

4-H, FFA Livestock Show January 4

Jaycee President, Dr. LeBleu, announces that plans and preparations are well underway for the second annual Jaycee sponsored Rotan 4-H and FFA Project Show. This Show is for encouragement of boys and girls with agriculture projects. It also offers an opportunity for the people of our community to see the results of 4-H and FFA projects. The Show is open to members of Rotan FFA and 4-H members in Rotan Schools.

The Show is to be held Saturday morning, January 4. Location and judge will be announced later. Stanley Nowlin will serve as General Superintendent again this year. Joe D. Burk is secretary.

Ribbons and premium money will be awarded in each class. There will be classes of Beef Heifers, Fat Steers, Dairy Heifers, Hogs and Capons. At least 40 entries are expected to compete.

Showmanship trophies are to be awarded in Beef, Dairy and Swine divisions. These awards are furnished by Rotan Insurance Agency.

Caution Is Very Necessary This Season

Insurance men are people. They really are. They have families, and homes, and they enjoy Christmas, too.

They don't enjoy the aftermath of Christmas, however. They share the average man's distaste for the extra bills to be paid after Christmas. But some of the bills they pay are for more sinister expenses than the packages under Christmas trees. And some of these bills don't even wait until after Christmas to come due. Many of them arrive with the advent of the holiday season. These insurance men are responsible for monetary reimbursement for the tragic toll exacted by holiday highway madness.

Naturally, these men pay for the initial economic loss suffered by their policyholders in traffic accidents. However, even these losses are eventually absorbed by the policyholders, since rates are based on losses. That's the basic premise of insurance.

But no insurance check can cancel grief or restore life.

The loss of life and personal injury of their policyholders sickens them, because they are human beings first, and insurance men second, but most of all, because they realize the tragedies on wheels could usually have been prevented or at least lessened.

The spokesman for a large portion of these very human people who can administer only economic balm to salve the hurts of injuries sustained in traffic accidents is Southwestern Insurance Information Service. SIIS says many of these tragic bills would not mature for payment if drivers would apply these Christmas sentiments to rules of the road:

- Care . . . not carelessness
- Helpfulness . . . not heedlessness
- Reason . . . not recklessness
- Idealism . . . idiotism
- Safety . . . not slaughter
- Temperance . . . not tempestuousness
- Moderation . . . not motor mania
- Angels . . . not daredevils
- Safe arrivals . . . not d-o-a statistics

Insurance statistics indicate that the fatal traffic toll will rise approximately 10% this year over 1962. Through October more than 300,000 traffic accidents have already occurred in Texas, with the counts for Thanksgiving and Christmas still to be tallied. Twenty-two hundred Texans lost their lives in automobiles during the first nine months of 1963, over two hundred more than for the same period last year.

SIIS, on behalf of the casualty insurance industry, urges all drivers to let the Christmas spirit of good will toward men carry over to their driving habits. The man behind the wheel is the only one who can keep the toll from reaching the forecast ten percent increase. Thoughtful, careful, courteous, defensive driving will keep those drivers slated for holiday slaughter from becoming an insurance statistic, a file which the insurance man must mark, "Deceased. Claim paid. Case closed."

Dear Santa Claus,
I want a sleeping doll and a dolls bed and play dishes. nd a terry bear. And a book for Christmas. And a doll bottle.
Your friend,
Elva Quintanilla

Dear Santa,
I have been a good boy. I want a new bag bicycle. I want a new record player. I want a new camera.
Robert Callan

J. P. Phillips

THE ROTAN ADVANCE

Volume 57

Rotan, Fisher County, Texas Monday, December 23, 1963

No. 47

Decorations Winners Are Announced

Rotan Jaycees, sponsor of 1963 Christmas Decorations Contest today announced the winners.

Winner of the business and commercial division for 1963 is Ragsdale Drug. The judges felt that the two windows—one a beautiful lighted Nativity scene and the other reflecting a children's Christmas theme were beautifully done and worthy of first place.

Winners in the home division were: 1st. Eugene Allen, 803 E. Johnson St. with pink lights, a decorated door and featuring a picture window tree. 2nd Hollis Swearingin, 902 E 7th st.—this display was the most original depicting the Nativity on the door with the Herald Angels on either side of the entrance and lighted candles along the walk. 3rd, Charles Masters, 411 N. Cleveland, with a decorated door, tree and entrance.

The judges did announce that the selections both for the business and home division were extremely difficult since we did have so many very striking displays.

The judges would particularly like to point out two places that are beautifully decorated, but were not eligible for the contests; one being the Rotan City Hall, a brilliant display of lights, enhancing the business district and the other being the Dwight Nowlin residence, located 1-2 miles southwest of Rotan. These two displays add much to the holiday mood of the season.

The Jaycees would like to express their thanks to all citizens who have decorated and added so much to the beauty of our town.

Ragsdales' will be presented with the traveling trophy and the first place home division winner, the Eugene Allens will receive an appropriate plaque.

Dear Santa Claus,
I have tried to be a good boy this year. I am a little boy that lives on Rough Creek northwest of Rotan. I want a pump-up BB gun and a Walkie Talkie.
Your friend, Dilbert Joe Helms

Dear Santa,
May I have a floppy Pebbles doll? I would like a Wishmaker Maching stroller. Then I would like a Ricky Nelson record. Also I would like a purse with metal handles and a wooden ring at the bottom. I would also, like to have a clip board. Then I would like some clothes for Mitzi and Ken and a Barbie purse. Last of all will you get my mother a set of dishes.
Yours truly, Fairy Graham
grade four

Dear Santa Claus:
I wish for my baby brother to receive a pony with four wheels, and for my brother that is 7, to get faotball outfit. I wish for my mother to get a set of dishes. I wish for my father to get a 22 shot gun. And I wish to receive a electric football set.
Your frind, Paul Carillo
grade four

Dear Santa Claus,
I have been a good girl. I want a walking doll and talking doll and if you can't, please bring me a set of Dishes and bring my brother a car to play with. Good-bye, Good-bye.
Yours truly
Kathryn Sepeda

Dear Santa,
I want a baig gun and a little pony and a big bruiser Pretsel the Pooch.
Ted Ramirez

Dear Santa,
I have been a good girl. Please bring me a doll, telephone, candy, fruit and unts. Thank you,
Hope Yanez

Dear Santa:
I would like to receive a watch, and a Pebbles doll. I want Pebbles to have a lot of clothes. I would like Pebbles to have brunette colored hair. Remember my family and the people all over the world.
Love, Susan Cade,
fourth grade

Dear Santa,
I want bolt action Rifle, a monkey gun, a helmet. I want a Banjo.
Richard Dowell

City Office Closed Until Friday

City Hall will be closed at twelve noon on Christmas Eve and will remain closed until 8:00 a. m. Friday, December 27. The Water Department wishes to remind anyone planning an extended holiday trip to notify the City Hall in order that water might be cut off to prevent damage from broken and broken pipes. The best solution to this problem is to use the stop and waste valve; however, if there is no stop and waste valve available, the water department will cut off the water and turn it back on at your request.

LVN's Enjoy Christmas Party At Silver Spur

The LVNA Division 53, held their annual Christmas party, Monday evening, starting with a dinner at the Silver Spur restaurant.

Following dinner, the party moved to the Community Room at the REA building, which was beautifully decorated, including the traditional Christmas tree.

After a musical interlude furnished by Mr. and Mrs. J. P. Boyd, Mrs. Faye Ray, Pres., made a short speech and presented Mrs. Beulah Driver, honored guest, with the association pin. Mrs. Driver is an honorary member of the Association and also the oldest practicing nurse in the area.

As an innovation awards were presented to Mesdames Effie Dennis, Margeret Nichols and Winnie Kingsfield, as nurses contributing outstanding service to the local division.

With the exchange of gifts, the evening ended on a joyous note of music and singing.

Attending the party were the following members and guests: Messrs and Mesdames Roland Ray and J. P. Boyd, James Lay, W. Hancock, Roy Kingsfield, R. L. Dennis, Jess Crow and Billie W. Crow, Bill Gray, Ross Woolsey, W. R. Noles, Eugene Gladson.

Mesdames Beulah Driver, Faye McCoy, Dulcie Sharp, Nona Thompson, Margaret Nichols, Glynetta O'Brian and Patricia, Geneva Hale and Fargest Perkins, Estelle Acker.

Dear Santa Claus,
I want a talking doll for Christmas and a bicycle for Christmas. My big brother wants a transistor radio for Christmas. My mother wants a new dress for Christmas. My father wants a wristwatch and a TV in color to see his favorite show.
Your friend, Olgo Garcia

Dear Santa Claus:
I want some records and would like to have some new tires, basket, and light for my bicycle. I would like to have some candy.
Yours truly, your friend,
Mickey Lee O'Brian

Dear Santa Claus,
I would like a catcher's mitt and a face guard and a remote control monster.
Your friend, Marsh Hill

Dear Santa Claus,
I want a watch and a bicycle and a bear. And I want many other things to.
Your friend, Debbie Starnes

Dear Santa Claus,
I want a Penny-the-Poodle, a Terry doll, a bicycle and a monkey.
Your friend, Peggie Lynn
Edwards

Dear Santa,
I wish I'd have a walking doll and some dishes for Christmas. You are a very, very good man. Love,
Jesusita Ortiz, grade four

Dear Santa,
I have been a good girl. We will write you a letter. Santa will you bring toys to me? I cleaned my room and made my bed. Santa you please remember this Santa, I dream about you. Santa will you come and say good-night. I love Santa good-by Santa.
Jeannie Ortego

Dear Santa,
I want a doll for Christmas, and a bike for Christmas. And remember my sisters.
Thank you, Brenda Wallace

Advance Christmas Edition Today

Christmas edition of the Advance is going in the mail Monday morning in order to be delivered before Christmas.

We appreciate the cooperation of everyone on this edition and we trust subscribers enjoy it. Advance office will be closed from today until Monday, Dec. 30th, and next issue will be Jan. 2, 1964.

Room for One More at Texas Boys Ranch

With the ever increasing number of boys being referred to West Texas Boys Ranch the Ranch is having to turn down a disturbing number of boys. This is heartbreaking! Last year one fourteen year old boy who's parents dumped him, found himself without friends or a home. He had lived in the county jail for three week before he was referred to the Ranch. He had been in no trouble and was deserving of an opportunity. The Ranch was filled to capacity, however, the Ranch made room for one more.

The road has been rough for this boy, he has proven he has what it takes to make something worthwhile of himself. His over-all progress at the Ranch has gained him the distinction of being chosen as one of four candidates for the top honor of Boy of the Year. Selection of the Boy of the Year will be announced Jan. 18, 1964.

This is the type of story the Ranch deals with daily. There are many boys who need and would take advantage of the assistance offered at West Texas Boys Ranch. However, the Ranch can do so much on limited funds. During this 1964 Christmas season the Ranch needs the help of all West Texas. Donations of any size will be appreciated as this year's Christmas donations are falling short of previous donations.

Dear Santa Claus,
I am 6 years old. I will be 7 April 13, 1964. I have been nice all year. I want bicycle and a Magnet game for Christmas. Christmas will soon be here. Santa Claus.
Yours truly, Bernie Weems

Dear Santa,
I want a midge doll with black hair. I also want a pogo stick and some clothes for myself. I would also like to have some clothes for Ken. Be good to all of the children.
Your friend, Rhonda Coan

Dear Santa,
I want a Midge with red hair and clothes. I want some clothes for Kitten. I want some clothes for myself. Be nice to all the dear children. And a very Merry Christmas to you.
With love,
Karen Sue Coan

Dear Santa Claus,
I would like to have a walkie-talkie and a good football for Christmas. I have been a pretty good boy.
Love, Clay Helms

Dear Santa Claus:
I hope you will bring me some Barbie and Ken clothes and a banjo for Christmas. I have been a pretty good girl.
I love you,
Cindy Helms

Dear Santa,
I want a talking and a walking doll. And I'm a good girl. I want some dishes too. Good-bye Santa Claus.
Cristina Benavides

Dear Santa,
I have been a good girl. I want a billfold and a doll and a buggy and a trunk and all clothes. We will eat Christmas dinner. We will open our presents at Christmas. We will have a good time.
Darla Akers

Dear Santa,
I like you Santa. Santa I like you. I hope that you will come to my house. I like very, very good. Thank you for all those toys you have given us.
from,
Don Aldridge

Dear Santa Claus,
My brothers Perry Paul and Eddie have been good boys, so please don't forget them. I love you.
Sharlotte Thomson

Most of Rotan To Close Wed.-Thurs.

Practically the entire town will be closed Wednesday and Thursday for Christmas holidays.

This is well established as the custom have been followed for several years.

Service Held For Mrs. Jack Blevins

Funeral for Mrs. Pearl Blevins, 83, who died at 1 a. m. Thursday, in Happy Haven Rest Home, Abilene, was held at 2 p. m. Friday in First Methodist Church, Rotan.

