cut-out into the scrapbook. They'll get the idea quickly and they'll have hours of fun.

SAFE HOLIDAY

Christmas is a time to remember the happy things. Yet it is sometimes a time of tragedy.

More holiday accidents take place during the last 6 hours before Christmas Eve than during the remainder of the holiday. The hourly rate for fatal accidents is 5 times greater during this 6-hour period than during the rest of the holiday season.

These accidents happen on the highways and in the homes. If you are driving, don't get in too big a hurry. If you are at home, be sure your tree is a safe one, that your wiring is adequate. Turn off the Christmas tree lights if you leave the house.

Choose Toys To Suit
Child, Not Yourself

Buy toys for the child, not for yourself, toy manufacturers say. Elliot Handler, president of a leading toy firm has this to say:

"Toys are a child's world, a private little existence in which parents or other adults are often unwelcome. If a toy must be operated by a parent, it loses considerable play value to the child. His imaginary play world will lose much of its appeal if a parent must be on hand constantly to spell out the rules and instructions, or to set it up.

"Toys are fun, but the right toy is even more fun, and just as easy to choose."



"And lo, the star, which they saw in the East went before them 'till it came and stood over where the young child was"

May you be Blessed with
Peace and Contentment
on Christmas Day and
all through the New Year

SEIGLER FUNERAL HOME
Turkey, Texas



May PEACE & JOY
be yours at this
SEASON
and
throughout
the NEW YEAR

SETLIFF ELEVATOR
Turkey, Texas



Our thanks to old friends and new friends. Your gift of loyalty and continued friendship has made it a memorable pleasure to serve you.

Ginger's Beauty Shop



To some mighty wonderful patrons and friends our best wishes for a very joyous season.

Ferguson Insurance

Eugene and Loetta



May all the happiness and cheer of the holiday season be yours -- and more -- this Christmas.

Farmers Co-op Gin

Turkey, Texas

May there be
Christmas
Joy in
every
heart...
in every
land
and home



RAMSEY APPLIANCE & FARM STORE

Doyle, Ladell, Donald and Darrell



We cherish the Happiness old and new friends have given us and at this joyous and heartwarming season we send you our heartiest wishes for a Happy Holiday.

Panhandle Compress & Warehouse Co.

Quitague, Texas — R. J. Harmon, Supt.



Joyous Noel

MAY THE GIFTS OF CHRISTMAS, WHICH ARE FAITH AND HOPE AND LOVE BE YOURS . . .

LOLLA BELLE'S BEAUTY SHOPPE

Lolla Belle Harmon — Elaine Harmon

In This Modern World Christmas Is An Oasis

As the world hurries its pace with each passing year, Christmas in turn becomes increasingly a hallowed oasis. It is truly a time for reflection, for peace and for good will.

The spirit of Christmas touches each man the world over in its own special way. But to Americans, with a tradition of sharing their bountifulness and rich heritage with others less fortunate than we, Christmas has a special meaning. It's time to pause and reflect on the many gifts and abundant joys given to us by our Creator. And it's time for re-affirming our faith in our fellow man.

POINSETTIA

Long before the poinsettia became a popular American Christmas ornament, the plant had great practical value in Mexico, where the Indians used the red leaves to make a scarlet dye and extracted milky juice from the stems to use as a tonic for nursing mothers.

Novel Idea

Novelty shops and notion counters are brimming with possibilities for making very attractive presents. Small apothecary jars enamelled in gay colors make ideal spice sets that will add to the decor of the kitchen. When the enamel is dry, label each jar in huge, easy-to-read letters of a contrasting color. Such an attractive gift will surely please the culinary expert on your list.

BIG TREE

The largest Christmas tree ever lighted is believed to have been 364 feet tall. It is located in California's redwood forest and was first decorated in December, 1945.

CARD STORY

The few pennies we pay for today's Christmas card is much less than the price for the few cards available around 1875. Volume is something else, today, too. Last year Americans spent an estimated \$150 million on Christmas cards—spent another \$50 million to mail them.

AN ANCIENT CUSTOM

The use of greenery at Christmas grew out of an ancient Greek and Roman custom. Holly, for example, was a favorite decoration of the Romans, who made lavish use of green boughs and garlands to honor Saturn, their god of Agriculture.



FRIENDS . . . Talking dolls, like the ones seen on TV, will rank high in popularity this season. Newest talking dolls have soft cuddly bodies with hi-impact, "tuff-to-break" plastic heads.

A Very Merry Christmas



is the most sincere expression we know to convey our appreciation of your friendship this past year.

Johnston Drilling Co.

Quitaque, Texas

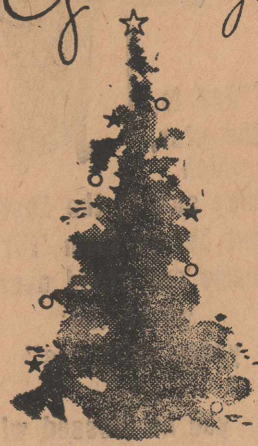


IT HAS BEEN OUR PLEASURE TO KNOW YOU AND TO SERVE YOU . . .

Ola B's Shop

Otho — LaVern — Mary

Christmas Greetings



THAT'S OUR WISH FOR ALL

QUITAQUE ELEVATOR



Our very best wishes to each of you and a sincere thanks for the many past favors which we have been privileged to enjoy.

WILL and MARY LYON



At this special season of Joy and Peace, we extend our sincere best wishes to all our many friends. May the happiness and contentment of the day be with you during the year ahead.

Cottonwood Lake

Gerald and Anna Mae Smith

MERRY CHRISTMAS



We just want you to know that we like you and wish you every happiness in the world.

VANCE, FREDA
VANESSA, VALERIE and
VONACEIL ROBISON



to wish you abundant happiness and abiding peace

Paymaster Gin

Quitaque, Texas — Ronnie Carpenter, Mgr.

CHRISTMAS GREETINGS TO ALL OUR FRIENDS



City of Turkey



--- and BEST WISHES for a HAPPY HOLIDAY SEASON

DR. WAYNE MAXWELL and FAMILY

In the spirit of the Holiday Season, may we extend our most cordial good wishes to you and your family. We appreciate your patronage, and we pledge to do all we can to justify your continued confidence and loyalty.

Sincere Good Wishes for a very Happy Holiday Season
Mullin Motor Company

Turkey, Texas

CHRISTMAS TAMALES

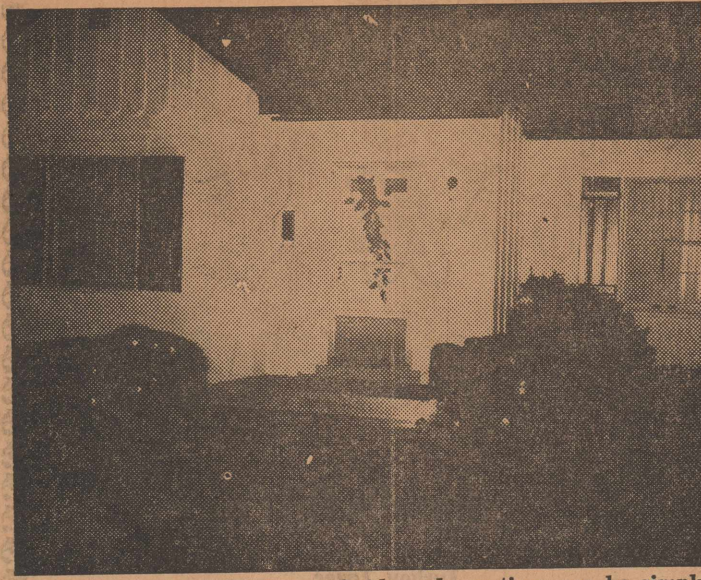
A popular Christmas dish in Central America is tamales or nacatamales. Nacatamales are carefully prepared and cooked for several hours.

The "stuffing" is made from finely ground corn meal, turkey, vegetables, spices and seasonings. In quantities of about one pound, the stuffing is wrapped in banana leaves and then boiled or steamed for several hours.

NATIONAL TREE

In 1926, the U.S. Department of the Interior officially designated a "National Christmas Tree"—a giant Sequoia located in King's Canyon National Park, California.

A coniferous evergreen, the redwood trunk of the Sequoia rises 267 feet. It is estimated to be 4,500 years old, which means it was growing 2,000 years before the birth of Christ in Bethlehem.



HOLIDAY WELCOME . . . Outdoor decorations can be simply and effectively done, as shown here, with careful placement of string lights, a flood lamp to highlight doorway decorated with Christmas greenery.



Christmas is much more than a one-day observance.

With few exceptions, the magic merriment of the Christmas spirit captures every heart long before the holiday arrives.

It begins with a gradual quickening of heart and step, a readier smile, an alertness to the smiles and laughter that we meet along the way.

It brings an awareness that children, for the most part, are not really little monsters. They are suddenly happy and cheerful, helpful and polite, and we wonder how we considered them otherwise.

We are suddenly aware that the earth is filled with the beautiful sounds of music—from the churches, from the schools, from the stores and shops.

And, we find ourselves in step with the world, happy to be alive, filled with a certain anticipation.

Christmas is not a day, it is a season. It is a season of "Peace on earth; good will to men." It is the time we remember that Christ was born in Bethlehem—and the Christmas season will be joy-filled and merry so long as we remember this one great event in the history of mankind.

jolly holiday



FOR YOUR FRIENDSHIP, GOOD WILL AND LOYALTY, MAY THE HAPPINESS AND GOOD CHEER OF THE HOLIDAY SEASON BE YOURS FOR ALL THE DAYS TO COME.

