

Sheriff Pose Invited To Stock Show

Fort Worth, (Special) - - The Fisher County Sheriff's Posse has been invited by F. M. Dougherty, Stock Show vice-president and parade chairman, to participate in the opening day parade of the 1963 Southwestern Exposition and Fat Stock Show.

The All-western parade through downtown Fort Worth will start at 2 p. m. Friday, January 25. The Southwestern Exposition will wind up its 10-day run Sunday, February 3.

More than 10,000 head of livestock will vie for honors at the nation's oldest major livestock show, founded in 1896. There'll be eight breeds of swine, 10 of sheep and 12 of cattle on exhibit.

The 20 performances of the Fort Worth Rodeo will feature famed "Grand Ole Opry" comedienne Minnie Pearl as specialty attraction, plus the precision-riding Side-Saddle Susans, trick riders The Flying Cimarrons and the comedy act of Ken Boen and New Gray Mare.

Rodeo action will be presented in an unusual new setup whereby three major producers will select the cream of their bucking broncs and bulls - voted rodeo's roughest by the cowboys themselves - to compete at Fort Worth. Approximately 400 cowboys will be on hand.

Cutting horse, show horse and ranch girl barrel racing competition also will be part of the 1963 Fort Worth Rodeo.

Dear Santa Claus,
I want a Civil War Set, a Fort Abele set and a train set. Please Don't forget the other children.

Your friend, Virgil Ruple Weems

Dear Santa Claus,
I want a little doll with a dittle house. If you can't bring the doll will you bring me some books to read at home. Please bring me something Santa.

Sincerely yours, Rosa Linda Diaz

Dear Santa,
I want a doll that moves and cries, a record player, a room for my own, and a cat.

Your friend, Alfelia Velia

Dear Santa Claus,
I would like to have a bicycle, a gun set, a radio, a ball, a book, and an electric football game.

Love Santos Flores

Dear Santa Claus,
I am a good girl. I am ten years of age.

I would like to have a big Thimbleton doll. Please don't forget the other boys and girls.

Love, Mary Helen Saucedo



Christmas Traditions

December 25, Christmas Day, also is the date of the winter solstice, the turning point of the year, when winter begins its decline towards spring.

In merrie old English, country gentlemen, in the fifteenth and sixteenth centuries, held open houses for all. With daybreak on Christmas morning, neighbors came to the manor for a feast of blackjacks and Cheshire cheese, toast, sugar and nutmeg.

Christmas was abolished in England by the Roundhead Parliament in 1642. For twelve years the observance of Christmas as a holiday ceased.

It was long believed in Poland that on Christmas night the heavens opened and the scene of Jacob's ladder was re-enacted. Only the saints, however, were permitted to see it.

The "revellion" or Christmas Eve supper at midnight is more important to French people than the Christmas Day dinner.

In Denmark an interesting custom prevails. Broken crockery is accumulated through the year and on New Year, this crockery is tossed against the door of favorite friends.

Before Christmas Polish children write letters telling what they want for Christmas. These are placed on the windowsill or by the fireplace where tradition says it will be picked up by the Wise Men.

Scandinavian countries prepare Christmas trees for the birds. It is a long pole to the top of which is attached a large sheaf of grain.

An old superstition of England was humorous. On Christmas Eve the young ladies knocked loudly at the door of a pig sty. If a hog grunted first, the lady's husband would be an old man. If a pig grunted first, her husband would be young.

Scottish superstition says nothing is to be taken out of the house on Christmas Day unless it is a present for someone.

One of the most popular festivals of Puerto Rico is Bethlehem Day. It celebrates the coming of the Magi, or wise men, on the twelfth night.

THE ROTAN ADVANCE

ROTAN'S YELLOWHAMMERS ARE STATE CHAMPIONS

Hammers Rate All-State Teams

Bill Ashton, Rotan's mighty wingman, heads the all-state Class A schoolboy football team.

Ashton, one of two Rotan players to make the Texas Sports Writers Association selection, polled the most votes and wound up with 68 points. He lacked only 17 points of being unanimous choice.

Teaming with Ashton at end is Arnold Holloway of Wink.

The tacklers are De La Rosa of Round Rock and Howard Van Loon of Rotan.

The guards are Bill Crelia of New London and Ronald Mays of Emory Rains.

Danny Bigbie of New London and Dale Doyal of Crowell were selected at halfbacks.

The second team:

Ends - Pete Garza, Santa Rosa, and Scott Dugger, Three Rivers.

Tackles - Bernard Erickson, Clifton, and Mike Smith, Panhandle.

Guards - Danny Dubose, Dilley, and Dennis Hickman, Plains.

Center - Ronnie Conn, Three Rivers.

Quarterback - Steve Herron, Rotan.

Halfbacks - Gary Thompson, Waco Midway, and Jim Wood, Albany.

Fullback - John Elliott, Warren Rivers.

Dear Santa Claus,
I am 9 years of age and my name is Joe Luis Sepeda. Please bring me a set of war soldiers with trucks, jeeps, tanks, machine guns, cannons, airplanes, jets, tents, horses. I hope you will bring them. Please, I can hardly wait. Bring them on Christmas Day.

Your friend, Joe Luis Sepeda.

Dear Santa Claus,
Please may I have an electric football game. May I have surprise or two? May my brother and sisters have what they want? Please.

Truly yours, Ricky Stanford.

Dear Santa Claus,
Please send me a rifle that is like a BB gun and some clothes to wear.

Thank you, sincerely yours, Garde Tour.

Dear Santa,
I want you to please send me a little girl doll. If you send it to me I will love you all the time.

You are a good man to girls and boys.

Thank you, your friend, Juanita Ortiz.

Dear Santa Claus,
I want a bicycle for Christmas. I also want a new Tiny Tears. Santa I hope you will bring me all this stuff. I also want six plates to match their coffee cups I am getting for Christmas. I have been a good girl. Bring Larry and Jodie something too.

Love, Cindy Lou Helms.

Dear Santa Claus,
I am six years old. Please bring me a Chatty Baby Doll and a stroller for her. Please do not forget the other boys and girls.

Love, Gayle Posey.

Dear Santa Claus,
Bring me some pretty clothes. I would also like a doll, baton, baby buggy. Don't forget the little kids who aren't getting any presents. Don't forget my family and especially my sister. Love and kisses, Jaye Neice Hendon.

P. S. I will leave you a snack.

Dear Santa Claus,
I am 7 years old and have been pretty good girl this year. I would like a bike, a doll, a set of dishes, a nurse kit, a doll bag set, and also a sewing machine. I also want lots of food and candy and don't forget my little brother.

Love, Kay Hawkins.

Dear Santa Claus,
I would like to have a BB gun so I can play with my friend. Well that is all I want.

Your friend, Paul Martinez.

Christmas Decoration Winners Named

Christmas spirit has indeed descended upon Rotan with all its beautifully decorated yards, doors and windows. If you have not ridden around town to see them--be sure to do so.

The Jaycee-Ettes are proud to announce winners of the annual Decorating Contest--1st place, Mrs. Willie Martin, 711 E. Burnside, door decoration depicting the Three Wise Men. 2nd place, Mrs. Rena Colwell, 701 E. Burnside, Christmas Greeting from Santa's Helper and 3rd place, Mrs. Joe Becker, 910 E. Fifth, yard decoration.

Honorable mention goes to Mr and Mrs. Earl Martin, Mrs. Bud Hughes, Mrs. Charlie Masters and Mrs. C. M. Callan.

The judges commented that their job was not an easy one, and that the entire town was very beautifully decorated.

Dear Santa Claus,
I would like a watch, a billfold and a nice sweater for Christmas. But remember the other boys and girls.

Love, Carolyn Van Loon

Dear Santa Claus,
I liked what I got last year. This year I want a record player, a football and a football suit, thank you. I will write to you next year.

Your friend, Larry Dickson

Dear Santa Claus,
Would you bring me a transistor radio and a football plus some checkers, a pool table and a wrist watch.

Your friend, Charles Polk

Dear Santa Claus,
I'm writing this few line to tell you what I want for Christmas. I want a BB gun for Christmas.

Love, Jesse Ramon

Dear Santa Claus,
I have been having fun. I want a U. S. cavalry set, a chemistry set, some binoculars and some science books.

Please don't forget the other children.

Your friend, Morris Womack.

Dear Santa Claus,
Please bring me a big doll that talks and walks. Dress, shoes and socks. And a little play house with room on it with three rooms. That will be all, Santa.

Sincerely yours, Julia Romero.

Dear Santa Claus,
I want a bicycle for Christmas. I also want a new Tiny Tears. Santa I hope you will bring me all this stuff. I also want six plates to match their coffee cups I am getting for Christmas. I have been a good girl. Bring Larry and Jodie something too.

Love, Cindy Lou Helms.

Dear Santa Claus,
I am six years old. Please bring me a Chatty Baby Doll and a stroller for her. Please do not forget the other boys and girls.

Love, Gayle Posey.

Dear Santa Claus,
Bring me some pretty clothes. I would also like a doll, baton, baby buggy. Don't forget the little kids who aren't getting any presents. Don't forget my family and especially my sister. Love and kisses, Jaye Neice Hendon.

P. S. I will leave you a snack.

Dear Santa Claus,
I am 7 years old and have been pretty good girl this year. I would like a bike, a doll, a set of dishes, a nurse kit, a doll bag set, and also a sewing machine. I also want lots of food and candy and don't forget my little brother.

Love, Kay Hawkins.

Dear Santa Claus,
I would like to have a BB gun so I can play with my friend. Well that is all I want.

Your friend, Paul Martinez.

Most of Rotan To Close Two Days

Practically all of Rotan will be closed tomorrow and Wednesday in observance of Christmas.

This is the customary holiday closing dates and it gives employees time for a short trip or visit during Christmas.

Most stores will also be closed January 1st, for New Year.

Last Advance For '62

This is the last Advance for 1962. This annual Christmas edition carries greetings from businessmen of Rotan who appreciate your patronage throughout the year and use this means of expressing such.

We appreciate these advertisers and you loyal subscribers and use this final line of 1962 type to wish you one and all the age-old, "Merry Christmas & Happy New Year."

Dear Santa Claus,
Will you please bring me a pen ball machine? I want a pair of football pants.

Sincerely yours, Steve Nowlin

Dear Santa Claus,
Can I have a BB gun with a telescope and a winchester? I am a good boy in school.

