



What species of evergreen is best for use as a Christmas tree? Forestry experts and U.S. Department of Agriculture experts say that there is no "all-round" best species.

Here are some facts about the most common species which may be helpful in selecting the right tree for your home:

Balsam fir—once the most commonly used, is now relatively scarce. It has short, flat, dark green needles attached to opposite sides of the limbs in a feather-like arrangement.

Top Tree

Douglas fir—the top commercial tree. It has blue-green or dark yellow-green needles, soft and pliable, attached all the way around the limbs, giving it a bushy, full appearance.

Scotch pine—long needled variety. It has needles which are arranged in clusters on the branches. It holds its needles exceptionally well.

Black spruce—a hardy tree, but has a dark, un-Christmasy color. It is widely used for dyed and treated trees.

White spruce—another hardy, attractive tree, but unfortunately it gives off an unpleasant odor.

Some things to look for in selecting a tree: retention of needles; full symmetrical shape; limbs without sagging; fragrant odor, spiny branches.

Tree Customs

The Christmas tree custom was started in the United States by Hessian soldiers fighting with the British Army in 1776. German immigrants who later came to this country continued the custom as they had done in the "old country." Christmas trees were in general use in America by the mid-eighteenth century. The first White House Lawn Christmas tree appeared in 1923, placed there by President Calvin Coolidge.

Mighty Mistletoe

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

Christmas Question

For some reason, most of us have come to look upon the first day of the year as the ideal time for examination of conscience and for the setting up of a new set of ideals. Would not Christmas be a much better time? What better time than Christmas for all of us to ask this question of ourselves: "What am I contributing to my fellow man; to Christianity; and to the world in which I live?"

Payola Scandals Will Have Effect On Business Gifts

Businessmen will give Christmas gifts in greater numbers this year, but the value and suitability of each gift is being examined with greater care, according to the Business Goodwill Advisory Council.

"Extravagant business gifts of the type associated with the 'payola' are on their way out, replaced with modest gifts selected with an eye toward value and good taste." That's the finding of this non-profit research organization supported by gift-conscious sales managers, the business gift industry's two national trade associations and the industry's trade information service.

The average cost of a 1959 business gift was about \$7.50, BGAC reports, down from \$14.00 only five years ago. But, the number of individual gifts is estimated to be running 22% above last year; 110% more than five years ago.

Because of the considerable increase in number of gifts, the sales volume of the business gift industry will be close to \$300,000,000 this year; up from \$253,000,000 last year and \$276,000,000 the year before. And these figures do not include liquor and other gifts purchased through retail stores.

"The 'payola' scandals have alerted businessmen to choose their business gifts with greater care," a spokesman said. "Businessmen are now striving earnestly for tasteful gifts that can be presented in a truly thoughtful manner as honest tokens of appreciation."

Dear Santa Claus:

I want a doll, stove, refrigerator, buggy and scooter.
your friend, Tammy Strickland.
P. S. I had my cousin Debby Hayes to write this letter for me.

Dear Santa:

I want a guitar and parts to my electric train. I wish you would bring me these gifts. I could learn to play my guitar and play with my train.

from Alva D. Mercer.

Dear Santa Claus:

I want a chemistry set and a electric football game.
Thank you, Kevin.

Dear Santa:

I would like for you to bring me a book shelf with three shelves. Also some books to read and a telescope. Thank you.
Debbie Spark.

Dear Santa Claus:

I would like to have a go-kart for Christmas. Oh, I want an electric popcorn popper.
your friend, Arlin Collins.

Dear Santa:

My name is Hazel. I want some dishes for Christmas. Well I better be going. A girl write this letter for me.
Yours truly, Hazel.

Dear Santa Claus:

I would like a Pollanna doll and a kodak Brownie Starflash camera outfit for Christmas. Merry, Merry Christmas.
Love, Connie Sue Byrd.

Dear Santa Claus:

I have two brothers and one sister I would like a doll for my sister and a toy car and an accordion for my brother and a 4 wheel bike.
Love, Hiram.

Dear Santa Claus:

I saw you on TV in the parade. I hope I see you again. I saw you in our parade in Rotan. Christmas is right around the corner.
Your friend, Roger Graham.

Dear Santa:

have been a good boy. I want a white truck and a linemans set and anything you want to give me. I'd like to have some candy, fruit and nuts. Don't forget my brothers and sisters.
Love, James Clawson.

Dear Santa:

I would like a big black bear, and a tancy tea doll and a pair of mittens.
love, Mrie Ogelar.

Dear Santa Claus:

I want agun and a electric football game for Christmas.
love, Don.

Dear Santa:

We are glad we saw you Monday. We hope you come to visit us next year. We enjoyed you very much. I want you to bring me a doll and a suit case.
your friend, Mary Lupeda.

Dear Santa Claus:

Yogi Bear dowl, doggie Daddy, high heel shoe, baby swing, Tomi toodles, milk.

Dear Santa:

At the top of my Christmas list is a pair of boots, and also some film for my camera. I would like to have these very much.
Marilyn Thompson.



To Everyone

The Yuletide Season offers a magnificent opportunity for us to express our heartfelt appreciation of all the fine things that have been ours to enjoy during the past year, chief among which is the splendid patronage that you have given us. Your consideration has made it possible for this firm to have a successful year from the standpoint of material gain, of growth and service, of acquisition of new and valued associations and of maintenance of old friendships. It will be our purpose to merit continued good will in the years to come.

Thank You...

We are not without grateful humility when thinking of the splendid patronage that has been ours, and we wish to thank each of you for whatever part you may have had in making possible the progress of this firm.



PIGGLY WIGGLY

Mr. and Mrs. J. D. Moore

The Black Deuce

By W. L. Roper

IT was nearing midnight, New Year's eve and the Macambo in Hollywood was alive with gay, stylishly dressed celebrants.

Suddenly the smile faded from Myra Walton's face. She held out a card toward Bob Bancroft, her publicity man, who was seated at the table with her. "Is this another of your fool publicity stunts?" she demanded.

Bob smiled. "Why, it looks like the deuce of spades. Where'd you get it?"

"A little dark man in a black suit laid it beside my plate when your back was turned. I thought for a minute he was a waiter. But if this is one of your—"

"Cut it, Myra," Bob's voice was a bit edgy. "I didn't have a thing to do with it. Here let me see it."

Inscription

She handed him the card and he studied it closely. "Hey, look," he exclaimed. "There's something scribbled on the face of the card." Slowly he read: "Chopper Joe, a jungle buzzard, is after your junk. Be careful, Benny."

Bob continued to study the card thoughtfully. "It sounds like some underworld lingo," he said. "I've a notion to step into the office and show it to Detective O'Riley."

Myra's eyes flashed fire. "No,



Bob studied the card. "It looks like some kind of underworld lingo."

you don't. I've had enough embarrassment from publicity. I don't want anything to do with the police."

