

Local Highway Work To Start In January

Four bids were received by the Texas Highway Department in Austin on December 11, 1964 for 8.95 miles of construction work on U. S. Highway 180 and F. M. Highway 2832 in Fisher County. Acme Bridge, Inc., of Austin was the low bidder with \$296,103.91.

The construction work on U. S. Highway 180 will consist of grading, flexible base, concrete curb and gutter and asphaltic concrete pavement in Roby, from west city limit to east city limit.

The construction work on F. M. Highway 2832 will consist of grading, structures, base and surfacing from F. M. Highway 611 in Rotan, south to U. S. Highway 180.

Work is expected to begin early in January, 1965 and is to be completed in 110 working days, under the supervision of Nelson Shave, Sr. Resident Engineer of the Texas Highway Department.

Christmas, 1964 . . .

Another year has passed, and the time we keep as Christ's birthday is here again. Will we honor Him or celebrate it for ourselves remains the big question.

God has been so very good to us this year that we could never repay Him for His mercy.

First, Glenn (our grandson who lives with us) is making wonderful progress toward recovery from the critical eight months illness he has had this year.

Surely, this has been a great miracle. After taking measles and developing a serious complication of Encephalitis he was unconscious for three months.

He remained in the hospital four months. Then we brought him home; and with God's help, we've been given strength to take care of Him.

Through all these days and nights of suffering of this child, we have been able to look up and see God's face and hear His precious voice "my peace I give unto you. Be not afraid."

Then in July, Lavonia and her family returned to the States after a four years of service in Columbia, South America, where they served under our Baptist Foreign Mission Board. They are living in Fort Worth and attending Southwestern Baptist Seminary; so they will be able to be with us this Christmas Season.

We trust we shall be able to show forth Christ's love to those about us and to shed abroad His peace.

May Christ richly bless you and yours and give you peace and joy at this time of the year is our prayer.

Prayerfully and Joyfully,
Fate and Willie Redden
and Glen

Christian Science Service Sunday

Christian healing will be the theme of a Bible Lesson to be presented in all Christian Science churches this Sunday. The subject is "Christian Science."

Included in the Scriptural readings are the words of Jesus: "But the Comforter, which is the Holy Ghost, whom the Father will send in my name, he shall teach you all things, and bring all things to your remembrance, whatsoever I have said unto you" (John 14:26).

Related readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy will include these lines (p. 271): "Christ's Christianity is the chain of scientific being reappearing in all ages, maintaining its obvious correspondence with the Scriptures and uniting all periods in the design of God."

I want a pony and a watch and I hope you will bring them. And bring some to my brothers and sisters. I hope you will be happy in Christmas.

Sincerely yours, Amads Martin

Rotan Church of Christ

Sunday: Bible Study, 9:45 a. m. and 6 p. m. Worship, 10:30 a. m. and 7:00 p. m. Wednesday: Bible Study for all ages, 7:30 p. m. Thursday: Worship at Nursing Home, 6:00 p. m.

Sermon Topics: Sunday Morning Sermon, "My New Years Resolution" Sermon Sunday Evening, "Security"

J. P. Phillips

THE ROTAN ADVANCE

Volume 58

Rotan, Fisher County, Texas December 22, 1964

No. 47

Primary School Gives Christmas Around The World . . .

Rotan Primary School's annual holiday theme is Christmas Around the World. Each room studies the customs of one country. Before the holiday dismissal, a day is spent touring the school building, viewing the various charts and displays, to learn more about Christmas customs in other lands.

FIRST GRADE

Mrs. John Redd - In Mexico, children have to get their presents the hard-but-pleasant way. The gifts and goodies go into a pinata, a decorated container which has to be smashed by a blindfolded person, scattering the presents all over the room causing all to scramble for them.

Miss Toby McAnally - In Norway a sheaf of oats for the birds is put on perch in front of the home.

Mrs. W. T. Edwards - In Holland on Christmas Eve St. Nick comes to leave toys and goodies in the children's wooden shoes. He rides a white horse with a helper who leaves switches if the children have not been good.

Mrs. Jack Kelley - In Italy, the Santa is a woman called Befana.

Mrs. Bill Smith - In the United States children hang their stockings in hopes Santa Claus will fill them on Christmas Eve.

GRADE TWO

Mrs. Robert Witherspoon - Strange as it may seem to us, Christmas comes in the middle of summer in Australia, and is much like England's customs except that the day may be spent picnicing.

Mrs. Wendell Morrow - The children of Switzerland look forward to the bing parade on Dec. 6, when their Santa, Samichlaus, marches through the streets giving gifts to the good boys and girls, and a tap with his cane to the naughty ones.

Mrs. Jim Jackson - In Sweden, the last sheaf of grain is brought in from the fields to make a straw goat that is placed under the tree for good luck.

GRADE THREE

Mrs. Chas. McCall - Preceding the midnight "Noche Buena" mass the little children dress in peasant costumes and dance around the Nativity scene to the music of tambourines. The children hide their slippers for Balthasar and the Wise Men to fill with goodies.

Miss Floydene Gilbert - Poland celebrates by a Christmas eve supper. Polish people fashion paper into large flowers to decorate their three. An enlivened wafer symbolizes unity.

Mrs. Weldon Callan - Bethlehem, which is in the country of Jordan, keeps Christmas in a special way - pilgrims from many countries come to join the procession to the Grotto on Christmas Eve.

GRADE FOUR

Mrs. Eddie Asbill - Japan brings in the Christmas holidays with boys beating drums through the village streets. They decorate trees with toys. Since the American missionaries brought the Christmas holidays to them, they have Christmas very much like ours.

Mrs. H. Polk - The immortal carol, "Silent Night" and the Christmas tree are two contributions to the joyous season made by Germany. The greatest contributions of all is the "Tannenbaum" - the Christmas tree.

Mr. Shoemate - Christmas is highlighted in France when the people gather around a huge Christmas tree in front of the Notre Dame Cathedral and sing carols.

The Flicker Staff wishes to extend Christmas Greetings to each student - may their 16 days of Christmas be filled with happiness and to the Flicker Readers of our community, a very Happy and Prosperous New Year.

Dear Santa Claus,
How are you doing this year? For Christmas I want a Johnny Seven OMA and a chemistry set too. Merry Christmas to you.

Sincerely yours, Ross Trout

To wish you



The Flicker-

Editor-in-Chief-Jimmy Heathington
News Editor - Cheryl Hammit
Sports Editor - Diane Phillips
Typists - Linda Brown, Carolyn Hale

Copy Reader - Sunny Partin
Columnists - Buddy Day, Zana Thompson, Sunny Partin
Reporters - Eddie Mac Lang, Cheryl Elliott, Jeanne Ferris, Bob Burnes, Wayne McCombs, Diantha Tankersly, Eva Marcias, Lupe Montez, Ralph McArthur and David Canfil

A Most Unusual, Confusing, and Yet Delightful Christmas

Christmas is different things to different people; however, I believe it is most unusual, confusing, and yet, delightful to a teenager.

A teenager himself is a very confusing person. He doesn't really know whether or when to hide or show his joys. He is sometimes teased when shows an interest in a certain thing. Thus, at Christmas time, a teenager is seen in different moods. One day he may laugh and smile at a child waiting to see Santa Claus. The next day he might consider most boring.

With a changing character like this Christmas becomes a very confused time for the teenager. He is anxious to please everyone; however, he still must not show too much anxiety. The confusion of his character can only lead to unusualness. The younger teenagers have an especially unusual Christmas for they are introduced to gay parties and Christmas shopping.

Shopping for gifts becomes a burden to the teenager. All kinds of questions and doubts arise. It is proper to give this or that? I believe teenagers are more conscience about the effect of the gift on the receiver. They worry about whether the receiver will like it or not, whether it looks good with the receiver's wardrobe or hair, and other small details. Although small they create a lot of confusion and unusualness in Christmas shopping. Also, teenagers, are really very conversative with their money.