AND BEST WISHES

Young's Auto Supply

Turkey, Texas

Werry Christmas

Salem Dry Goods

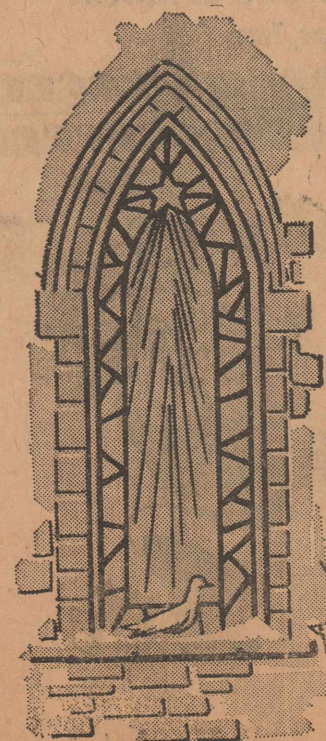
Turkey, Texas



HOLIDAY SEASON

May your Christmas shine anew with the brightness of His love and may abundant joys come your way for a most joyous Christmas occasion.

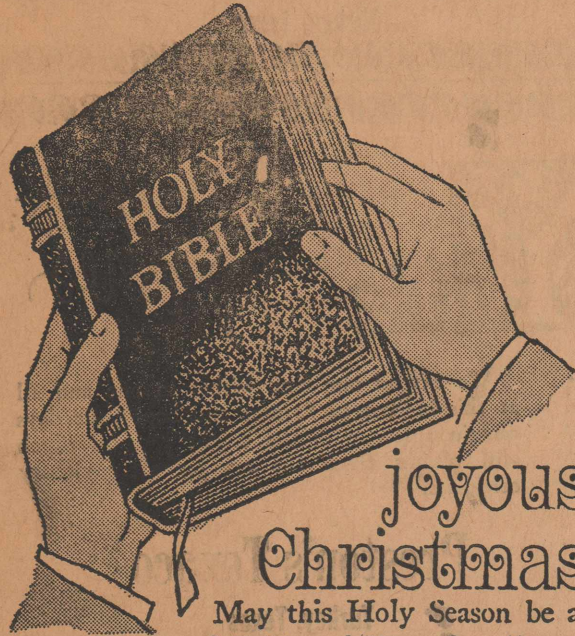
Turkey Bakery



May the Spirit of Christmas abide with you throughout the coming year

Meacham Grocery

Turkey, Texas

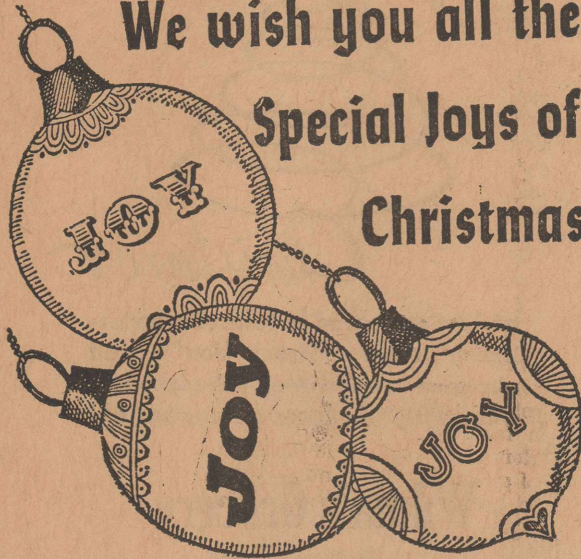


joyous Christmas

May this Holy Season be a time of renewed Faith and Hope for all men of good will. May the blessings of Christmas be yours for all times to come.

Turkey Automotive Supply

We wish you all the Special Joys of Christmas



Paymaster Gin

Turkey, Texas

To All My Wonderful Friends and Customers

want to thank you for three years of friendship and your patronage

May you have a

MERRY CHRISTMAS

and a

HAPPY NEW YEAR

extending throughout the year.

Hall's Garage

Be Grateful For Christmas

"Peace on earth." How old is this Christmas greeting! For how many years has Christmas returned to a world in which the promise of peace was yet unfulfilled? For how many Christmases yet to come will the world be yet awaiting peace on earth to ALL men of good will?

The answer is not readily at hand. Yet, this we know; for this one single day of the year we can be grateful for the true meaning of the holiday we observe.

We can give thanks for mankind's greatest gift, the birth of the Christ Child, and do so with the knowledge that on His birthday once each year the spirit of good will becomes the motto of all men everywhere.

HOLIDAY CANDLES

Don't deny yourself a candle-light atmosphere at Christmas if such is your desire. Just remember that the candle represents a potential fire hazard.

Never place lighted candles on a Christmas tree, or in the window. Do not use them in any manner with decorations that are flammable. Light them only in rooms where someone will be able to watch them closely.

Extinguish candles whenever you leave the room or the house.

Friday & Saturday Specials

December 26 & 27

- Tendercrust — 1½ lb. Loaf **25¢**
- Bread
- Shurfresh — 1-lb. Box **49¢** (2 for)
- Crackers
- Shurfine — Cranberry — 32-oz. Bottle **45¢**
- Cocktail Juice
- Shurfine — 12-oz. Vacuum Pack Can — 5 for **\$1**
- Corn

- Shurfine — 12-oz. Can **39¢**
- Peanut Butter
- Shurfresh — ½ Gallon **53¢**
- Milk
- Gallon **99¢**
- Joy — King Size Bottle **59¢**
- Liquid Soap
- Roxey — 300 Size Can **29¢** (3 for)
- Dog Food

- Shurfine — 303 Can **\$1** (4 for)
- Pears
- Shurfine — Frozen — 24-oz. Bag **49¢**
- Mixed Vegetables
- Shurfresh **25¢** (3 for)
- Biscuits

See Us for:

- ★ Custom Butchering
- ★ Meat Processing
- ★ Quick Freezing
- LOCAL GRAIN FED BEEF or PORK
- ★ For Home Freezers — Quarters, Half or Whole BEEF PROCESSING
- ½ or Whole — 55¢ lb. — Processed & Frozen

Merrell Food



100 (\$10.00 WORTH) FREE BUCCANEER STAMPS

This coupon good for 100 Free Buccaneer Stamps with a purchase of \$10.00 or more in groceries at Buccaneer Food Store displaying "Buccaneer Bonus Buy Stamps" sign.

Limit One Per Family

DOUBLE BUCCANEER STAMPS WEDNESDAY ON ALL PURCHASES

Just wanted to say
Thanks and ...

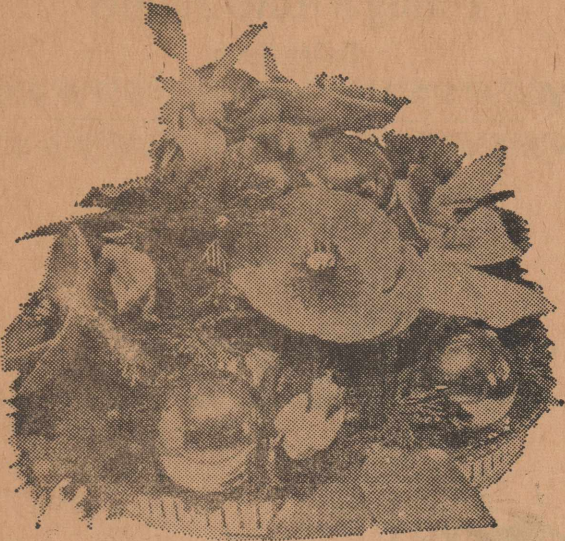
Best Wishes

CHRISTMAS

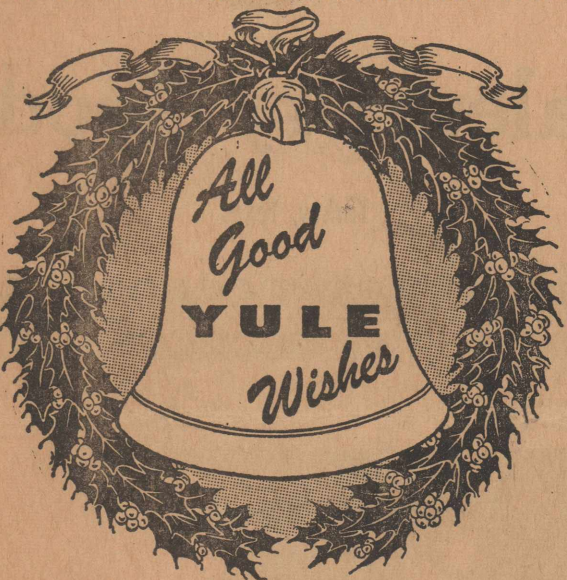
Soft lamp-glow reminds us of Christmas... and to us, a reminder of Christmas is a welcomed one for it is the perfect time to say "Thank You" to all who have made our year glow with friendship and success.

Johnson Radio
Turkey, Texas

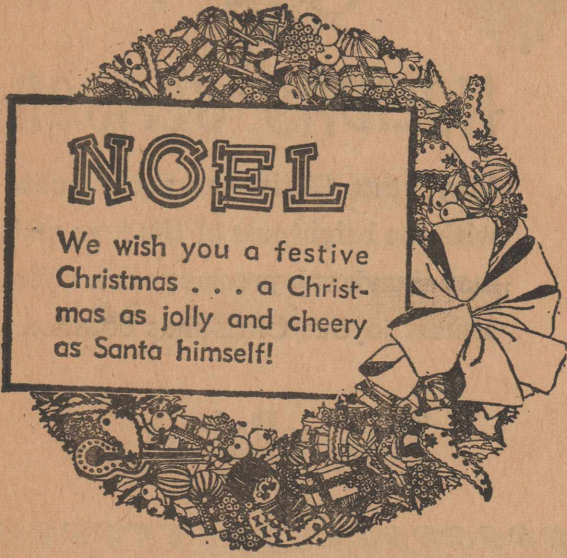
Season's Greetings



Turkey Butane
Turkey, Texas



Blankenship Grocery
Quitaque, Texas



Bedwell Hardware & Motor
Quitaque, Texas

Greetings

TO EACH OF YOU!