Mistaken Idea

Bob sighed. "Yeah, I guess you're right. Since I was sitting here at the table with you when a mysterious little dark man handed you this cryptic message, both the cops and the press boys would jump at the conclusion that it was some kind of a screwy stunt to get your name in the papers."

Myra smiled, but her hand trembled slightly as she lifted her glass. "Here's to a happy, prosperous New Year," she said.

Bob's roadster was purring along Sunset toward downtown Hollywood, when the big black sedan swung alongside and crowded him to the curb. From the rear window of the sedan protruded the nose of a submachine gun.

"Where's the junk, Sadie?" a deep voice growled. "Talk up. We're in a hurry."

"My name's not Sadie and I don't know what you're talking about," Myra said.

Rescue

On the road behind them sounded a siren. A police car with red lights flashing was approaching. Quickly letting go of her wrist, the man sprang back in the black sedan. It roared away as the police car stopped behind Bob's roadster.

Bob pointed excitedly at the fleeing sedan. "Get that car," he shouted. "They're gangsters. Got a Tommy gun and—"

"Sure, we know," Captain O'Riley replied. "We've just radioed ahead. Did they hurt you? That deuce of spades we found on your table with a warning message scribbled on it sent us out looking for you."

Later at Central police headquarters downtown, O'Riley and the officers on the narcotic detail explained the rest of the mystery.

"Those gorillas in the sedan were after Sadie McCabe Gomez, the dope queen who's been running the stuff between Tia Juana and Hollywood," O'Riley explained. "She tried to make-up to look like you, Miss Walton, and that caused the confusion. Government agents captured Sadie early this evening. She won't be masquerading as you any more for awhile. Why, even that dark guy, Benny, one of her pigeons, who left the warning card at your table, was fooled by the resemblance."

As Myra's dark eyes flashed angrily, O'Riley added: "Neither he nor the gorillas who were after Sadie's stuff had noticed that her eyes are a pale green, not a beautiful brown like yours." He smiled at Myra. She smiled back at him.

Dear Santa Claus:

I want a doll and clothes and a wagon and dishes for my doll. I want a sweater, shoes, dresse.

Thank you, Elizabeth Rodriguez.

Dear Santa Claus:

I would like a bride doll for Christmas. And a blackboard. I would like some games, and a few other toys.

Your friend, Donna Kty.

Dear Santa Claus:

I want a plane, doctor set, play cars, a truck and a bike. I wish you a Merry Christmas.

From my little brother, William Grantbaur.

Dear Santa Claus:

For Christmas I would like to have a doll and some little play high heels. I want to wish everybody around the world a Merry Christmas.

Your friend, Brenda Donham.

Dear Santa:

I would eike a telescope and a magic kit.

I hope you can bring me the telescope because I like to see the stars and planets.

I wish you a merry Christmas and a Happy New Year.

Your friend, Arthur Medrano.

Dear Santa Claus:

I am nine years old and I am in the fourth grade. I live at the corner of Seventh and Garfield. I think I have been a pretty good girl. I would like very much to have a watch for Christmas.

Yours truly, Pamela Hardin.

Dear Santa:

How are you? I'd like to have a bee bee gun for Christmas. I wish I get it. And I want an archery set. I wish I can get it. I wish you come to my house and give me some toys.

Sign, Tommy Yanez Jr.

Dear Santa Claus:

I would like to have a bicycle, basketball and a basketball net and a BB gun for Christmas. See you soon I hope.

James Price.

Dear Santa:

I want a doll, a ball, some candy, acooking service and a tike. Merry Christmas, Ruth Grametbur.

Dear Santa:

Please bring me a small printing dress, a concetration game and a small race trtk.

Your friend, Roy W. Singley.

Dear Santa Claus:

I would like for you to come see me. I want some books, camera and skates, but I will be happy with anything you can bring. I probably will not see you Christmas Eve so I will say thank you, now.

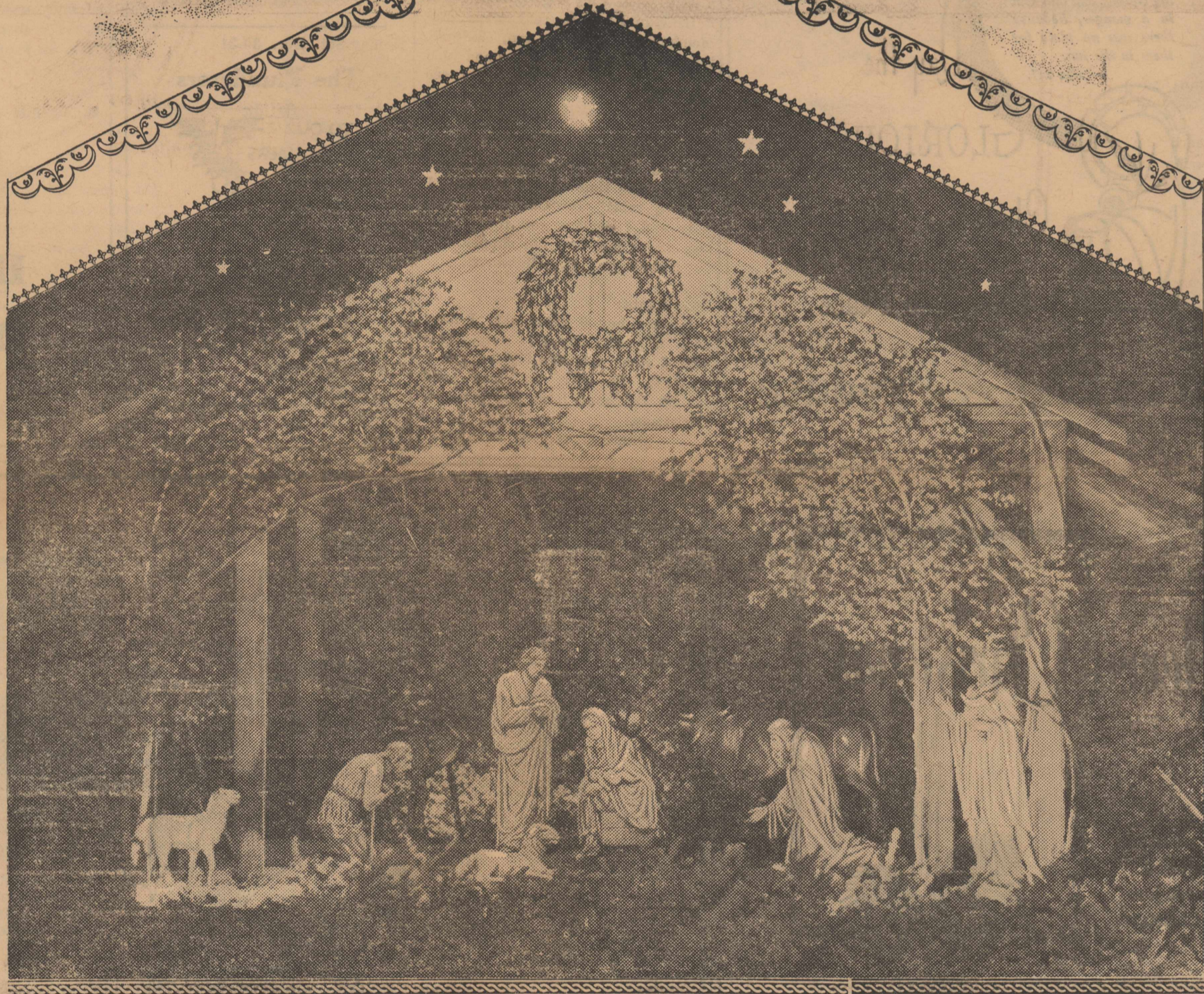
love, Barbara Neesley.