They don't like to see it spent unwisely when they are buying for others. This creates more confusion. They worry about who to spend the most or how to divide it evenly. When a person becomes a teenager there is a change in his gifts. He begins to receive more useful things and many times not as much as he is accustomed to. This requires understanding on his part. These are really only small problems of a teenager during Christmas.

Most teenagers probably worry about whether the joy has gone out of Christmas because he has grown older. I believe they find out that it's still there when they hear the Christmas story, see the joy their confusing gifts bring to others, see a small child opening his toys or when they open their useful gifts. Every Christmas to a teenager is no less delightful than when he was a child. It's just different. That's what really makes a teenager's Christmas so wonderful. He can say he had the only Christmas like it in the

Pitch In And Help . . .

Half the joy of Christmas comes in seeing the faces of our dear ones as they open our gifts. But the true spirit of the holiday calls for gifts to those we may never see: to the needy in our midst, through our community charities, and to the poor of other countries, through such agencies as CARE.

The current CARE Food Crusade seeks \$6,500,000 to complete a year-long plan to help feed 37,700,000 hungry people. U. S. Food for Peace donations of farm abundance are the mainstay of the plan. Under CARE partnership contracts, local governments will pay delivery costs for 34,000,000 persons. To reach the rest, CARE asks Americans as individuals to "pitch in" and help by sending 6,500,000 packages, at a dollar per package.

In schools, orphanages, destitute homes, CARE "sees" for us. Here is a staff man's report, after delivering packages to a village in Columbia: "Most of all we were affected by the children, whose reaction to the simple food was almost like that of American kids to their Christmas toys. You never saw such smiles and tears of happiness on the faces of youngsters who, for most of their lives, never go a day without hunger."

Give Johnny his trains, Sue her doll - and give yourself the joy of sharing so others may eat. Mail your contributions to: CARE Food Crusade, 660 First Ave., New York, N.Y. 10016.

Third Grade Gives Christmas Story-Song

Mrs. Louise Callan, 3rd grade, presented "The Story of the Christ Child," in assembly, Dec. 16. It was given in story and song. The Rhythm instruments added interesting effect to the program.

Dear Santa Claus,
For Christmas I would like to have a Bonnie Bride. I would also like a big bicycle.

Sincerely yours, Patti Upshaw

Dear Santa Claus,
I would like for you to get me a BB gun, some spurs, a cowboy hat, a pair of boots, and a wrist watch.

Sincerely yours, Roy Baker



ANIMAL YACKERS . . . Larry, the Lion and Cracker, the talking parrot add a new dimension to talking dolls and cuddly animals. Each has a vocabulary of 11 phrases and talks freely at the mere pull of a string.

SANTA'S VILLAGE

Santa Claus, Indiana and Christmas, Florida pop into the news each Christmas season, and throughout the year are visited by thousands of tourists. Away out West, in the San Bernardino mountains not too far from Los Angeles, California, the star of popularity is fast rising for Santa's Village, a replica of the North Pole home of Santa Claus, complete with plenty of snow during the winter months . . . and including, of course, Santa himself, his elves, animals, toys, candy, and a 20-passenger sleigh.

world. But, when, the teenagers are different. They will, more than likely, be saying, "I wish everyone could have a Teenage Christmas."

--Sunny Partin

DPS Estimates 190 Violent Holiday Deaths

Austin--The Texas Department of Public Safety estimated today that 190 persons will meet violent death during the coming Christmas-New Year's holiday season, including 105 traffic fatalities.

In addition to the traffic toll, it is estimated there will be 40 suicides and homicides and 45 accidental deaths other than traffic.

Col. Homer Garrison, Public Safety Director, said that the estimate is compiled by the DPS Statistical Services on the basis of past experience and the current traffic trend.

"The deaths that occur in traffic during the 11-day holiday period will be the tragic last additions to the worst year in Texas history for traffic fatalities," he said.

"The DPS is carrying out its annual special emphasis program called "Operation Deathwatch," Garrison reported. "From 12:01 a. m. December 24 until 11:59 p. m. January 3, 1965, we will use every available means to keep accidents at a minimum by promoting strict law observance."

"During this period the Department will tabulate all violent deaths and the totals will be officially announced three times daily as a means of keeping safety uppermost in the minds of the traveling public."

"Throughout the entire holiday period extra patrolmen will be on duty to keep traffic moving safely. Many of our men will be giving up their own holiday in order to assure the safety and well-being of holiday motorists, but the most effective work in cutting down on death and injuries must be done by the drivers themselves."

According to Garrison, other state agencies and private organizations are cooperating in the safety drive. The Texas Highway Department is distributing reminders on danger spots, construction areas, and information on signs and markers to help keep drivers informed and alert.

The Texas Association of Broadcasters is conducting a "Drive Lighted and Live" campaign in which all driver are urged to symbolize safe and legal driving by driving with their headlights on low beam during the holiday daylight hours.

The Texas Safety Association is distributing a kit of "Holiday Safety Materials" and is stressing the need for courtesy and caution during the holiday period.

And the Texas Motor Transportation Association and its Council of Safety Supervisors is urging all members of the truck and bus industry to participate in the "Drive Lighted and Live" campaign.

Garrison pointed out that studies indicate that at least one violation of the law is involved in almost incident of a traffic fatality. Speed too fast for conditions was the leading factor in the 1963 holiday season, with almost 35 per cent of the accidents being caused by this factor. Other frequent contributors were driving while intoxicated, driving on the wrong side of the roadway, and failure to yield right of way.

"However," Garrison added, "if this tragedy could be laid to one single factor, I would say that general carelessness and inattentiveness would stand out as a main contributing cause."

"All drivers can do a great deal in keeping down the number of accidents," he concluded, "by following the five basic rules which professional driver use. These rules are used so often they become habit and add an extra measure of protection when operating a motor vehicle. They are:

- "1) Aim High In Steering--look farther down the highway than you normally do. You'll find your car teers better and you will be better prepared to anticipate another driver's actions.
- "2) Get The "Big Picture"--be aware of what is going on around you at all times.
- "3) Keep Your Eyes Moving--to be an effectively safe driver you must see as much as possible of the con-

DKG Holds Annual Christmas Party

Members of Gamma Tau Chapter, Delta Kappa Gamma, met for their annual Christmas dinner and party Saturday evening, December 12, at the home of Mr. and Mrs. Joe Benson, Sweetwater. Hostesses for the party were Meses. Benson, Robert W. Higgins, Herman Phillips, T. E. Knapp, N. D. Miers, and Misses Janette Marbut, Helen Etheredge, Faye Rhea and Delila Baird.

A Christmas theme of holly, candles and stylized Stantas was used in decorating tables at which guests were seated for dinner. One table was centered with a large open Bible surrounded by holly and berries. Mrs. Roger Eaton gave the invocation.

Following dinner, guests were directed to the living room for the Christmas program which was directed by Miss Josie Baird.

Theme for the program was "The Star As a Symbol."

"Since the beginning of time, man has looked to the beauty of the stars as a guide in the night, and listened to their music," Miss Baird explained in her introduction. "Christmas is like stardust," she continued, as Mrs. James B. Day sprinkled each guest with "stardust." Then, from a large gold tree, stars were clipped and given to each by Mrs. H. D. Melton. Upon each of these was written some prediction or a guiding sentence for Gamma Tau members.

Committee reports were given concerning Chapter activities in connection with Rest Homes of Sweetwater and Rotan, Mrs. Melton reporting for Sweetwater, and Miss Baird for Rotan. Besides Christmas gifts for the homes, Rotan reported the gift of a treadle type sewing machine which is being enjoyed by residents of the Rotan home.