Farley's Flowers & Variety
Wendell — Roberta — Larry — Debbie — Dennis
Quitaque, Texas

ORDER FOR DIRECTORS ELECTION

THE STATE OF TEXAS
COUNTY OF BRISCOE

On this the 18th day of Dec. 1969 the Board of Directors of the Kent Creek Water Control and Improvement District No. 1 convened in called session with the following members present, to wit:

Bert Grundy, President
E. J. Hamilton, Secretary
Odis Reagan

consisting a quorum, and among other proceedings had by said Board of Directors was the following:

Whereas on the next ensuing second Tuesday in January, being the 13 day of January 1970 there will be elected 2 directors for this district;

Whereas this Board by order dated the 2nd day of November, 1959 established the procedure for candidates who desire to file for said election;

THEREFORE, BE IT ORDERED BY THE BOARD OF DIRECTORS OF KENT CREEK WATER CONTROL AND IMPROVEMENT DISTRICT NO. 1:

That an election be held in said district on the second Tuesday in January, 1970, the same being the 13th day of January, 1970, for the purpose of electing 2 directors to the Board of Directors of said District.

That said election shall be held at the following place, the Mayfield residence in said District, and the following named persons are hereby appointed officers for said election: J. A. Mayfield, Presiding Judge; and two Clerks.

The following named persons have duly filed as candidates for said election in accordance with the above mentioned order for election procedure in Directors Election passed by this board, and their names shall be placed on the ballot for said election in alphabetical order as follows:

Will Curry
E. J. Hamilton

Notice of said election shall be given by publication of a copy of this order once a week for three consecutive weeks in a newspaper of general circulation in the county in which the district is located, or if none published in said county in the county nearest thereto, the first publication shall be at least 21 days prior to the date of election, and not more than 35 days prior thereto.

The above order being read, it was moved and seconded that same do pass. Thereupon, the question being called for, the following members of the Board vote AYE: Grundy, Hamilton and Reagan, and the following voted NO: None.

PASSED, APPROVED and ADOPTED this 18th day of December, 1969.

(Signed) Bert Grundy, President, Board of Directors of Kent Creek Water Control and Improvement District No. 1.

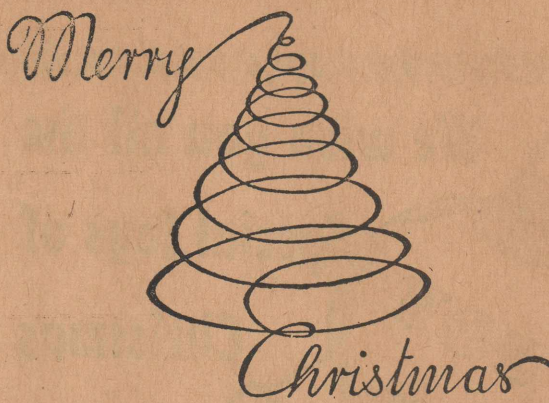
ATTEST:
E. J. Hamilton, Secretary.



BEST WISHES

Panhandle Oil Co.

Turkey, Texas



and we are proud to take this opportunity to say, "Thank You" to all our good friends. May the season be filled with happiness for one and all!

Wilma's Grocery

Quitaque, Texas

Christmas Greetings

We'd like to take a moment of the season to tell you how much we've enjoyed knowing you and serving you this past year. Our special and sincere Yuletide wishes to you and your entire family.



City Drug

Turkey, Texas



"Thanks" to you whose friendliness and courtesies have made pleasant the year just ending.

Turkey Hardware

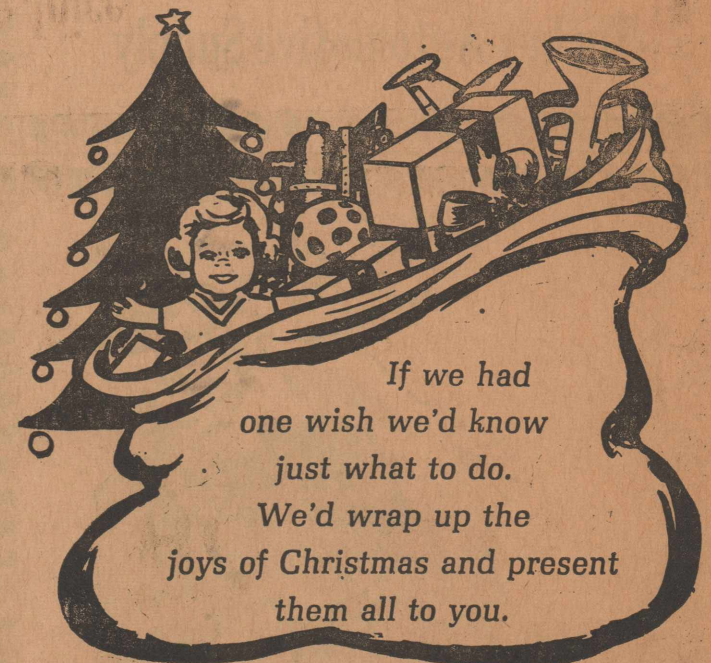
Turkey, Texas



We extend our best wishes to one and all at this Holiest of Seasons and hope your days remain aglow with the bright promise which still gleams from the manger after twenty centuries.

Preston's Texaco

Turkey, Texas



HAPPY HOLIDAYS

Gray Laundry

Turkey, Texas

Friday & Saturday Specials

December 26 & 27

Cabbage	lb.	7c
White Potatoes	10 lbs	49c
Turnips	lb.	12c
White Swan — 6 1/2 oz.	3 for	\$1
Soft 'n Lite — 1 1/2 lb. Loaf BREAD		25c
Two Pack — Regular Assorted Kleenex		49c
White Swan Cut Green Beans	2 for	43c

SHOP OUR MARKET FOR EVERYDAY VALUES IN U.S.A. INSPECTED QUALITY MEATS



White House Apple Juice	Qt.	3 for	\$1
Lane's — 1/2 Gallon MELLORINE			39c
Sunbeam — 11 ozs. Vanilla Wafers			25c
Mr. Clean — 15 fl. ozs. All Purpose Cleaner			29c
Yukon's Best — 5 lbs. Flour			49c
Sammy's Pride — Guaranteed Fresh MILK	Gallon		99c
	HALF-GALLON		53c
White Swan — 303 Can Golden Sweet Corn	5 for		\$1
Wilson's Certified All Meat Bologna	1 lb.		59c

City Grocery

DOUBLE BUCCANEER STAMPS WEDNESDAY ON ALL PURCHASES

WEDNESDAY SPECIAL

Wilson's Fully Cooked Boneless Festival Ham lb. \$1.45

The Grandest Day of Every Year Once again to us Draws Near!



Herrington Equipment Co.
Quitaque, Texas

THE BEST GIFT

What is the best gift for a child? Where many parents are concerned, the "best gift" is the most expensive one they can afford. Maybe it is the bicycle, because dad "didn't have one when I was young." Maybe it is a new or a used car for junior or sister to "runaround in."

The best gift for the very young is something to enjoy. Youngsters aren't impressed with price tags. They don't care whether a gift costs \$49.50 or \$4.95. It must amuse them, else they are likely to toss it aside and play with the pots and pans in the kitchen.

The plain truth is that, at Christmastime, too many parents have a tendency to try to make up for all the things they haven't done for their children by giving them expensive material possessions.

These are not always the best gifts. Rather than expensive gifts, children just might appreciate some of the intangible gifts parents used to give. Time spent together, at play, at learning a new skill or a new game. A bit of togetherness, doing things as a family group. A helping hand, whether with a job that needs doing, or a problem that needs solving.

A bit of family togetherness — isn't this, perhaps, the best gift of all?

CHRISTMAS CUSTOMS

The origin of many Christmas customs can be traced back to prehistoric times. Some Pagan customs were modified to fit into the Christian observances. But, as official Christian Holidays, Christmas and New Year's had a long struggle to become firmly established.

LONG SEASON

In Sweden, the Yuletide season starts early, on December 13th, the feast of St. Lucy. According to tradition, St. Lucy went about carrying food and drink to the needy. Among Swedish families, it is custom to choose a girl to represent St. Lucy and on December 13th she rises early and wakens the family to a breakfast of coffee and buns.



GAY & COLORFUL . . . Christmas shopping bags this year are colorful enough to serve as Christmas decorations themselves. Designs run from cheerful Santas to colorful wreaths and Christmas trees.

Christmas Traditions With The Family

Just how much Santa Claus does differs in every family. Always of course, he fills the stockings. In some families, he brings a few toys.

In other families he brings all the toys. In some he also trims the tree. How many of these things he is supposed to do is a question of your own tradition.

A child should be taught, even when very little, to thank the giver. Aunt Mary, Grandfather, etc. It is not fair to say that presents sent from other people are from Santa Claus.

A child's belief in the miracle of Santa Claus can help him all his life to know that if he trusts and believes hard enough in something, it will be a long step toward making it come true.

STOCKING LEGEND

A fourth-century bishop of Turkey, Saint Nicholas, was the real-life predecessor of Santa Claus. According to legend, he dropped a bag of gold coins down a chimney into a stocking which a poor girl had hung by the fireplace to dry; hence our custom of hanging Christmas stockings.

IN BRAZIL

A unique custom practiced in some sections of Brazil is typical of the spirit of Yuletide. To make Christmas happier for poor people in the community, others contribute small gifts of food. They are wrapped in white paper and the packages designated for children usually contain chocolate in one form or another. The donors gather around a manger in front of the village church, singing as they place their gifts in the creche.