Dear Santa:

I am glad it is nearly Christmas, because I want lots of presents. I want a riveride service station, Have Gun Will Travel guns, watch, basketball and goal and a pogo stick.

Your friend, Debbie Hayes.

The IMMORTAL STORY



(As related by St. Luke in the King James version of The Holy Bible)

And it came to pass in those days, that there went out a decree from Cesar Augustus that all the world should be taxed.

(And this taxing was first made when Cyrenius was governor of Syria.)

And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem; (because he was of the house and lineage of David:)

To be taxed with Mary his espoused wife, being great with child.

And so it was, that, while they were there, the days were accomplished that she should be delivered.

And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid.

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you; Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying,

Glory to God in the highest, and on earth peace, good will toward men.

LUKE 2:1-14.

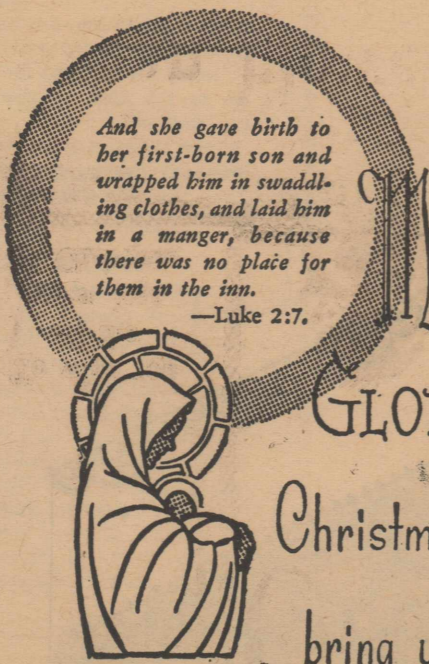
A M E R R Y C H R I S T M A S

Campbell Dept. Store

May you be blessed
with Peace
and Contentment on
Christmas Day



Devon and Don's
Texaco Station



And she gave birth to
her first-born son and
wrapped him in swaddling
clothes, and laid him
in a manger, because
there was no place for
them in the inn.
—Luke 2:7.

May the
GLORIOUS
Christmas Season
bring you Peace

Gladson Feed & Produce

Merry Christmas

To wish you
all the
truest joys
of Christmas



Rotan Flower Shop



Merry Christmas

Porter Locker Plant

THE ROTAN ADVANCE

E. H. Shelton, Publisher
TELEPHONE, DIAL 332

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ADDRESS ALL CORRESPONDENCE TO BOX 656 ROTAN, TEXAS
SECOND CLASS POSTAGE PAID AT ROTAN, TEXAS

Dear Santa:

My name is Steven Craig Roland. I have been as good as a boy could be, I guess. I would like you to bring me the inter-com telephone set, trampoline, blackboard and a 24 inch bicycle. Please remember all the other children too.

Love, Steven Craig Rowland.

Dear Santa:

I am a little boy six years old and in the first grade. I try to be a good boy all year and I would like you to bring me a gun for Christmas. A toy sawed off shot-gun, and a blackboard and anything else you want to bring me. Don't forget the other boys and girls.

Love, Frankie Klepper.

Dear Santa Claus:

Here it is Christmas time again. My mother says I have been fairly good for a boy this year. I am hoping you think I have been good enough for a BB gun. I would like a few small toys too, but if I get a BB gun I will be real happy. Remember my brothers too, like me, they have been pretty good this year. Bye for now. Hope to see you soon.

Jerry.

Dear Santa:

These lines are to say hello and at the same time to tell you that I want a table for Christmas this year and I want a doll for Christmas and a dog and red slipper.

Thank you, Eva Martinez.

Dear Santa:

I am a boy 9 years old. I have been a good boy all year. This year I want a baseball glove and a football. Be sure to come and see all the good boys and girls on Christmas.

Dnnie Gann, 703 E. Eighth.

Dear Santa:

I want a doll for Christmas, and I want daddy and mother to have something for Christmas. Goodbye.
Ofelia Velez.

LANCE THEATRE

Rotan

Saturday, Dec. 24

One Foot in Hell

in color

Stars Dan Murray, Alan Ladd,
Dan O'Herley

Sun. Mon. Tues. Dec. 25-26-27

High Time

in color

Bing Crosby and Nicole Maurey
goes to college with a bang. Its
high time your life time.

Wed. & Thurs. Dec. 28-29

I Aim At the Stars

Friday-Sat. Dec. 30-31

The Plunderers

TO OUR
CUSTOMERS
AND
FRIENDS

BEST
WISHES

at Christmastime

To wish you
all the joys
of a
MERRY CHRISTMAS
Season



Mr. & Mrs. George Watson

May peace
be your gift at

Christmas

and your treasure in the
coming year



Dr. John B. Majors

and

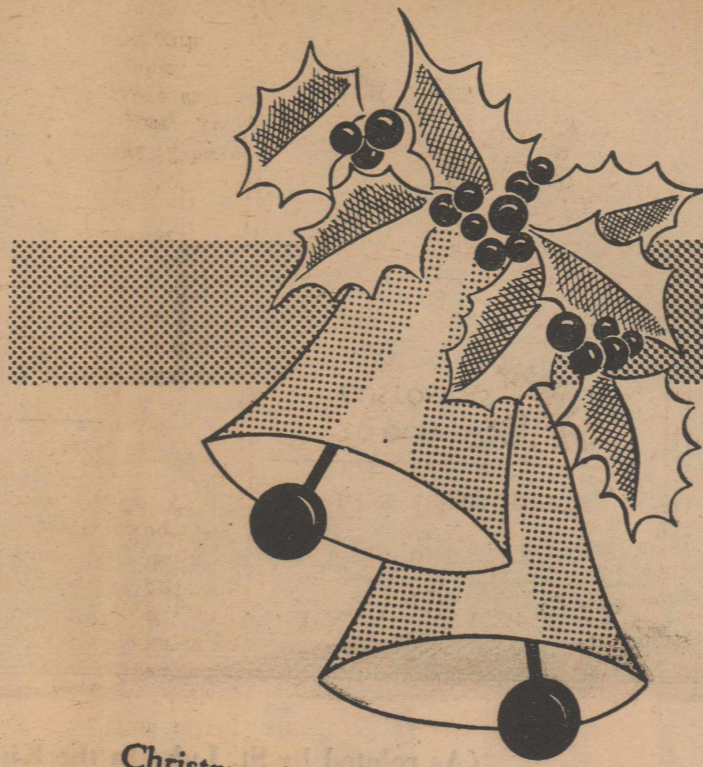
Dr. John B. Bowen

OPTOMETRIST

and

CONTACT LENS SPECIALIST

Sweetwater, Texas



Christmas brings much happiness to our
daily lives — good fellowship, good cheer
and kindness. It strengthens our confi-
dence in each other and makes us all feel
happier and more friendly toward our
fellowman.