Gifts for Chapter members were taken from a lovely pink flocked tree. Other living room decorations included a large table covered with a pink felt and net Christmas cloth, centered by a pink and white madonna with candles and angel hair. Five large gold candles were arranged in a Christmas setting on the buffet.

Closing the program, the entire group joined in singing Christmas carols led by Mrs. Herman Phillips and Mrs. Marshall Hill, with Miss Marbut at the piano.

Members from Sweetwater included Meses. Melton, Eaton, Inez Lawrence, J. D. McKeown, C. L. Monk, Horace Brooks, and Misses Louise Bollinger and Lera Jeane Lee. Mr. Benson and Mrs. T. W. Benson were special guests.

Rotan members attending were: Meses. Day, Hill, Ralph C. South, J. R. Strayhorn, C. J. Dalton, Robert C. Phillips, W. K. Callan, and Miss Baird.

Submitted by
Mrs. Robert C. Phillips

Dear Santa,
I want new BB gun and a new bicycle. Will you bring me some new shirts and some new pants.

Yours truly, Elwood Mize

Dear Santa Claus
I would like for you to bring me a B B gun and an army gun.

Thank you, your friend,
Junior Ortiz

I wish you a Merry Christmas and a happy New Year. I wish you good luck. I am thankful for the things you brought me last year.

Your friend, Catherine York

ditions affecting your driving.
"4) Make Sure You Are Seen--even though you take an extra measure of caution, another driver might not . . . if there is any doubt as to whether or not an oncoming driver has noticed you, be ready to take evasive action.
"5) Leave Yourself An Out--some accidents may seem unavoidable, but if all drivers would follow this final rule and take necessary action to avoid an accident, the Texas death toll would drop sharply."

Merry Christmas to Everyone

For your friendship
and cooperation in the past
We extend to you most hearty
and
Merry Christmas
SINCERE THANKS

8 Till Late Grocery

A Small
Sign of
Christmas



**GREETINGS
DYCUS CLEANERS**

Dear Santa Claus,
Please bring me a Timex watch, a
speedometer and the fighting robots.
Love, Cecil Womack

Dear Santa Claus,
Please bring me a doll for Christ-
mas. I am so glad it will be Christ-
mas. Please bring me some toys for
Christmas.
Love, Jeannie Ortega

Dear Santa
I have been a very good girl this
year. Please bring me lots of can-
dy and toys.
Love, Debbie

**SHERIFF'S SALE
THE STATE OF TEXAS,
County of Fisher:**

Notice is hereby given that by
virtue of a certain Order of Sale is-
sued out of the Honorable 99th Dis-
trict Court of Lubbock County, on
the 5th day of November 1964, by
J. E. Dever, Clerk of said Court for
the sum of Two Hundred Eighty-
Eight and 75-100 (\$288.75) Dol-
lars plus \$75.00 attorney's fee and
costs of suit, under a Judgment
in favor of Municipal Investment
Corporation in a certain cause in
said Court, No. 45355 and styled
Municipal Investment Corporation
vs. Evaristo Carrillo and wife, Linda
Carrillo, placed in my hands for
service, I, A. E. Rollans as Sheriff
of Fisher County, Texas, did, on the
11th day of December 1964, levy on
certain Real Estate, situated in
Fisher County, Texas, described as
follows, to-wit: Lot 4 and the E-2
of Lot 5, Block 235, Inside Addi-
tion to the City of Rotan, Fisher
County, Texas and levied upon as
the property of Evaristo Carrillo
and wife, Linda Carrillo and that
on the first Tuesday in January,
1965, the same being the 5th day
of said month, at the Court House
door of Fisher County, in the City
of Roby Texas, between the hours
of 10 a. m. and 4 p. m. by virtue
of said levy and said Order of Sale
I will sell said above described Real
Estate at public vendue, for cash,
to the highest bidder, as the prop-
erty of said Evaristo Carrillo and
wife, Linda Carrillo.

And in compliance with law, I
give this notice by publication, in
the English language, once a week
for three consecutive weeks im-
mediately preceding said day of sale,
in the Rotan Advance, a newspaper
published in Fisher County.

Witness my hand, this 11th day of
December 1964.

A. E. Rollans, Sheriff Fisher
County, Texas 46-8tc

Dear Santa,
I would like to tell you in my
own words what Christmas means
to me. It means that our Lord Jesus
Christ was born in a manger about
a thousand years ago. And for
Christmas people to enjoy Christmas
all over the world. They sing Christ-
mas carols. On this special day we
go to church. Christmas means a lot
to me. And you Santa have a hap-
py New Year.
Sincerely yours, Joey Ganzalez

Dear Santa,
I want a Bopa Bear and Rock'em-
Sock'em Robot, by Marx. Or I would
like to have a Automatic 22. Also,
I would like to have a Pellet gun
and a electric train set.
Yours truly, Farrest Acker

**SHERIFF'S SALE
THE STATE OF TEXAS,
County of Fisher:**

Notice is hereby given that by
virtue of a certain Order of Sale is-
sued out of the Honorable 99th Dis-
trict Court of Lubbock County, on
the 10th day of November 1964, by
J. R. Dever Clerk of said Court for
the sum of Five Hundred Eighteen
and no-100 Dollars plus attorney's fee
of \$100.00, and costs of suit, under
a Judgment, in favor of Municipal
Investment Corporation in a certain
cause No. 45552 and styled Muni-
cipal Investment Corporation vs.
Fay Polk, a widow, placed in my
hands for service, I, A. E. Rollans
as Sheriff of Fisher County, Texas,
did, on the 11th day of December
1964, levy on certain Real Estate,
situated in Fisher County, Texas,
described as follows, to-wit: Lot
Six (6) Block Two Hundred Seventy
Five (275), Inside Addition to the
City of Rotan, Fisher County, Tex-
as, and levied upon as the property
of Fay Polk, a widow and that on
the first Tuesday in January 1965,
the same being the 5th day of said
month, at the Court House door of
Fisher County, in the City of Roby
Texas, between the hours of 10 a.
m. and 4 p. m. by virtue of said levy
and said Order of Sale I will sell
said above described Real Estate at
public vendue, for cash, to the high-
est bidder, as the property of said
Fay Polk, a widow.

And in compliance with law, I
give this notice by publication, in
the English language, once a week
for three consecutive weeks im-
mediately preceding said day of sale,
in the Rotan Advance, a newspaper
published in Fisher County.

Witness my hand, this 11th day
of December 1964.

A. E. Rollans Sheriff Fisher
County, Texas 46-8tc

Dear Santa
I want a Petza Pie for Christmas.
My sisters all want a record player.
Don't forget the other boys and girls
Good-by and thank you.
Yours truly, Brenda Wallace

Dear Santa Claus
I want a baseball golve, a bat, a
ball, and a scooter a bake, an elec-
tric train, a Christmas tree and some
candy.
Your's truly, Ry Garza

Dear Santa Claus
I wish you would bring me a gun
and a little truck for my baby bro-
ther.
Your friend, David Flores

Dear Santa Claus
I want a ball and a set of dishes
for Christmas this year.
Your friend, Elura Rodriguez

Dear Santa Claus
I want a lot with a loll and a
trar. And for my brother, a little
bus and a car.
Your friend, Donny Flores



PORTER LOCKER

Christmas Town!



Santa's here! The air is a-tingle with ex-
citement. Good cheer and friendly warmth
shines in every face, in every window.

In these last joyous moments of this most joyous
of days, we proudly and happily say:

It's always a pleasure to serve you... It's a special pleas-
ure now to wish you a

MERRY CHRISTMAS

Piggly Wiggly

J. D. & Alice Moore

Season's Greetings

The Holidays bring a welcome respite at the year-end... a time to review past months... to recall how much success depends on the friendliness of those we serve. May we express our sincere appreciation for your contribution to our pleasant association.