FOR THE LADY

Decorate the cover of a large plastic dish with colored shells. Fill the dish with cotton powder puffs — get a package of assorted colors.

OLD CUSTOM

In ancient times, mistletoe was used to insure the favorable outcome of crops. Later, its charm was invoked to happily guide the destinies of young lovers. Through the centuries, long after the Druids, who popularized mistletoe with symbolic rites, were absorbed by other cultures, the custom of hanging the mistletoe persisted.

First Stocking Filled By Accident

In Britain, it is the custom for children to leave their toys under the tree until the afternoon of Christmas Day. Santa Claus (Father Christmas) makes his Christmas Eve visit, however, filling the stockings left by the children at the hearth or beside their bed.

British legend says the stocking custom originated by accident. Once, St. Nicholas was making his descent down a chimney to leave some toys for a family of children and some gold coins fell from his pocket, dropping into a stocking hung by the hearth to dry. Since that time, Santa has always had something for every stocking.



BUILDER . . . Toys can offer to the busy, inventive mind of the average boy the opportunity to "build things," to improve and to learn things by doing.

CHRISTMAS DINNER DATES VARIES

The date of the big Christmas dinner varies around the world; many countries have it on Christmas Eve, before or after midnight services. Our traditional Christmas turkey does not appear on many menus. The French reveillon, a feast which occurs after midnight mass, is apt to feature oysters and sausages; in the French province of Brittany, buckwheat cakes with sour cream are served. The Norwegian Christmas dinner features a fish called lutefisk. At a Polish Christmas Eve dinner, the number of courses is fixed at seven, nine, or eleven; a Lithuanian Christmas feast must include twelve courses, one for each of the disciples.

During the Christmas season, Germans and Rumanians bake long, thin cakes that symbolize the Christ Child wrapped in swaddling clothes. In the Ukrainian part of Russia, cattle are given the first taste of the Christmas supper, because animals were the first to behold Christ. In parts of rural Germany, this is carried one step further—cattle and their owners both fast the day before Christmas, and eat well on Christmas Eve.

PALESTINE

At Christmas time, thousands of pilgrims from all over the world come to the little village of Bethlehem to visit the birthplace of Jesus. They go to the Church of The Nativity which stands over the sacred place.

First they enter the Latin Chapel, fourteen centuries old, then they descend to the Grotto of the Nativity. There, a Latin inscription on a silver star inlaid in a small recess of the wall says, "Here, of the Virgin Mary, Jesus Christ was born."

This is where Christmas began. And the many customs around the world help people of all lands to celebrate this joyous event.

HOLIDAY PUNCH

For a holiday punch, combine cranberry juice with club soda, carbonated beverages, champagne or wine.

HAPPY HOLIDAYS!



We wish you a festive Christmas . . . a Christmas as jolly and cheery as Santa himself!

Quitaque Cleaners



The Light from within

The lights in churches everywhere shine out to the world around at this Christmas season.

And the light from within the hearts of men shines out more strongly than ever at this Holy time.

May your Christmas and all the days to follow be filled with the light of peace and happiness.

Johnny & Claudine Peery

Turkey, Texas



Heigh Ho It's Christmas

We hope every Christmas moment is aglow with a happiness which will last throughout the year which lies ahead.

Turkey Implement Co.

David and Vera

— joy —
— to your —
— Christmas —
— morn —



Preferences in gift wrappings vary as greatly as tastes in food and clothing across the nation. A survey conducted by a wrapping firm showed that the normally conservative New England states stick to traditional reds and greens in their choice of Christmas gift wrappings. The same is true of the Southeast and the Midwest. In the Southwest and on the West Coast, however, gift wrappers were more daring last year. Reds and greens still led in sales, yet highly popular were blue foil papers and gift wrappers in pink and cerise. Metallic foil papers were also popular in the Southwest and West Coast, particularly Texas and California.

Nook's Mobil Station
Quitaque, Texas

PLEASING PUNCH

In the spirit of the season, add a few garnishes to the holiday punch. Easy delicate touches like lemon rings studded with cloves . . . an ice ring made by freezing water or fruit juice in a ring mold pan . . . sprigs of holly on punch cup handles and ladles . . . holiday greens on Christmas tree balls around the base of the punch bowl . . . and cinnamonsticks for muddlers in the punch cups.

FIREPROOFING

Christmas costumes and paper or cloth decorations can be flame-proofed by dipping them into the following solution, wringing them by hand and allowing them to dry: 3 quarts water, 7 oz. borax, 3 oz. boric acid.

HAZARDOUS TOYS

Be sure that this year all the toys you give children, or toys your children receive, are safe. If they are electrical, be sure they carry an inspection label. Also take care in giving and receiving toys requiring kerosene, alcohol, or carbide lamps. They are dangerous in juvenile hands.

Tree Of Nineties Was Simple

Ever wonder just what old-timers were talking about when they spoke of a "real old-fashioned Christmas tree?" Back in the 1890's, it seems, Christmas trees were both charming and simple. At the very top of the tree was a gilded, sparkling star. The branches were adorned with such things as streamers, flags, popcorn and cranberries strung together, chains of gold and silver paper, candles in holders (we don't recommend this, seems a fire hazard), peppermint canes, strips of gold paper, Santa Claus dolls, angels and cornucopias ("horns of plenty") filled to the brim with candies. Hard candies like sourballs and peppermint canes were the typical "penny candies" of the Nineties. The canes were placed right on the tree, the sourballs either hung in little bags or used to stuff the gifts such as wagons and drums at the base of the tree.

Except for Christmas, December would be the dearest month of the year, with the days getting shorter and darker, and the nights colder. Without Christmas, something like it would have to be invented. — WILLIAM FATHER

SEASONS GREETINGS

One of our most recent customs, the exchanging of Christmas cards, began in England in the 1840's. Christmas cards were first introduced in the United States by Louis Prang, a German immigrant who settled in Roxbury, Massachusetts. He was often called the "Father of the American Christmas card," and printed his first "Seasons Greetings" in 1873.

DECORATING TREES

It was in heavily-forested northern Europe that decorating Christmas trees began. St. Boniface, an eighth century monk who converted the pagans living in what is now Germany, convinced them to stop worshipping Odin's sacred oak and, instead, to adorn fir trees in their homes in tribute to the Christ Child.

May
THE JOY AND PEACE OF
Christmas
BE WITH YOU TODAY

King Machinery & Sales
Quitaque, Texas

GREETINGS



Jack Barnhill

CHRISTMAS AT ITS BEST

Amid the excitement, the hurry and scurry of the flying hours, we pause to send you our very warmest thanks and appreciation for your friendship . . . and extend our heartfelt best wishes to you and all who gather with you around your Christmas tree.



Farmers Co-op Gin
Quitaque, Texas

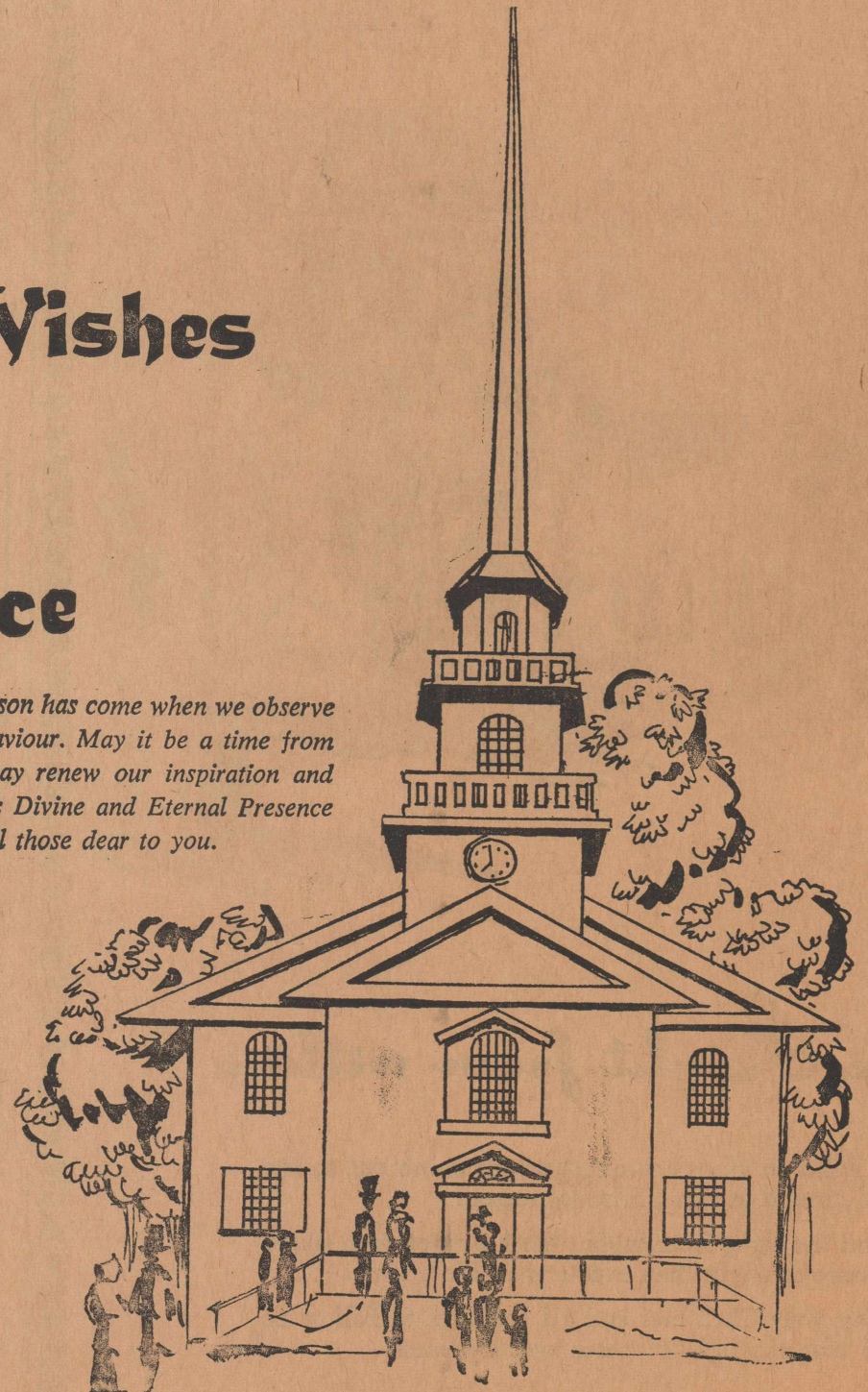


LIGHT UP THE TREE...
May you forever hold Christmas in your heart . . . may the warmth and joy of this Christmas be yours for the next twelve months.