Your friend, Iridro Forres Jr.

Thank you

Dear Santa,
My name is Donnie and I am seven years old. I would like a 24 inch bike, a Yellowhammer football suit and a helicopter.

Love, Donnie Sheffield.

Dear Santa,
I have tried to be good. Would you please bring me a football?

Thank you, love, Scot McKinney

Dear Santa Claus,
Will you please send me what I want. I want a doll and a box of dishes and a piano. I hope you send it to me. I'll be waiting for it Christmas.

Sulema.

4010 Whitman, Houston.

Dear Santa,
I have been a good little girl. I am six years old and go to kindergarten. Please bring me, a Gaylord dog, Jo Ann baby doll, also candy, oranges, apples. Oh yes, I will hang my stocking with my name in it by the Christmas tree.

Santa, you must get tired so I'll leave you a treat by the tree.

Thanks, Joy Cayce.

P. S. I am Gayle Cayce's daughter.

Dear Santa Claus,
I want a coat with a hood. I would also like a purse. Don't forget the other boys and girls.

Your friend, Trudy Clements.

Dear Santa Claus,
Please bring me a set of dishes for Christmas, and I want a doll called Polly play Hashcon. A place to put her clothes.

Sincerely yours, Janice Lee.

Dear Santa Claus,
I want a BB gun for Christmas, and a cowboy hat.

Yours truly, Joe Torres.

Dear Santa Claus,
Please bring me a doll for Christmas and a doll for my sister. Can I have them for Christmas. Bring a big doll for me and a good Happy Christmas for you Santa Claus and I love you.

Your pal, Sally Carrillo.

Dear Santa,
I have tried to be good. Would you please bring me a football? I thank you, love

Erasmio Garcia

Dear Santa Claus,
Will you please bring me a watch and a record player. And don't forget the other little children

Sincerely yours, Debbie Stewart

Coffee Days Aid Christmas Cheer Fund

The Fireman's Coffee Day (Friday) at the Red Barn, swelled the fund by \$118. This will greatly aid the Firemen in providing Christmas cheer for many families in Rotan.

Ragsdales' similar even Saturday, December 15 also brought in a nice sum.

State Champ Ribbons On Sale This Week

Last Booster Ribbon of the year will go on sale this week. It will be the biggest of the season, will carry picture of the team, and state championship wording.

Ribbons for the Albany game were 17 inches long; Ingleside game 30 inches long, so the final ribbon will be still more in size.

Dear Santa Claus,
May I have a Susie Smarty. Don't forget the other boys and girls.

Don't forget my baby sister Terry would like a Thimbleton doll, and please don't forget the other boys and girls.

From Hilda.

Dear Santa Claus,
I want some guns and some toys and two bicycles, and don't forget my mother and the other boys and girls and sisters and brothers.

Abel.

Dear Santa Claus,
I would like to have a doll, and a purse. And please do not forget to bring lots of toys to all the boys and girls on the earth.

Your pal, Kathy Sescil, 4th grade.

Dear Santa Claus,
Please bring me a purse and coat also a red dress.

Thank you, sincerely yours, Zenicea Carrilli.

Dear Santa,
I have tried to be good. Would you please bring me a football?

Thank you, love, Robert Callan

Dear Santa,
I am a little girl 6 years old. I would like a set of dishes for Christmas. Also, a pair of boots and some other school clothes. Please, do not forget my sister and my brothers.

Your friend, Betty Landes

Dear Santa Claus,
Please bring me a linesman belt, a dump truck, and a football. Thank you. I have been a good boy. Don't forget all my brothers and sisters and all the other children and Mother's and daddy's.

Merry Christmas,
Love, James Clawson

Dear Santa Claus,
Please bring me a BB bun, train and truck

Rito.

Dear Santa Claus,
Please bring me a doll for Christmas. For my sisters bring them a doll that can really talk. Please bring my grandmother a set of dishes. For my daddy 10 pair of socks and my grandfather 2 pair of shoes. For my big broters, Jimmy Jet.

Your friend, Sonia Campos.

Dear Santa Claus,
For Christmas I would like a transistor radio. That's all I want for Christmas because I got a horse. I hope you have a Merry Christmas.

Thank you, Sandy Burnes

Dear Santa Claus,
I hope that I'll get a pair of boots, cowboy jeans, cowboy shirts, cowboy belt, ring and a overnight kit. If I get it I'll be happy.

Love, Donna Soliz

Christmas came early for Rotan Yellowhammers and the crowd of fans at Temple Saturday, when the Class A State Champion was nailed down.

Four bus loads of players, band members and fans started the journey early Saturday morning along with hundreds of private cars loaded with fans. The round trip was made without accident.

The game with Ingleside, played in perfect football weather, drew an estimated crowd of 3,000 fans to see the Yellowhammers emerge 39-6 State Champions.

Rotan took command on the opening play and continued this trend thru the entire game. Herron broke the ice in returning opening kickoff for 85 yards and touchdown. Bill Ashton his usual perfect boot for point, giving the Yellowhammer 7-0 lead in first few seconds of play.

Later in the first quarter Herron passed to Garcia twice for 44 yards setting up the next TD.

As the second quarter opened, Lennis Polnac started the scoring melee, going over from the one yard line for TD. The Ingleside Mustangs fumbled twice and Yellowhammers, moving fast made two more touchdowns. Jerry Stewart recovered one and Herron made the needed 45 yards for pay dirt. Polnac recovered the other fumble on the Ingleside 18. Fullback Bruce Baugh gained 12 yards and on the next play Herron passed to Garcia for Herron's 22nd touchdown of the season. With short time remaining in the first half, Herron passed to Polnac who gave a beautiful 58 yard performance.

At the start of the second half Eddie Mac Lang returned a punt 74 yards and Hammers final touchdown.

In the second half coach Tommy Watkins contend with game on ice and his squad having totalled 580 points for the season, 14 straight victories, let his second string gain experience by playing in state championship game.

In fourth quarter Ingleside drove 74 yards on 14 plays to their lone touchdown. This was the only time they went past Rotans 49 yard line, and ended Ingleside's season 13-2 record.

Every Yellowhammer played outstanding and indeed lived up to championship tradition in giving Rotan the first football State Championship in history.

Dear Santa,
How are you? I wish you a Merry Christmas.

Would you please bring me a Siamese cat and a three year old doll for Christmas.

Your friend, Ava Lynn Young.

Dear Santa Claus,
I want a nurse doll or a walking doll, and an ironing board.

Love, Marsha Aldridge.

Dear Santa Claus,
I wish for a bicycle. I wish for a BB gun and I wish for a Civil War suit.

Your friend, Joe Neal Hargrove

Dear Santa Claus,
I'm looking forward to seeing you this year. Please bring me a Barbie and Ken's sport car, also Barbie wedding dress and Ken a suit. Thank you.

Your friend, Jeanne Aldridge.

Dear Santa Claus,
My sister and I would like to have some radios. I would like to have a transistor and my sister wants a clock and radio. I also want an electric football game and some Navy code blinkers. Sandra wants some clothes too. I don't know what my mother and daddy wants. I hope you are just fine. I guess I'd better close.

Sincerely yours, Mike Herron

Merry Christmas & A Happy New Year

*With every good wish
for the
Holidays*

TO EACH OF
YOU WHOM
WE SERVE
AND THOSE
WE HOPE TO
SERVE IN
THE FUTURE

R. L. Young Insurance

Dear Santa Claus,
I want a bicycle, a radio, a little TV.
I want you to come to my house to Modesto Yanez, 31. 109 Harrison street next side on the next corner.
Thank you, Santa Claus
Your friend,
Beatrice Yanez

Dear Santa Claus,
I will like to have a doll for Christmas. Please send me a big doll.
Your friend,
Marganrita Guzman

Dear Santa Claus,
I want some guns for Christmas time and don't forget the other boys and girls. My name is Gabby. I am 9 years old.
Your friend
Gabby G. Martinez

Dear Santa Claus,
Will you bring me a gun, and bring me a car.
Please send my little sisters some dolls.
Your friend,
David Rodriguez

Dear Santa Claus,
I want a submarine with batteries.
Thank You
Joe Angel Sepeda

Dear Santa,
I want a civil war musket and a Dick Tracy machine gun. I would also like four toy cars.
Please don't forget the other girls and boys.
Thank you,
Jack Price

Dear Santa,
Please bring me a football suit and a football. My little brother Dan wants a football suit and a helmet. Our little dog Snitzel wants a rubber bone.
I love you,
Vick Burk

Dear Santa Claus,
I am trying to be good. Please bring me a doll and a set of dishes. Bring some toys for my brothers and sisters. And bring a lot of nice toys. Bring some things for my father and mother, too. Thank you.
Love,
Dianna Lee King

A warm
and friendly
Wish of Cheer
for Christmas



Scales Motor Co.

Dear Santa,
I want a horse and a BB gun.
Your friends,
Randy, Murphree

Dear Santa,
May I have a Dick Tracy radio.
Your friend,
David LeBlau

Dear Santa,
I want a bicycle and a black cowboy hat.
Your friend,
Bill Leach

Dear Santa,
I want a bike, Barbie and Ken dolls, and some nuts and candy. I have been a pretty good girl.
Your friend,
Cyd McClure

Dear Santa,
I want a doll, a talking doll, and a bear monkey.
My sister wants a big doll.
Your friend,
Cecela Martinez

Dear Santa,
I want a Kissy Doll and a bicycle. I'd like a sweater for Libby, my dog. Thank you.
Your friend,
Peggie Edwards

Dear Santa,
I want a little doll for Christmas. And my sister wants a peg doll.
Your friend,
Janie Ortiz

Dear Santa Claus,
I want a little doll, play dishes, and a play house.
That is all I want for Christmas. Thank you Santa Claus.
Odelaia Velez.