E. N. C. Discount
THE NAYFAS



Fisher County Farm
Bureau

Dear Santa Claus,
Please bring me a Coke maker and a Bibsey doll. And please put something in my stocking. And if Mommy does not get me a Vac-U-Farm will you please get me one.
Love, Kip Underhill

Dear Santa Claus,
Please bring me a record player. I do not want much this year, but my brother sure does. I am sure that everyone wants you to come to their houses. I hope I will see you at the Church, and I think I will.
Love, Tracie Churchill

Dear Santa Claus,
Please bring me a Penny Bright. My gister sure does wan an organ. My mother is going to bake some Christmas cookies. My mother thiks my sister and I will eat the Christmas cookies too fast.
Love, Barbara Aumada

Dear Santa,
I want you to bring me a bicycle and a Johnny seven oma for Christmas. Have been geeting my work on time.
Sincerely yours, Billy Rose

Dear Santa,
I want a Vacum Form and a Super Crane.
I am yours, Jack Price

Dear Santa,
I would like you to bring me a bicycle for Christmas this year. Please I would like a bicycle very much.
Sincerely yours, Hope Carrillo

Dear Santa,
I have been a good girl. Please bring me a little sewing machine. I would like Tressy the doll with hair that really grows. So I can make her dresses with the sewing machine. I also want a spinning wheel.
Yours truly, Rita Yanez

Dear Santa,
This years I would like to have a golden Ten Commandment Bracelet. I've never had a Ten Commandment Bracelet. I've always wanted one for Christmas but have never got one. Please bring me one for Christmas.
Yours truly, Wanda Ogden

Dear Santa,
I would like a BB gun for Christmas. I would like best of all a watch. I know how to tell time. I would also like an electric football game. I know this is asking a lot.
Yours truly, Bill Leach

Dear Santa,
I want a BB gun and a bicycle for Christmas. Things for my mother and Father and for brothers and sisters.
Sincerely yours,
Hiram Miramontez

Dear Santa
Please bring me a Fashion Queen Barbie and a dress. Please do not forget the other boys and girls.
Your friend, Sue Tonn

Dear Santa Claus,
I want a little doll. Ter name is Penny Brite. That has Barbie painted on the middle. I want a fur coat with a flower on one side.
I love you, Estella Yanez

Dear Santa
Please bring me a Johnny seven. And a vroom motor for my bicycle and my sister wants a triycle and a Teddy bear for my baby sister.
Thank you, Mike Crite

Dear Santa
I have been a very good girl. Please bring me lots of condy and toys.
Love, Susan

Dear Santa
I have tried to be a good boy. I would like for you to bring me a baseball suit, a ball, and a baseball glove.
Mac Rains

Dear Santa Claus
Please bring me a scooter and a B B gun and some apples and some oranges and some candy too.
Love, Truly, Ray Garza

Dear Santa,
I want a bicycle for Christmas and a little T V, basketball and a radio. And I hope that all the things will come true.
Sincerely yours, Rita Carrillo

Dear Santa,
I would like to give you this letter and I want you to read it, I want some shoes. And socks too. I will put them on with my shoes if you are going to give them for my present. Have a very good Christmas and good-by.
Sincerely yours, Rosa Castillo



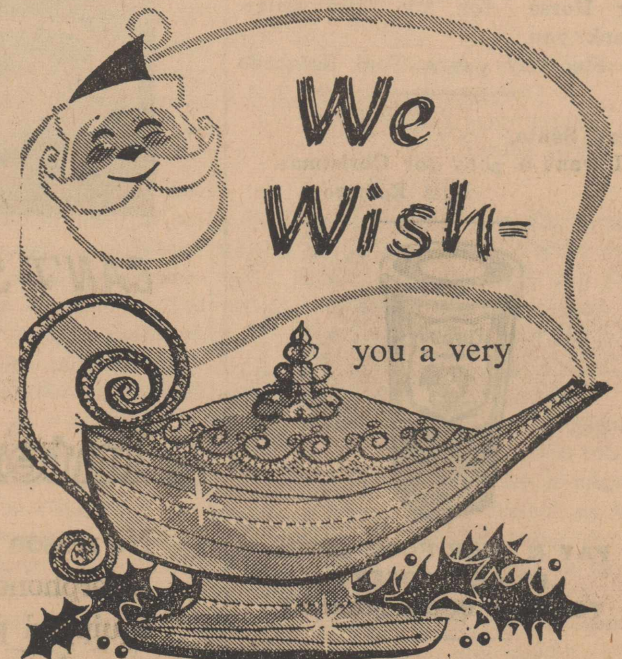
HERE'S WISHING YOU AN OLD-FASHIONED GREETINGS
Darthulia Hale



Landes' Furniture



Good CHRISTMAS Wishes
to you and yours
Rotan Motor Co.



We Wish-
you a very
MERRY CHRISTMAS
BILL SIMMONS
TEXACO STATION

MERRY CHRISTMAS & A HAPPY NEW YEAR

Sweetwater Federal Savings & Loan Association

INSURED SAVINGS

WE ARE ANNOUNCING A NEW ANTICIPATED 4% EARNINGS ON ALL SAVINGS

HOME LOANS

YOUR EVERY NEED WHETHER ITS BUILDING, BUYING OR REFINANCING

REPAIR LOANS

FOR REMODELING, REPAIRING OR ADDING ON TO YOUR PRESENT HOME

\$3500.00 For Five Years, No Closing Cost Or Red Tape.
Accounts Insured to \$10,000.00 By An Agency of the Federal Government
Corner 3rd & Elm Sweetwater Phone BE 4-4358



May there come to you at this Christmas time all the precious things of life—health, happiness and enduring friendships.

MRS. S. J. MALOUF
3004 Bryn Maur
Dallas, Texas-75225

Phillips Participates In Training Operation

USS Hancock (CVA-19) (FHTM) Dec. 2 -- Fireman Apprentice Dalton R. Phillips, USN, son of Mrs. Joe S. Howard of Rotan, participated Dec. 9-12 in a large scale fleet training operation in the Western Pacific called "Operation Tall Back" while serving aboard the attack aircraft carrier USS Hancock.

The exercise, under the direction of the Commander of the Seventh Fleet in the Far East, was designed to increase the readiness of Seventh Fleet units in strike, anti-aircraft and anti-submarine warfare. Twenty-three surface ships, three submarines and several land-based Air Force and Naval air units participated in the exercise.

Two task forces, each with an attack aircraft carrier as its hub, opposed each other.

The operation was conducted to test and evaluate Seventh Fleet units under the most realistic operating conditions.

Dear Santa Claus,
I want something for Christmas and a BB gun.
Sincerely yours, Susano Garcia

I would like a Miss arbie and a View Master. Please bring a Rocking Horse for my little sister.
Thank you.
Sincerely yours, Toni Escobedo

Dear Santa,
I want a pony for Christmas.
Luis Romero



PAY & TAKE FOOD STORE
PRICE GROCERY
YOUNGS' FOOD MARKET

Repair, Remodel or build new Buildings on your farm or ranch with a long-term 'on or before' loan through the
Federal Land Bank Association
OF ROBY
Ralph C. South, Manager
Phone 2341 Roby, Texas

THE ROTAN ADVANCE

E. H. Shelton, Publisher
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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.