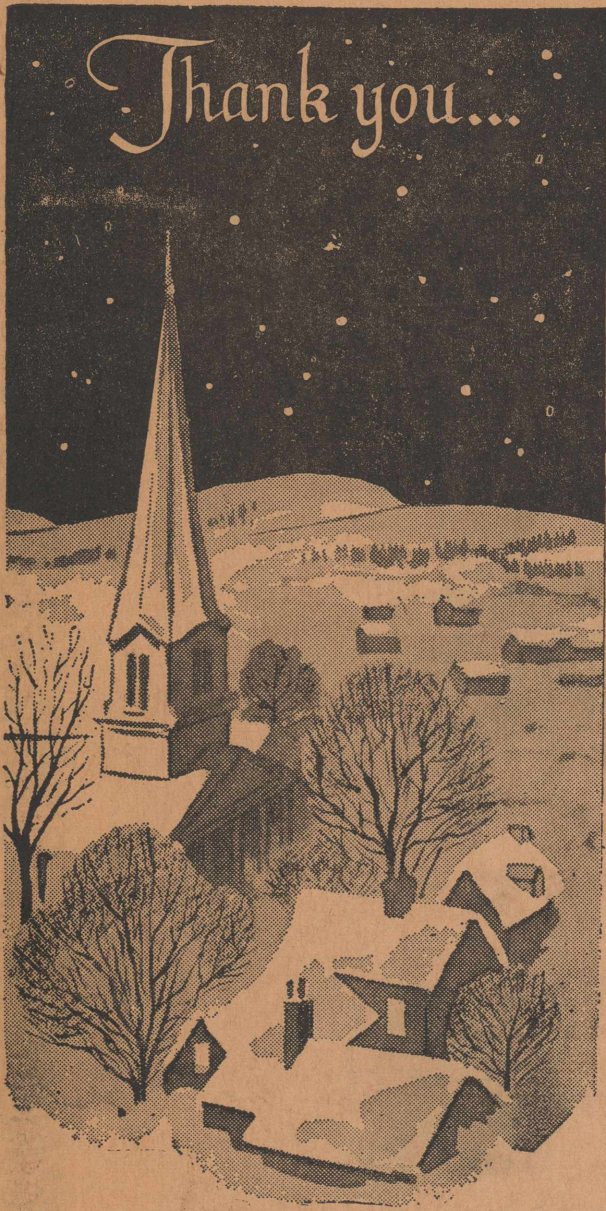
Boyles Oil Co.
H. G. — Joyce — Elaine — Bob — Jana

Joyous Good Wishes for Peace

Once again the Season has come when we observe the birth of our Saviour. May it be a time from which all of us may renew our inspiration and our faith. May His Divine and Eternal Presence be with you and all those dear to you.



Byrd Pharmacy
Fred, Virginia, Carolyn and Mary Ann Byrd
Lockney, Texas



The most appropriate words we know to convey our gratitude for the confidence you have shown us during the past year.

City Grocery
Quitaque, Texas



HO, HUM . . . Sometimes the long wait for Santa is too much, making it necessary for a fellow to take a few winks now and then and hope that he may just wake up in time to see the cheerful old gentleman loading a stocking with gifts and goodies.

CARD IS A GIFT
The New Year's greeting card is really a form of gift; this custom is credited to the Chinese, who have sent such cards for ever a thousand years.

HOLIDAY GREENERY

You may be able to gather all the yuletide greenery you need, without harm, by pruning the trees and shrubs around the house.

Holly, pine and hemlock can withstand heavy pruning. Every second or third branch of a pine, hemlock or spruce can be removed if the tree has not been thinned for some time. Sometimes a rather long "inside" branch of holly, fir or pine that does little for a tree's appearance can be removed.

Yew lends itself to artful decorations. Andromeda, magnolia, euonymus, puracantha, cotoneaster, ivy and abelia will provide a variety of Yule greens. Boxwood is excellent, but should be snipped gently.

Christmas time pruning, judiciously done, will improve health and appearance of tree or shrub. Best time to gather greenery is when the temperature is above 40 degrees.

Turkey Helpful Bird During Holiday Daze

When plenty of company is coming for the holidays, the wise homemaker does as much cooking in advance as possible.

That favorite bird, the turkey, is a frequent choice. Turkey is the center of attraction at many a Christmas day feast . . . and the "leftovers" help make for easier meals in the days that follow.

Turkey a la king, turkey soup, turkey sandwiches, turkey bits (cubes of cold turkey, served appetizer style), represent but some of the ways this versatile bird may be used to help during the holidays.



Among the visitors to Bethlehem one Christmas season was a young American minister, Phillip Brooks. He visited the Church of the Nativity, said to be built over the stable where Jesus was born. Later, he walked beneath a clear sky, sprinkled with thousands of glittering stars and he felt in his heart the true meaning of the spirit of Christmas.

Mr. Brooks never forgot this wonderful feeling that had come to him in Bethlehem. And, he searched for some effective way to share the feeling with the boys and girls in his Sunday School in Philadelphia.

Three years after his visit to Bethlehem, he was inspired to write a beautiful poem, which he titled, "O Little Town of Bethlehem."

He asked Mr. Redner, his church organist to set the poem to music, a task Mr. Redner accomplished on another glittering Christmas Eve.

The two men, along with members of their Sunday School, sang this great Christmas song for the first time the following Christmas morning.

TWELFTH NIGHT

Twelfth Night, or Epiphany, is celebrated in various ways around the world.

To Christians, Epiphany commemorates the manifestation of Jesus as Christ the Savior. Literally translated, Epiphany means "appearance."

In many parts of the world, Epiphany is associated with the "Three Kings." The visit of the Three Kings to Bethlehem; the baptism of Jesus; and His first miracle at Cana are all three believed to have happened on the same date, although in different years.

Epiphany Marks Visit Of Wise Men

Traditionally, Twelfth Night of Christmas, or Epiphany, marks the visit of the Three Wise Men to the Christ Child in Bethlehem.

Twelfth Night observances are still popular in Europe and in many sections of this country. In the old tradition, the Yule Log, burning since Christmas, is extinguished on this day. In this country, some communities gather their Christmas trees for a public bonfire, with everyone gathering around to sing Christmas carols.

Your Christmas Tree Is 'Personal' Thing

The style of Christmas tree selected and the manner in which it is to be lighted and trimmed is as personal as the clothes one wears. Through the years, numerous ways of decorating and lighting the indoor Christmas tree have been tried as well as a variety of colors and materials for trees.

Aluminum trees, that may be used year after year, have been around for several years. Yet, the traditional natural evergreen continues to be the favorite.

Even in these modern times, favorite decorations are those so popular in "the old days"—multi-colored lights, colored ornaments, icicles, drapes of tinsel and scenes under the tree.

Various Trees Are Popular

Preference in Christmas trees varies across the country, with balsam and Douglas Fir probably the Eastern favorites because they retain needles two to three weeks indoors.

Scotch pines are growing fast in favor. A Norway spruce makes an excellent outdoor community tree, but it sheds needles soon in a warm room. Juniper and hemlock, while fine as Christmas greens, do not make ideal indoor trees.

Pine needles are long and soft. Spruce needles are usually four-sided, pointed and stabbing to the hand. Balsam needles are flat, dark green and soft. Douglas fir needles are flat and pointed.

DIPPING CUSTOM

Long ago, families welcomed the New Year by observing the "dipping Custom". With eyes closed, the head of the family would open the Bible and indicate a passage with his finger. The text, read and interpreted by the family, was indicative of the luck, good or bad, that was in store during the year ahead.

COLUMBUS FIRST

It is generally believed that Christopher Columbus was the first white man to celebrate New Year's Day in the western hemisphere. On the island of Haiti, January first 1493, his ship pulled in for repairs.

LIKE THE FOURTH

Observance of the New Year in China may be compared to our own Fourth of July, Christmas and Thanksgiving rolled into one. To the accompaniment of exploding firecrackers, everyone feasts, gives presents and cards and make ceremonial visits to relatives and friends. Also, all family debts are paid.

IN NEWFOUNDLAND

The people in Newfoundland fish during Christmas week. Then, it is customary, they bring their catch to be sold. The funds from the fish sale are contributed to their local parish.