Dear Santa,
I want a white pony and a pair of boots, and a cowboy hat and a three gun ranger set.
Roy Baker

Dear Santa Claus,
I want a set of Shari Lewis and her friends.
My sister wants a doll and a toy horse.
Thank you, sincerely, your,
Sharon and Sandra Moody

Dear Santa,
Please bring me a BB gun. And I want a farm too.
I will try to be very careful.
Thank you very much.
Forrest Dale Acker

Dear Santa,
I want a thumblina doll and a popcorn machine. I'll try to be good with my mother and daddy.
I guess that will be all for now.
Love
Toni Escobedo

Dear Santa Claus,
My name is Rita Yanez. I want for Christmas a doll and box of dishes and shoes.
Your friend,
Rita Yanez

Dear Santa Claus,
I want a bicycle and a gun, a TV and some candy.
I have been a good boy.
Your friend, Alex Gaspar

Dear Santa,
I want a watch and a camera.
Love
Ken Smith

Dear Santa,
Please bring me a BB gun and a scout suit. I have been good.
Sincerely yours,
Marsh Hill

TRADITIONALLY we associate with Christmas, all our hopes and wishes for a world of peace and friendship among people at home and abroad. May we, therefore, express our sincere appreciation for having both your friendship and your good will. You have been most considerate of our firm and we trust we may continue to merit your consideration in the future.



for a Merry Christmas

PIGGLY WIGGLY

J. D. and Alice Moore

Wishing you all the Joys
of the Christmas Season



**Farm Tractor &
Service, Inc.**

Dear Santa,
I would like a Chatty Kahy Doll, please, a camera, a purse please. Help the other children to have a Merry Christmas.
Please bring my Sisters a Chatty Kathy too. Thank you.
Love,
Linda Irwin

Dear Santa Claus,
I want some boots and a rain coat and a new coat for my mother. I want a new dress please.
Your friend,
Mickey Starnes

Dear Santa Claus,
For me I want a Chatty Kathy Doll, and for my sister, a talking Doll. And for my brothers, a Jimmy Jet moving picture. For my teacher a box of candy, may you bless them all.
Thank you,
Love,
Jane Campos

Dear Santa,
I am a girl nine years old. I am in the third grade. Please bring me a Tammy Doll with clothes. And a girls bicycle. And some fruit and candy too. And anything else you think I would like. Don't forget the other children.
Love
Donna Gruben

Dear Santa,
I am nine years of age. I am in the third grade. I am very lucky girl to have Mrs. South for a teacher, for she is very nice and pretty. My record player is broken. I would like very much to have a new one, but of all I want you to remember other children on this special day as well as me. I also have two brother and one sister.
Your friend,
Luanne Womack

Dear Santa Claus,
For Christmas, I would like a Vidio Village game, a cookie game. Please send the other children toys they like too.
Thank you,
Kathy Murphree

Dear Santa Claus,
Please Santa bring me a Jimmy Jet and a Tommy gun and a bicycle and a wagon. I also want a pair of boots. Thank you.
Your friend,
Henry Soliz

Dear Santa Claus,
I want a football suit and a wagon and a BB gun. Oh, I want a football game, please.
Love, Paul Carrillo

Dear Santa Claus,
I want a Kissy Doll and a little tent all for Christmas and a Happy New Year. Thank you.
Your friend,
Jolinda Ortego

Dear Santa Claus,
I want a Kissing Doll and a record player, and a cowgirl dress, please.
Your friend
Virginia Garcia

Dear Santa Claus,
I want just to tell you hello. I want to tell you I want a doll for Christmas and some little dishes. Thank you.
Your friend,
Petra Villeyas

Dear Santa Claus,
How are you? I hope you are fine. I want a BB gun and a bicycle and watch and thats all.
Thank you,
Kenneth

Dear Santa Claus,
Will you bring me a Football suit and football? A bike and will you bring me King Zoro, please.
Your friend
Emilia Yanez

Dear Santa Claus,
I want a camera, a army set, and a Jimmy Jet, please.
Your friend
Randy Smith

Dear Santa,
Please bring me a Big Doll. I love you. Please come to see all little girls and boys.
Thank you, Santa,
Jesuista Ortiz

Dear Santa,
I want a doll for Christmas to play with.
Ramond Martinez
Dear Santa Claus,
For Christmas I want a doll, a new pair of high-heels and some dishes with a table to go with them. I want a black board too, please.
Your friend,
Debra Tankersley



With
Every Good Wish
for your
Health and Happiness
This Holiday Season

Rains Grocery

Ernest and Irene 711 North Cleveland

Rejoice! Because the Christ Child's birth
Still brings a touch of Peace on Earth!



CHRISTMAS
Greetings

Barnes Coin-O-Matic



... good luck and may
happy days be yours, our
Holiday wish for all.

Mr. and Mrs. O. R. Clark
and Employees



This is to be a

Merry Christmas

FOR THE CENTER OF THE SOUTHWEST

Today, America's business leaders know more about the Center of the Southwest than they did a year ago.

That's because we have promoted the business and industrial advantages extensively throughout the year.

Our promotional efforts have reached attentive eyes and ears too.

So much so that we are encouraged to continue our area development program in 1963 with added enthusiasm.

So much so that this is, in reality, a Merry Christmas for The Center of the Southwest—the region that faces GROWTH UNLIMITED.



**West Texas Utilities
Company**
an investor
owned company



**Merry
Christmas**

Today as we look backward, and as well as toward the future, we have many things for which to be thankful. We are thankful that we live in America... with freedom of speech and freedom of religion. We are thankful that we can serve our many customers in a personal, friendly way... and we are very thankful indeed for the friendship of so many folks like you.

And so as all of us take time out for Christmas we send our very best wishes to you, and may we add a sincere "Thank You" for all the favors you have shown us.

Landes' Furniture

Phone 5261

Rotan

Dear Santa Claus,
I want a bicycle, a record player and a watch. I tried to be a good boy.

Your friend, David Markham.

Dear Santa Claus,
For Christmas, I would like to have a watch. If you don't mind, send it to me. Thank you.

Your friend, Carolyn Hallmark
Fourth Grade room

Dear Santa Claus,
I wish I had a ring and a pair of skates and also a bicycle. Also I would like a horse for Christmas.

Your friend, Mary Sue Campbell
Fourth grade

Dear Santa Claus,
I want a doll that talks and some dishes to play with and a dress. Don't forget the other boys and girls. My name is Eva Martinez. I am 12 years old. I wish you a Merry Christmas and Happy New Year to all of you.

Your friend, Eva Martinez.

Dear Santa Claus,
Please send me a teddy bear and a set of dishes that is all I want for Christmas. Merry Christmas to you and a happy new year.

Your friend, Juanita Yanez.

Dear Santa Claus,
May I have a dashboard and a doll? I would like to have a purse. There is three more things I want. I want a record player, a pony and a baton. Thank you very much.

Your pal, Rebecca Mahaffey.

Dear Santa Claus,
For Christmas I would like to have a baby Thumblingina and a blanket with a magic formula bottle.

Thank you, Sheretta Trout

Dear Santa Claus,
What I want for Christmas is that my two brothers from overseas to my home and my sister-in-law and niece. That is all I want.

Yours truly, China Velez

Dear Santa Claus,
I would like to have a Bar-Bell set and a Shop King please.

Your friend, Walter Hargrove

Dear Santa Claus,
I want a Football and a watch for Christmas. I have been a good boy. Would you bring me my Christmas present to me.

Your friend, Charles All

Dear Santa Claus,
I'm writing you these few lines just to tell you what I want for Christmas. Let me see, I want a doll for Christmas. I don't play with dolls very much, but I like them to put on top of my bed. Well I think that is all.

Love, Silvania Velez

Dear Santa Claus,
Will you bring me what I want for Christmas? I want a set of dishes and a table and a stove to play with. I wish you could bring the other people what they want for Christmas too.

Sincerely your, Irma Randez.

Dear Santa,
May I have a Barbie doll and a sewing machine. I would like some clothes for Barbie too. I am seven years old. Please do not forget the other boys and girls.

Carol Posey, Second Grade.

Dear Santa,
I have tried to be good. Would you please bring me an Electric Train? Thank you.

Steven Webb

Dear Santa Claus,
May I have a Susie Smart and don't forget the other boys and girls and a want a brown dog. I love Santa Claus.

Susie.

Dear Santa Claus,
I wish that my brother overseas could come home soon. I wish that my other brother and sister-in-law in Georgia could come home, too. Will you please bring me some chairs and a table for my sisters? Please bring me a Kissy doll. Will you please bring me a little red spinning wheel I hope that my wish comes true.

Your friend, Carolina Velez

Dear Santa Claus,
I would like very much to get a Ken doll, some clothes for him, some clothes for my Barbie doll and an initial pin. I am eight years old and my mother says I am a good girl. Please don't forget my two sisters and all the other girls and boys.

I love you, Karen Sue Coan.

LEARN THE JOY OF CHRISTMAS!

Learn what Christmas is all about. Watch the Children as Christmas draws near... see the wonder in their eyes, see their faces show delight at the ever-new wonders of the season. Learn something of reverence from the rapt attention of a child as once again he hears the ageless story of the wise men and the shepherds and the stable and the bright star in the East. This is Christmas. A time for seeing the best things of life taking place every minute of every hour. Sure, there's a lot of innocence to it, and a lot of the wonderment and enchantment that can only come from children who have yet to meet any of the disappointments of life. And yet... What an amazing lesson... what an unforgettable thought! That we teach children of the joy and faith of Christmas... And they in turn, with all their innocence and trust and love... Teach the meaning of Christmas to us!

May Christmas
bring you
JOY and CHEER

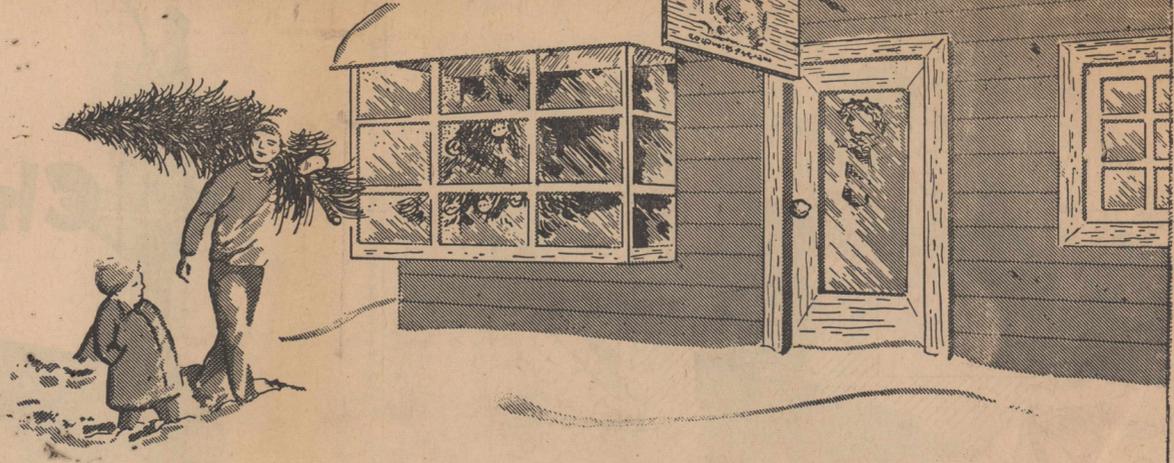
GREETINGS



Rotan Seed Delinting
Co., Inc.