Our heartiest good wishes to you, and
yours, for a Joyous and Merry Christmas.

Happy
Christmas

to All

and to

All a

Good Night!

First National Bank



Rotan Insurance Agency



Each of us here send to each of our many loyal customers the warmest wishes of the Yule Season . . . "Serving you has been a real pleasure."

Youngs' Food Market

Dear Santa:

How are you doing? I am doing fine. Please bring me a medium size football, because my other football split. Bring me a Mother Hen. A target shot with a stopper gun. Then a egg goes in a basket. Bring me a dart board with six darts. Bring me some candy also. Thank you, Santa, Jimmy Gruben. I wish I had a pair of shoes, and some games. Maybe a doll too. I know I may be too young to have a camera, but I wish I had one. My sister is nice and I wish she had some more jewelry. I wish my mother had an apron and my dad a shirt.

Love, your friend,
Vera.

Dear Santa Claus:

How are you doing? I know you are busy because Christmas is almost here. We are putting up our tree. I know you will be hungry so I will leave you something to eat and drink. I will like a microscope and a chemistry set for Christmas.

Your truly, Mike Allen.

Dear Santa Claus:

I would like a gold watch and a birthstone ring.

Love, Laura Wallace.

Dear Santa Claus:

There are about two things would like for Christmas. There's a toy shotgun at Whites Auto. There is a pocket radio for \$3.98, I think, and that is all.

you frindly, James Soliz.

Dear Santa:

I am a little boy 4 years old. I would like for you to bring me a bowling set, gun and a truck. I have tried to be a good boy. Don't forget to come see Ruby.

I lve you, Darry Neeley.

Dear Santa:

For Christmas I want a Pollannt doll. I think I have been a pretty good girl. Please bring my three brothers and sis something nice.

Jodie Helms.

Dear Santa:

I would like to have a bicycle and a pair of skates, a game to play in the house, also some cards and pir of blue jeans for Christmas.

Lindt Head.

Dear Santa Claus:

I want a watch, football and a drum for Christmas. Remember my brother and sister and all the other boys and girls.

Love, Steve.

Dear Santa Claus:

I want a little doll and I will name her Susie. I want a paper doll girl.

Love, Linda Sue Bilbo.

Dear Santa Claus:

I want a Toodles doll and a sewing machine. Don't forget my sister and brother.

Love, Peggy.

Dear Santa:

I want a playmate doll and a pair of boots.

Your friend, Rhonda Hammit.

Dear Santa Claus:

I want football, outfit and shoulder pads and I love you.

Your friend, Randy Mc

Dear Santa Claus:

Please bring me a bee bee gun and some candy.

Dear Santa:

I want some roller skates and a bicycle and a hat for church and a little washing machine and doll with her bed. And some puzzles and a Bible story book to read and some guns.

With love, Berto Alvorto.

Dear Santa:

I would like to have a little TV and a little radio and a paint set and I would like a big piano and a bag of candy and sweet things and I would like a wagon and a little doll about eight inches tall with long hair and with pretty dresses and pretty shoes and Brunette hair and other children will write letters to you.

Love, your friend, Patricia Alls.

Dear Santa:

I would like a baseball glove, doll and a pair of boots for Christmas, thank you very much.

Your friend, Linda Eaton.

Dear Santa Claus:

Please bring me a dress and a doll and some dishes and some candy.

Delia Randez.

Dear Santa Claus:

Guess what I want for Christmas I want a record player and other things. I hope I will get everything I want.

your friend, Jane Canta.

Dear Santa:

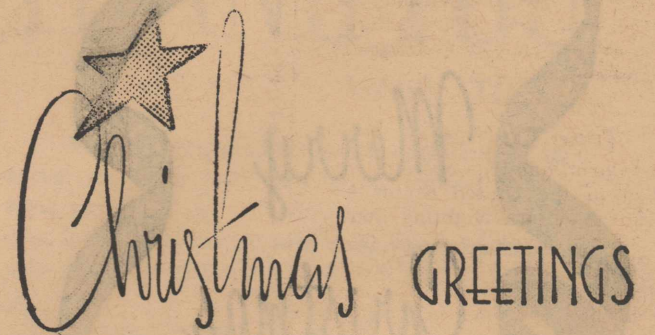
I would like to have a balarem doll for Christmas and a pair of skates if I get these things I would be very happy.

From your friend, Melody Clopton.



May your every dream and wish come true and may this be the most Glorious Christmas of them all
MERRY CHRISTMAS

Martin Cleaners



Our Thanks and Gratitude for Your Friendliness and Patronage of the Past Year!

We extend our warmest wishes for Your Merry Christmas and Happy, Prosperous New Year!

Henderson Oil & Gas

Mr. and Mrs. Lon Henderson and family
Mr. and Mrs. Avin Martin and family

CHRISTMAS

Greetings

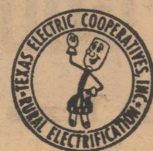
To you who helped to make our year so very pleasant, our warm wishes for a Merry Christmas . . . and the sincere hope that we may continue to enjoy your fine friendship in times to come.

Westside Gin Co.

R. R. Terry, Mgr.

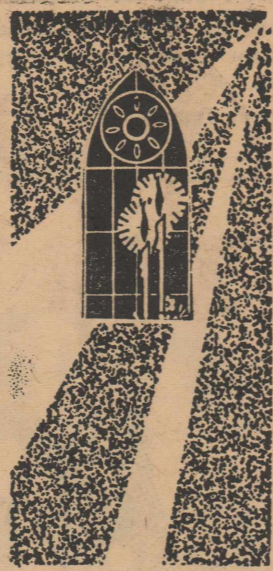
Peace on Earth
Good Will
Toward
Men

And suddenly there was with the angel a multitude of the heavenly host praising God, and saying, Glory to God in the highest, and on earth peace, good will toward men.



Midwest Electric Cooperative

May the blessings
of the season
be yours



And may all the days that
God has still in store for
you be filled with every
Joy and Happiness.