IMPORTANT JANUARY DAY

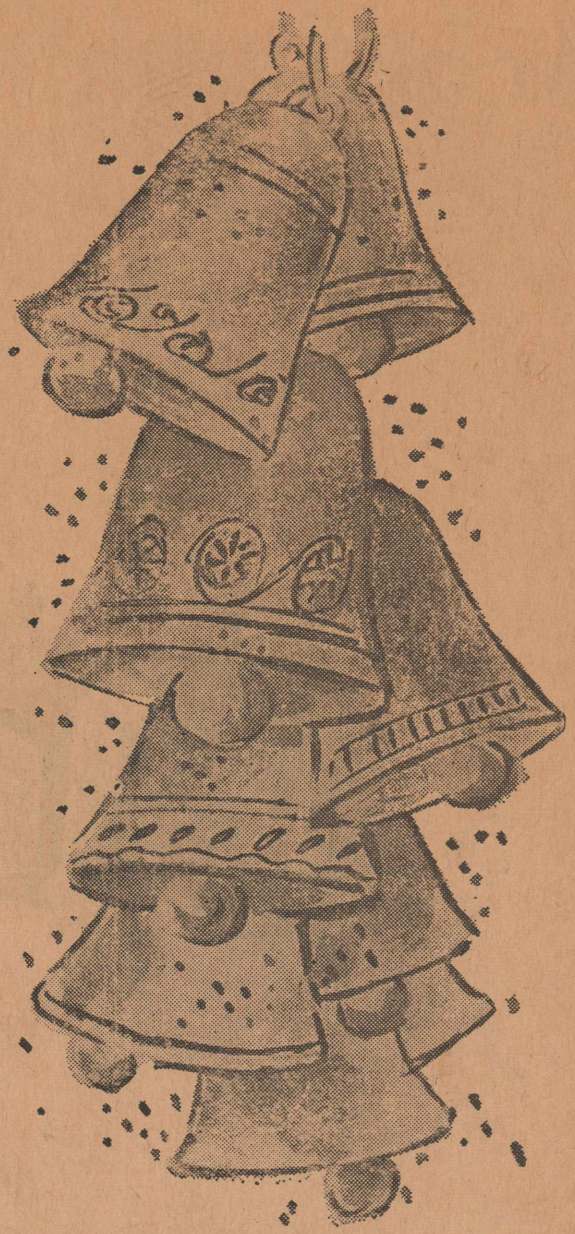
NEW Year's day is the most important January holiday, and the only one the entire world observes, regardless of race or religious belief.

CANDLES IN THE WINDOW

Candles in the window
Shining on the snow;
Stockings by the fireplace;
Faces all aglow;
Carols sung by children
At the open door—
These are joys of Christmas-time
We'll keep forevermore

FOR YOUR TABLE

Decorators say that your table arrangements should be kept as low as possible. In this way conversation across the table is possible without dodging heads back and forth.



A Merry Christmas

Ham Theatres



CHRISTMAS

Feelings

May this Christmas be one of deep delight to each of our wonderful friends. Our thanks for your loyal friendship during the past year. We hope we may continue to merit that friendship in the year ahead.

City of Quitaque

We thank thee for

the many blessings of

Christmas



Brown's Department Store

Lockney, Texas



Merry Christmas

Christmas is here . . . with all the excitement and festivities that are traditions of the season. In the midst of all the merriment and hurry, we would like to make a special point of pausing to wish every one of our friends and their families an abundance of happy moments. Serving you has indeed made our season bright and happy.



HAPPY NEW YEAR

PEOPLES STATE BANK
Turkey, Texas

To Friends and Customers everywhere, a very


Merry Christmas



May the meaning
of this Holiday Season
be deeper
Its Friendships
stronger
Its Hopes
brighter
As it comes to you
this year

Silent Night

May the beautiful
story of Christmas
bring peace
and contentment
to you,
and its message of joy
and of promise
abide with you
all the year through.

"When they saw the 
star they rejoiced
with exceeding great
joy."

MATTHEW 2:10



First National Bank

Quitague, Texas

Assembly of God Church

Quitaque, Texas
James Smith, Pastor

Weekly Schedule of Meetings

SUNDAY:
Sunday School - 10:00
Morning Worship - 11:00
Evening Worship - 7:00
WEDNESDAY:
Prayer Meeting - 7:45

First Baptist Church

Quitaque, Texas
Vance Zinn, Interim Pastor

Weekly Schedule of Meetings

SUNDAY:
Sunday School - 9:45
Morning Worship - 11:00
Training Union - 5:30
Evening Worship - 6:30
WEDNESDAY:
Prayer Meeting - 8:00 p. m.

Church of Christ

Quitaque, Texas

Weekly Schedule of Meetings

SUNDAY:
Morning Worship - 10:30
Evening Worship - 6:30
WEDNESDAY:
Bible Study - 8:30

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First Baptist Church

Flomot, Texas
Leo Cole, Pastor

Weekly Schedule of Meetings

SUNDAY:
Sunday School 10:00
Morning Worship 11:00
Training Union 7:00
Evening Worship 8:00
MIDWEEK SERVICE:
Wednesday 8:00

Fairmont Baptist Church

Weekly Schedule of Meetings

SUNDAY:
Sunday School 10:30
Morning Worship 11:00
Evening Worship 7:00

United Methodist Church

W. C. U. - 8:00 P. M. every
WEDNESDAY:

Flomot, Texas
Carl Oglesby, Pastor

Weekly Schedule of Meetings

SUNDAY:
Sunday Worship 9:30
Sunday School 10:30

United Methodist Church

Quitaque, Texas
Carl Oglesby, Pastor

Weekly Schedule of Meetings

SUNDAY:
Sunday School - 10:00
Morning Worship - 11:00
Evening Worship - 6:00
Choir Practice - 7:00
Second Wednesday

The Bennetts live here. That's Grandmother Bennett's Bible on the window sill, and the whole family goes to the church across the snow covered field.

John Bennett works in the local bank. Martha, his wife, is president of the PTA, and they have three lovely children. Grandmother Bennett has been living with them for the past couple of years, since she broke her hip. She can't always get to church in wintertime and that's why she calls this her window. When she can't be in church, it helps to be able to see it.

To her, the church steeple represents a great many things, and brings back many memories. Her son was married in that church. Her husband was buried from it. Her grandchildren were christened in it.

The Church has helped her to bear grief, in hours of sorrow; and it has seemed to put a benediction upon her happiness, in times of joy. Most important of all, whatever the occasion, whatever the crisis . . . the Church has always been there.

To Grandmother Bennett, the most comforting thing in the world is knowing that it always will be there.

Scriptures selected by the American Bible Society

Copyright 1969 Keister Advertising Service, Inc., Strasburg, Va.



Sunday John 3:22-30	Monday John 3:31	Tuesday John 4:7-26	Wednesday John 4:27-42	Thursday John 4:43-54	Friday John 5:1-18	Saturday John 5:19-29
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The people whose names appear below sponsor this message with the hope of promoting a better Christian community

- City of Quitaque
- Farley's Flowers and Variety
- Quitaque Cleaners
- First National Bank
- Stark Insurance Co.
- Willson & Son Lmbr. Co
- Roberson Dry Goods
- Paymaster Gin
Ronnie Carpenter, Mgr.
- Ramsey Appliance and Farm Store
- Johnston Drilling Co.

- Farmers Co-op Gin
- Rice Dry Goods
- City Grocery
- Bill, Mable, & Johnny Griffin
- Erwin & Dorothy Boyd
- Gulf Oil Products
Bill and Jeane
- Ham Theatres
- Bedwell Hdw. & Motor
- Wilma's Grocery
- H & H Gin
Flomot, Texas

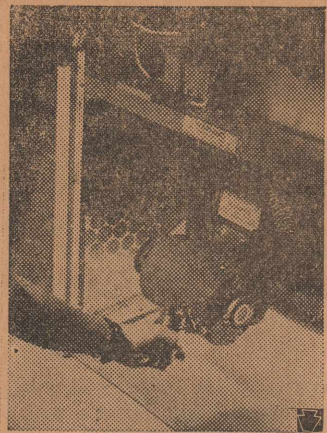
- Boyles Oil Company
- King Machinery & Sales
- Merrell Food Store
- Herrington Equipt. Co.
- Griffin Gulf Service
- Sportsman Restaurant
- Hawkins Insurance & Furniture
- Morrison Drug & Gifts
- Buck's "66" Service
- Smith Welding & Blacksmith Shop

May the joy
and peace of Christmas
be with you today
and always



Merrell Food Store
Quifaque, Texas

Prepare For Winter



The heating season is here. Make sure your furnace workhorse — the blower motor — operates efficiently and quietly throughout the winter. Most basic of motor maintenance is lubrication, says General Electric's General Purpose Motor Department, a leading producer of furnace blower motors. Most blower motors, direct drive or belt-drive, have sleeve bearings requiring no re-oiling during the first three years of use. After this, they should be oiled annually. Follow manufacturer's directions or use just a few drops of SAE 10 motor oil. Remember, over-oiling can be as dangerous to the motor's life as under-oiling.

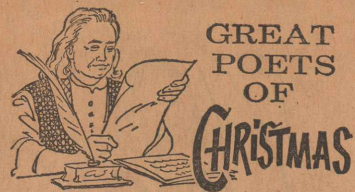
Other maintenance steps are: Clear the motor's ventilating openings of dirt with a vacuum cleaner to prevent overheating. Tighten all bolts and mounting brackets to reduce vibration and noise. If the motor is belt-driven, adjust tension of fan belt so it gives slightly.

If additional service is required, contact a qualified shop with experience and equipment to provide fast dependable service, such as GE authorized Electric Motor Service Station. The repair shop nearest you is listed in the Yellow Pages of your telephone directory under "Electric Motors — Dealers & Repairers."

SUPERSTITIOUS PIE

Several writers say that mince pie originated in Germany, while others say that its beginning is lost in the annals of history. It was however, an essential part of the Yuletide celebration in early England.

Old superstitions held that any person refusing to eat mince pie would be unlucky for the coming year. Those who did partake, would have the same number of happy months during the year as the number of houses at which he ate mince pie.