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CHRISTMAS DINNER \$1.00 Hotel Dining Room

ROTAN, TEXAS PHONE WI 7-8011

Dear Santa,
I hope that you are fine, I want for Christmas, play airplane that can fly around in the air. Please bring me the airplane.
Love, Joe Luis Diaz

Dear Santa Claus,
I want a new football suit and a doll. And I also want a walkie-talkie and some jumping springs and thats all I want.
Sincerely yours, Ken Smith



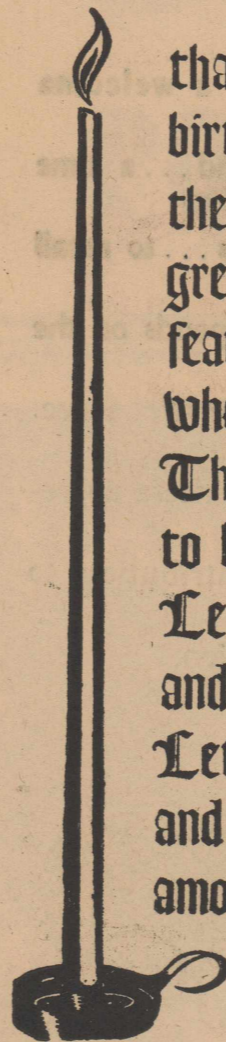
CAN'T STOP TO TALK? YOU NEED farm Interphone Service

No reason to stop working to take a call on Farm Interphone. With special loudspeaker-microphone equipped phones located at busy points around your farm, you take or make calls right on the spot. To answer the Interphone, all you do is talk in the direction of the nearest hands-free instrument. No running, no lost motion or time.

SOUTHWESTERN BELL

A Tribute to the Prince of Peace

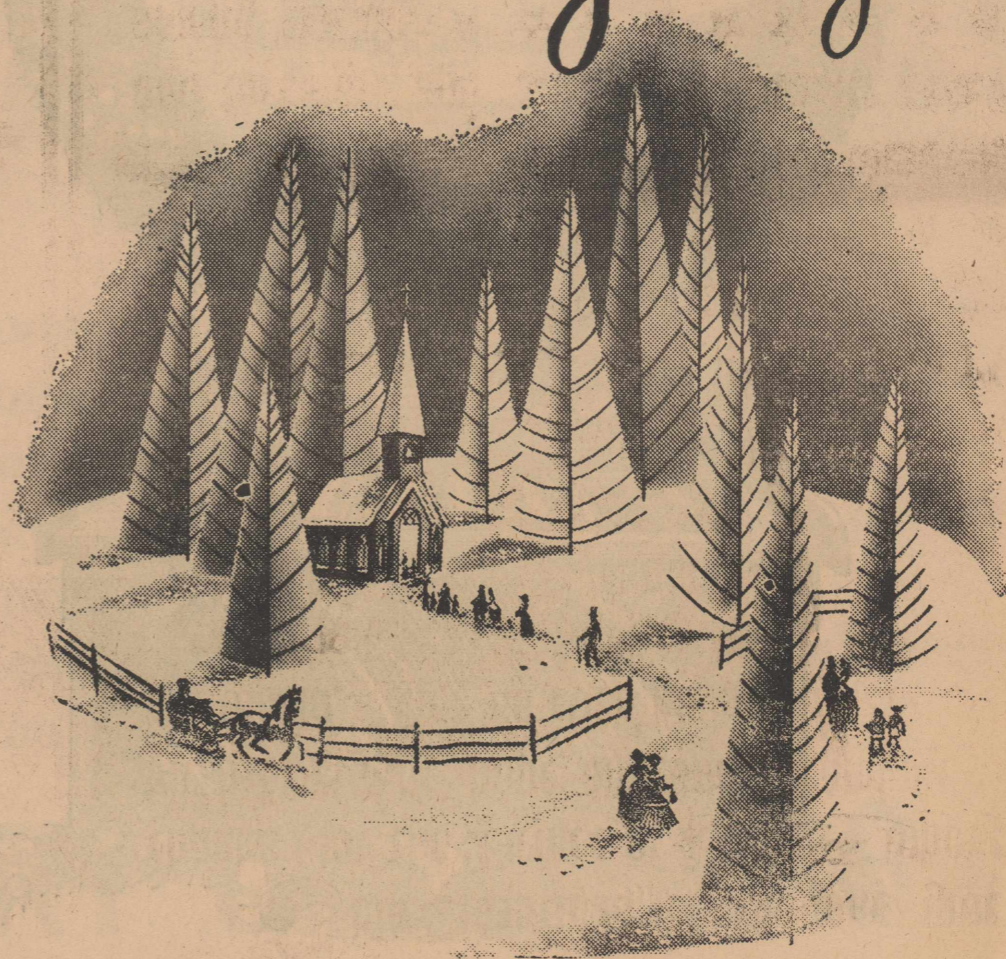
This Christmas, let everyone give thanks for the Prince of Peace — whose birth brought hope and understanding to the world. Let us ever be mindful of our great privilege to worship God, without fear, and to pray for those less fortunate who are not so endowed. ☆ ☆ ☆ ☆ ☆ Through Christ's teachings, let 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. ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆



HOGSETT CHEVROLET COMPANY

It is our sincere wish that the
friendship and good will
you have extended us in the past
will return to you many
fold to bring you happiness during this
Holiday Season.

Season's Greetings



ROTAN COTTON OIL MILL



Rockwell Bros. & Co.

Mr. and Mrs. Lloyd Hurst, Alvin Seaton, James Mann

Dear Santa Claus,

I can't hardly wait til Christmas is here. I want a watch, My sister wants a doll with a cradle. My two brothers want something but I don't know what they want. We are going to buy our neighbors some presents too. I am going to buy my mother a present. All of our family is going to send a present for my daddy.
Yours truly, Lucy Gonzalez

Dear Santa,

Please bring me a bicycle and my brother wants a car. I want a record player and some records. Please don't forget the other children.
Yours, truly, Cyd McClure

Dear Santa Claus,

I want a sting ray bicycle for Christmas. Would you bring me a slinky; and a electric football game? My brother wants a pellet gun for Christmas. Thankyou.
Sincerely yours, David Markham

I want tap gun and brile and that will be all I want now, but my brother wants a gun too Santa Claus. That will be all for now Santa Claus. We all wish you a Merry Christmas and a happy New Year and that is all I want.
Sincerely yours, Dwight Wynn

Dear Santa Claus,

I would like to have a doll, and a doll house, and a radio, and also a coat, and note book, that is all I want with 1966.
Yours truly, Gloria Smith

Dear Santa Claus,

We thank you for the toys and things. We thank you for the Christmas and toys for Christmas. I wish I had a coat and a dress and some socks and a doll. And a little cat for Christmas. Merry Christmas and a happy New Year.
Thank you, Lula Bell Hlitt

Dear Santa Claus,

Please bring me a Barbie doll for Christmas and her clothes too. And please bring me her sister, Skipper. And don't forget the other children.
Thank you, yours truly,
Geneva Guzman

Please give me a set of dishes and a doll that can talk and cry, and give me some clothes for my doll, and some more things for Christmas. Merry Christmas and good-by.
Thank you, Margarita Guzman

Dear Santa Claus

I would like to have a gunnyseven gun, and I would like to have a watch.
Your friend, Don Aldridge



BEST
Christmas
WISHES

Because we are proud to number you among our friends, we send this greeting and a sincere thanks for your friendship and patronage.

We Appreciate Your Business

THE SOAPY FLOYD'S

Dear Santa

I am a good little girl 4 years old. Please bring me a doll with pig tails and a piano. Please bring my baby sister a squeaky mouse. I hope you have time to visit all the good little girls and boys.
Love, Lynda Cleveland

Dear Santa,

Please bring me a walk-with-me doll and some clothes for Skipper. And please remember Maxine Diane. I have been good.
Love, Pamela Sue Cleveland

Dear Santa Claus,

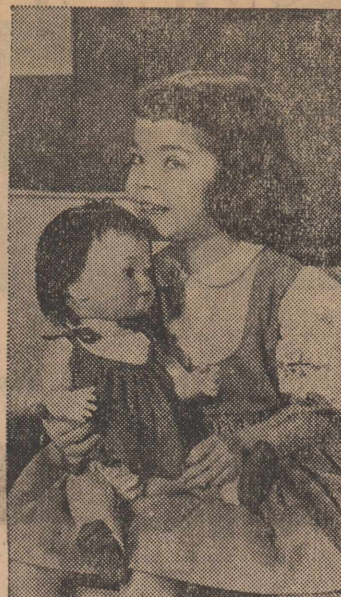
I am nearly two years old. I would like for you to bring me a toy box, a tractor that I can ride, and a pop gun. I have been pretty good this year. Bring all the other boys and girls some toys.
Thanks, Richard Keith Klepper

HOME DECORATIONS

Holiday decorations help emphasize the point that "There's no place like home" at Christmas time. One good source of decorating ideas is a monthly magazine devoted to homemaking and fashions. Department stores are stocked with a variety of decorations and Mother Nature provides such materials as pine cones green leaves, evergreens, berries pods and nuts.