Merry Christmas
Scales Motor Co.

Dear Santa:

Will you bring me a bicycle. I want it complete with a horn, lights and a compass. I have an old time one, but the light won't work. Bring me a pony tail compact. I want a set of encyclopedias for my bookcase. I would like some snails for my goldfish. I would like some turtles too.

Norma Floyd.

Dear Santa:

I would like to have an electric train, my brother would like to chine, maybe my brother and I would like to have a go-cart together. If we get a go-cart together we would like to have one thing else. I would want an electric train, my brother would like to have a crossbow and 12 arrows.

Sincerely yours, Jerry Dean Edwards. P.S. Make that train a Lionel.

Dear Santa Claus:

I am a little girl. I am 7 years old. I am in the second grade. Mrs. Morrow is my teacher. Please bring me a doll and some toys. Bring all the boys and girls all over the world something good. I will leave you a glass of milk on the table.

Merry Christmas, Susan Adams. also bring Grandma Kiker something.

Dear Santa:

My name is Mickey Early. I am in the 2nd grade. I am 8 years old. Santa Claus I want a football suit and gun. Please bring all my friends what they want.

Mickey Early.

Dear Santa Claus:

I would like to have a puppy and a stove and icebox. I would like a Tiny Tears doll that cries real tears and a panda teddy bear. I want very much to have dishes. I have two little sisters named Terri and Toni. Terrie wants a tea set and a little doll, a Dr. kit and ironing board. Toni wants a Donald Duck phonograph, Mousegetar, Hershey Bar Bank and Tom Thumb cash register.

Vickie, Terri, Toni.

Dear Santa:

My name is Mary Helen and I am 8 years old and I have been a very good and would like for you to bring me a little Lady H. and a hat box cosmetic kit.

Thank you Santa, Mary Helen.

Dear Santa Claus:

I write you just to tell you what I want for Christmas. I want a basketball and a bat and basketball. Santa that's what I want for Christmas.

Your truly, Lucio Garcia, rt. 1 % Jim O'Briant farm, Rotan. Please answer me on this address.

Dear Santa:

I am a little girl five year old. I live ten miles in the country. I try everyday to be good. For Christmas I would like a Tiny Tears doll and her bag of clothes. Thank you. Love, Suzanna Hunsaker.

Dear Santa Claus:

My name is Rickey and I would like to have some play Doh and Flying Saucer and a concentration game. I love you very much.

Rickey Starnes.

Dear Santa Claus:

I want some houseshoes and a doll, doll bed and some toys and candy.

Linda Louise.

Dear Santa Claus:

I want a airplane and a gun and a boat and a truck. Sincerely,

Stephen Whitley.

Dear Santa Claus:

I would like for you to bring me a pretty doll and a pretty red sweater.

Love, Joyce Rogers.

Dear Santa:

I want for Christmas a register, dress and a big doll that is as big a me. This is all I want for Christmas.

Bye Santa, Ramona.

Dear Santa:

I want a pair of guns and a doctor set.

Robert Grametbaur.

Dear Santa:

I want a little doll for Christmas. I want her to open her eyes and to go to sleep to. Will you please.

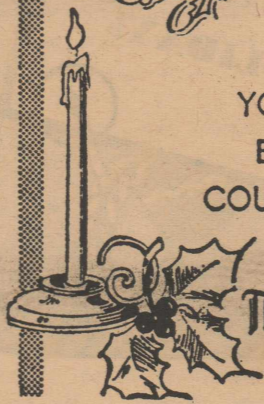
Love, Julia Romero.

Dear Santa Claus:

I would like to have an electric train. A bicycle, a tractor.

Mickey O'Briant.

Holiday
Greetings



MAY
YOUR CHRISTMAS
BE FILLED WITH
COUNTLESS BLESSINGS

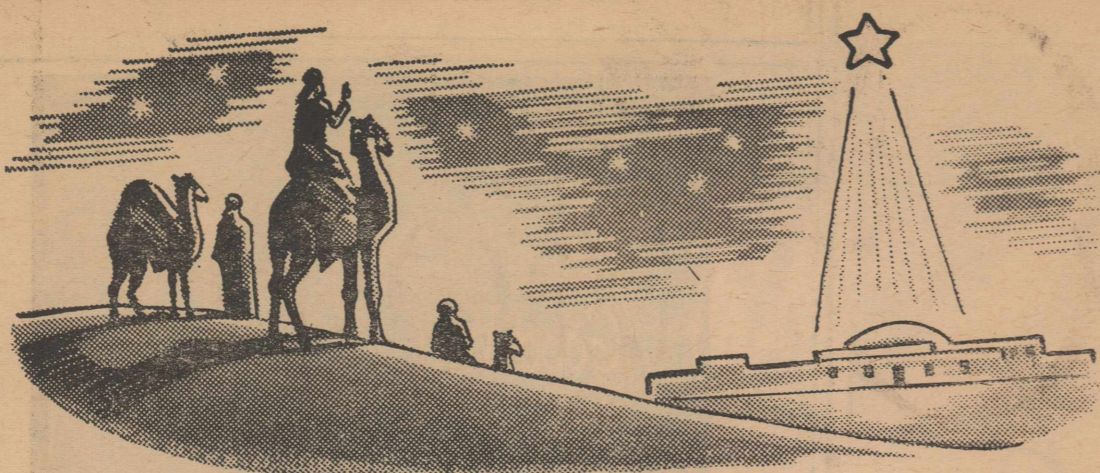
The Lord Bless Thee...

Dairy Dream



Greetings

Rockwell Bros. & Co.



At Christmas

To Our Friends

As the Holiday Season approaches, it is a pleasure to take this opportunity to send greetings and best wishes to our friends.

In appreciation of our pleasant association, it is a wonderful time to pause and to extend our sincere wishes. May the Holiday be a joyous one and the New Year bring you an abundance of success and happiness.

Sincerely,

Lotief Dry Goods Co.

Rotan, Texas

HAPPY HOLIDAY!



To Everyone

After the rush of Christmas, may we extend a wish for a Happy Christmas to you with our warmest thanks for your friendship this past year?

Poe & Wasson Warehouse Co.
Fisher County Bonded Warehouse

To Our
Friends
MERRY
CHRISTMAS



Gann's Cafe

Dear Santa Claus:

These lines to say hello and at the same time to tell you that I want a table for Christmas this year.

Sally Carrillo.
and a dog hello for

THANKS

We appreciate the following for their thoughtfulness in sending daily papers to patients at Callan Hospital: Porter Locker Plant, Texas Cafe, R. L. Young Insurance, Raines Grocery, Rotan Advance, McClain Laundry, Rotan Motor Co., L. L. Jones, Agent.

Staff and patients of Callan Hospital.