Mrs. Blevins was the widow of the late Jack Blevins, pioneer West Texas cattleman.

Burial was in Belview Cemetery beside the grave of her husband, who died in 1940.

She was the former Ella Pearl Latham, daughter of the late Mr. and Mrs. Emmett Latham, pioneer ranchers in Kent and Fisher counties.

She was born in Bosque County Feb. 10, 1879 and moved to the Rotan area as a child. After her marriage, the couple lived in Rotan. She was a member of the Methodist church.

Officiating was the Rev. C. P. McMaster, pastor of the Methodist Church, and the Rev. E. L. Redden of Rotan, pastor of Clairemont Baptist Church

Survivors include four sons, O. B. of Elmore City, Okla., J. B. of Fort Worth, L. J. and D. J., both of Rotan; two daughters, Mrs. Delma Stephens of 2525 S. 14th in Abilene and Mrs. L. H. Burrow of Rotan; five brothers, Jim, Tom and L. E. all of Rotan, Son of Buckhorn, N. M., and Learn of San Antonio; two sisters, Mrs. Camel Helms of Rotan, Mrs. Roy Gilbert of Littlefield; several grandchildren and great-grandchildren.

Dear Santa Claus,
For Christmas I would like to have a Barbie doll with blonde hair. And also a watch. And that is all I would like for Christmas.
I am from Rough Creek or twenty-two miles northwest of Rotan Texas.
And also I have tried to be a good girl this year.
Your friend, Keta Helms

For Sale House and 1-2 lots, cheap, 705 E Forrest, Dude McClure, Roby call 332. 47-2tp
Lost Hamilton wrist watch, gold with gold and silver band, last seen Friday, Dec. 20. Reward. Calvin Phillips, phone 8104. 47-1tc.

Dear Santa Claus:
I want a BB gun for Christmas and a football for Christmas and a pellet gun.
Your friend, Adalfo Ramon

Dear Santa Claus,
I would like a basket ball set, a football, a bulldozer, and a dump truck.
Sincerely, Keith Matthies
fourth grade

Dear Santa Claus,
I would like to have a football. I always wanted a football. How is the North Pole? Would you bring my mother and brother something. I want you to give my mother a car and my father an electric saw.
Yours truly, sincerely, your friend, Santo Flores

Dear Santa:
What I want for Christmas, is a Barbie and Ken doll. Would you please bring the other people all over the world what they want and make them happy on Christmas day.
Yours truly, Merri Hammit
fourth grade

Dear Santa Claus,
I am fine. Santa. I wish you could bring me a pair of guns and a big truck and I wish you a Merry Christmas.
Your friend, Joe Luis Diaz
fourth grade

Dear Santa,
I send this letter to you and I tell you hello! Please send me one baby doll. You are very, very good man. Thank you Santa, your friend,
Juanita Ortiz

Christmas Service At St. Joseph's

To commemorate the birth of Christ at Christmas St. Joseph's Church will have the traditional Midnight Mass on Christmas Eve at 12 midnight.

Friends and non-parishioners are welcome to join the members of St. Joseph's Parish in commemorating the birth of Christ. Another Mass will be offered at St. Joseph's on Christmas morning at 8:00 a. m.

Mass will also be offered at the mission church in Aspermont on Christmas Day at 10:00 a. m.

Confessions will be heard on Christmas Eve, Dec. 24 from 3:00 to 4:00 p. m. and at 7:00 p. m.

The Pastor and congregation of St. Josephs extend to all their best wishes for a Christmas filled with the PEACE and JOY of the First Christmas, the birth of Christ.

West Texas Boys Ranch Deer Hunt Successful

The yearly West Texas Boys Ranch deer hunts have developed into a real valuable activity for the boys and the Ranch. The administrative staff estimates that deer shot by the boys account for approximately 4% of the Ranch's food budget. "This is quite an item when you consider how much meat 64 boys consume in a year's time," remarked Morris H. Craig, Executive Director of the Ranch.

All of the boys are capable of safely handling a rifle are given an opportunity to participate in one of the several deer hunts. The first group of boys attend the annual deer hunt in Mason, Texas provided by Operations Orphans Inc. This year twenty boys made the trip to Mason and returned with 26 deer which they dressed at the Boys Ranch. Another group of boys will attend a hunt in Eldorado on the Bill Wallace Ranch, sponsored by the Eldorado Lions Club.

Rifles, ammunition, and responsible adult supervisors are the requirements for these hunts and are provided by the sponsoring group. The Ranch has been fortunate to avoid any accident during the hunts. Safety first is stressed at the Ranch and special instructions are given the hunters prior to their departure from the Ranch to a hunt. The hunt gives the boys an opportunity to learn good sportsmanship. The fact that they are helping provide food for their own table helps them to develop a better appreciation of the value of "hunting for a purpose, not just to stoot something."

Outdoor activities, especially hunting, is a special part of the Ranch's operation. Most of the boys who come to the Ranch have never had the opportunity to participate in activities such as those offered at the Ranch. Hunting, fishing, hiking, and horseback riding are considered as a therapeutic part of the Ranch life. Of course the basic ingredient of the Ranch is a good sound work program.

This year the Boy of the Year will be given a 12-gage shot gun which was donated to the Ranch. The Boy of the Year usually goes to the boy who has been outstanding in all phases of his life at the Ranch.

The boys appreciation for the opportunity to hunt has best been expressed by one little fellow who said, "I have always heard about people going deer hunting, but I never thought I would get to go."

Dear Santa Claus,
I have tried to be a good boy. I want a watch and a bicycle and a bear. And I want many other things to.
Your friend, Debbie Starnes

Dear Santa,
I have been a good boy. Please bring me a BB gun, candy and fruit.
Frank Lopez

Dear Santa,
I am doing well in school. I hope you can bring me a lot of toys, a Paladin suit and a pair of boots. My big brother wants a pair of boots too. I would like to wake up and see you sometime when you come to my house, but I never know when you come. Thank you, Santa.
Love, Jimmy Norwood

Handwritten notes and signatures at the bottom of the page, including names like "5A 15", "270", "3-7", "6", "5-8", "258", "6-10", "6-20", "6-30", "6-40", "6-50", "6-60", "6-70", "6-80", "6-90", "6-100", "6-110", "6-120", "6-130", "6-140", "6-150", "6-160", "6-170", "6-180", "6-190", "6-200", "6-210", "6-220", "6-230", "6-240", "6-250", "6-260", "6-270", "6-280", "6-290", "6-300", "6-310", "6-320", "6-330", "6-340", "6-350", "6-360", "6-370", "6-380", "6-390", "6-400", "6-410", "6-420", "6-430", "6-440", "6-450", "6-460", "6-470", "6-480", "6-490", "6-500", "6-510", "6-520", "6-530", "6-540", "6-550", "6-560", "6-570", "6-580", "6-590", "6-600", "6-610", "6-620", "6-630", "6-640", "6-650", "6-660", "6-670", "6-680", "6-690", "6-700", "6-710", "6-720", "6-730", "6-740", "6-750", "6-760", "6-770", "6-780", "6-790", "6-800", "6-810", "6-820", "6-830", "6-840", "6-850", "6-860", "6-870", "6-880", "6-890", "6-900", "6-910", "6-920", "6-930", "6-940", "6-950", "6-960", "6-970", "6-980", "6-990", "6-1000".

SEASON'S GREETINGS AND
SINCERE BEST WISHES TO
OUR FRIENDS, OLD
AND NEW

NOEL

To wish you
the joys
of Christmas

**CLARK-BENSON
HARDWARE**

GREETINGS



IN WARM APPRECIATION OF
OUR ASSOCIATION DURING THE PAST YEAR
WE EXTEND OUR VERY BEST WISHES
FOR A HAPPY HOLIDAY SEASON

**Edwards Implement
Company**

Dear Santa,
For Christmas I would like a Tammy doll and a typewriter. I would like a BB gun so I can hunt with my brother. Please remember all the other boys and girls. Thank you.

Your friend,
Suzanna Hunsaker, grade 2

Dear Santa,
I want a fobball truck and a tractor toy.

Your friend,
Johnny Flores

Dear Santa,
I want a big bike, and I want a little doll, and I want a little ball.

Your friend,
Elaine Ramirez

Dear Santa,
I know how busy you are, but I want an airplane, a fobball, a truck, and a baseball. Thats all.

Sincerely yours,
Ray Flores, for grade four

Dear Santa Claus,
I want a kissy doll for Christmas, a dress and a pair of shoes.

Sincerely yours,
Ester Rodriguez

Dear Santa,
I would like a Tammy doll and some clothes, a Etch-A-Sketch, and a watch.

I am trying to be nice so that you will remember me on Christmas.

Sincerely yours,
Rebecca Rushing

Dear Santa Claus,
I tried to be a good boy I would like to have an Etch-A-Sketch and an electric race car set for Christmas.

Thank you,
Darrell Neeley

Dear Santa Claus,
Please bring me an army set and my little brother wants a bike.

Love,
Steve Webb

I have been a good little boy. May I have a big bruiser? And I want a model airplane for my brother. My little brother wants a rocking horse and my little sister wants a big doll.

Your friend,
Johnny

Dear Santa Claus:
I want a bike for Christmas. A gun to play with. A baseball and a map of the world. And I hope that the poor people get something.

Your friend,
Virgil Ruple Weems
Grade 4

Dear Santa Claus:
I would like a dress for Christmas.

Your truly, sincerely, your friend,
Linda Martinez

Dear Santa Claus:
I would like you to bring me a watch and a sweater. Help the needy children, too.

Your friend, Debbie Harrison

I would like you to bring me a record player. I would like you to bring my little sister some little dishes and a doll. Help the needy children too. And for my other sister would you bring her a doll? And for all of us, bring some clothes.

Sincerely, Mary Helen Saucedo.

Dear Santa:
Each Christmas I enjoy all the toys you get me. This year I would like to have the presidents from Washington to Kennedy. And I would like a football helmet and a telescope. I would like to have a watch.

Love, Morris Womack

Dear Santa Claus,
You are kind to give the other children toys. I want a pair of Paladin guns, candy, nuts, and fruit.

Your friend,
Robert Kerns
Merry Christmas to Santa

Dear Santa,
I am seven years old and in the second grade.

Please bring me a football helmet and a fort Apache set. I would also like a truck. I love you. Please Remember the other children.

Scotty McKinney

Dear Santa Claus:
I want some boots and a bicycle and some colors and a color book.

Love, Earl

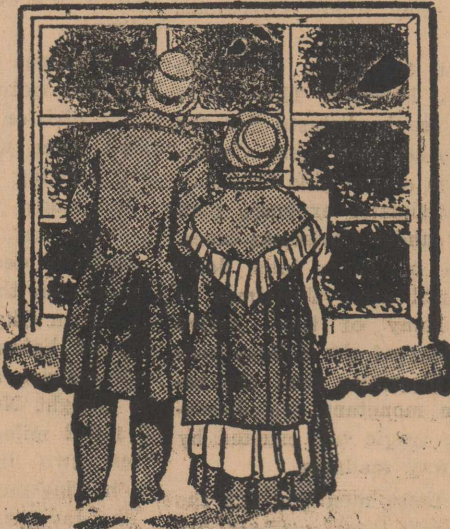
Dear Santa Claus:
Please bring me a bird, a kite and top and ball (and)

Ray Carrillo



Hope you have a
**MERRY
CHRISTMAS**
8 Till Late Grocery

Greetings



We hope you have a Christmas of brightness and cheer... one you will remember with fondness for a long, long time!

Rotan Motor Co.



It's time again to welcome the jolly old gentleman in red who brings joy and festivity to the Season.

And while we've extended our hand to welcome him...

We also offer you a hearty handshake, a sincere "Thank You" and a wish for a very

MERRY CHRISTMAS

**Rotan Delinting
Company**

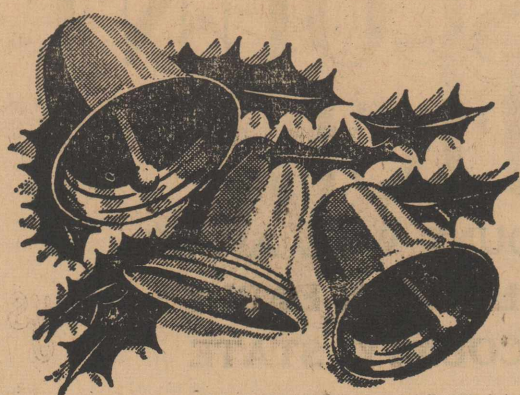


We're all glad it's time for you to make your rounds again! In every face, and every window, on every street, we see folks getting ready to welcome you.

To all our friends, everywhere, we hope old Santa brings a bulging pack of happiness and joy!

Season's Greetings.