EXTRA GIFT

An "extra" and inexpensive gift certain to be appreciated by most youngsters is a supply of batteries. Most children receive one or more battery-powered toys for Christmas.



HAPPY GIRL . . . First choice for most any young lady is a doll all her own. Modern dolls are flexible, sturdy, long-lasting and nearly all of them can "talk."

Dear Santa Claus,

I would like for you to get me a bicycle and a piano from you. For I know a little how to play the piano. And I know how to ride a two tire bicycle. And I want those two things from you. Because I know you will bring them I know you will Santa Claus. By the way I want for you to bring me some candy at night when I am a sleep.
Sincerely yours, Lydia Martinez

Dear Santa Claus,

I would like a Barbie doll for Christmas with red hair. My little sister wants some toys too, and my big sister wants a set of dishes. And give me some clothes for the doll. Merry Christmas, good-by.
Sincerely yours, Frances Rodriguez

Dear Santa Claus,

I want a coat for Christmas. I am giving my father and mother a present. And my sister has a present too. Thank you Santa Claus.
Sincerely yours, Irma Hernandez

Dear Santa Claus,

I would like to have a doll with yellow hair and a red dress. I would like to have a bicycle in blue. I would like to have a dish set for Christmas. I would also like to have a tea set. I would also like to have a make-up set for Christmas. Merry Christmas.
Sincerely yours, Kay Hawkins

Dear Santa Claus,

I would like a Tressy Doll. Also I would like some clothes for her. I would appreciate a hair dressing set for her also.
I would appreciate a Slinky also.
Yours truly, Carol Posey

Dear Santa Claus,

Santa Claus I loved what you gave me last year. This year bring me a Bettie doll with a beauty parlor set. I live at 1103 Tyler, but I will be at my grandmother's house on Christmas day in Hawley.
Sincerely yours, Doylene Lawlis

Dear Santa Claus

For Christmas I would like a new dress and a doll. Thank you Santa Claus.
Your friend, Susan Romerz

Dear Santa

I would like to have some clothes for Penny Brite, some boots, and a red spinning wheel. Please do not forget my sisters and all other boys and girls.
Love, Kathy McCombs



Toward the Star

Another year... another Christmas... and still The Star of Bethlehem leads mankind toward Peace and Hope and Joy. The Star's original light fell two thousand years ago in a dark land and lit it with the promise of life and steadily... ever since... it is there for those who would see... to guide their feet.

May the Spirit of The Star of Bethlehem remain with each one of you during this Holy Christmas Season and in every day that follows during the coming year.

Merry Christmas

FIRST NATIONAL BANK

A warm and friendly Wish of Cheer for Christmas



THE MURPHREE'S

Snyd, Madilena, Linda, Glen, and Randy



Sincerest Wishes FOR A HAPPY HOLIDAY SEASON
MAC'S BURGER BAR

Jewel & Ann

Dear Santa,

I would like a set of all the presidents, please. I still have all of the things you gave me last year, but the watch. Will you please bring me another one?

Love, David Leblue

Dear Santa Claus

For Christmas I want to get a Give a Glow Projector and Snow Cone Machine.

Your friend, Cindy Kelley

Dear Santa,

I first want to thank you for what I got last year. This year I want a flash light, a Walkie Talkie, a basket ball and goal, a Johnny T omz, a bb gun and a bicycle.

Your friend, William Cleveland

Dear Santa Claus,

May I have a jewelry box, animal talk game, and a surprise.

Sincerely yours, Patsy Stanford

I want a Penny Bright, and a Vac-U-Form. Please bring me a bicycle. Thank you for my Bibsy doll and Penny the Poodle that you gave me last year.

Your friend, Peggy Edwards

Dear Santa Claus,

I want a Pump BB gun. I would also like a bicycle and please bring me a sleigh.

Your friend, Randy Murphree

Dear Santa Claus

I want an Airplane with motor and bomb, Vac-U-form, Walkie Talkie, bow and arrow, target and race car set. Thankyou for eating our cake last year.

Your friend, Neal Hargrove

Dear Santa Claus

Thank you for that bike and that BB gun you gave me last year. This year I want a bicycle and pettgun. I like to get football and new baseball glove.

Your friend, Junior Soliz

Dear Santa

I would like a Barbie doll, A monopoly game and a surprise.

Love, Kathy Stanford

Dear Santa

Santa, wll you bring me a doll, a Beech ball and pair of skates and a color Book and a Box of colors.

Your friend, Ina Jean Kerns

Dear Santa,

I want a doll house with electricity in it. I would like to have a baton for Christmas. And I want two dolls to go in my doll house. You will hear from me next year. And I will tell you what I want.

Yours truly, Debbie Starnes

Dear Santa,

Will you bring me a doll and some dishes.

Love, Jean Martinez

Dear Santa,

Please bring me a Tresy doll and do not forget my brother and sisters.

Love, Pamela Ogden

Dear Santa,

Would you please bring me a doll, botantoon and some games. Please bring my little brother and sisters some toys too.

Your friend, Cindy White

Dear Santa Claus,

I want a coonskin cap, a Kentucky flintrock rifle, a case of bullets, and a powderhorn. Oh, and I enjoyed the presents I got last year. And my little brother wants a trining wheel bicycle.

Sincerely yours, Kenneth Jones

Dear Santa Claus,

How are you? I would like an artist's set with an easel. The watch I got last year was the most wonderful gift of all.

Do you have any idea what I might get my three year old brother for Christmas? I was thinking maybe I could get him a truck, but that's what my sister and other brother got him. So I guess I'll get him a little tractor. Thank you.

Sincerely yours, Lynn Young

Dear Santa Claus,

I would like to have a Barbie doll for Christmas. I want it to be a red-head. Bring my little cousin something, too. Sincerely yours,

Regina Beth McArthur

Dear Santa,

I haven't been the best boy at school and at home, but I have done some things right.

First, I would like to have a Vacuumform and a Varoom motor, and last I would like for everyone to have a very happy Christmas.

Sincerely yours, Morris Womack



Time to say:

Merry Christmas

HOME LUMBER COMPANY

CHRISTMAS



One of the deeply genuine joys of Christmas is that it gives us an opportunity to express appreciation to our many friends.

Each passing year brings us a higher evaluation of the friendships created by these pleasant associations.

So this Holiday Message brings you sincere good wishes for a very Merry Christmas.



Rotan Seed Delinting Co. Inc.



Christmas

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

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

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



COTTON STORAGE CO.