Counting Time Man's Problem For Centuries

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

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

Egyptians

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

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

Dear Santa Claus:

I want a pair of guns and a tractor and a jet for Christmas, if you could get them for me Santa I love you very much.

from your friend, Kelly Clopton.
address 506 Eight street, Rotan.

Dear Santa Claus:

We are two little girls. Our names are Patti and Peggy. We have been pretty good. Wont you please bring us a baby doll and nurse kit that has medicine with it? We would also like a record player. Please don't forget the other little boys and girls. Thank you,
Patti and Peggy Upshaw.

Dear Santa Claus:

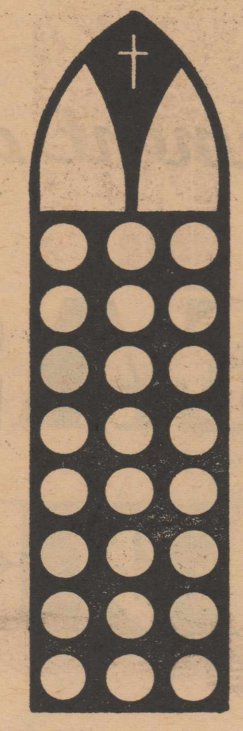
I want a playtime pal doll for Christmas, with black hair. Love,
Sherry Lynn.

P. S. I am sending you a picture. Come a day earlier, please.

Dear Santa Claus:

I want a viewmaster, bicycle and rollerskates. My little sister wants a doll. David, my brother wants a 4.10. My brothr Earl Dean wants a record player. Mother wants some dresses.

Mara Beth Hammit.



Through
the years

the lives of all of us have been enriched by the true spirit of Christmas. In the days following this season, may you continue to take with you this spirit of joy.

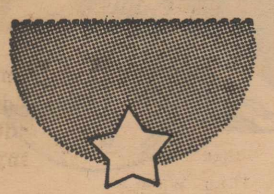
Morrow Drug

"And all things, whatsoever ye shall ask in prayer, believing, ye shall receive."
MATT. 21:22



Merry
Christmas

SHERIFF & MRS.
A. E. ROLLANS



"Every good gift and every perfect gift is from above."

James 1:17

Best Wishes
To Wish You Abundant
Happiness and Abiding
Peace

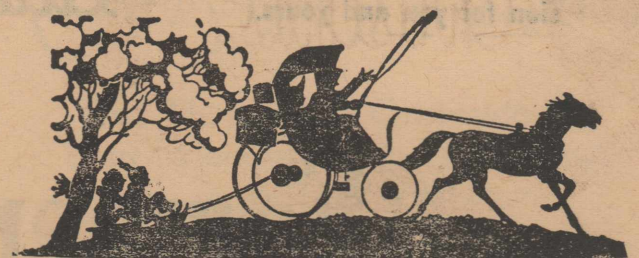
Mr. & Mrs.
R. R. Terry

WE WANT TO SAY

THANK YOU

MANY TIMES

We are grateful for each opportunity to serve you and feel privileged indeed every time you call on us. May you have the joy of a happy Christmas and may you be blessed will all good things.



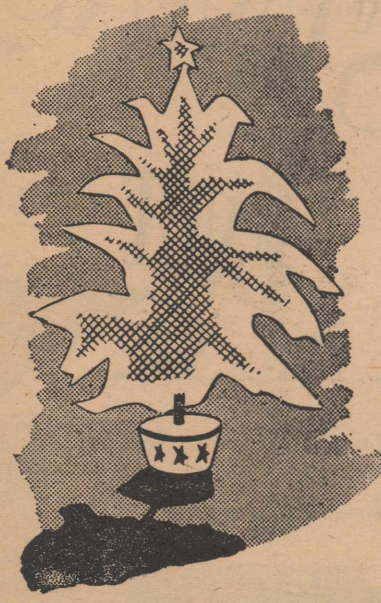
The Dee Reeses'



Peace... home... worship... freedom
... friendships... loved ones... the
wonderment of children... may all
these blessings be included in your
Christmas picture this holiday season.

Season's Greetings
Home Lumber Co.

It's
Christmas



Smiles are brighter...
laughter rings truer...
handshakes are more
hearty... making others
happy is a joy to us all.

May you be blessed with
peace and contentment
on Christmas day and
every day.

Season's Greetings and best wishes

National Gypsum Co.
and Employees

Management and Employees say

SEASON'S GREETINGS

As we look back over the year just past we fully realize the factors that have combined to make possible such an enjoyable year. We can think of any number of instances where your friendship and your influence has been of tremendous benefit to this institution and it is with this thought in our hearts that we stop for a moment at this happy Yuletide to wish you all the joys of the season. We hope that your every Christmas wish will be granted, that this will be a most happy occasion for you and yours.



to the friends and customers of this firm

Farmers Gin Co.

J. C. Edwards, Mgr.

Dear Santa Claus:
Please bring me gun, truck, piano.
Guy Ray

Dear Santa Claus:
For Christmas I want almost everything. I know I can't have all of that. So I have chosen only two or three things. I want an electric train, electric pinball set.
Love, Randy Murphree.

Dear Santa:
I would like to have a doll and a leather jacket for Christmas.
Your friend, Lou Ann Driver.

Dear Santa Claus:
I am telling you what I want for Christmas. I want a chemistry set and I want a baseball glove and a lot of candy.
See you at Christmas,
Raymond Grantbaur, Jr.

Dear Santa:
I would like to have a ring, a camera and a jewel music box. I believe that all I would like to have. I wish you a Merry Christmas.
with love, Janet.

Dear Santa Claus:
I would like for you to bring me two pairs of Levis, some boots, a boys watch and a billfold for Christmas.
Sincerely yours, Gary Don Morgan.

Dear Santa Claus:
This year I would like a Pollyanna doll. I hope that nothing happens on your way. I wish you a Merry, Merry Christmas.
your friend, Karen McKimney.

Dear Santa:
I want a teddy bear and pollyanna doll. Please remember the other boys and girls. Fill up my stocking with goodies.
your friend, Kaye McKimney.

Dear Santa Claus:
I want you to give me a doll for Christmas.
Rosaria.

Dear Santa:
I want a train and a typewriter. Please bring my sisters something too.
Roger.

Dear Santa:
Besty Westy doll for Christmas.
Love, Sheietta.

Dear Santa Claus:
I have been a good boy this year. Would you please bring me a toy bow and arrow set and toy rifle. Would you please bring my friends some toys too.
Yours truly, Randy Smith.

Dear Santa Claus:
Please bring me an electric train, some boots and Levis. I have been a good boy.
Sincerely yours, Terry Neal Morgan

Dear Santa:
I want a bride doll and a set of dishes and a table with chairs. I have been a good girl. I would like you to bring my parents a present too.
Yours truly, Susie Garcia.

Dear Santa Claus:
Please bring me a dress-up doll, a blackboard and robe and house-shoes. I would like some candy.
Donna Gruben.