**First National Bank
and Employees**



Somehow, the glow of Christmas candles signifies the true meaning of Christmas. As each of them shed their gentle soft light in every home at Christmas, our thoughts become more gentle and humble.

We find ourselves looking at the world around us with more understanding than ever before.

It is our hope that the glowing candles of love and happiness light your home this Christmas, and that the same wonderful light may be yours for all times to come.



Merry Christmas

Sheriff & Mrs. A. E.
Rollans

Dear Santa,
I am 9 years old. I am in the fourth grade. I would like you to bring me a play rifle.
Sincerely yours,
Danny Whiley, for grade four

Dear Santa,
I would like very much a Betty Crocker cooking set and also a luggage set for two. I would also like a sewing kit that has a sewing machine in it.
Sincerely yours,
Lou Etta Floyd

Dear Santa,
How are you this Christmas? I want a Pellet gun for Christmas, and a tent to go camping this summer.
Your friend,
Joe Soliz

Dear Santa Claus:
I have been a good girl. I would like to have a Tammy doll, baton, fingernail polish, typewriter and clothes for Tammy. I would like some candys, nuts and fruit.
Sincerely Rita Kersh, grade 4

Dear Santa Claus:
I have been a good girl. I would like to have a doll with a bottle. I like some nuts, candies and fruit.
Yours truly, Betty Kersh-pre-school

Dear Santa Claus:
Please bring me two guns and some candy.
Joe

Dear Santa,
I would like a bicycle and a football suit and airplane. Bicycle with a red and white seat and a track train.
Sincerely yours,
Frank Gerth, Jr., for grade four

Dear Santa Claus,
I want a transistor radio for Christmas and a BB gun. Merry Christmas.
Your friend,
David Rodriguez

Dear Santa,
What I want for Christmas isn't a whole lot. I want a Midge doll and some Ken and Barbie clothes. I want a watch too and any other things you would like to bring me.
Affectionally,
Reba Carter

Dear Santa Claus,
Would you bring me a Babaia doll and Santa would you bring other boys and girls toys and Santa would you bring for my little sister a walking doll. Dear Santa would you bring me some boots, Cowboy hat and Santa could I have a Tammy with her car and her heels and dress.
Love, Hilda

Dear Santa,
Please take gifts to all the children in the world so that on Christmas Day everybody will be happy not only because they got a present but because it is Jesus' birthday.
For Christmas I want a Barbie doll, the doll case to get with it, a rocking chair, and some clothes.
Your friend,
Betty Landes

Dear Santa,
We have been singing Christmas songs. Will you please bring me a tether ball a bicycle.
signed,
Barry Allen

Dear Santa Claus,
I wish you would bring me a BB gun and a machine gun, a boy's sweater, size 12. I also want a racing car.
211 East Sixth Street
Yours truly,
Rickey Montez

Dear Santa,
I would like for you to bring me, if you can, a blue bicycle, Barbie Doll clothes, pair of moccasins, and a dress robe. Please remember my little brother and my sisters and all my friends and relatives.
Your friend,
Connie Mahaffey

Dear Santa:
I want a doll for Christmas and a bear too. And my sister wants a bear for Christmas.
Love all way,
Voncille Messick

Dear Santa Claus:
I want a bicycle and baby-doll.
Maria Hernandez

Dear Santa,
I like for you to bring me a BB gun and lots of slacks and shirts for Christmas. So please don't forget it.
Thank you,
Adolfo Rodriguez

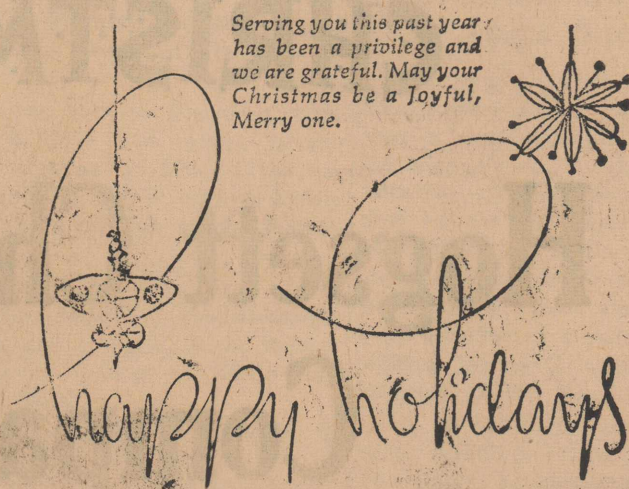
Merry Christmas



May every moment of this Holy Season be one of Peace and Contentment for you and your entire family.

BAILLIO AUTO SERVICE
Herman & Imogene

Serving you this past year has been a privilege and we are grateful. May your Christmas be a Joyful, Merry one.



PORTER LOCKER

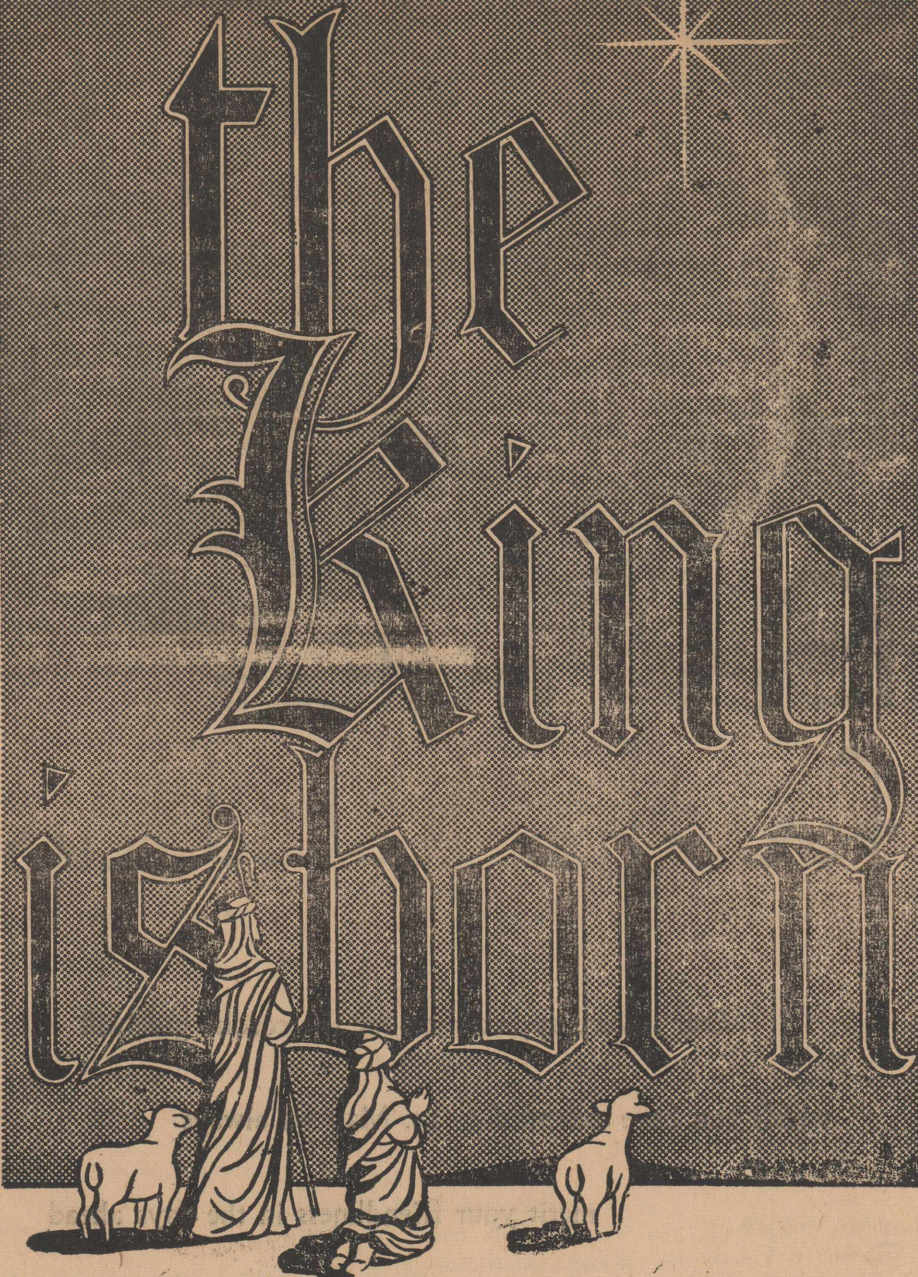
To Our
FRIENDS

SEASON'S
HAPPY
GREETINGS

When Christmas comes, how good it is to send greetings to our many friends and customers in this community.

and...
Thanks

Rotan Gin Co.



And it is His birth we celebrate, joyful in the assurance of His promise of life. As we pay tribute to the King of Kings at this special season, we also remember our many friends, and to each and every one offer our sincere best wishes for Christmas.

COTTON STORAGE
COMPANY

OUR SERVICE DEPARTMENT

Is Operating With Our Usual Good Repair Service In All Phases

We are ready to do your repair work at any time in the Service Department to the rear of our regular location.

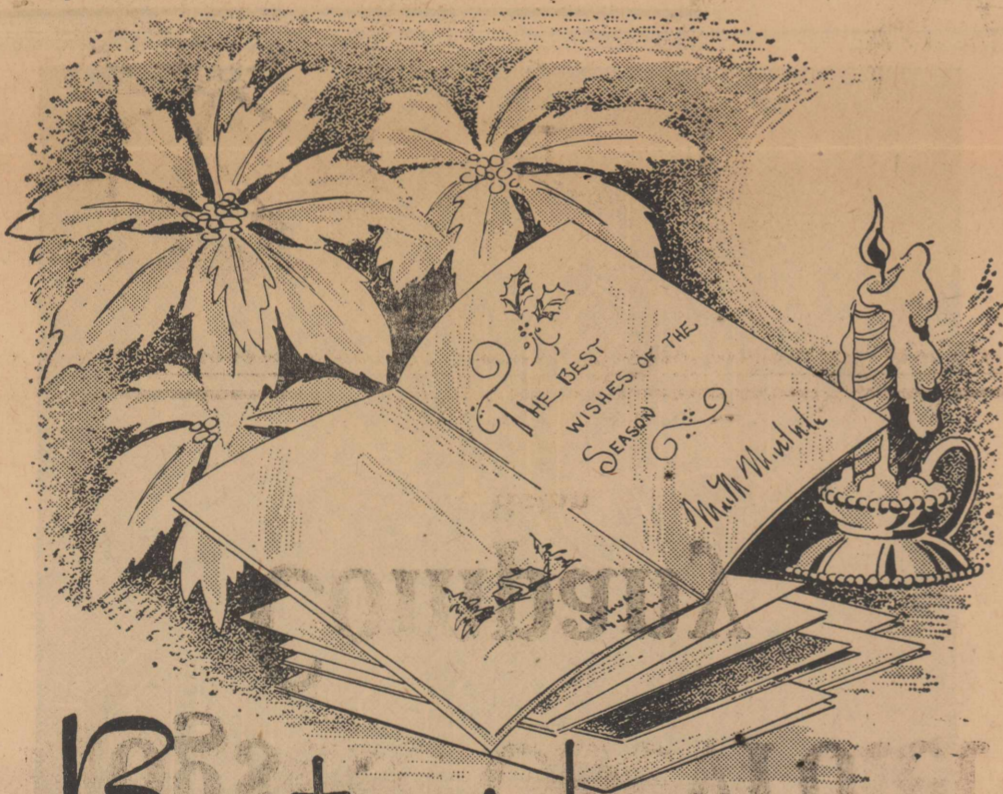
FULL STOCK OF PARTS AVAILABLE

The Sales Department is also operating at this location, and is ready to serve you.

MERRY CHRISTMAS

Hogsett Chevrolet Company

Rotan



Best wishes for the holidays

Our sincere appreciation for the cordial goodwill

which you have extended to us. May we always

merit your friendliness in the days ahead

and may your Christmas be merry indeed.

E. N. C. DISCOUNT THE MAYFAS

TAX DISCOUNT NOTICE

THE SAME DISCOUNT WILL APPLY THIS YEAR AS LAST ON EARLY PAYMENT OF COUNTY, STATE

The following will apply:

1 PERCENT DEC. 1 THRU DEC. 31

First and Last Days Inclusive

Robert Buck

Tax Assessor-Collector

Dear Santa:

My little sister, Laura, has been very good this year. She would like to have a doll bed, doll clothes, and doll buggy. I would like to have a Midge doll, Barbie's dream house, Ken's hot-rod, and clothes for my doll.

Remember all children.
Yours truly, Luanne Womack
grade four

Dear Santa Claus,

I am 5 years old. Please bring me a Tammy Doll with lots of clothes, also some play furniture as tall as I am. Please remember all the other children.