CHRISTMAS HAPPINESS

HOLIDAY GREETINGS



Again it's the Holiday Season and as we approach this wonderful occasion we are mindful of the many pleasant associations and experiences that have come our way during the twelve months just closing. The friendships resulting from these associations mean much to us and we hope to merit the confidences and loyalty which they have brought. We're sincerely grateful for your splendid support and we are aware of our obligation to offer the finest service to you. May the Christmas be overflowing with goodness and happiness for you and those dear to you.

Campbell Department Store



With all
good wishes
FOR
CHRISTMAS

Rev. and Mrs.
C. P. McMaster



To wish you
happiness
at Christmas
time

Cole's Shop

Hub, Corena, Nell and Gene

THE CHRISTMAS CRIB

In northern Europe it is the Christmas tree but in southern European areas it is the Christmas Crib that is used as the center of Christmas festivities. In France it is called Creche, or cradle. Italians call theirs the Presepe, or manger. Germans have the Krippe or crib. Czechs name theirs Jezlicky. In Spain it is called the Nacimiento or Nativity Scene.



Dear Santa Claus,
I want a Thunbeine doll and tea set dish and a ball.
Your friend, Marguarita Martinez

Dear Santa Claus,
I want a Roy Rogers set for Christmas. Since December 10, 1962. We have been singing in Rotan Primary hall. I like to sing a lot. We're doing very good I think. Well I have got to go.
Sincerely yours, Mickey Early

Dear Santa Claus,
I want a football and some exercising equipment. I wish you a very Merry Christmas.
Your friend, Gary Clawson

Dear Santa Claus,
I am a little boy four years old, and I have been a good little boy. I would like for you to bring me a cattle truck and a good building set, cashregister, building blocks and lot's of goodies.
Please don't forget my little brother, Glen. He is seven month's old. He likes toy's that squak, suckers and ice cream, cookies and everything else to eat.
Bruce Harrell

Dear Santa Claus,
Here is a list of the things I want. Please bring me a BB gun and please bring prehestoic penball game.
Please bring some nice toys for my brothers and sister. Thank you for the nice toys that you brought last year.
Sincerely yours, Thomas King

Dear Santa Claus,
Please bring me a gun and some candy. I have been very good.
Daniel Randez

Please bring me a BB gun and some candy. I have been very good.
Ray Carrillo

Dear Santa Claus,
I sent you a letter because I love you very much, because you are nice. Will you bring me a doll because my mother and daddy will not buy me a doll.
Your friend, Elizabeth Rodriguez

Dear Santa Claus,
I want some doll dresses and a baby doll, and a little stove.
Your friend, Juanita

Dear Santa Claus,
Please bring me a doll and some candy. I have been very good.
Rosemary Argumaniz

Dear Santa Claus,
Please bring me a BB gun and some candy. I have been very good.
Frankie Gasper.

Dear Santa Claus,
Please bring me a doll and some candy. I have been very good.
Susan Romero

Dear Santa Claus,
Please bring me a doll and some candy. I have been very good. And a bicycle.
Sara Ramirez

Dear Santa Claus,
Please bring me a doll and some candy. I have been very good.
Enedina Rodriguez

Dear Santa Claus
I have tried to be a very good boy. I would like for you to bring me a football suit and an Electric Train. My friend Lana has been good too. She wants a doll and a drum. Please do not forget my teacher, Mrs. Smith, and all the children everywhere.
Your friend, Darrell Neeley

Dear Santa,
I have tried to be good. Would you please bring me a doll
Thank you, Judy Sharp

Dear Santa Claus,
Please bring me a gun. I have been very good. I want a bicycle too, a big gun.
Adolfo Rodriguez

Dear Santa Claus
Please bring me a gun and some candy. I have been very good
Jose Martinez

Dear Santa Claus,
Please bring me a gun and some candy. I have been very good.
Gregory Ramon

Dear Santa Claus,
Please bring me a big gun and some condy. I have been very good.
Jesus Lopez

Dear Santa Claus,
I would like a U. S. Tommy gun set, a moon base set, a Fort Apache set, a fascination set. And anything else that you would like to give me.
Love, Sidney Dee Hariman

Dear Santa Claus,
I would like a football suit and an electric football game in case part of my football suit is lost, I can play with my electric football game. I would also like a bazooka gun.
Your friend, Eugene Mc Kimmey

Dear Santa Claus,
I want a tiny Thumbelina. I have been a good girl this year. Bring me and Catherine a record player, please. Bring busy little Carolyn a Busy Box, and a doll.
Your friend, Annette Weems

Merry Christmas

May the joyous tidings of "Peace, good will to men" fill your hearts with renewed hope and bless you throughout the coming year.



First National Bank

GREETINGS

Drawing near to the manger, we see the wondrous thing
that has come to pass! We rejoice for the Christ is born.
God has come to us in Him. May this great gift give you
peace, joy and courage throughout the coming year.

"Thou... shalt call
His name Jesus..."

LUKE 1:31

Merry Christmas

Rotan Paint & Body Shop

Farmers Gin Company



To wish you all the happy things
 A Merry Christmas ever brings, and may the days
 ahead of you find all your
 wishes coming true.

**National Gypsum Company
 and Employees**



**IT'S
 CHRISTMAS TREE
 TIME**

And it's time for all the other familiar things that go with "Christmas Tree Time"... the familiar smells of Christmas cooking... the familiar sounds of bells jingling... the familiar touch of Christmas wrapping. These and many others signify that Christmas is once again come.

As in times past, we're glad to offer the ageless and familiar greeting of this season to you as we say sincerely,

"Have a Very Merry Christmas."

**The Red Barn and
 Easter's Beauty Salon**

Clem and Easter

Christmas Closing of GINS

WE WILL CLOSE OPERATION OF THE GINS CHRISTMAS EVE AND REMAIN CLOSED UNTIL WEDNESDAY MORNING.

THIS WILL ALLOW EMPLOYEES TO ENJOY CHRISTMAS WITH THEIR FAMILIES.

Thanks for your cooperation on this arrangement

**West Side Gin
 Farmers Gin
 Rotan Gin**

Dear Santa Claus,

For Christmas I would like a Polly Player Pose doll and Barbie and Ken doll. I would like the book of Songs for Children and a football and pair of shoes and a record player. Santa, I guess that is all I want for Christmas.

Your friend, Becky SoRelle

Dear Santa Claus,

I would like a Barbie and Ken doll, and some Barbie and Ken clothes, a little stove and some play dishes.

Merry Christmas and a happy New Year to all.
 Love, Susie Ortega

Dear Santa Claus,

Please bring me a BB gun and some candy. I have been very good.

Rene Torres

Dear Santa Claus,

Please bring me a doll and some candy. I have been very good.

Terry Yanez

Dear Santa Claus

I would like to have a Sailing Sloop, Lego, Bricks (biggest set) and a Think-A-Tron. Please remember the other children.

Merry Christmas and a happy New Year from your friend,
 Craig Rowland

Fourth grade

Dear Santa Claus
 I want a little Santa Claus for Christmas because I like Santa Claus. I saw you at that big Christmas tree down town. If you can get me a watch and a nurse kit, and I want some songs for Christmas.

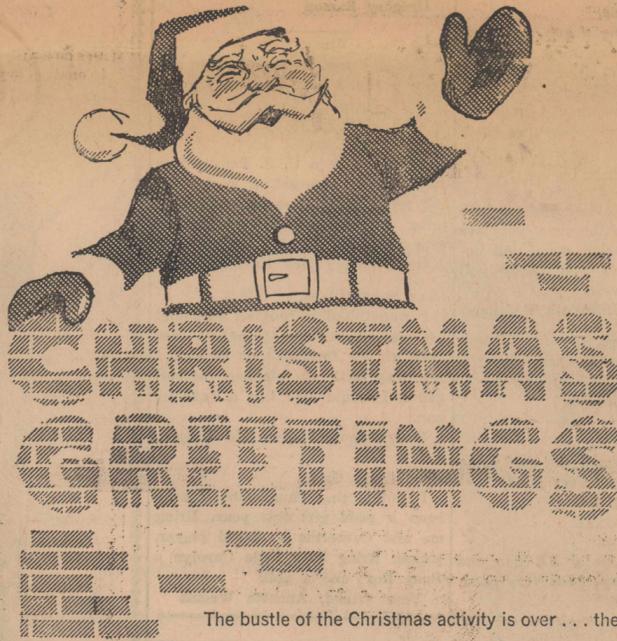
Do you know why I like you? You like boys and girls. You gave us toys and everything we can think of and that's why.

I want the Barbie and Ken dolls.

Your friend, Rebecca Tumbow

Dear Santa,

I have tried to be good. Would you please bring me a doll? Love,
 Thank you, Linda Dickson



The bustle of the Christmas activity is over... the last gift-laden shopper has gone... the streets are quiet. Hovering over town is the glow of a thousand lighted trees in a thousand shining windows. Down a thousand chimneys will come that old gentleman who each Christmas brings joy and happiness to young and old alike. It's Christmas and we're glad... because it gives us the opportunity and occasion to express our sincere appreciation and to wish you a Glorious Holiday Season.

Ezell-Key Feed & Seed

HINTS

for a Happy Holiday



Plants received as Christmas gifts will last longer with proper care. Foliage plants should be watered when top of soil is barely moist to touch, then only enough so that soil is moist. Feed plants about once a month and do not overheat them. Glossy leaved plants need an occasional sponging off with lukewarm water. Keep sun-loving plants in a sunny spot and out of drafts.

To make an attractive "last minute" Holiday table decoration, fill one or two hurricane lamps with ornaments, place evergreen twigs or holly leaves around them and add a few ornaments to the greens. Or use a candle and a piece of plastic foam. Stick twigs of evergreens, holly, etc., into the foam and wire cones, clusters of berries into the greens.