Dear Santa:
I have ten pictures of you and I thought that you could send me a bike for Christmas and if you will, I would sure like to have a bike from you.
your friend, Felix Alanza.

Dear Santa:
I would like to have an Uncle Wiggly game, a get-well doll and some pink house-shoes. Please bring Robert and Keith the things they have asked for. We try to be good.
Love, Roxanne Callan.

Dear Santa Claus:
I want a record player, a big doll and a bulletin board. Remember my sister Janice, my niece Becky Beth and all the other girls and boys.
Love, Jeanne Aldridge.

Dear Santa:
I want a bicycle and Ny-Lint Ford speedway special and a Structo auto transport. My brother wants an English Racer. My sister Connie wants a transistor radio. My sister Sherry wants a transistor radio. I also want a camping set.
Santa I like you very much.
Your truly, Michael White.
P. S. A real camping set.

Dear Santa:
I want a doll.
Mickey Yanez.

Greetings



May you accept our best wishes for a glorious Christmas Season

Thank You

Rotan Gin Co.

Wayne Nowlin, Mgr.

GOOD tidings of great joy

May Your Christmas be in tune with a peaceful world



"FOR UNTO US A CHILD IS BORN, UNTO US A SON IS GIVEN . . ."
ISA. 9:6

Barnes Coin-O Matic

Mr. and Mrs. J. A. Barnes

May we drop in a moment to say

MERRY CHRISTMAS



And to wish you all the good things of life during the Holiday Season.

Rotan Post Office

Mr. and Mrs. W. E. Barron
Mr. and Mrs. Fred Byerly
Hattie Belle Howard
Mr. and Mrs. Robert Phillips

Mr. and Mrs. J. W. Perry
Mr. and Mrs. D. L. Smith
Mr. and Mrs. E. T. Warren

Dear Santa:

I want a chemistry set, a pogo stick, some football shoes, a football, helmet and a pump gun. your friend, Walter Hargrove.

Dear Santa Claus:

I want a bibi gun and holster and knife and bullet with the gun. In a big box. Isidro Torres Jr.

Dear Santa:

I want a watch and a bride doll, and a coat and a bible. Your little friend, Debbie Kay Stewart.

Dear Santa Claus:

I would like to have a doll, some games, guns, bicycle and truck. Thank you, Sandy Burnes.

Dear Santa:

For Christmas I want a B-B gun, a football, a lot of records and a drawing outfit and a race car set. Your friend, Hank Day.

Dear Santa Claus:

I want for Christmas, a big doll with 12 dresses and a pony and I want some skates and apogo stick. Love Debra Sue Aumala.

Dear Santa:

I like to have a doll and a bike. Sixta Requepo.

Dear Santa Claus:

I love you. I want a pair of roller skates, and I want a nurse kit, and I want a majorette suit, and I want watch and I want a View-Master camera, too. Love, Kathy Sue Murphree.

Dear Santa:

I want a bibi gun and a pair of skates and a pair of stocks. I have been a good boy. Your friend, Chico Garcia.

Dear Santa Claus:

I want a record player and a 20 ga. shotgun. My sister Roxie want a bike with trainer wheels. Thank you, Owen and Roxie.

Dear Santa:

For Christmas I wish to have a transistor radio. Please remember the children that won't have a Christmas.

My brother is too old to write, but he wants a set of golf clubs.

My two pets would like something, too. My bird will have a little stocking hanging in his tree and I wonder if you could fill it with some birdseed. For my dog, just leave a bone.

Thanks, Paula.

Dear Santa Claus:

Please bring BB gun. Johnny Lynn Matthies.

Dear Santa Claus:

Since it is almost Christmas, I must tell you in time what I want. What I want for me is a doll and some little cars for my little brothers. Also some play dishes for my sisters. Some candies and oranges and apples. I sure hope you get my letter this year, because last year you didn't.

Sincerely, Molly Ortega.

Dear Santa Claus:

I am a little girl 9 years old. I am in the third grade. I have tried to be good. Please bring me a baby doll, bicycle, roller skates, some clothes, and fruit. Also remember the other boys and girls.

Thank you, Janet Faulkner.

Dear Santa:

Please bring me a doll for Christmas. Please bring me a little cat for Christmas. Please bring me a pig for Christmas. Please bring me a car for Christmas.

Thank you, Alicia Carrillo.

Dear Santa Claus:

I want a doll, baby bed, telephone, doll clothes.

Cynthia Johnson.

Dear Santa Claus:

Please bring me bicycle and truck.

Dear Santa:

Please bring me a record player for Christmas. My brother wants a gun for Christmas too. And I want a doll too and a telephone, too and some clothes too.

Thank you, Maria Hernandez

Dear Santa:

Please bring me a socks and shoes and a petti-coat and a dress and a piano and a bicycle and a big toy dog.

Thank you, Janie Flores.

Dear Santa:

I would like to have some new house shoes and a bath robe and pajamas.

Thank you Santa. May God bless you Santa.

Ronnie Dan Starnes.

Dear Santa Claus:

Please bring me football and a gun and toy and my sister a doll, basketball and color book. Danny Evas.

Dear Santa:

Please bring me dishes and dolls and a piano, bicycle and a doll, wagon, books.

Thank you, Carmen Rodriguez.

Dear Santa Claus:

Please bring me a bicycle. Thank you, Anguina Rodriguez.

Dear Santa:

Please bring me a doll and bicycle.

Thank you, Genovfa Alaniz.

Dear Santa:

Please bring me a BB gun, and and my sister's wish for a doll for Christmas.

Andrew Romon Jr.

Dear Santa:

I have two brothers and one sister. I would like a doll for my sister and a car and a little 4 wheel bicycle and a piano.

Dear Santa Claus:

Please bring me a record player. Thank you, Ignacio Meramontez.

Dear Santa:

Please bring me a bicycle nad a play doll and a play horn. Thank you, Zeniada Carrillo.

Dear Santa Claus:

Please bring me a truck and a BB gun. Santa Clau I love you. Santa Claus, God bless you.

Louis Guzman.

Dear Santa:

I want a bicycle, some pre-historic animals and a tool box. Catherine and Annette want dolls and bottles ad some househoses.

We have been pretty good, most of the time. Love, Ruple Weems.

Dear Santa Claus:

I want an airplane and a pogo stick nad a gun. And anything else that you have. And remember my two sisters and my little brother.

Love, Dicky.

Dear Santa:

I would like a football helmet, a football suit and electric football game. I would also like a bicycle, a BBgun, Fanner pistol, a scout rifle and a canteen.

My cousin wants a football, her name is Karolyn Kay.

signed, Norvelle.

Dear Santa Claus:

Here we write to you a Merry Christmas and a New Year. I like as many toys as I could have. Wish you could have what I want.

May the Peace and Joy of Christmas remain with you throughout the coming year.

Jesse Ramon, p. o. box 5, Rotan.