I love you. P. S. bring me a doll house.
Terry Sue McKinney

Dear Santa Claus,

I am in the second grade. I live on Mr. Sam Baugh ranch away out from town. I hope you can find the road out there. I like a pair of boots and a small horse as old Patches is so large I can't get on him. Don't forget my school teacher. She is a nice lady. Thanks a lot.
A V, Jr., (Butch) Shipp

Dear Santa,

I am a good girl will you bring me a doll.
Thank you,
Jean Martinez

Dear Santa,

Please bring me a bicycle for Christmas and some guns and a football too. Happy new year!
Jesse Almanza

Dear Santa,

I am writing this letter for Kevin. Kevin wants a real fire truck for Christmas. Your friend,
Kenneth Jones
P. S. I forgot to tell you that I also want a big Bruiser will you please bring just those toys.

Dear Santa,

How are you? I have been a pretty good girl and I would like to have a Tammy doll and clothes, a Nurse Set, and a dolly high chair. I love you and I hope you have a nice Christmas.
Love,
Denise Hicks

Dear Santa,

I am one year old and I am a good little girl. Please bring me a kitty and radio music box.
I love you. Melinda Gay Hicks

Dear Santa,

I want a doll that moves, a Ken doll, a Barbie suitcase, a Barbie purse and an autograph book.
Don't forget other boys and girls.
Thank you, Renee Berry

Dear Santa:

Please bring me a BB gun. Thank you,
Mike Crite

Dear Santa Claus,

I would like to have a Tressy doll and a watch. I would like to have something in my stocking. And bring me anything else you think I would like. Don't forget the other children around the world.
Yours truly, Donna Gruben
grade four

Dear Santa,

I have been a good girl. I want a set of Dishes and little girls Hi-Heel shoes and a Typewriter.
from Rosemary Argumaniz

Dear Santa Claus,

I would like to have a Tessa Doll that grows hair and a cotton candy machine and a bike
Your friend, Patricia Funderburg

Dear Santa:

I would like to have a BB gun, wood burning set and an electric helicopter. And don't forget my brother and sister.

Your friend, Stuart Nowlin
grade four

Dear Santa,

I have been a good girl. I want a set of dishes an little little girls Hi-Heel shoes and a type writer.
Good-by Santa.
from Enedina Rodriguez

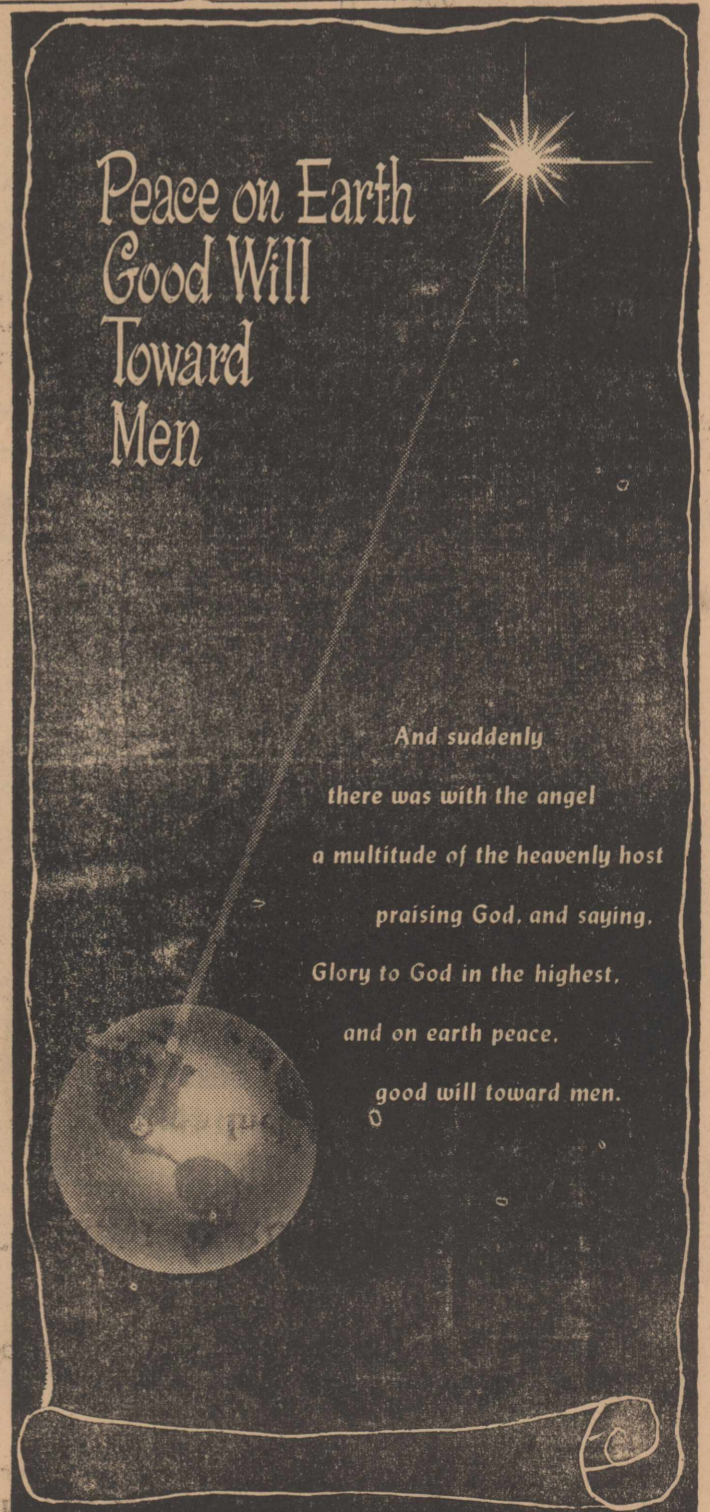
Dear Santa,

Please bring me a Thirsty Cry baby, and some Barbie clothes, and bring by baby sister a kitten.
Love, Gayle Posey



May the blessings of Christmas be with you today and always.

Reverend and Mrs. Floyd Strickland, Gay Lynne and Joe Waddell
5521 Ontario Street
Sacramento, California



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



We value highly our friends... and wish for all a Christmas of lasting happiness.

Bernice (Price) & Roy Alford
2013 Glendon Ave.
Los Angeles 25, Calif.

Dear Santa Claus,
I have a little sister at home. She is two years old. She wants some kind of doll. Santa I want a gun set for Christmas. Santa I like you very much. My brother is blind. He goes to the State school for the blind. He likes guns very much. So would like you to get him a gun set too. Well Santa this is all I can think to say now.
William Duke

Dear Santa:
My name is Frank Garcia. I am 9 years old. I would like a set of race cars and a BB gun for Christmas.
Sincerely yours, Frank Garcia
Four grade

Dear Santa,
I want a gun and hat and boots. And a car. I want some shoes and a Christmas card and a football and a Christmas tree and some toys.
Your friend, Johnny Ortego

Dear Santa,
Please bring me a Fort Apache set.
Love, Burt Weathersbee

Dear Santa,
Please bring me a trampoline for Christmas and some candy too.
Your friend, Ross Trout

Dear Santa,
I would like a bicycle for myself and some doll clothes for myidge.
Love, Annette Weems

Dear Santa,
I am nine years old. I would like to have a football suit, a carriage set and an army set. Thank you.
Your friend, Franklin Jones

Dear Santa,
Please bring me Chatty Kathy and some dishes for Christmas.
Love, Linda Vann

Dear Santa,
I would like a watch for Christmas. I want a talking doll too. I also want a new coat.
Sincerely yours, Mickie Starnes

Dear Santa:
Please bring me some racing cars for Christmas.
Love, Kimmy Gray

Dear Santa:
Will you please bring me a doll and a cradle for Christmas.
Love, Rayenona McCombs

Dear Santa:
Please bring me a Tammy doll for Christmas. I love you.
Sherill Sitz

Dear Santa Claus:
I hope you are not busy. I want a BB gun for Christmas that's all. Thank you.
Sincerely yours, Lino Yanez
Fourth grade

Wishing you all the best and brightest joys of the Christmas Season

Each year, we offer a little message to tell you we are remembering all the nice courtesies afforded us in the past and to let you know we truly appreciate your thoughtfulness and consideration.

**BILL HENDERSON
THE GANDY MAN**

Dear Santa:
Will you bring me a doll bed and teddy bear. I have tried to be a good girl.
Love, Wendi Morrow

Dear Santa:
I would like to have a bicycle and a BB gun. Remember all the boys and girls in the world.
Your friend, Cecil Womack

Dear Santa Claus:
For Christmas I want a bicycle, bazooka, and an electric train, and do not forget to fill my stocking with candy and toys. Will you come to my house. A merry, merry Christmas and a happy New Year!
Your friend, Frankie Gasper

Dear Santa Claus,
If you aren't too busy I would like a battle cry game for Christmas.
Lovingly yours, Sidney Hariman
for grade four

Dear Santa Claus,
I would like a Tammy doll, an Etch-A-Sketch and a real watch, and most of all a Walking doll. Please bring my sisters some toys. My sisters would like some Teddy bears. I have four sisters so please bring bring my sisters some Teddy bears.
Sincerely yours, Teresa Ramirez

Dear Santa:
Each child would like to have toys from you. So would I but I can't have a toy from you all the time. I would like to have a gy-lord.
Love, Neal Hargrove

Dear Santa Claus,
Dear Santa we are thankful for the toys you have gave us. I like the horse you gave me. This year I want some boots, cowboy hat, chaps and vest.
Love, Roy Baker

Dear Santa Claus,
I want a big white poodle with ribbons in it's hair. I want you to get my cousin Bob something, too. And give other children toys, too. I have gotten lots of toys from you, and I want a white poodle now. Please, give me what I want now.
Love, Regina B. McArthur

Dear Santa,
On Christmas I will be waiting, so I want you to bring me a set of dishes and a Dress-up-Set.
Sincerely yours, Debra Tankersley

Dear Santa Claus:
My brother would like a rifle, my sister would like a record player, and I would like a Password game and a accordion for Christmas. Please bring toys for the other children, so they can have fun too. Be careful flying through the sky. I love you very much.
Love, Leneida Coffman

Dear Santa Claus:
I would like a pellet gun, football suit, football, revolving machine gun, and a pair of boots for Christmas.
Yours truly, Kranklin Lee
Klepper

Dear Santa Claus.
My brother would like a toy rifle and a toy pistol. My mother would like to have a new Vacuum cleaner. My father would like a filing cabinet. I would like a football suit and a garrillo set.
Sincerely yours, Eugene McKimney, grade four

Dear Santa Claus,
Please bring me a doll and a etch-a-sketch and a surprise.
Your friend, Patsy Jean Stanford

The HOLY STAR of Bethlehem



Nearly two thousand years ago, on the first Christmas Eve, the Holy Star of Bethlehem gleamed as the symbol of the sublime event in history. Watching and waiting that night, those Three Wise Men of the East had faith in their hearts...faith serene and invincible. Every worth while human achievement since has been in some measure based upon Faith.

The professional man, the craftsman, the housewife, the student...all need faith to carry on successfully. Thus the true spirit of the Christmas Season is evidenced best by the expression of faith in our fellowmen, and in the worth while things of life. May we ever practice this confidence and may the Christmas Season, in all its glory and magnificence, be one of genuine happiness for you and your loved ones and friends.