If you buy a "living" Christmas tree this year for transplanting later, do not keep it indoors more than a week, or the tree will dry out in the warm, dry air of the house. The tree should not be loaded with too many heated bulbs. Deal with a reliable nursery and purchase freshly dug tree with large root ball. Follow their directions carefully to transplant.

For an extra festive touch to your Holiday punch, bowl try adding decorative ice instead of regular ice cubes. Freeze water tinted with red or green food color; freeze for at least 24 hours, whole fruits such as lemons, grape bunches, etc.; fill ice cube tray 2/3 with cooled boiled water. Freeze, then top each cube with red and green cherry halves, or fresh cranberry and mint sprig, then add more water and refreeze.

For prettily wrapped packages that can be enjoyed the year 'round, wrap lids and bottoms separately, so the tops can be removed without destroying the effect. Use bright remnants of satin, calico, chintz, mitering the corners, and securing the edges inside lid and box with glue. Trim with lace, braid, ribbons, fake flowers, other scraps from the sewing box.

For the children when you serve the traditional egg nog to grown-ups: A bowl of Fruit Nog, made with milk, eggs, and vanilla ice cream, topped with scoops of orange sherbet and served with short colored straws. Festive, delicious, and good for the youngsters.

For an unusual gift, especially attractive to a girl of almost any age, why not a small Christmas tree decorated with "beauty gifts," such as tiny bottles of perfume, an atomizer, hair spray in purse size, a pretty sleeping cap, eyebrow pencil, eyeshadow, perhaps purse size lipsticks, nail polish. Cotton balls in colors, along with small ornaments will help decorate the tree.

Why not create your own special Christmas tree this year? Cut a small, well-shaped tree of almost any variety, with or without leaves. Make up "snow" by blending very small amount of water and Ivory Snow, added a little at a time in your largest mixing bowl and beating until very, very dry. May require several bowls of "snow" depending on the size of your tree. Start at top and apply snow to branches and leaves, mounding up to resemble real snow. When thoroughly dry, drying at least overnight, decorate as any traditional tree. Colored lights or colored spotlights are especially effective with this tree.

For attractive "made at home" gift containers, spray cardboard tubes from wax paper, aluminum foil, rolls of paper toweling, round cereal boxes, with red, green, gold or silver enamel spray paint, purchased at hardware or variety stores. These can be decorated while paint is still wet with small color flecks, sequins, etc., or after drying with the new contact tapes.

Serve something simple the day before or after the Christmas feast. Perhaps mugs of hot soup or oyster stew, small sandwiches and salad. The rich foods of the Holiday feast will be enjoyed more for having eaten the plain foods the day before.

Dear Santa,
I have tried to be good. Would you please bring me a gun? I thank you.
Love, Rick Irwin

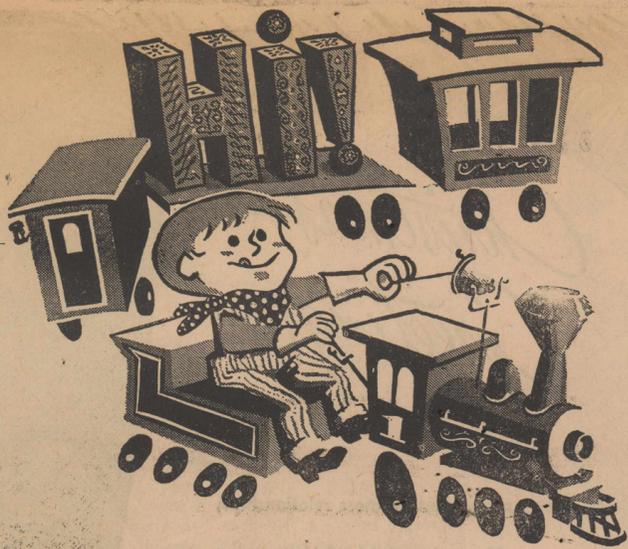
Dear Santa,
I want a rifle and a car and trailer house.
Love, Donnie Aldrige

Dear Santa,
Please bring me a candy machine and a Thumbelina doll. Please bring other boys and girls some toys.
Love, Brenda Wallace

Dear Santa,
I am a little girl seven years old. I try to be good every day. For Christmas I would like a bicycle and a doll. Thank you.
Sincerely, Suzanna Hunsaker

Dear Santa Claus,
What I want for Christmas is some dishes and a black board, and a bunch of candy. That is all I want.
Your friend, Angelica Barrera

Dear Santa Claus
I want a record player and a Thumbelina for my little sister and a Big Top for my little baby brother.
Mary K. Sepeda



HERE COMES CHRISTMAS

And as usual, it's come too fast . . . it's upon us before we realize it, bringing the happiness and hurry that is such a large part of every Christmas Season.

Pause a moment, won't you?

We'd like to tell you how much we've enjoyed your friendship . . . how much a pleasure it has been to be of service to you.

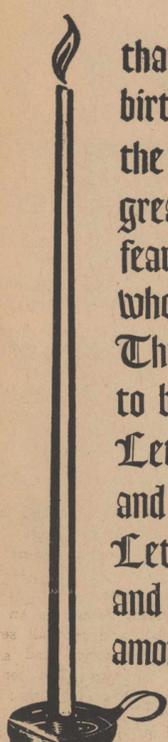
And especially . . . from all of us, to all of you our very heartiest wishes for a wonderful Christmas!

Modern Pontiac Co.

Rotan

Phone 296

A Tribute to the Prince of Peace



This Christmas, let everyone give thanks for the Prince of Peace — whose birth brought hope and understanding to the world. Let us ever be mindful of our great privilege to worship God, without fear, and to pray for those less fortunate who are not so endowed. ★ ★ ★ ★ ★ Through Christ's teachings, let us strive to be better men and to be charitable to all. Let us pray that all may see the Light and join the fellowship of man. ★ ★ ★ ★ Let us pray for divine guidance for wisdom, and foresight and courage to promote peace among nations. ★ ★ ★ ★ ★

Rotan Cotton Oil Mill

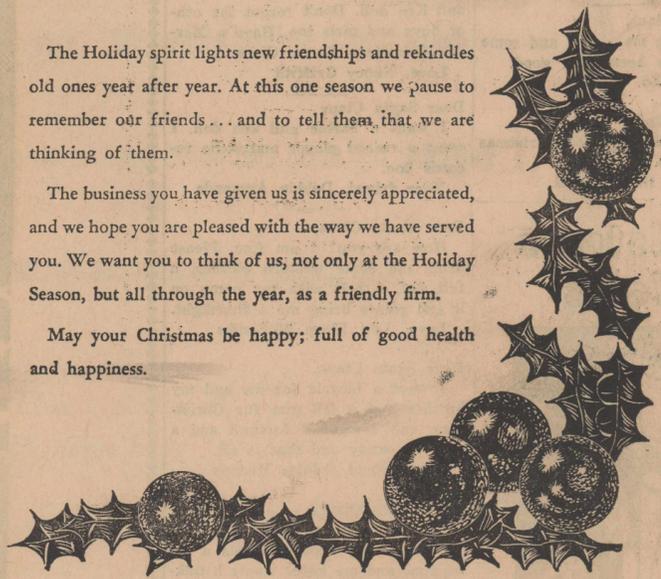


Christmas GREETINGS

The Holiday spirit lights new friendships and rekindles old ones year after year. At this one season we pause to remember our friends . . . and to tell them that we are thinking of them.

The business you have given us is sincerely appreciated, and we hope you are pleased with the way we have served you. We want you to think of us, not only at the Holiday Season, but all through the year, as a friendly firm.

May your Christmas be happy; full of good health and happiness.



E. N. C. Discount

The Nayfas

Sweetwater

CHRISTMAS



THEN and NOW

Christmas is a time of nostalgia. Every new Christmas, it seems, is colored by the memories of Christmas past. No matter how many years have gone by, or how many miles lie between the years . . . no matter whether we've just seen old friends or only remembered them . . . the Christmas in our hearts is the Christmas of yesterday.

As friends and family get together during this season, somebody always says: "Do you remember the Christmas when . . ." And once again, the smells and sounds and wondrous moments rush upon us and carry us back again to those Christmas Days long past.

Is your Christmas memory one in which Christmas trees cost only fifteen cents, were lighted with real candles and draped with strings of popcorn? Can you remember your grandmas baking Christmas goodies in a big black stove that burned wood or coal?

Do you remember that the ladies wore their hair pulled high on their heads and that the men wore mustaches and high stiff collars?

If you remember these, then you're one of the lucky ones who remember the old, old-fashioned Christmas of another century. You're an old timer with a rich storehouse of Christmas memories!

Or if one of your early Christmas memories was that the heavy tin soldiers under the tree wore the same uniform as the "doughboys" who were celebrating their Christmas in the fields of France . . . and if you wore long black stockings and knee pants and middle blouse and high top shoes . . . if you remember clearly that Dad spent a half hour cracking up the car so the gifts could be delivered . . .

Then you probably have more than forty Christmas Days to look back upon and cherish.

If there is a Christmas early in your life when it seemed Old Santa skipped a bit on filling the stockings . . . yet the Christmas dinner table still groaned with good things to eat (though it seemed you ate turkey sandwiches for months after! . . . then you were a child of the Thirties. And there will be many whose first Christmas of memory came when the date was nineteen-forty-something . . . and surely they will remember something of the ache and hope and determination of all free men who had made up their minds to remain free . . . because again there was war at this time.

Yet as in all other years there was a measure of hope and faith and joy along with the many prayers for victory.

And since then . . . so many things: Rockets and astronauts and new inventions and talks of peace and rumblings of war, the same as far back as any of us can remember.

And through all the years we remember the Christmas Days of other years, filled with the special kitchen smells of Christmas cooking . . . the dressing, the turkey and the pumpkin pies. And the smell of pine or spruce in the room where the tinsel tree stands guard over gayly wrapped packages.

Other days of other years when we hoped for snow . . . or felt the special joy of a sunshine-bright Christmas morning . . . or heard the bell like voices of carollers in the still winter night.

And above all other things which return each Christmas is the hope and faith that Peace will reign . . . that He, whose birthday we celebrate, will continue to abide with us and fill our lives with love and joy and . . .

And what else?

Well . . . more of all . . . give us the assurance that it will always be Christmas . . . if not every day of the year, at least for this Christmas Day and the Christmas Day next year and the next and the next and the next . . . or faith left in us . . . and so on as long as there is life or hope or faith left in us . . .

So that Christmas will live. So that our hearts will be filled with cherished memories, and the bright joy of children.