GREAT POETS OF CHRISTMAS

Longfellow, from whose poem, CHRISTMAS—1863, came the refrain, "I Heard The Bells On Christmas Day", The old familiar carols play, penned a Christmas carol preserved in many anthologies.

As far as research can determine, George Withers, a young contemporary of Shakespeare, first coupled the words "Merry Christmas".

Phillip Brooks, who wrote the verses of the beloved hymn "O Little Town of Bethlehem", also expressed his sentiments in "The Voice of the Christ Child" and "Christmas Everywhere".

Robert Frost, Alfred Tennyson and Sir Walter Scott, are among many besides Clement Clark Moore (of "Twas the Night Before Christmas" fame) who have enriched Christmas tradition lyrically. A larger number of poets have contributed carols to the world's musical treasure.

MANY THINGS

Christmas is a Holy Day, a day of Grace and gratitude. Most of all, it means joy and hope for the world. Beyond the fun and festivities, there is the spirit of faith in the goodness and good will of people everywhere.

TOYS AND REINDEER

On the night before Christmas, according to tradition, Santa Claus and his sleighful of toys are swirled through the air by eight reindeer who answer to such spirited names as Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donder, and Blitzen.

ANIMALS AT CHRISTMAS

Legends about animals at Christmas are especially touching. It was told that the night of Jesus' birth was the darkest ever known, but when the child was born a great light spread across the skies. Dead black branches put out green leaves; blossoms and berries appeared on withered vines; flowers never seen before sprang out of dry earth. At that moment the cattle knelt down in stalls of the little manger. They spoke to each other. A cock crowed, "Christ is born!" and the animals whispered, "Let us all worship together."

IT IS THE CHRISTMAS

Tell me, what is this feeling that seeps into the depths of the innermost parts of a being, and starts the flickering flames to burst out anew. Others about you see a glow in your face, a mellowness in your voice. A warmth radiates from you that is contagious. The whole world seems new and beautiful. What is it?

It is the Christmas spirit! Were it to remain in the hearts of men time without end, strife would cease; wars and rumors of wars would be no more, and swords would be melted into plowshares, and spears into pruning hooks. For man's desire for peace and good would cover the earth as the waters cover the sea.

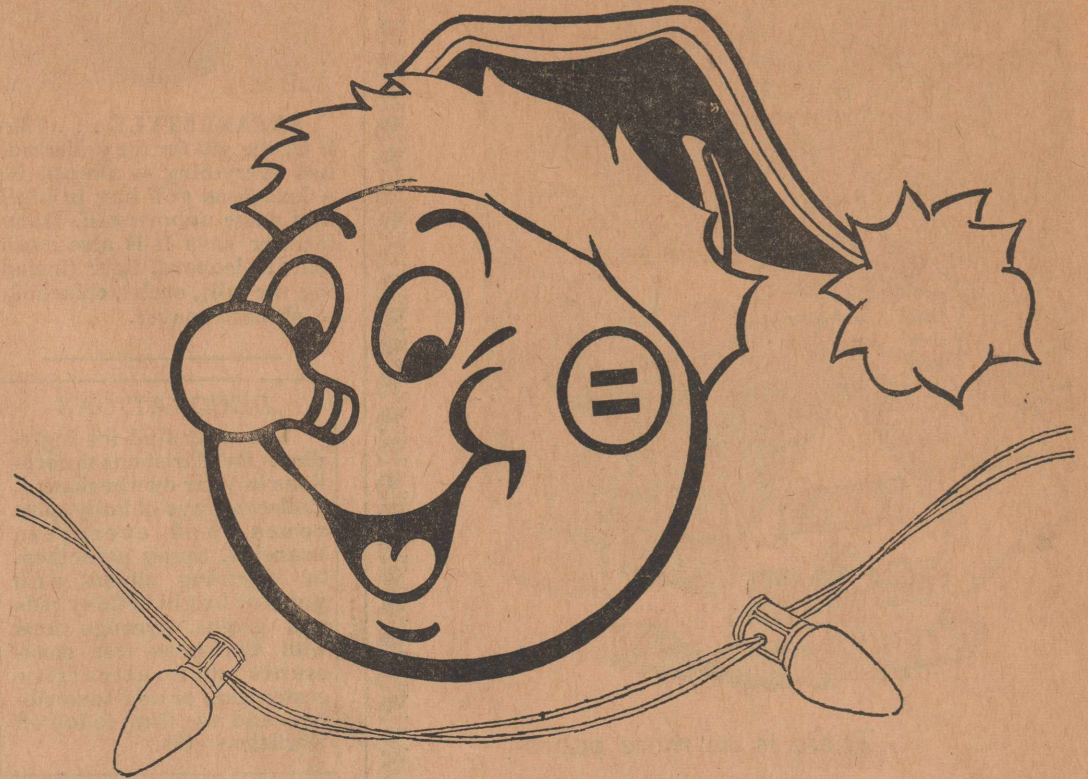


HISTORY OF MISTLETOE

Mistletoe goes far back into history. The Druids called it "all heal" and believed that it had miraculous powers to cure disease and counteract poisons. According to information provided by researchers, the Druids found kissing under the mistletoe great sport, but believed it wasn't proper unless the sprig had been cut with a golden knife. Custom also demanded that one of the berries on the mistletoe be removed each time someone kissed beneath it.

An ancient Norse myth tells how the mistletoe got its berries. Balder, the God of light, couldn't be hurt by anything that grew on—or under—the earth. But his enemy, the evil god of Loki, found that mistletoe grew neither on earth nor under it, but on a tree! So he had Balder slain with a spear tipped with mistletoe. Balder was mourned by all creatures in heaven and on earth, including Freyja, the goddess of love. The tears she shed, according to the legend, became the pearly berries of the plant, and it is said that this is the reason that mistletoe symbolizes love.

The Gift of Light
Makes Christmas Bright



We in WTU land
are glad to
help brighten
your holidays.
Merry Christmas!

West Texas Utilities
Company

Equal Opportunity Employer
an investor owned company

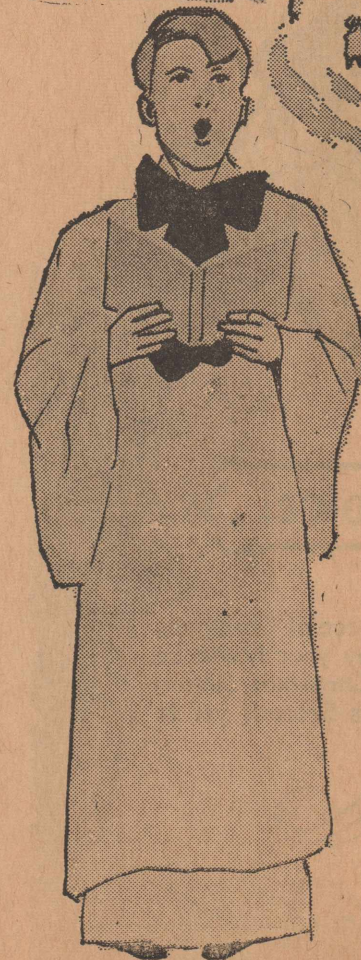
Season's Greetings
Glad Tidings
Peace
Cheery Merry Christmas
Merry Christmas
DELIGHTFUL CHRISTMAS
Joyous Greetings
Joy
BEST WISHES
NOEL
MERRY CHRISTMAS



All Good
Christmas
Wishes

Buck's 66 Station

The Buster Chadwick Family



...it came upon a
midnight clear...

Once again that glorious song recalls to us the story of the newborn babe in Bethlehem who was the King of Men.

As we remember and celebrate His birth once again, we extend our wish to you for a truly wonderful Christmas of Peace and Joy.

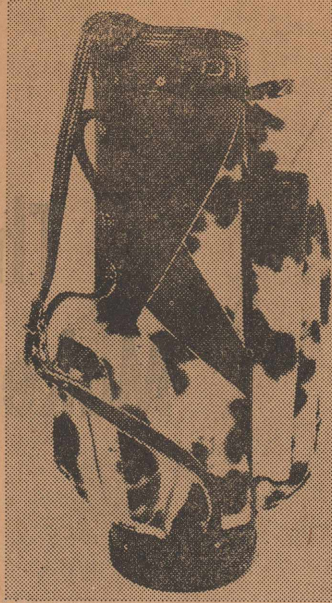
Memphis Compress Co.

Turkey, Texas



There is no more appropriate time than the Holiday Season to say "Thank You" and express our appreciation to you for giving us the opportunity to serve you. May this Christmas be a happy and contented season for you and your loved ones.

Stark Insurance



SAFARI STYLE . . . Here it is, the gift for the golfer who has everything — almost. It's a luxurious golf bag in black and white unborn calf. Manufacturer says it is also available in leopard, tiger (including the tail), ocelot, chinchilla, or sheared beaver.

DECORATIONS

You may find the ingredients for Christmas decorations in your own backyard. Collect sprays of holly, pine cones, and evergreen branches. Spray paint them in sparkling silvers and golds or bright holiday reds and greens. Arrange them with Christmas tree ornaments into an attractive centerpiece, or add some ribbon and use them to top off Christmas gifts.

WHY?

Dr. Clement Clarke Moore was ashamed of his poem, very famous, "Night Before Christmas" and would not acknowledge that he wrote it for more than twenty years.

BE GRATEFUL

For how many more Christmases will the world be waiting for peace on earth to ALL men? This we do not know. We can though; be grateful for the true meaning of Christmas.

Be grateful to mankind's greatest gift, the birth of the Christ Child. Be grateful for His birthday, knowing that the spirit of good will on Christmas becomes the motto of all men.