D. J. SMITH & COMPANY

D. J. & WILLIE SMITH
J. D. BURK
LUCILLE SMITH
A. D. TURNER
BILL GREEN
MODESTA YANEZ

MATTIE KEY
JESSIE ASHLEY
LOIS RODGERS
LUCILLE EADS
MARVIN MANN

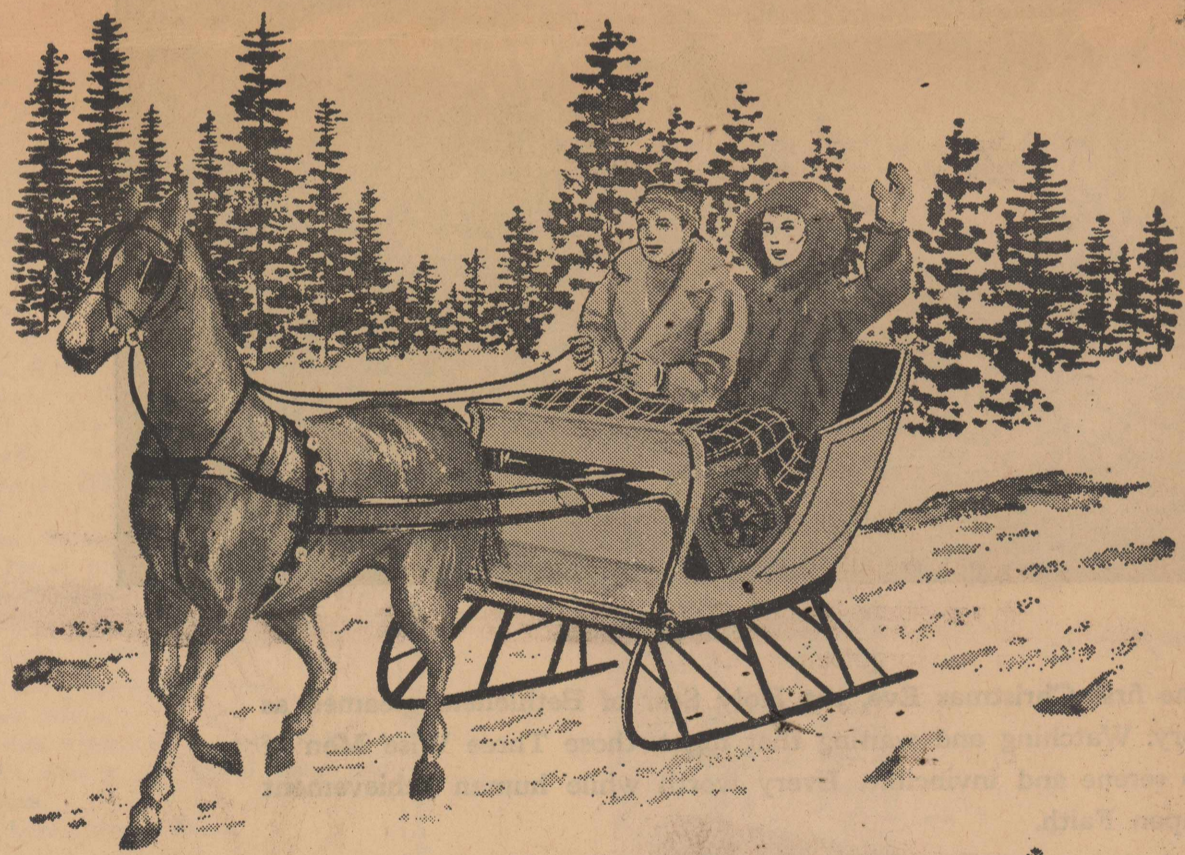
GAYNELL HENRY
JULIAN MONTEZ
ROBERT PATTON
BOB WITHERSPOON



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

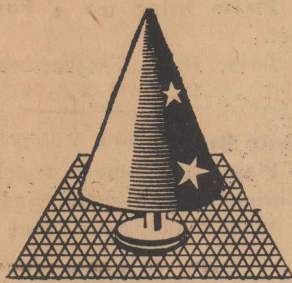
NATIONAL GYPSUM CO. & EMPLOYEES



We're coming to VISIT

...and we're bringing loads of good wishes
 to all our friends at this Christmas Season...
 Loads of Good Cheer, and appreciation, loads of
 happiness, and friends and all the good things
 that make Christmas so wonderful. We count
 ourselves fortunate to have enjoyed your
 friendship the past year, and after Christmas,
 through the many days that lie ahead, we'll
 look forward to greeting you again and serving you.

R. L. YOUNG INSURANCE



Happy Wishes
 for
 Christmas!

May Peace and the Inspiration of
 the Bethlehem Star be with you
 Christmas Day

Glennon and Betty Jameson
 Glenda and Mark
 Route, 1, Estelline, Texas

Dear Santa Claus,
 I want a watch and a football
 game. And I want a BB gun and
 a pair of boots.
 Your friend, David Markham

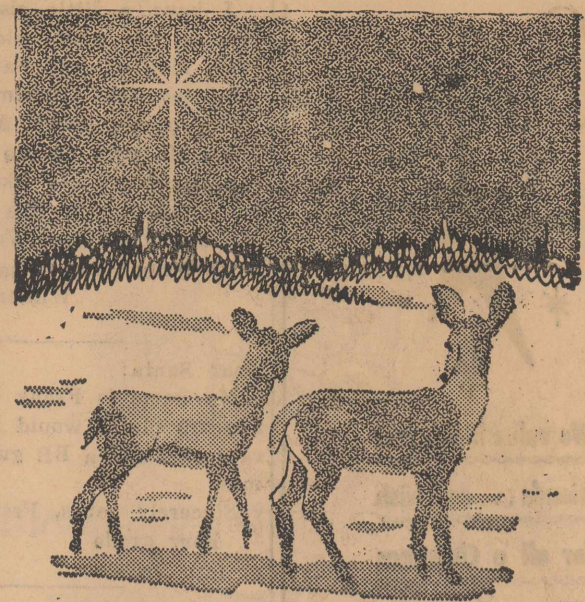
Dear Santa Claus,
 I would like a BB gun for Christ-
 mas and a tire for my bike. And
 please don't forget my daddy, mom-
 my, Brothers and sisters.
 Thank you, Jaime Miramontez

Dear Santa Claus:
 I would like a BB gun with a
 scope and an electric football game
 and a Magic Marker.
 Your friend, Randy

Dear Santa Claus,
 I would like to have a race car
 set and a bag of one hundred army
 men.
 Your friend, Jack McCall

Dear Santa:
 I have been a very good boy. I
 want a bike for Christmas and my
 daddy to come home. I would also
 like a book. Thank you.
 Bobby George Rodgers, Jr.

Dear Santa Claus:
 I hope you will bring me a walk-
 ie talkie, a subscout scrapbook, and
 a gun. I bet if one of your rain-
 deers got sick, We would help
 pull your sled.
 Your friend, Steve Thomas



BEST WISHES TO ALL OUR FRIENDS
 AT THIS MOST WONDERFUL
 OF ALL SEASONS

MAC'S BURGER BAR

Dear Santa Claus:

I have been a good boy. I am
 sending this letter to tell you what
 me and my brother wants. My
 brother wants a bicycle and I want
 a horse. My brother always said, "I
 wish I had a bicycle." I always
 said, "I wish I had a pony."
 Yours truly, Emillo Yanez
 fourth grade

Dear Santa,
 Please bring me a coat and a
 toy car. I would like a pair of skates
 for my brother.
 Thank you, Ian

Dear Santa Claus:

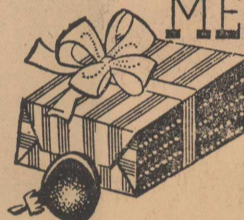
That time I talked to you. I do
 not want you to bring that little
 woman doll. Me pappa will. I love
 you very truly. I wish you would
 have been at my play, Monday.
 Your friend, Doyleene Lawlis

Dear Santa:

I would like you to bring me a
 hat and some boots and some shirts.
 And to my brothers, Sam and Ray
 I would like you to bring them guns
 and a horse (not a real one). I am
 good to my mother and father.
 From Freddie Saucedo, first grade

To you and yours

MERRY CHRISTMAS



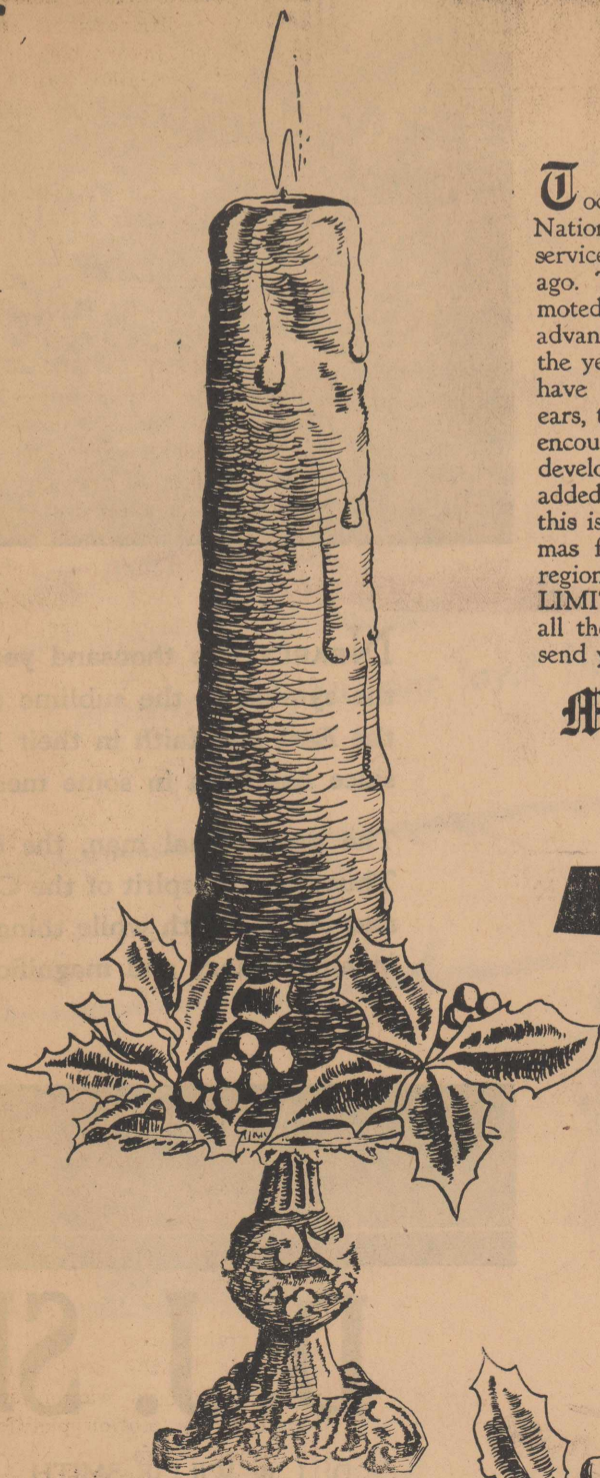
May it bring you joyful
 hours, happy memories,
 thoughts of old friends.

Marcel and Jo Patterson
 Margaret, Guy and Robert
 1206 Marine, Galveston, Tex.

Today, business leaders of the
 Nation know more about the WTU
 service area than they did a year
 ago. That is because we have pro-
 moted 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 the area
 development program in 1964 with
 added enthusiasm. So much so that
 this is, in reality, a Merry Christ-
 mas for our service area — the
 region that faces GROWTH UN-
 LIMITED. It is in this spirit that
 all the West Texas Utilities folks
 send you greetings for a —

Merry Christmas

West Texas Utilities
 Company



JOY AND HAPPINESS



This year—more than ever

GOOD WISHES SMITH & CYPHERS GULF STATION

Dear Santa:

Here I am writing you these few lines just to say "Hello." Will you please bring me what I want? What I want is a bicycle four wheeler and a doll that walks and talks, have a real nice Merry Christmas.
Your friend, Hope Carrillo

Dear Santa Claus,

Here I am writing you these few lines just to say "Hello." Will you please bring me what I want? What I want is a bicycle four wheeler and a doll that walks and talks. Have a real nice Merry Christmas.
Your friend, Cardina Velez

Dear Santa Claus,

Will you please send me a dinosaur set with one square piece of land?

I've been wanting one of those sets for a long time. And a racoon hat like Davy Crockett.
Your friend, Kenneth Janes

Dear Santa Claus:

I tried my best to be a good little boy this year so you would bring me a pair of guns this year for Christmas.
Yours Truly, Joe Louis Randez

Dear Santa,

I would like a Tressy doll that grows hair and a cotton candy machine please.
Your friend, Toni Escobedo

Dear Santa Claus,

I want a watch for Christmas and I would like a pair of house shoes. And if you don't mind I would like a picture of you.
Your friend, Ava Lynn Young

Dear Santa Claus:

I like a doll that walks so I could play with it at home and my sister would like a doll too like mine. Will you please.
Your friend, Rosa Castillo

Dear Santa:

Please bring me a bicycle and doll for my little sister and a little truck for my little brother.
Your friend, Patricia O'Briant

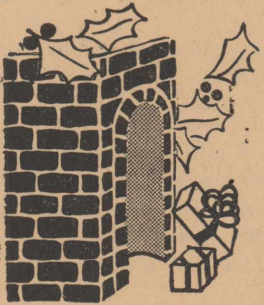
Dear Santa Claus:

I want a baby doll for Christmas. That's all, thank you.
Yours truly, Terry Yanez

CHRISTMAS GREETINGS

and

all good wishes
for your happiness



Ted and Gloria Posey
Terry, Cindy, David
Rout 1, Box 364A
Wichita Falls, Texas

Dear Santa:

Please bring me a Bop-A-Bear. I hope you can. I thank you,
Jerry Clay Hariman

Dear Santa Claus,

For Christmas I want a walking doll, a play house, some dishes and a bicycle. Do not forget to come to my house and fill my stockings with candy and toys. A merry, merry Christmas and a happy New Year.
Your friend, Elizabeth Gasper

Dear Santa Claus,

I would like for you to get me a bicycle and a gun, and a combat set and a football set.
Danny Rodriques

Dear Santa,

I want a Baby Doll for Christmas. Than't all, thank you.
Yours truly, Ester Yanez

Dear Santa,

I want a cowboy suit and a cowboy gun set for Christmas.
From Rey Tino Macias

Dear Santa,

I want a race car set and a gun and a lots of other things.
Yours truly, Mike Hicks
grade four

Dear Santa,

For Christmas I would like to have a BB gun and two walkie talkies.
Hopefully, Norvelle Kennedy
grade four

Dear Santa,

I would like a Gimmi Rocket and an electric train.
Christmas is the best times of the year. Mostly the Christmas tree is what I like the best.
????