Dear Santa: I like to have a jack in the box for Christmas.

Paulo Carrillo, Jr.

Dear Santa Claus:

I want a blowgun and a basketball. And some fruits and candy. Don't forget my brothers and sisters.

Love, Gary Don Clawon.

Rotan Seed Delinting Plant

located on South Highway 70

Open Monday, Dec. 19

ALL NEW EQUIPMENT HAS BEEN INSTALLED FOR DELINTING AND TREATING COTTONSEED.

YOUR BUSINESS APPRECIATED

Phone 8175

Austin McKinney, Mgr.

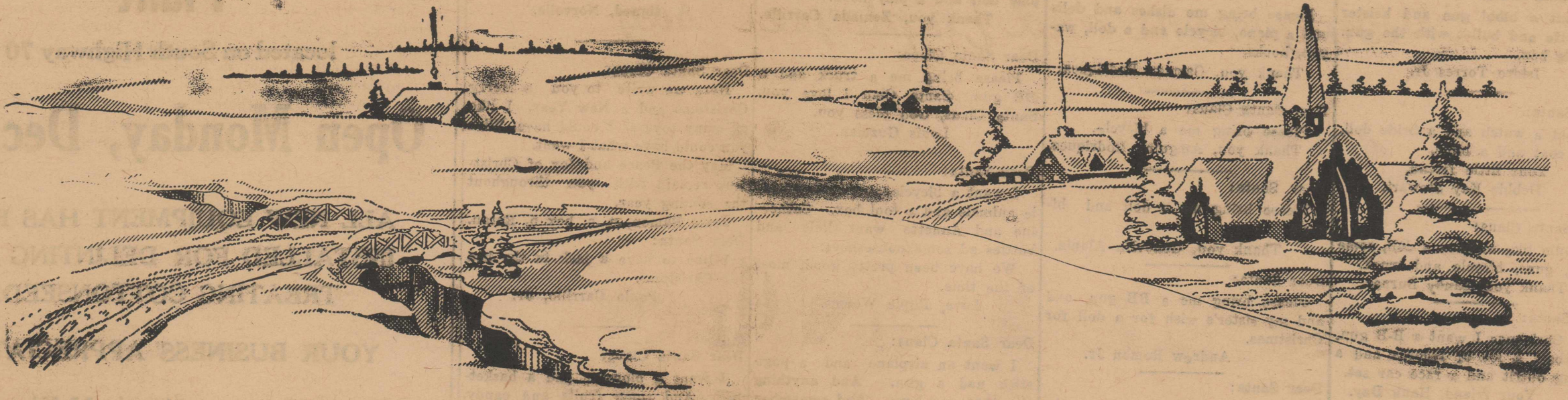
EACH year we welcome the opportunity which the Christmas season offers to express our appreciation for that measure of good will and confidence which we enjoy from you. Having you as one of our friends and being privileged to serve you in a business way will inspire us to greater effort so that we may continue to merit this consideration.

For your friendship... for your liberal patronage... for your important part in the community life of the people of this area... we say "thanks." Your loyalty and confidence are invaluable and it's good to know that our community is made up of such fine folk.

It is our hope that your every Christmas wish will be granted and may it be a most wonderful occasion for you and yours.



D. J. Smith & Co.



To each of us, Christmas has a very special significance . . . it may be a combination of things traditional and things spiritual. But, in our own heart, we celebrate the occasion in some way or another manifesting love for our fellowman. It is a predominating factor that is important to the real significance of the Christmas season.

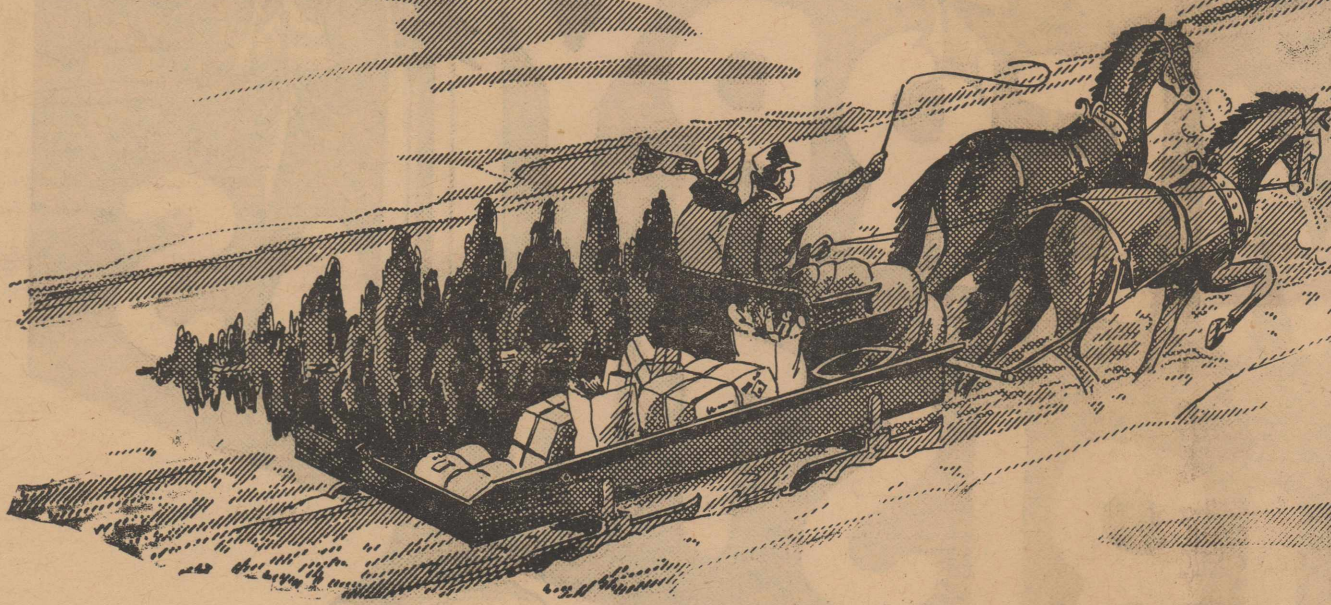
This is as it should be . . . we are dependent one to another. During the year we are inclined to take for granted the friendship and loyalty and courtesies of our fellowman. There is a tendency to accept these relationships at all times, gratefully and humbly, but without proper recognition to their value.

That's why, at Christmastime, we traditionally send Season's Best to each of you. We can, through these greetings, express in a small measure the true appreciation we have for the thoughtfulness of the wonderful people of this community. It is a privilege to serve you and we pledge to strive continually to merit a continuation of your friendship and patronage.

Yes, we are grateful for people like you . . . for a community such as ours. We ask for no greater! We value your loyalty, and in the tradition of Christmas we humbly express our greetings to the host of friends in this area. Merry Christmas to one and all.



The Wonderful Tradition of CHRISTMAS



H. L. DAVIS & COMPANY