The Nativity Scene

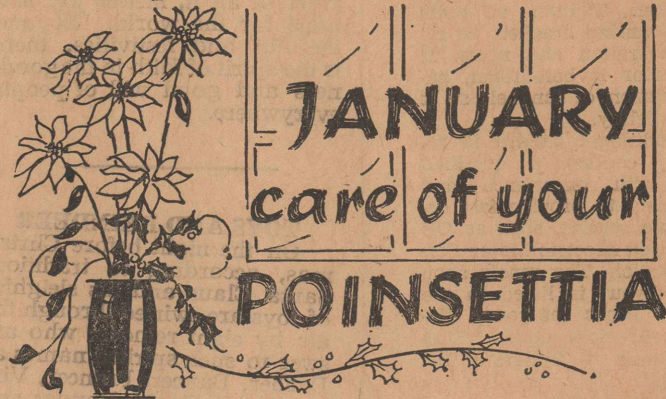
One of the most revered Christmas customs is the reenactment of Christ's birth with a Nativity Scene. This custom was popularized in the 13th century by St. Francis of Assisi. At a time when few books were available, and most people couldn't read anyway, St. Francis dramatized the Nativity in 1224, to help the people of Greccio, Italy, understand the meaning of Christmas. Villagers took the parts of Mary, Joseph, and shepherds. Live animals were used, and a life-sized wax figure of the Christ Child was placed in the manger. It was St. Francis who led the villagers in joyous dancing around the Nativity Scene.

Holiday Orange Puffs Delightful

1 package hot-roll mix 1/4 cup butter, melted
3/4 cup sugar mixed candied fruits
2 teaspoons grated orange peel walnut or almond halves

Prepare roll mix and let rise according to package directions. Form dough into 1-inch balls. Mix sugar and orange peel. Dip balls in butter, then roll in sugar mixture.

Grease a ring mold, tube pan, or loaf pan. Loosely fill the pan half full with the balls. Let double. Bake at 375 degrees for 15 to 25 minutes or till done. Invert on rack. Trim with candied fruits and nuts as desired.



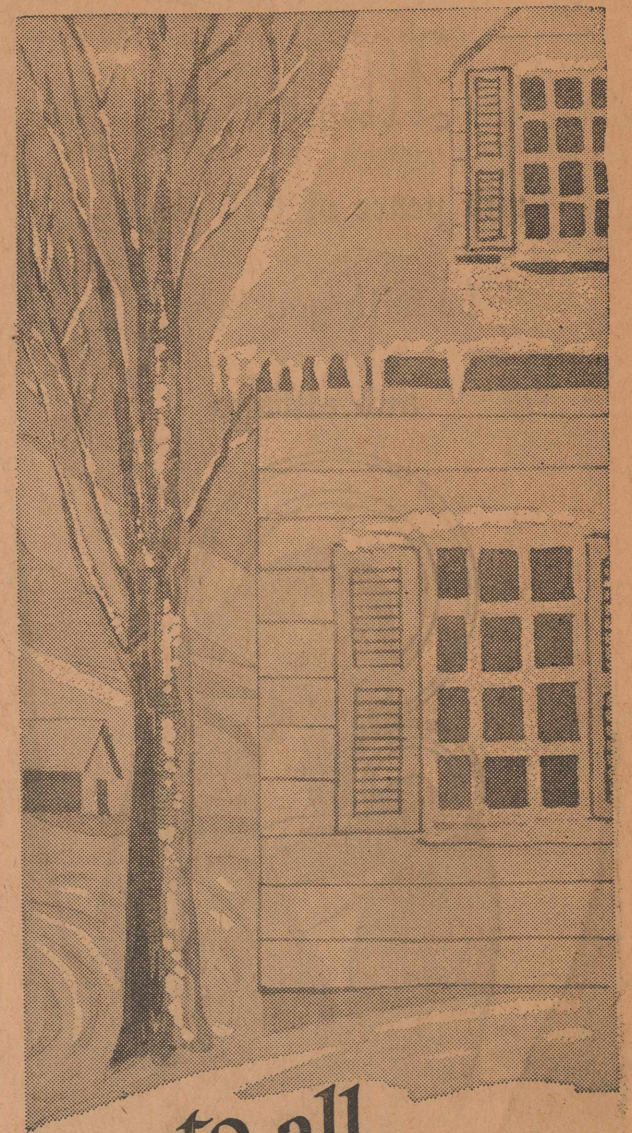
If you received a poinsettia for Christmas and wonder about proper care to assure maximum plant life, these tips may be helpful to you.

Three things are important in preserving the plant. Provide proper temperature, keep the plant out of drafts, and water it often.

Temperature is very important to the plant. Temperature should not range above 70-75 degrees during the day and not under 60 degrees at night. Temperature too hot or too cold can cause the poinsettia to become unattractive in a very short time.

The plant should be kept out of drafts. A poinsettia left in a drafty place will begin to lose its leaves quickly becoming unsightly in a brief time.

Your poinsettia should be watered every day. The water should be room temperature. It may be that your plant will require more moisture in one part of the room than another, determined by how fast it becomes dry.



to all in your house:

May this season be a happy one for you. We cherish this opportunity to thank you for your past favors and wish you the best for Christmas and the days to come.

Merry Christmas

Rice Dry Goods

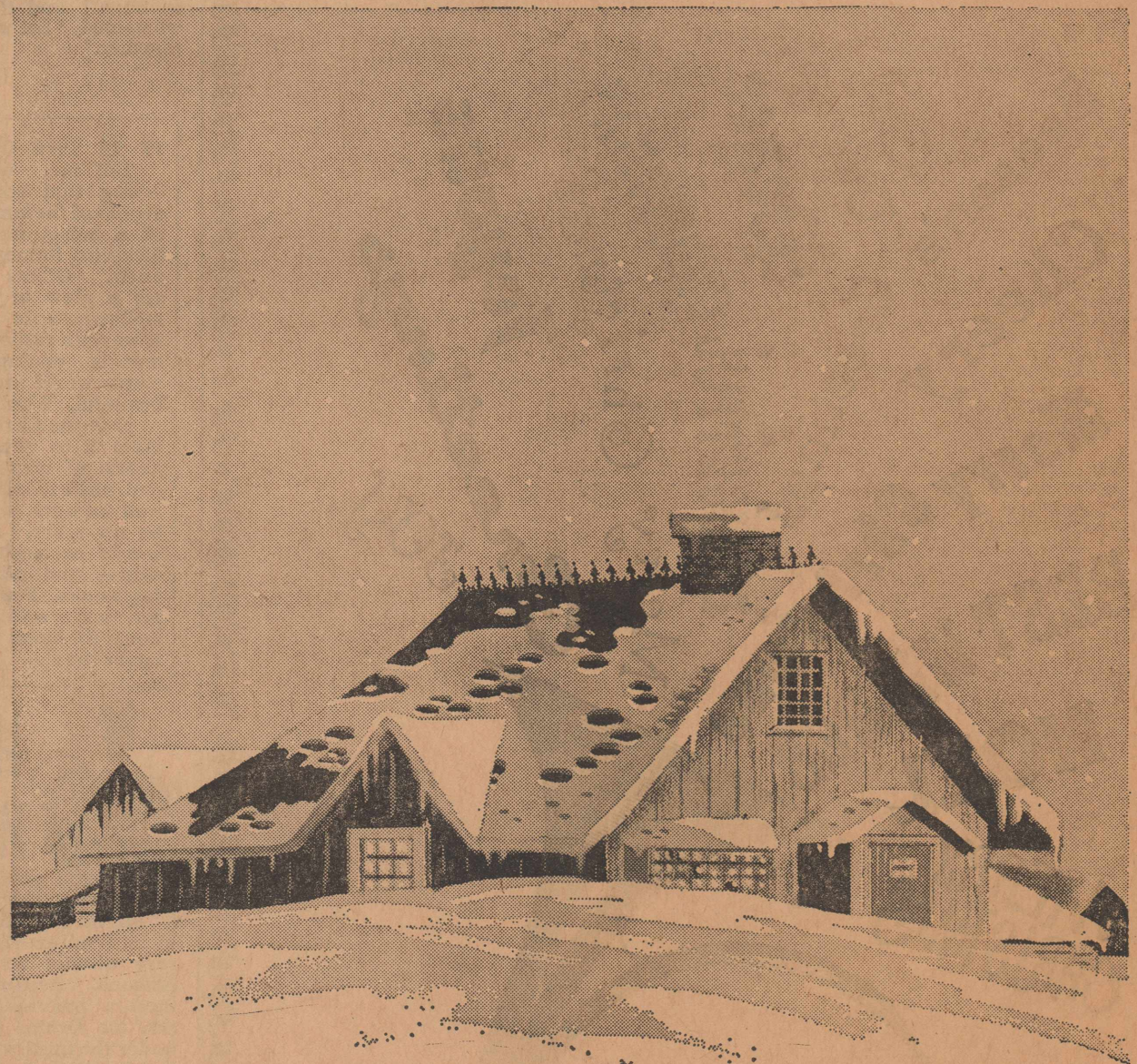
QUITAQUE, TEXAS



~ Come, let us rejoice! ~

May the Glory . . . the Joy . . . the Peace of Christmas ring out through all the world. May your house be especially blessed . . . during this Christmas Season and through a lifetime of Christmas Seasons yet to come.

Bill, Mable and Johnny Griffin
Erwin and Dorothy Boyd



May there be Christmas
Joy in every heart...
in every land and home

Briscoe County Officials

BERTHA PAVLICEK — County & District Clerk

M. G. MORELAND — County Judge

MILDRED REID — County Treasurer

VINSON SMITH — Sheriff, Tax Assessor-Collector

J. W. LYON, JR., County Attorney