Dear Santa,

I want a set of dishes for Christmas and a doll for Christmas too. I have been a good girl. Thank you, Santa.
Susan Romero

Dear Santa,

I have been a good girl. I want a doll home. Santa is a good man.
To Santa, Ellen Jones

Dear Santa Claus,

I wish I could have a BB gun. My old one does not shoot. Can you give me one?
Your friend, Kent Cave
grade four

Dear Santa Claus,

I want a BB gun, a football, some books, a dog, a baseball, basketball, and a airplane. I hope you bring them.
Your friend, Thomas Almanza
fourth grade

Dear Santa Claus,

For Christmas I would like a Chatty Baby Doll. For my mother a set of dishes, for my father, a color TV, and for my brother a set of electric trains. May Christmas be a fine day for everyone and a Happy New Year.
Sincerely yours, Jane Campus
for fourth grade

Dear Santa Claus:

Dear Santa Claus I am sorry because I tore the paper. I want a B B gun and some guns and my sisters some dresses and bring a horse.
Your friend, Abel Martinez



May all the joy of this

happy Holiday Season

be with you always.

W. H. and Virgie Kennedy
912 1st. St.
Graham, Texas

Dear Santa:

I have been good. Please bring me a doll and some dishes and I want a doll that talk and walk and want a play house.
Your friend, Irma Carrillo

Dear Santa Claus:

I want a ball for Christmas and a Bicycle. Elvira

Dear Santa:

I want a set of Dishes and a pair of high heels.
Ina Jean Floyd

Dear Santa Claus,

Please bring me a bicycle and some candy. Edward

Dear Santa,

We would like to have a toy and a gun. And a bed and a ball and a toy bag and a toy man.
Butch

Dear Santa Claus,

Will you bring me a rain coat, with a cap and bring me a BB gun with a box of BB's. And bring me a toy car and bring me some toy horses and a watch for Christmas.
Your friend, Alfanso Ramon

One of the greatest pleasures of Christmas comes in

sending good wishes to our friends.

Your friendship and patronage has made our

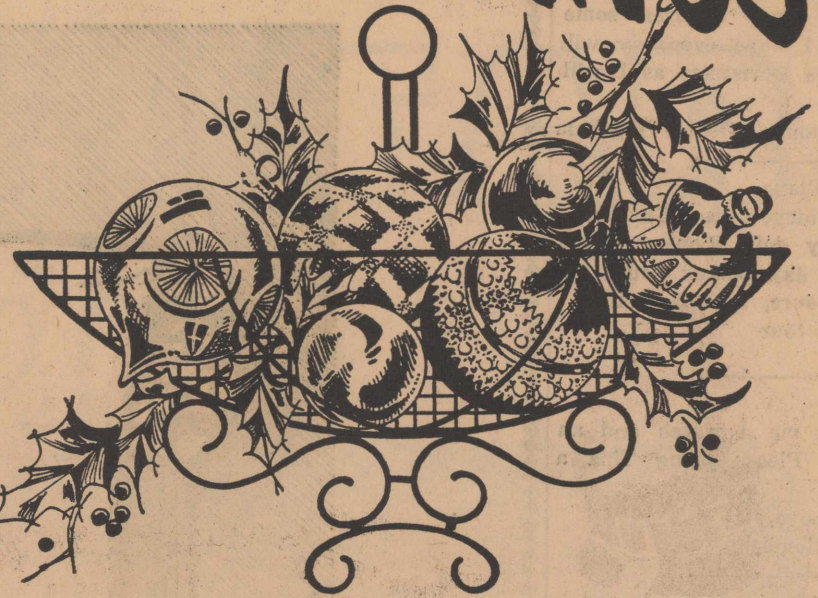
work more enjoyable, and we want you to know

that we sincerely appreciate your every consideration.

So here's hoping that yours will be a

very Merry Christmas.

GREETINGS



Farmers Gin Co.



Happy
Christmas
to All
and to

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

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

All a
Good Night!

CAMPBELL DEPT. STORE



Wishing you
all the joys
and blessings of
Christmas

Sharyn, Sharyl, Marianna &
Jearl Wilkes
2148 Academy Drive
Clearwater, Florida

Dear Santa Claus,
Please bring me a doll and a sewing machine.
Patricia

Dear Santa Claus:
I want a 22 gun and I want you to bring my sister a talking doll.
Sincerely yours, Ronnie Martin

Dear Santa Claus:
I would like to have a record player.
Sincerely, Ofiled Velez

Dear Santa Claus,
I have been a very good girl this year. I have help my mother do work in the house. I hope you will be able to bring me something for Christmas.
Sincerely yours, Rose Mary Martinez
from the grade four

Dear Santa Claus,
I would like to have a sewing machine and a baton for Christmas and a Barbie doll.
Sincerely yours, Margie Martinez

Dear Santa,
Please bring me a Roy Rogers suit, and a real horse.
Love, Nathan Kelley

Dear Santa:
I want a bicycle with trainer wheels.
Love, Junior Williams

Dear Santa,
Please bring me a record player and camera.
Love Keith Callan

Dear Santa,
I want four trucks, one wood-working set.
Love, Steve LeBleu

Dear Santa,
I would like a big Thumbelina doll and some clothes for her. And I would like a basketball and a basketball goal. And I would like a small rubber doll for my little baby sister.
I love you Santa.
Love Carol Posey

Dear Santa,
I am 7 years old and try to be a good girl. Will you please bring me a kitten doll and midge doll. I also want some clothes for Barbie and Ken and a Barbie Dress-up for myself.
I love you, Teresa Ann Coan

Dear Santa Claus:
Here I am writing you this few lines to tell you what I want for Christmas. I want to tell you that I want a football for Christmas. I hope you go to every house.
Sincerely yours, Carlos Mendez
For grade four

Dear Santa Claus:
I have been a good girl. I would like a watch and a camera. Please bring all the children something.
Sincerely yours, Cynthia Kiker

Dear Santa Claus:
I would like a Tommy gun and a BB gun. My brother would like a helmet for Christmas and a football. I would like a rocket gun.
Your friend, Henry Soliz



THANK YOU FOR YOUR MANY FAVORS

Bill Simmons
Texaco Station

Dear Santa Claus,
I would like a magic bottle baby for Christmas. But there are many other boy's and girl's that will want dolls and other things also. Please bring all the poor children some kind of toy. I hope everybody will have as nice a Christmas as I will have.
Sincerely yours, Debbie Donham

Dear Santa Claus,
I want a bicycle for Christmas and a Tammy doll. Remember me on Christmas day. Thank you.
Sincerely yours, Jolinda Ortega
grade four

Dear Santa,
Please bring me a watch and an etch-a-sketch. Please bring Tina a baby doll.
Love,
Kathy McCombs

Dear Santa Claus,
Please give me a gun and a rifle and some candy. Give me a black beard and give me a basket for my bicycle.
Love,
Stanley

Dear Santa,
Bring me a doll and a doll wagon and some candy, and dishes and a little bed for my doll. And a little TV for my doll.
Lupe Garcia

Dear Santa,
I am a little girl 7 years old. I am in the first grade. I have been a good girl this year. Please bring me a Barbie doll also bring my little sister Myra a doll.
Thank you, Celia Adams

Dear Santa Claus,
I would like a doll named Tammy. And a set of dishes, a little house, a little chair, a umbrella, and a little buggy. And Penny the poodle.
Love, Rita Yanez

Dear Santa,
Please bring me a lullaby baby for Christmas. I have been a better girl.
Love, Tammye Trout

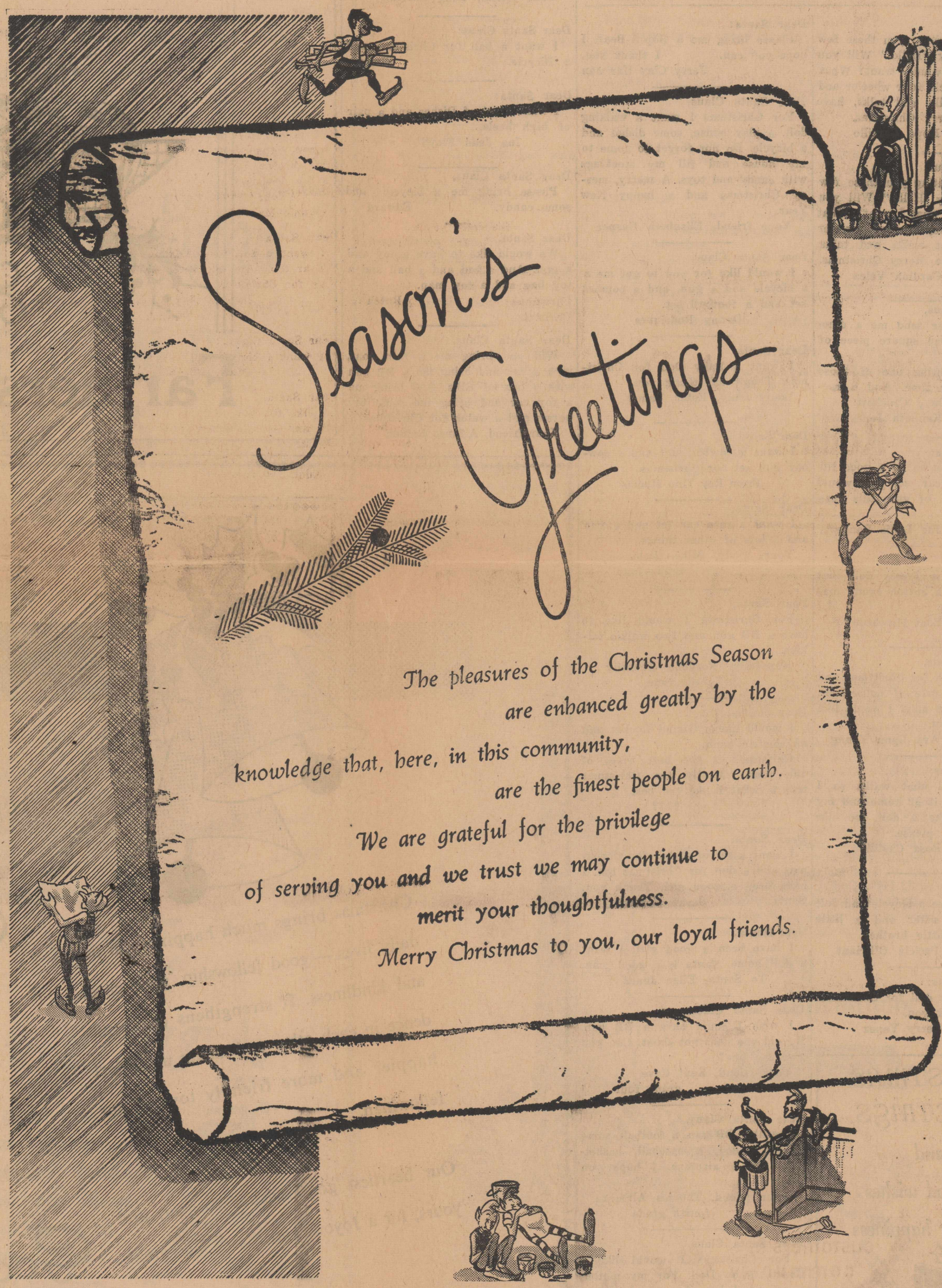
Dear Santa,
Please bring me a Barbee doll and Kim. Also a new set of dishes and books.
Love, Susan Woods

Dear Santa Claus:
I know how busy you are with other children. I just want a few things. I want a pair of boots, spurs, a desk, and a shelf for my books. I also want a playmobile Dick Tracy police car with a loud speaker. I need a lasso to rope my pony Geno. I also want an air gun.
Sincerely your, Steven Kiker,
for grade four

Dear Santa,
I have been a good girl most of the time. I love my teacher, mother and daddy, brother and sister and all my friends. Please be good to them at Xmas. I want a Thumbelina doll from you.
Love, Nona Trout
P. S. I will have a cup of hot cocoa for you.

Dear Santa,
I want a choo-choo truck and a choo-choo. I am 4 years old.
Love, Randy Martin

May I please have a gun and a rifle and a watch. You are my friend and I like you. I have been a good boy.
Your friend, David LeBleu



Season's Greetings

The pleasures of the Christmas Season
are enhanced greatly by the
knowledge that, here, in this community,
are the finest people on earth.
We are grateful for the privilege
of serving you and we trust we may continue to
merit your thoughtfulness.
Merry Christmas to you, our loyal friends.

H. L. Davis & Company



TO YOU, OUR VALUED FRIENDS,
IT HAS BEEN OUR PLEASURE TO
SERVE YOU.