So that Christmas will never die.

TRADITIONAL with CHRISTMAS



For hundreds of years, and from many lands, the traditions of Christmas have been handed from generation to generation. The tradition of mistletoe comes from England . . . the Yule log from Scandinavia . . . the Christmas tree from Germany . . . Saint Nicholas from Holland. Add to these the good old tradition of sending Christmas greetings. We send ours with a genuine appreciation of your friendship and good will.

Rotan Gin Company

Dear Santa Claus,

My brother and I would like a bicycle for Christmas. Will you bring me and my brother. If you bring them put them under the Christmas tree.

Your friend, Louis Guzman

Dear Santa Claus,

Would you please send me a present for Christmas. Here's what I want you to send me. I want you to send me a big walking doll. That's all, thank you

Your friend, Frances Carrillo

Dear Santa Claus,

Please bring me a gun and some candy. I have been very good.

Santana Yanez

Dear Santa Claus,

Please bring me a doll and some candy. I have been very good.

Adelaida

Dear Santa Claus,

Please bring me a doll and some candy. I have been very good.

Mary Carrillo

Dear Santa Claus,

I want a kiss doll for Christmas and a bicycle.

Love, Ester Rodriguez. S.

Dear Santa Claus,

I would like a Thumbalina doll for Christmas. Robert would like a drum, saxophone, trombone, and symbols. Keith would like a truck, trailer, and boat.

Merry Christmas and a happy New Years.

Love Roxanne, Robert, and Keith Callan

Dear Santa,

My name is Tony Cabrera. I want a BB gun and a bicycle and lots of toys and toy cowboys, airplanes, cars, a gun set, and a baseball set.

Your friend, Tony Cabrera Merry Christmas Santa

Dear Santa Claus

I want a Thumbalina doll. My birthday was Dec. the 10. I wanted a watch but you know I didn't get it. My little sister wants a Barbie and Ken doll. Don't forget the other boys and girls too. Have a Merry Christmas Santa Claus

Love, Nancy Griffith

Dear Santa Claus

I want a barbie and ken doll. I want a record player and some records too.

Your friend, Debbie Aumanda

Dear Santa Claus,

How are you? I am fine. Please bring me some western clothes, a felt hat, a belt with my name on it and please bring me a flashlight.

Love, Lou Eleen McCombs

Dear Santa Claus,

I want a bicycle for me and my brother and a BB gun for Christmas, and I want a football and a sack of candy and that is all.

Your friend, Adolfo Medrno

Dear Santa Claus,

I'd like to have a motorcycle for Christmas. My brother wants a set of guns and my sister wants a talking doll.

Your friend, Alex Moralez

Dear Santa Claus,

I would like a bicycle with training wheels for Christmas. God bless everyone.

Love, Mike Cade

Dear Santa Claus,

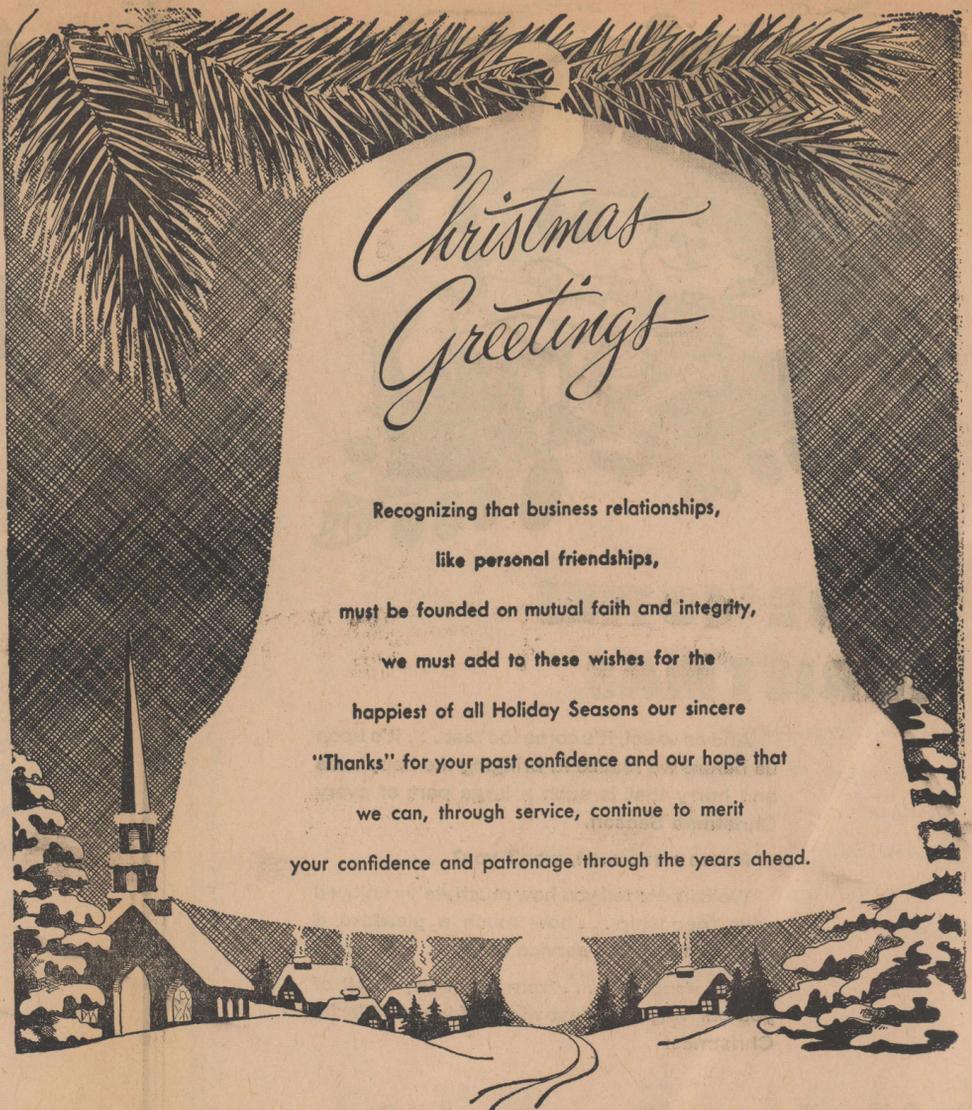
I want a hat and I want a gun and I want some clothes.

Your friend, Jerry Don Huckaby

Christmas Waits



The origin of the Christmas Waits seems to be dated back to the fourteenth or fifteenth century. They were probably musical watchmen who were required to prove their vigilance by playing on a musical instrument of some kind at regular intervals. Later the Waits became organized bands of musicians who were available as entertainers for weddings, banquets and other festive occasions. Today, in England, the Waits are unorganized bands of boys and men who practice the streets during the holidays, singing Christmas carols and playing musical instruments for a small gratuity.



Christmas Greetings

Recognizing that business relationships,
like personal friendships,
must be founded on mutual faith and integrity,
we must add to these wishes for the
happiest of all Holiday Seasons our sincere
"Thanks" for your past confidence and our hope that
we can, through service, continue to merit
your confidence and patronage through the years ahead.

West Side Gin Company



Thank You

For your friendliness during the past year. May we extend to you our warmest greetings and good wishes for happiness and prosperity all through the coming year.

Gann's Cafe

Phone 6151

Rotan



MAID JUDGE—Miss Marjorie Carne, fashion director of California Fashion Creators, has been named chairman of the seven-member judging panel which will select the 1963 Maid of Cotton at finals in Memphis, Tenn., December 27-28.

Dear Santa,
Here I'm writing this few lines to tell you what I want for Christmas. I want a BB gun and a football and a jacket and some stories book. Well I guess this is all that I want for Christmas this year. I hope you really bring them.
Your friend Thomas Almanzo.

Dear Santa Claus,
Please bring me a bazooka and I want a transistor radio, would also like a pair of football pants.
Your friend, Stuart Nowlin.

Dear Santa Claus,
I want a doll that looks like a real baby, with a red and white dress and booties. I hope she has sleepy eyes and blond hair. Please Santa, bring all the little crippled boys and girl a Merry Christmas and a Happy New Year.
Love, Debbie Donham.

Dear Santa,
For Christmas I want a bat and ball and a baseball glove and a road builder set thank you for what you gave me last year I liked them very much. Santa you can bring me anything you want to. Most of all I would like you to remember other children as well as me.
Your friend, Larry Don Singley.

Dear Santa Claus,
I am a girl. I am nine years of age. My name is Susan Kay Cade. I would like to have a big Thinkblenia doll. Please don't forget all the other boys and girls.
Love, Susan Cade.

Dear Santa,
I want a typewriter for Christmas. I want a doll named Smity. For my cat, he wants a ball to play with. Will you bring me a kissing doll, a playhouse and a ball.
Thank you, Olga Garcia.

Dear Santa Claus,
I would like to have a BB gun, trucks, tractors, a train set and books to read.
Love, Frankie Jones.

Dear Santa,
Please bring my sister a little red wagon. She also wants a doll. I think she has been a good girl this year. I would like to have a big red wagon, also a tool set. I tried to be good.
Thank you, Ronnie Wayne Martin

Dear Santa Claus,
Santa will you bring me a doll named Connie for Christmas? And will you bring me a watch, please bring my little sister a ball. I have another sister that wants a baby doll. Please give the crippled children some toys too.
Love, your friend Clara Ann Jones.

Dear Santa,
I'm writing this few lines to tell you what I want for Christmas. I want a bicycle for Christmas. I sure will be a good boy on Christmas. I hope you get lots of girls but don't forget the other little children.
Your friend, Carlos Mendez.

Love, Kaye Hardy.
Dear Santa,
I would like to have a bicycle and a ping pong set, a radio and a fishing rod.
Love, Mike Hicks.

Dear Santa,
I want a Quick Draw McGraw doll. My sister wants a camera. My brother wants a wrecker. Please bring the other boys and girls something. Thank you very much.
Love, Leneida Coffman.

Dear Santa Claus,
Santa I want a doll and a little nurse. Then I want some dishes, and a football. I want Thumbelina doll. Please remember the other boys and girls.
Your friend, Brenda Pulis.

Dear Santa Claus,
I want a Thirsty Cry Baby doll, a transistor radio, a bike and a watch. Please remember the other boys and girls.

Dear Santa Claus,
I want a transistor radio. Please bring Todd something.
Love, Nancy Young.

Dear Santa,
I want a baby doll and a diaper bag. I want some doll bottles too.
Love, Janie Lee.