B. L. & D. T. McDonald



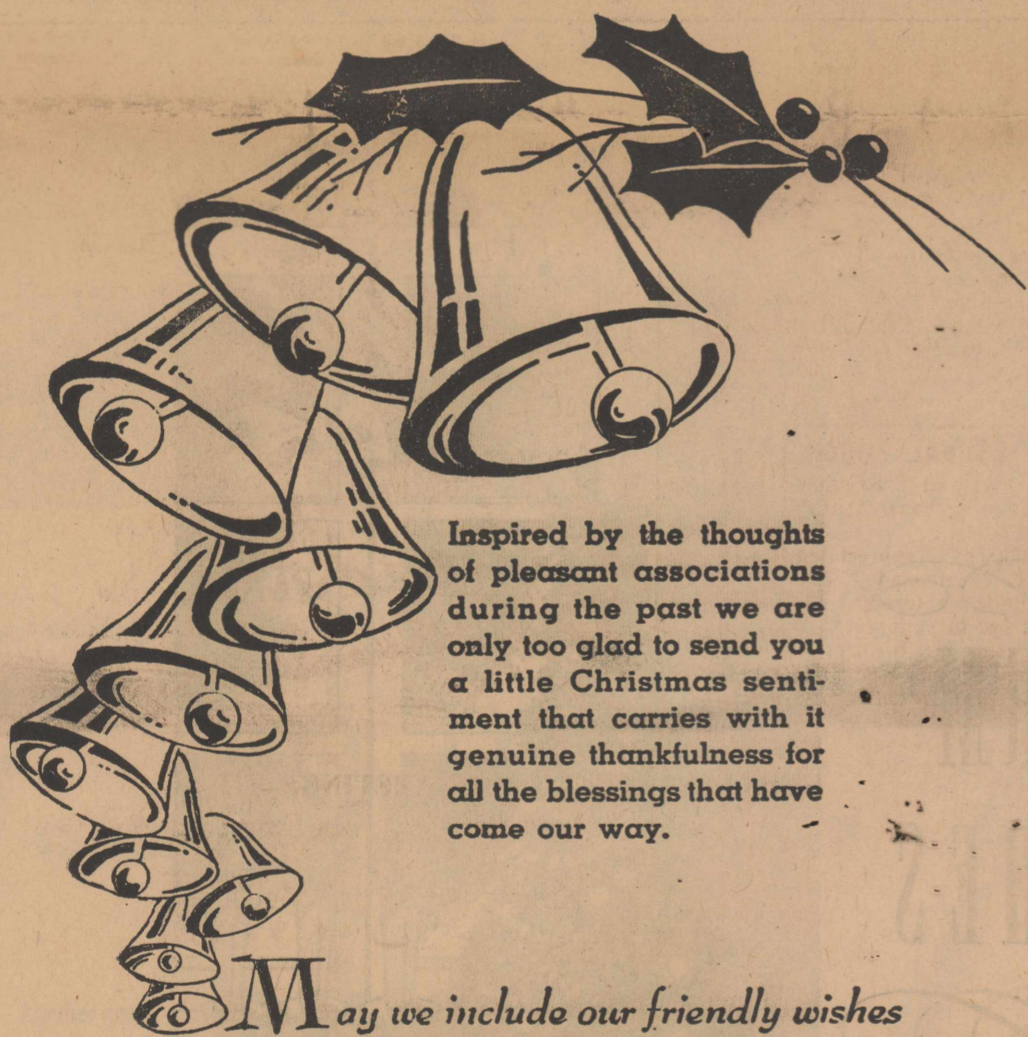
MAY THE SPIRIT
OF CHRISTMAS—

**"Peace on Earth
Goodwill to Men"**

Reign unchallenged
in this world for-
ever more . . . Amen



ROTAN GIN COMPANY



Inspired by the thoughts of pleasant associations during the past we are only too glad to send you a little Christmas sentiment that carries with it genuine thankfulness for all the blessings that have come our way.

*May we include our friendly wishes
with the many others you have received for a*

MERRY CHRISTMAS

National Gypsum Company & Employees

May your house be warm
May your house be bright
May your house be filled
With Christmas light!



WE WISH YOU A MERRY CHRISTMAS
Clark Tractor & Beauty Shop

Dear Santa,
I hope you are doing well. I want a watch for Christmas if you bring it to me. I think I have been a good boy all the year. And I hope you bring it to me. I have minded mon and dad said if I be a good boy they would ask you. I am glad that I have been good all the year. I am glad that Christmas is coming. Well good-by for now, and I wish you a Merry Christmas and a Happy New Year.
Sincerely yours, Earl Ray Pearson

Dear Santa,
Will you bring me a walking doll and a big kissing doll. I think that's all for this Christmas year. But don't forget to bring my two big dolls. And bring my little sister a set of dishes to play with. And I think that's all for this Christmas year.
Sincerely yours,
Epifania Villaneal

Dear Santa Claus,
We have been good and have helped take care of our baby brother for mama.

I would like a Superman suit, farm set, and archery set. Tonya wants a baby doll and magic bottle in a crib. She wants an ironing board and iron too.

Please bring Michael a little tricycle and some baby toys.
Love, Terry, Tonya, and Michael
Porter

Dear Santa,
Santa, will you bring me a gun and some shoes and new clothes for all the family? Toys, food, some fruit, and coats for winter would be nice.
Yours truly, Johnny Ortega

Dear Santa Claus,
Please bring me a fishing set and a baseball suit and 2 bags of play men.

Bring me a how and arrow, please bring 6 arrows to it. Merry Christmas, have a happy New Year.
Love, Joe Roy Vann

Dear Santa Claus,
For Christmas I would like to have a watch and a bicycle. And I would like for you to bring Lisa a Ken, and a doll. And to bring Gary a big truck and a horse. My big brother, Forrest a football suit and a football, and one more thing, a bicycle. Bring for Carol, my baby sister, a doll please, a ball, a fuzzy dog, a little fuzzy cat, and make the dog and cat little.
Yours truly, Dianna Acker

Dear Santa,
I wish you would bring some Barbie doll clothes. I want a coat that has fur and new dress. Please bring me a desk to study on. My dog wants a bone and a ball, Merry Christmas.
Yours truly, Jaye Neice

Dear Santa Claus,
Will you bring me a baby doll and a dish set and a bike, too. I wish you a Merry Christmas to all. And my brother wants a toy gun.
Love, Irene Martinez

Dear Santa Claus,
I would like to tell you what I want for Christmas. I would like a football suit. And a football helmet also to go with my football suit.
Love, Ray Carrillo

Dear Santa,
I want a bicycle for Christmas and a TV for Christmas. Bring me candy, toys, nuts, and oranges. I want a basketball and baseball to play with.
Sincerely yours, Beatrice Yanez
Y%raceletb 123456 789012345

Dear Santa Claus,
I do not want much. But I want a Baby Pattaburp and some clothes for my doll Skinpper. And my brothers would like a bow and arrow. But do not forget the other children. And thank you for what you brought me last year. Thank you and a happy New Year.
Love, Cindy Lou Helms

Dear Santa,
I would like for you to bring me a bicycle for Christmas and 5 funny books.
Dear Santa,
Sincerely yours, Frank Garcia

I want a BB gun for Christmas. I hope Santa Claus will bring it to my house. I like a BB gun because we have a lot of fun shooting at the pigeons. Sometimes a boy named Steve lets my brother use his BB gun and we shoot to see who kills a pigeon first.
Sincerely yours, Rudy Garcia

I would like to have a gun-ho set by Marx. And a Euper Crane by Marx, and if you want to you can also bring me a Big Job by Marx.
Love, Dexter Elrod

Dear Santa Claus,
I would like an electric train, Johnny Seven gun, Super Crane truck.