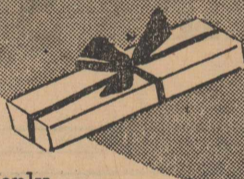
**Farm Tractor & Service
Inc.**
Rotan, Texas

Lots of good wishes for
the Merriest
Christmas



**CLARK TRACTOR & IMPLEMENT
CLARK BEAUTY SHOP**

**Christmas
JOY**



Friendship adds
joy to the routine
of business and we deeply
appreciate how much you have
done to make our's a successful one. May your
Christmas be more joyful than ever before—
that is our wish for you.

**Underhill Laundry
& Dry Cleaning**
Trudie & Dwayne



THANKS

and have a

Merry Christmas
won't you?

ROTAN FLOWER SHOP

**The Leading Lady of
The Press Christmas
Seal Campaign**

A mother who was disturbed that her son might not achieve recognition in his chosen career recently to a famous newspaper columnist for advice.

Their reply came back, "Don't worry about your boy. If he has what it takes, the world will take what he has."

Ann Landers, the columnist, was writing from personal experience.

In 1955 she was a housewife who had never seen the inside of a newspaper office.

Today she is America's leading human relations columnist. Each day her words are awaited by some 50 millions readers of 537 newspapers.

Her parent newspaper is the Chicago Sun-Times, and her column is distributed through Publishers Newspaper Syndicate, one of the largest newspaper syndicates in the United States. Both are divisions of Field Enterprises, Inc., which also publishes the World Book Encyclopedia.

In private life Ann Landers is Mrs. Jules Lederer, happily married for more than 24 years. Her husband is the president of a coast-to-coast car rental company, Budget Rent-A-Car. They are the parents of a daughter, Margo, married in 1962, who is also a mother.

Miss Landers is a petite woman (5' 2", 108 pounds) with a dancer's figure, a ready smile, and a flair for clothes. Her appearance gives no hint of her intense dedication to her job and her awesome capacity for work.

She has the arduous task of producing seven columns for syndication each week, requiring the completion of dozens of associated tasks.

She receives and answers an average of 20,000 letters a month from readers, many asking how to solve problems arising from long and serious illnesses such as TB and other respiratory diseases. She is assisted by eight secretaries in sending a personal reply to each person who writes to her.

Miss Landers spends much time conferring with leading doctors, lawyers, and clergymen of every faith to get the best answers to particularly knobby problems.

She keeps lists of public and private medical, social, and relief agencies in every city where her column appears and is able to direct anyone in difficulty to an address in his own area where help is available. In urgent cases she often sends a telegram directly to the person involved.

She travels thousands of miles each year to address meetings throughout the nation, and has found time to write a best-selling book, Since You-Ask Me, relating the background and philosophy of her work.

Yet with all of this activity she manages to lead a full and satisfying family and personal life.

Mrs. Lederer traces her birth as Ann Landers to the day she asked a friend, an executive in Field Enterprises, if she could help answer the mail of the Ann Landers column.

A "happened" the woman who had been conducting the column died. Mrs. Lederer was invited to compete for the job by writing her answers to the same set of sample reader letters presented to 27 other candidates.

Her combination of solid morality, hip language, compassion and common sense, together with a frank, no-nonsense approach, won immediate recognition.

With her new name she inherited a list of 26 newspapers subscribing to syndication rights to the Ann Landers column. In seven years since, the list has shot up to 537 and her column has won higher reader-interest ratings than any similar feature ever measure.

Neither wealth or family connections played any part in the Lederer-Landers saga. Ann Landers was born Esther Pauline ("Eppie") Friedman, the daughter of Russian immigrants. Her father, Abe, started life in the new world selling poultry from a wagon, and ended up owning motion picture theatres in three states.

"Eppie" spent her girlhood in Sioux City, Iowa. She attended Morningside College there until her marriage in her junior year.

Young Ms. Lederer moved with her husband throughout the country wherever a succession of selling jobs took him. They lived in one small apartment after another; she scrimped, saved, took care of the baby, participated in social service work and politics, and helped her husband to get ahead. Her daughter

was grown and her husband was head of his own company before her new career as Ann Landers began.

Perhaps because she has lived at many levels, Ann Lander's answers have the ring of honesty that readers recognize and respects. She approaches her work with dedication, will aware that her opinions influence lives wherever newspapers go.

In accepting the honorary chairmanship of the NTA Christmas Seal Campaign, Ann Landers hopes to help change lives for the better wherever tuberculosis has struck. More than anything, she hopes to help change public attitudes so that eventually tuberculosis will never strike again.

Dear Santa,

For Christmas I want a bicycle, bazooka and an electric train and don't forget to fill my stocking with candy and toys. Will you come to my house. A merry, berry Christmas and a happy New Year!

Your friend, Alex Gaspar
Dear Santa,

I would like a BB gun for Christmas and anyother kinds of toys, and also toys and candy for my brothers and sisters.

Thank you, Hiram Miramtz

Id like for you to bring me a toy gun, pajamas, a hat and a toy rifle.

Love you,
Koenlee McKimney

Dear Santa Claus,

Please bring me a pair of cowboy boots, cash-register, and some dishes and a echo doll.

Thank you, love,
Kelley Sue Tidwell

Dear Santa Claus,

Please Santa, bring me a BB gun.

Your friend,
Santana Yanez

Dear Santa:

Thank you for everything you've given me. This year I would like a doll. She moves and plays music and has white hair with a pink dress.

Love, Wanda Ogden



**EZELL-KEY FEED &
SEED**



The time is here to
wish you a
MERRY YULE

**THOMPSON GAS
COMPANY**

The Real Christmas

We wish you a Merry Christmas... but even more, we wish you a Christmas filled with the quiet peace that is the Real Christmas.

We hope your Christmas is made up of those gentle, happy moments which we all treasure so highly, which never seems to fade or tarnish or be forgotten... the kind of Christmas that is priceless down through the years.



**FISHER COUNTY FARM
BUREAU**

Office: 112 E. Snyder St.
ROTAN, TEXAS

Phone 365

Radio & T. V. Center

Setchell-Carlson Color TV

Guaranteed Service on All Makes

'Ask Your Neighbor - We Fixed Theirs'

Radio Service - Home & Auto, Antenna Installation, High Fidelity & Stereo, Sound Systems, Photofact Equipped, Electronic Technician.

'We Understand Your Set Best'
We Are Servicing The Area
F. E. HEALER

Ph. BE 4-9255 Night Call BE 4-5359
401 Bowie Sweetwater

Tax Discount Notice

THE SAME DISCOUNT WILL APPLY THIS YEAR AS LAST ON EARLY PAYMENT OF CITY TAXES

The following will apply:

1 PERCENT DEC. 1 THRU DEC. 31

First and Last Days Inclusive

City of Rotan



JAKE YANCY took no part in the holiday merriment on the train. His ears, long accustomed to prison silence, resented the gay chatter of the youngsters going home for Christmas. Even their gaiety annoyed him. For his plans were of a different kind.

As the train chugged up the long, curving grade toward Loganville, he stared unseeingly at the snow-laden pine trees glistening in the late afternoon sun. His mind was on what he planned to do that night—something that he had been thinking about for a long time. Almost unconsciously, he touched the handle of the small automatic in his overcoat pocket. His lips tightened into a hard line and he half-closed his eyes. It would not be long now.

Often during his ten years in prison, it had seemed a long way off. But now here he was within a few miles of Loganville and Big Ben Patterson.

He could see Big Ben as he looked that day there in the courtroom, testifying for the State.

"It was him—Jake Yancy," Big Ben had said. "I recognized him by his brown overcoat and hat when he ran out of the bank."

It was that testimony by Big Ben, Loganville's town marshal, that had convinced the jury. Thinking it over night after night in his prison cell, Jake had often wondered if Big Ben had lied deliberately, or if he had simply been mistaken. The fact that Big



He came to Big Ben's place and his heart beat faster.

Ben had married Milly soon afterwards might indicate that it was deliberate.

It was getting dark when the train ground to a stop at the old weather-beaten Loganville station. Jake waited for the youngsters, home for the Christmas holidays, to get off first. Then as he came down the steps, he glanced quickly around, looking for Big Ben.

The marshal used to meet all trains. Tonight his face was missing.

After a drink of coffee at the restaurant next to the station, Jake strode past the Christmas tree on the courthouse lawn. A group of children were singing Christmas carols.

"Silent night, Holy night!" The voices reminded him of other Christmas Eves when he was a little boy.

Memories

Somehow these memory flashes of other Christmas Eves kept haunting him as he walked out the tree-lined street to Big Ben's home. He recalled the sleigh bells and the parties. And several times, he paused, trying to shake off the Christmas spirit that seemed to have come over him.

Finally he came to Big Ben's place. His heart beat a trifle faster.

Jake rapped softly on the door. He heard quick footsteps inside. Then the door opened. There in the lamp-light stood Milly, an expression of pleased surprise on her face.

"Why Jake!" she exclaimed. "It was so good of you to come. Please come in."

With a puzzled frown, he followed her into the living room. Milly, he noted, appeared worn and tired. Yet she was still beautiful.

"Where's Big Ben?" he said. "Oh," she said, putting a hand to her forehead. "Then you don't know. Big Ben passed away last Sunday . . . drank himself to death."

"Drank himself to death?" Jake said. "Why, I never knew he touched liquor."

"It was the news that you were innocent, Jake," she spoke softly. "He started drinking the day the news came that another man confessed the bank robbery. He felt terribly remorseful for his mistake."

"Mistake?" Jake said. "Yes, Jake, you don't think he deliberately framed you, do you?"

Jake shook his head. "Of course not, Milly. Besides what's done is done. And this is Christmas." He smiled and walked out into the cool, crisp evening.

Dear Santa Claus:

I have been a good girl. Please bring me a doll, telephone, candy, and fruit.

Thank you, Mary Medrano

Dear Santa,

I would like a bicycle for Christmas. I have been a good girl. For mother and daddy.

Love, Susie Garcia

Dear Santa:

I have been a good girl. Please make me an iron and ironing board, so I can help my mother iron.

????

Dear Santa:

I would like to have a doll and dishes for Christmas.

Cindy

Dear Santa:

I would like to have a Barbie and Ken house and car. I have been a good girl. Please remember my brothers, Steve and Stuart.

Love, Kathy Nowlin

Dear Santa,

Please bring me "a tiny tears doll" and a baton and some high heels.

Thank you, Jill Hill



With Every Good Wish

for your

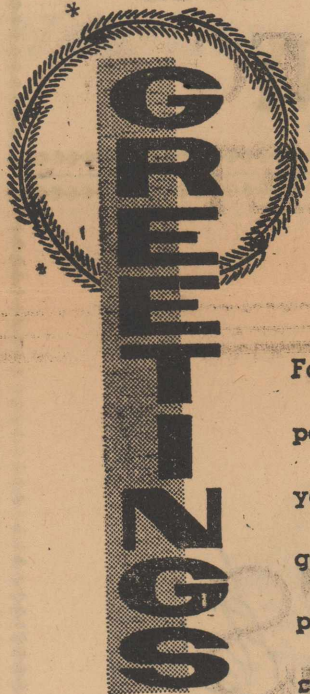
Health and Happiness

This Holiday Season

Rockwell Bros. & Co.

LUMBERMEN

Mr. and Mrs. Lloyd Hurst
Alvin Seaton
Earl Holcomb



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.

Lotief Dry Goods Co.