Dear Santa Claus,
I would like to have a bicycle and a set of tools. There's one more thing I would like to have, its a puppy.
Your friend, Danny Whittey.

Dear Santa,
I want a BB gun for Christmas, and a bicycle and a football.
Your friend, Lino Yanez.

Dear Santa Claus,
For Christmas I want a big Thumbelina doll, Barbi car and Barbi clothes. Please remember the other boys and girls.
Love, Reba Carter.

Dear Santa,
I want a football helmet and a bicycle for Christmas.
Your friend, Kent Cave.
Please do not forget other boys and girls.



Cotton Quiz
IF YOU COULD SEE INSIDE A COTTON FIBER, HOW COULD YOU TELL ITS AGE
A FIBER HAS RINGS, EACH SHOWS ONE DAY'S GROWTH.



MANY GOOD WISHES

of the Season to All Our Friends

Baillio Auto Service

Herman and Imogene

Sincerest Wishes FOR A HAPPY HOLIDAY SEASON

Weathersbee Funeral Home



Clark-Benson Hardware

Phone 313

Rotan

AT THIS WONDERFUL SEASON IT'S A PLEASURE TO SAY Merry Christmas

Smith - Cyphers Service Station



Merry Christmas

Each year about this time we wish a Merry Christmas to our friends. And we always struggle mightily in an effort to put our real thoughts into words.

Because what we're trying to tell you is how much your friendship and patronage mean to us — and at the same time we want to wish you a Merry Christmas...

... a real Christmas, with holly and mistletoe and candy canes and pop corn and a big, fine Christmas tree, gayly bedecked with tinsel, and lights, and presents for everybody. And in addition we're wishing you a Christmas with good cheer and good fellowship.

We do hope you have that kind of Christmas.

Edwards Implement Co.

Dear Santa Claus,
I would like a BB gun, a train set, and Shop king.
Your friend, Hank Day

Dear Santa Claus,
I want some guns for Christmas. I want a U. S. Tommy gun. Please don't forget the other boys and girls too.
Eddie.

Dear Santa,
I want a Susie Smart and don't forget the other boys and girls.
Love, Hope Carrillo.

Dear Santa Claus,
Please bring me a Jonny-Red cannon and a small electric train and don't forget Kim and Hank and all the other boys and girls.
Your friend, Bruce.

Dear Santa,
I have treid to be good. Would you please bring me a doll?
Thank you, Connie

Dear Santa Claus,
I want a BB gun for Christmas, and don't forget the boys and girls.
Your friend, Richard Torres.
Thank you,

Dear Santa,
Please bring me a gun for Christmas. I love you.
Dennis Ship

Dear Santa Claus
Please bring me a train and some candy. I have been very good.
David Flores

Dear Santa Claus
Please bring me a BB gun and some candy. I have been very good.
Louis Yanez

Dear Santa,
I have been a very good boy this year. Would you bring me a bicycle and a football for Christmas.
Thank you, Mark Smith

DID YOU EVER WONDER...
For fun with children (or grown-ups) pose these "unanswerable" questions about Santa as you enjoy fellowship around the Christmas tree.
...What is Santa's gift bag made of?
...What does Santa's house look like?
...How many helpers does Santa have?
...Where is Santa's first stop?
...Where is Santa's last stop?
...If you could ask Santa one question... what would it be?
...How did Santa pick his eight reindeer?
...What is Santa's favorite food?
...What would be your Christmas Gift to Santa?

NAMES
of Christmas



Christmas is known by a variety of names in other lands. In Greece it is called "Genetlita," feast of the Nativity. Noel is the term used in France. An Italian name is "Nativita" from which probably derived the Spanish "Navidad." The German "Weihnacht" signifies holy night. The likeliest derivation of our own "Christmas" is from the Hebrew "mas" which means tribute.



WITH ALL

BEST WISHES

FOR THE

HOLIDAY SEASON



Mr. & Mrs.
R. R. Terry

THE ROTAN ADVANCE

E. H. Shelton, Publisher
TELEPHONE, DIAL 332

SUBSCRIPTION RATES

\$2.50 IN FISHER COUNTY — \$3.00 OUTSIDE FISHER COUNTY

Any erroneous reflection upon the character, standing or reputation of any person firm or corporation which may occur in the columns of the ROTAN ADVANCE will be gladly corrected upon being called to the attention of the editor.

The publisher is not responsible for copy omission, typographical errors or any unintentional errors that may occur other than to correct in the next issue after it is printed.

PUBLISHED WEEKLY AT ROTAN, TEXAS

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

*Origin of the
Christmas Card*



The Christmas card originated from the "school pieces" which were popular in the early nineteenth century. Elaborate pen-fleurishes, forming scrolls and designs, were usually the basic pattern. School boys carefully prepared them to point out the progress they had made in chirography and composition.

The first Christmas card proper is said to have been placed on sale in 1846. It was printed lithography and colored by hand. Possibly 4,000 were sold. Cards for Christmas really caught the fancy about 1862.

Dear Santa Claus
Please bring me a doll and some candy. I have been very good.
Rose Martinez.

ADVANCE WANT ADS PAY.

Dear Santa,
My name is Kelley. Ally I want is a tiny thumblina and some dishes.

Love, Kelley Tidwell
P. S. Don't forget the other boys and girls.

Seasons Greetings

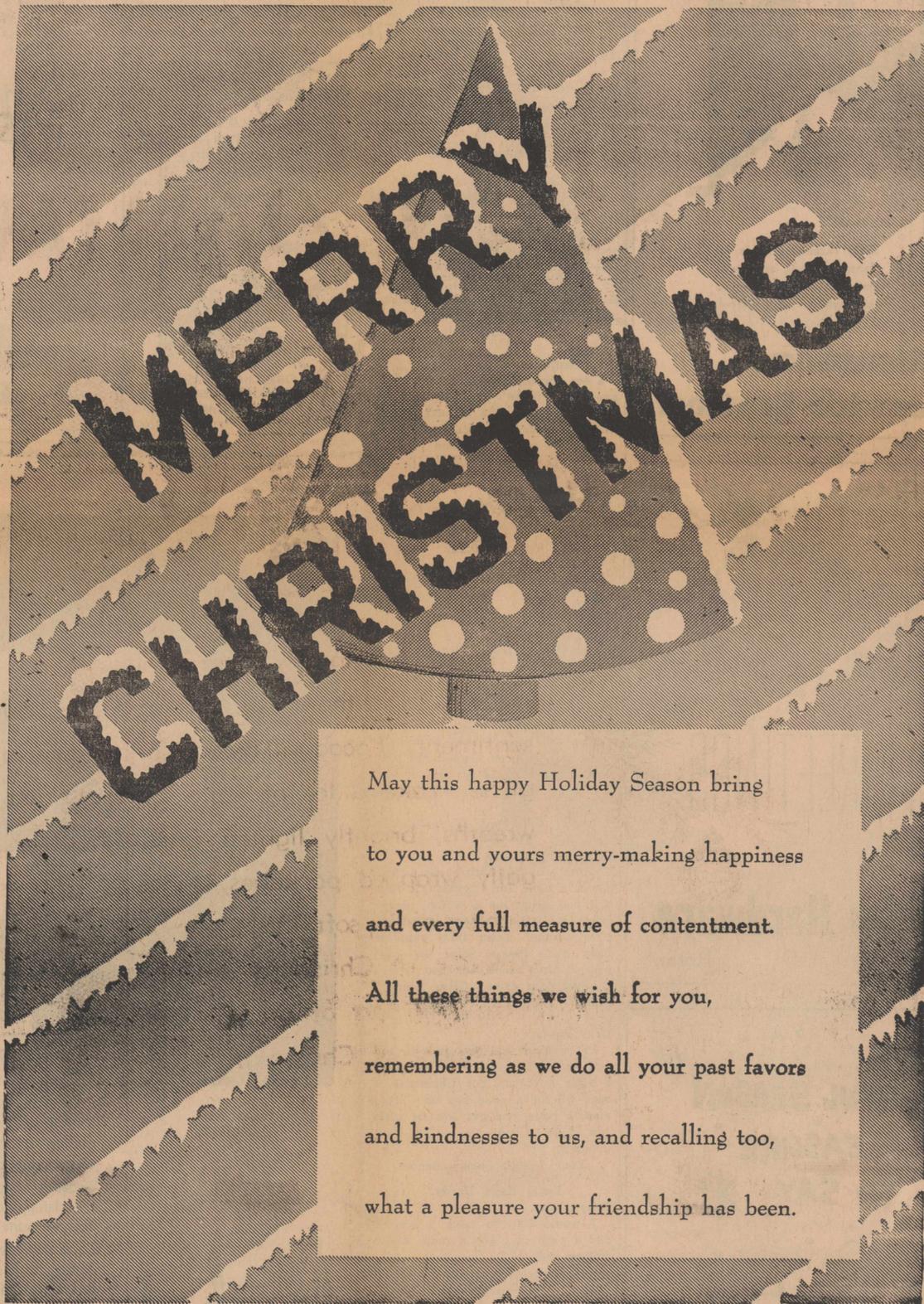
It's Been Wonderful Having You For A Friend And Customer. This Year You Have Enabled Us, With Your Inspiration, To Progress And Do A Better Job - For This We Are Grateful.

May We Take This Opportunity To Wish You And Yours A Truly Warm, Bountiful Christmas . . . And May Every Endeavor That You Undertake Throughout The New Year Be Successful.

Congratulations To The Finest Football Team in The State.

Cordially yours,

Lotief Dry Goods Co.



May this happy Holiday Season bring
to you and yours merry-making happiness
and every full measure of contentment.
All these things we wish for you,
remembering as we do all your past favors
and kindnesses to us, and recalling too,
what a pleasure your friendship has been.

D. J. SMITH & COMPANY

Dear Santa Claus
Please bring me a BB gun and bicycle.

George Velez

Dear Santa,
I have tried to be good. Would you please bring me a football. Thank you, Joe Roy Vann

Dear Santa,
I have tried to be good. Would you please bring me a doll. Thank you, Elviraove Rodriguez

Dear Santa,
I have tried to be good, would you please bring me a doll? Thank you, love, Catherina Weems

Dear Santa Claus,
I would like a Ken doll, some clothes for him and also for my Barbie doll, I would also like a jewelry box. I am nine years of age and I try to be nice. Don't forget the other boys and girls. With love, Rhonda Coan

Dear Santa Claus,
I am six years old and I try to be good. I would like to have a Ken doll, some clothes for him, some clothes for my Barbie doll, a sports car for Barbie and some clothes for myself.