Hughes
FURNITURE - APPLIANCES
Phone 259 NEW & USED
ROTAN, TEXAS

Dear Santa Claus,
I know how busy you are, but I want a ball, a truck, a basket ball, and a little ball, that's all.
Sincerely yours, David Flores
for grade one

Dear Santa,
For Christmas I want a talking Bugs Bunny. Please bring me a Road-racing set. Please remember the other children.
Thank you, Larry Singley
fourth grade

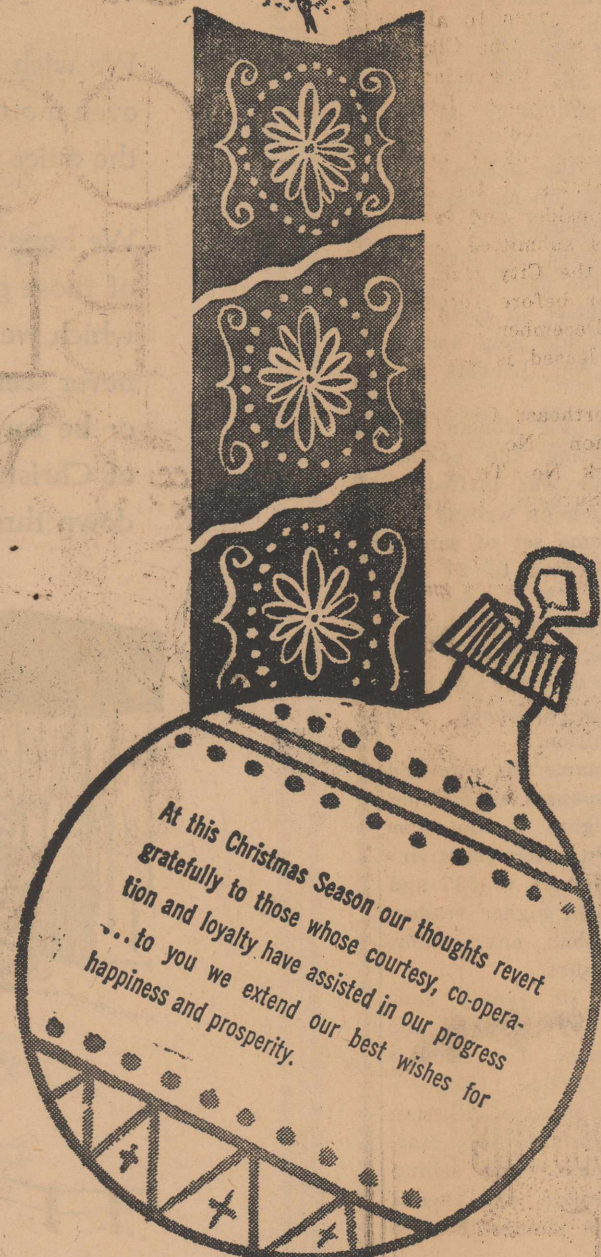
Dear Santa Claus,
I want you to bring me a piano and a record player. I hope you can bring it. And it's a good day. I want you to bring me some clothes and some shoes and a drum. That's all. Thank you. Sincerely yours,
Virginia Garcia, fourth grade

Dear Santa,
I have been a good girl. I want a Barbie doll and a Ken and some clothes. I would also like some dishes.
Thank you,
Dianna Acker

Dear Santa,
What I want for Christmas is a BB gun and a vacu-form and some play plans for a play tractor. In a few days all I might want is my two front teeth because I might pull my two front teeth.
Love, Joe Murphree

Dear Santa Claus:
I would like to have a watch and a doll. Please try to bring it to me. I hope you have a very nice Christmas. Please don't forget my sisters.
Very truly,
Clara Ann Jones
fourth grade

SEASON'S GREETINGS



At this Christmas Season our thoughts revert gratefully to those whose courtesy, co-operation and loyalty have assisted in our progress . . . to you we extend our best wishes for happiness and prosperity.

ROTAN ADVANCE

MAY THE JOY

AND PEACE OF CHRISTMAS

BE WITH YOU

THROUGH THE COMING YEAR



Winn's Stores

To wish You the



Blessings of Christmas

Rev. and Mrs. C P McMaster
First Methodist Church

The Very Best Kind of a

Christmas WISH



May Christmas Day and every day bring you untold joy and happiness.

Mrs. S. J. Malouf
3004 Bryan Mawr
Dallas, Texas

WITH ALL BEST WISHES FOR THE HOLIDAY SEASON

Herb & Kathleen Robertson
1612 Johnson St
Pecos, Texas

Attention Farmers

LIMITED QUANTITIES

AT

CLOSE OUT PRICES

FAMOUS FIRESTONE CHAMPION
GROUND GRIP TRACTOR TIRES

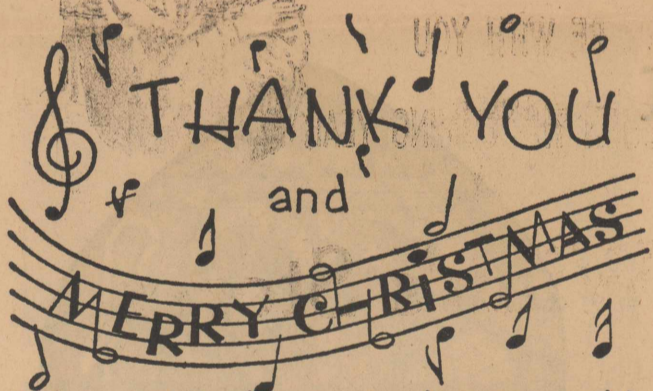
550x16	4 PLY	Nylon	12.50
600x16	4 PLY	Nylon 14.00-2 for	27.50
12.4X11-28	4 PLY		47.50*
13.6X12-28	4 PLY		52.50*
12.4X11-38	4 PLY		60.00*
13.6X12-38	6 PLY		75.00*

*ALL PRICES PLUS TAX EXCHANGE

NO MORE WHEN
THESE ARE GONE

HURRY!

O. B. CAVE
TEXACO WHOLESALE



May this be a real enjoyable occasion for you.

SOAPY FLOYD
THE MEAD'S MAN

Dear Santa:
Please bring me a bicycle and a King and his car.
Catherine Weems

NOTICE TO BIDDERS

The State of Texas,
County of Fisher,
City of Rotan:

Notice is hereby given to all interested persons that the City of Rotan, pursuant to Resolution of the City Council adopted on December 2, 1963, and pursuant to the provisions of Article 5421-P of the Revised Civil Statutes of the State of Texas will consider and receive any and all bids submitted to the City Council at the City Hall, Rotan, Texas, at or before 10:00 o'clock A. M. on December 20, 1963. The land to be leased is described as follows:

All of the Northeast One-fourth (NE-4) of Section No. Twenty-seven (27) Block No. Three (3), H&TC Ry. Co. Surveys, in Scurry County, Texas.

The right to reject any or all bids is retained and any lease granted hereunder shall conform with the provisions of the said Article 5421-P.

Juston M. Morrow, Mayor.
Attest: Mrs. Thaddie Wilson, City Secretary. 44-8tc

To
wish you
the blessings
of
CHRISTMAS

The Grover Carters
& Charles
Swarthmore - Houston

MAY THE BEAUTY
OF CHRISTMAS
BE AN INSPIRATION
TO YOU
THROUGHOUT
THE YEAR



DYCUS CLEANERS

1015 Johnson St.
P.O. Box 100
Dallas, Texas

Dear Santa Claus,

I want you to bring me a microscope and some needles and scissors to cut things up with. I want you to bring my brother, Johnny a race set. I want you to bring my sister, Jeannine a record player. And I want you to bring my other sister Janis a doll.

You can think of something for my two baby brothers and my other baby sister. Thank you.

Your friend, Joe Allen Hardin Jr.

Dear Santa Claus:

Please bring me a grade four train and a gun and a race car and bicycle and Merry Christmas to you.

Joe Bob

Dear Santa Claus:

I'm a boy, bring me a horse, truck, tractor, gun. Good-bye Santa.

From Gerald Argumaniz

Dear Santa Claus:

I would like an electric football game and a golf arena.

My little brother would like an electric football game and a electric golf game. We would like a electric hockey game together.

Your friend, Vick Burk

Dear Santa Claus:

I want a bride doll for Christmas. If you can't bring me a bride doll bring me a penny the poodle.

Your friend, Patti Upshaw

Dear Santa,

I want a Cuddlet for Christmas this year.

Love Pamela

P. S. I hope that my mother and daddy get what they want.

Dear Santa Claus,

I want a red scooter, some play-dishes, a doll that talks and walks, and a live little dog.

Odemia Velez

Dear Santa Claus,

I am 8 months old my big brother is writing this for me. I want a doll, some pull toys that makes lots of noise, and some stuff toys for Christmas.

Yours truly, Kayla Weems

Dear Santa,

I have been a good girl. I want a doll for Christmas and for my sister too. Good-bye Santa. And I want a baby doll and some dishes too. Good-bye Santa.

Ramona Martinez

MERRY CHRISTMAS

NUNLEY PLUMBING & AIR CONDITIONING

COMFORT SPECIALIST

DEALER FOR RUTH-BERRY PUMPS
"WORLD'S FINEST PUMPS"

For Deep and Shallow Wells - Pumps Installed
Pump Repairs - Electrical Supplies
Ditching Service - Hotpoint Appliances
For Expert Air Conditioning Service Call Us
Member of the Refrigeration Service Engineers Society

107 SNYDER AVE.

ROTAN

Phone 370

138 S. CENTRAL

Hamlin

Ph. SP 4-2232



MERRY

CHRISTMAS

Just the old wish
that is ever new

YOUNG'S FOOD MARKET

Our Wish For Everyone...

COUNTLESS BLESSINGS

For Christmas

The approach of the Christmas season causes us to pause humbly and think of the many blessings we have received... and to express our innermost thoughts to customers and friends. These thoughts have to do with warm friendships — with true appreciation for favors — and a sincere

"Thank you" for your patronage.

HOME LUMBER COMPANY

GREETINGS

Glory
to God in the
Highest...
Landes Furniture

Dear Santa Claus:
Please bring me a bicycle and a king and his car.
Edvado Rivera

Dear Santa Claus:
Please bring me a football and a Bazoka and walkie-talkie and docket.
Jimmy Sparks

Dear Santa:
Please give me a rifle and some candy. A football suit, some toys, and a blackboard.
Love, Mark Smith.

Dear Santa Claus,
I would like a walkie-talkie. I wish to write you a letter. You know what to do if one of your reindeer gets sick. Leo would help fill in and pull your sled.
Frank Thomas

Dear Santa Claus,
I would like a BigLoo, and I would like a Walkie-Talkie. Remember all the children. Love,
Mike Cade, grade two

Dear Santa Claus,
I would like to have a pool table and a kicking tee please.
Your friend,
Bruce Jones

Dear Santa Claus,
I would like to have a bike and an electric train.
Your friend,
Brent Jones

Dear Santa:
I think you are very, very nice. I want you to bring me a Tammy doll and a Little Miss Exyone doll, please.
Love, Cindy Kelley, Grade 3

Dear Santa Claus,
I want a BB gun and a truck and my brother wants a bike. Thank you.
Your friend, Junior Soliz

Dear Santa Claus,
Thank you for all the nice toys you have given us. I like you very much. I would like a walking doll and a table and chairs for my doll.
Love, Marsha Aldridge.

Dear Santa:
I want a doll for Christmas. Santa Claus we like you. We like Christmas too. We hope you come. Will you come to my home.
from Linda Dickson.

Dear Santa:
I want a wood burning set and a electric helicopter and a Army set.
Love, William Cleveland

Dear Santa:
I would like to have a baton and a penny pull dog and a set of suitcase luggage and bring toys to the little crippled children.
Sincerely yours, Cecelia Martinez

Dear Santa Claus,
I want a sleeping doll and a dolls bed. And a terry bear, and some play dishes for me and shoes for Christmas. And some play chairs, and a book for Christmas.
Your friend, Alice Quantanilla

Dear Santa:
I want a bicycle and a Midge doll. I want a box of candy, too. I want some books too with markers.
Cyd.

Dear Santa Claus,
I want a bow and arrows, a football and a wrist watch for Christmas.
Sincerely yours,
Larry Dickson, fourth grade

Pat Starr
I would like a Pebbles doll and baby stroller. I would like some other things too if you will bring them. Please bring everyone something.
Affectionally,
Patricia Jan Allen

Dear Santa Claus,
Please Santa, I want a doll and I want a watch, too.
Thank you,
Janie Fowler

Dear Santa,
I am seven years old. I want a Tammy doll and a Midge doll.
Your friend,
Gail Jones

Dear Santa,
Please bring me a gun and two air planes.
Ray Garza

Dear Santa,
Please bring me a football suit and bring me two guns.
Erasmus

Again we say, "Thank you."

May every happiness be yours at this HOLIDAY SEASON
BILL & GENE'S T.V. SERVICE

MAY SANTA BE GOOD...



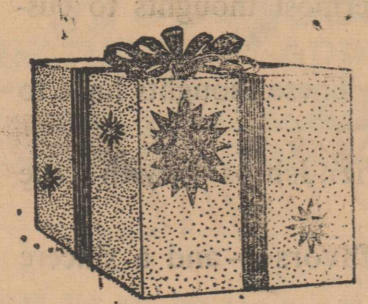
May your every Christmas wish be fulfilled this fine season... with all the joys you so richly deserve.

Weathersbee Funeral Home



"Merry Christmas" No other words can convey the friendliness, the joy and cheerfulness that we all feel during this season more than these two simple words. We say them to mean "hello, it's so good to see you" or "good-bye for now." And we say it to mean, "Thank you."

Thanks to you, all our friends — old and new, who have made the past year so enjoyable for us. We extend our merriest "Merry Christmas!"



Season's Greetings

Dee's Shoe Shop & Western Store

Dee & Mabel Reese

BETHLEHEM
the First Christmas

Here it started... in a lowly manger, with the quiet cattle in their stalls, with adoring magi and their precious gifts, with one star burning like a giant gem in the vast night overhead.

Here it started... the First Christmas... when the Christ-child was born. And down through the many years, the truth and promise of the First Christmas has resided strong and joyful in the hearts of all men of good will. To you, all men everywhere,

Wishing you
all the
joys of Christmas



Rotan Cotton Oil Mill