Don't forget my sisters, Rhonda and Karen, and all the other girls and boys.
I love you, Teresa Ann Coan

Dear Santa,
My name is Trena. I am in the second grade. I want a doll for Christmas and some dishes to play with, and don't forget my family.

Dear Santa Claus,
I want some guns for Christmas. I want a U S Tommy gun. Please, and thank you, Eddie M.

Please don't forget the other girls and boys.

Dear Santa Claus,
I would like you to bring me a BB gun for Christmas. I would also like toys for my brothers and sisters.

Thanks, Hiram Miramontez.

Dear Santa Claus,
Please bring me a doll. It is a walking doll and don't forget my little brothers and sister.

Thank you, Lydia Martinez, P O. Box 898. P. S. I want all this for Christmas.

Dear Santa Claus,
I want a doll that talks and walks and play dishes for the doll. from Josephine Ramon.

Dear Santa,
I would like a football suit and a Dick Tracy two way radio and chemistry set.

Your friend, Donald Phillips

Dear Santa Claus,
I want a race car and track, and BB gun.

Merry Christmas.
Your friend, Johnny Berry

Dear Santa,
Please bring me some army men and an airplane. Please remember all the boys and girls.
Your friend, Barry Allen

Dear Santa,
I want six coffee cups for mother and daddy. And I want for me a bicycle and a bow and arrow set and also a checker board. And something I nearly forgot, a Gaylord. I have been a good boy.
Your friend, Clay Helms

Dear Santa,
My name is Renne Berry. I have tried to be a good girl. Please bring me a bicycle, doll, picnic and one surprise.

Remember all the other boys and girls.

I love you Santa.
Renee

Dear Santa,
Please bring me a Thumbelina doll. I try to be a good girl. Thank you very much, Dianna

Dear Santa Claus,
I would like a tractor for Christmas. I wish that you could bring me a tractor.
From Luis Rmoero.

Dear Santa Claus
Please may I have a cry baby doll, a buggy and baton. And I would like a surprise.
Your friend, Patsy.



Happy
Holidays
HUGHES FURNITURE

DECEMBER 25th

Although the date of December 25 has long been accepted as the birthday of the Lord, no specific proof exists. It was a habit of early Christians to look upon celebration of birthdays as heathenish. The birth date of Christ was not accepted. This old prejudice died out, and the date of birth became a matter of ecclesiastical investigation. In 386 it was reported to the Pope that Western churches had always observed the date as December 25. Other communities of churches preferred different dates. Some Eastern churches accepted January 6. Others preferred April 20, May 20, March 29 or September 29. Pope Julius was satisfied with the report and about 450 established the Festival at Rome on December 25. By the end of the fourth century the date was accepted by all nations of Christendom.

May you have a Happy Christmas Season
Mr. and Mrs. George Watson

Greetings of the Season

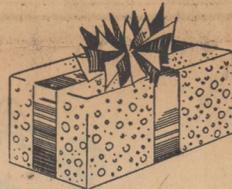
AND BEST WISHES

POST OFFICE

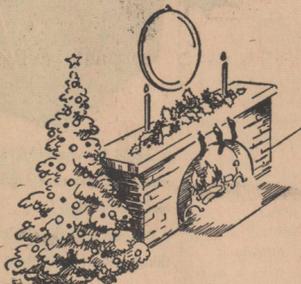
Hattie Belle Howard
Mr. and Mrs. Louie Hayes
Mr. and Mrs. W. E. Barron
Mr. and Mrs. Robert Phillips
Mr. and Mrs. Fred Byerly
Mr. and Mrs. D. L. Smith
Mr. and Mrs. E. T. Warren



THE ENCHANTMENT OF CHRISTMAS



Take the glowing association of loved ones and friends or the opportunity to express our sentiments of good will by word or by material gifts. Take a lot of little things — holly wreaths, brightly lighted Christmas trees, gaily wrapped packages, songs of joyous carolers or the soft glow of candles — Each is symbolic of Christmas and every one of them fills part of the picture of the enchantment of Christmas.



H. L. Davis & Company



May it hold for you a thousand joys and for your fine patronage, may we say "Thank you."

Rotan Flower Shop

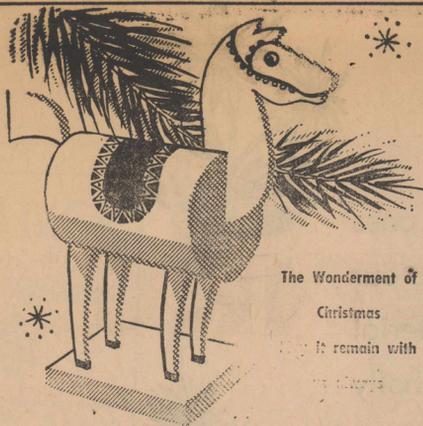


May the Christmas gifts of Peace and Happiness be yours today and throughout the days to come.

Mac's Burger Bar

Phone 5241

Rotan



Merry Christmas
Porter Locker Plant

Warm and Sincere
Greetings

TO EACH OF YOU

Dairy Dream

Phone 6231

Rotan

Ruby and Cecil

Dear Santa,

I am a little girl 7 years old. I also have a little sister that is 4 years old. Her name is Peggy. Would you please bring us a toy typewriter, a frosty snowcone machine, and a doll.

We have been pretty good little girls.

Don't forget the other little boys and girls.

Thank you,
Patti Upshaw

Dear Santa,

I want a bicycle, walking doll, and a pair of shoes.

Love, Voncille Messick
Thank you Santa Claus

Dear Santa Claus,

Would you please bring me a big red bicycle and a type writer. I would like a basket on my bicycle, too.

I have tried to be a good boy.
Love,
Jimmy Sparks

Dear Santa Claus,

I have been a good boy. I would like 25c worth of fire crackers, and a moving van and a cement truck. And a two holster gun, please.

Your friend,
Keith Matthies

Dear Santa,

How are you? I hope you are fine and I want a doll and some dishes and a doll bed and a mop and drum and a baby doll.

Love Santa Claus,
Donna Jowers

Dear Santa,

Please bring me an official basketball and football set and a Robot Commando and a Jimmy Jet for Christmas, and don't forget the other boys and girls. Thank you.

Yours truly,
Frankie Klepper

Dear Santa,

I want a Robuckcommando and a Hi Fi for Christmas.

Thank you.
Your friend,
Mickey O'Briant

Dear Santa Claus,

I want a Betsy McCall doll and all her clothes. A Snow Cone machine, and anything else you would bring me. Thank you.

Love,
Merri Hammit

Dear Santa,

I am 8 years old. I have been a good boy. Santa, I want a Snow-Cone machine for Christmas and a football. I would like some books, please.

Your friend
Frank Garcia

Dear Santa Claus,

I would like a set of dishes and a doll and a Doll and Me Luggage Set. I would like Christmas to be here soon. Thank you.

Your friend, Lou Etta Floyd

Dear Santa Claus,

I have been a good girl. I want a Barbi Doll and a ring for Christmas and Please remeber all the other boys and girls. Thank you.

Your friend,
Cyniha Kiker

Dear Santa Claus,

I would like a bike and a Ken doll and please the other children to have a Merry Christmas.

Your friend,
Debbie Harrison

Dear Santa,

I want a pony for Christmas and a pair of cowboy boots and guns including spurs and a cowboy hat. I want a road grader and a rodeo ranch set and I don't forget my sister and brothers.

Love,
Steven Baker

Dear Santa,

I have tried to be nice. Please bring me a choo-choo train, Barbie doll, a Barbie suitcase, dump truck and road grader. Don't forget the other boys and girls.

Thank you,
Betty Kersh

Dear Santa,

I have been a nice girl. Please bring me a Barbie doll, Barbie sport car, Barbie bed and Barbie suitcase with cloths.

Thank you,
Love
Rita Kersh

Dear Santa Claus,

Please, Santa bring me a bicycle and wagon and horse. Thank you.

Your friend,
Adolpo Ramon

Dear Santa Claus,

I have been a good boy this year. I would like to have a army helmet, a bazooka, and a Tommy Burst Gun. Thank you.

Your friend,
Norvelle Kennedy

Dear Santa Claus,

I want a baby Thumbelina, a Little Red Spinning Wheel, some fuzzy house shoes, and a gown. Please be as nice to all the other children as you have always been.

Merry Christmas
Patrica Jan Allen



Here's an idea for basements that are chilly in the winter. Remove the door that encloses the air filter compartment of your furnace. Cold air will be drawn into the furnace, heated and returned to the basement. If you have no warm air register in the basement, a furnace repairman can install one easily in one of the warm air ducts.

Do shoes look dusty when people in your family remove their galoshes? An occasional cleaning of the galoshes with the suction end of your vacuum cleaner hose will correct this. It will keep the hose you wear from getting dirty, too.

Keep the old shower curtain. It makes a handy drying mat for sweaters. And you can throw it over furniture or the carpet as a protective covering when you're painting or doing heavy cleaning.

Housekeeping is easier with soft water. Bathtub ring, spots and film on glassware and china, tattle-tale gray and clothes that are hard to get clean, are among the many household annoyances caused by minerals in hard water. In a survey by The Lindsay Company, largest home water conditioner manufacturer, 800 women in 21 states listed easier housekeeping as a chief advantage of soft water.

Take care when cleaning wallpaper to stroke only up and down. That way you won't cross, and possibly tear, wallpaper seams. And be sure that the wallpaper is sealed with a chemical finish that permits washing. B102662



P. & D. Jewelry

MAY THE JOY

AND PEACE OF CHRISTMAS

BE WITH YOU

THROUGH THE COMING YEAR



8 'til Late Grocery

A. W., Vera and Byrde

A Bountiful
Christmas



It would be wonderful, at this Holiday Season, if we could meet, and personally greet, you and all our many friends and customers.

But, because that isn't possible, we're doing the next best thing, and sending these little Christmas Greetings.

A sincere appreciation for your friendship, and "Thank You" for the many favors you have shown us. It is folks like you who make our business possible, and we are deeply grateful for your goodwill and patronage.

May you have a bountiful Christmas — rich in warm friendships, with all the good things of life for you and yours.

Home Lumber Co.

Phone 318

Rotan