I won't ask for very much as there are so many boys and girls to remember on Christmas.
Your friend, Shane Hawkins

Dear Santa,
Please bring me a pretty doll and a little bed. Also an ice box, a stove, and some blue house shoes, and a house.
Love, Charlotte Jo Thomson

Dear Santa,
I would like for you to bring me a Johnny seven gun, and a handsome Horse Van.
Your friends, Gerald Argumaniz

Dear Santa,
I want a bicycle for Christmas. I have to walk to school and I need a bicycle. I need a bicycle.
Verg Blevens

Dear Santa,
I have been a good girl. What I want for Christmas is a moving bride doll and I want a little sewing machine. I want a doll that grows hair. I would like to have Miss Barbie. I would like to have Barbie, Midge, Ken, Allen, and Skipper. Please bring them to me. Please!
Yours truly, Carolina Velez

Dear Santa Claus
I am Hazel. I hope you will bring me a Teddy Bear, a radio and a record player.
Your friend, Hazel Mendoza

Dear Santa,
I would like a BB gun for Christmas. That's all I ask for. I wish you a Merry Christmas and a happy New Year.
Your friend, Eddie Medrano

Dear Santa,
I would like a Tressy doll and a cotton candy machine. Baton play dishes, and a doll carriage.
Sincerely yours, Patricia Funderburg

Dear Santa,
Please bring a girls bicycle to me. And bring my brother a little bicycle too. We wish you a happy New Year. Santa I am going to hang a sock for you so you can put in some candy.
Sincerely yours, Alice Quentanilla

Dear Santa Claus,
I don't want to much but all I want is a happy Christmas and a Happy New Year. Ah I want for Christmas is a B B gun and a train.
Love, Joe Angel

Dear Santa Claus,
I would be very happy if you brought me a real wrist watch and a real guitar.
Love, Mike Cade

Dear Santa,
I would like a Johnny Seven and a B B gun and bow and arrow. That is all now and goodby. Merry Christmas.
Love,
Joe Murphres

Dear Santa Claus,
I would like a walky talky and a set of army ment and a plat barn and a rocket and my brother want a walky-talky too.
Yours, truly, Terry McCombs

Dear Santa Claus
I would like a Tressy, and a coat with a fur collar, and a play type-writer. Please bring me some more Barbie clothes. I would like Tressy's hat shop, and her hairdryer and curler set. Thank-you for the nice gifts you gave me last year. I like them very much.
Your friend, Karen Coan

Dear Santa Claus,
I would like for you to bring me a bicycle for Christmas. Please leave it by the sofa in the living room. I also want a Bugs Bunny talking puppet. I still have the popcorn poer, the wood burning set, and the cotton candy machine you gave me last year. We will leave some hot cocoa on the stove.
Your friend, Paul Wylie

Dear Santa,
Please send me a watch and my brother a bike.
Your friend, Harold Slate

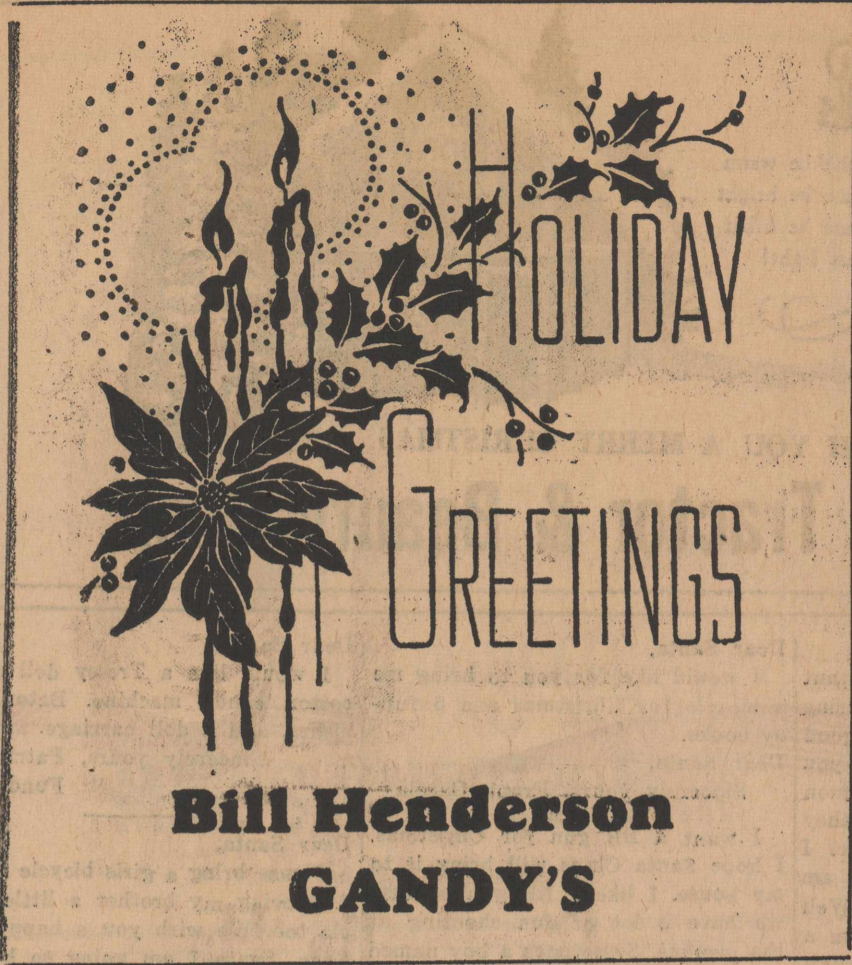
Dear Santa,
I would like for you to bring me a Guerilla Gun and Booby Trap set, and a Traveling kennel and dogs.
Your friend, Prudy Argumaniz



**MANY
GOOD
WISHES**

of the Season
to All
Our Friends

YOUNG'S FOOD MARKET



Dear Santa Claus,
My name is Dewayne. I want a fire helmet and a gun that shoots bullets and a carpenter kit. Please bring my brother one for each too. Please bring me a football too. Bring Bill's little car and us a swing set for both of us. Please bring us some candy, nuts, and an apple and an orange please bring mommy and Daddy some, so they want lock the door.
Please go see all the other boys and girls. My address is 406 E. Burnside.
Lots of love, Dewayne and Bill

Dear Santa,
We are little girls 4 and 5 years old. We have been good little girls, we help mother clean the house and wash the dishes. We want big fashion dolls and lots of cloths. We would like to have some irons and ironing boards. Also a baton a piece. Some fruits, nuts and candy. Don't forget our brother and sister, our brother-in-law and most of all don't forget my little nephew, Kenny Martin. He is one and wants lots of toys.
Love,
Cindy and Sandra Clawson

Dear Santa,
I would like to have a pair of boots, a V-neck Skinploder and a rifle.
My little brother Donny wants a pair of boots, a room Dump truck and a army gun.
We have been good boys.
We love you Santa.
Dennis and Donald Shipp

Dear Santa Claus,
For Christmas I would like a doll and a bed for my doll. And a car for my brother and a little ball for my sister.
Your friend, Elaine Rameriz

EARLY CARD
What some investigators believe to be the first card printed specifically as a Christmas card was the one designed in 1843 by J. C. Horsley for Sir Henry Cole. The card had one center illustration and two side panels. The center panel depicted an English family raising wine glasses to toast a missing friend. Scenes on the side panels showed the feeding of the hungry and clothing of the naked. It was the only card Sir Henry Cole ever had designed — reaction to the toasting scene from temperance-minded friends was far from what he had expected.



TALKING CLOWN . . . Bozi the Clown has joined the growing family of talking dolls and toys designed to brighten your hours. Bozi is a stuffed clown of the famous TV, movie and recording clown.

Dear Santa Claus,
I am 9 years old. My name is Patti Upshaw. I would like to have a big bicycle. If you can not bring me a bicycle bring me Bonnie Bride. I have a little sister her name is Peggy. She would like to have Tinnie Winnie Tiny Tears and a Vac?Farm. We have been good little girls.
Thank you, Patti and Peggy Upshaw

Dear Santa Claus,
I want a doll, a baby buggy, a doll house, and dishes. Do not forget my sister, brother, and mother and daddy and all my little friends.
Love, Leah Ross

Dear Santa Claus,
Please bring me a train and a English racer and a Indian's but for Christmas. We hope you a nice Christmas and a happy New Year.
Yours truly, Robert Callan

Dear Santa Claus,
Will you please bring me a B B gun, a football, a bicycle tube and Johnny Seven O. M. A. basketball.
Yours truly, Kenneth Ray Acorn

Dear Santa Claus,
How are you? I hope you are well and not sick because all the children are excited because Christmas is almost here. And they know you will come and make them happy. You'll give them what they want. I know what I want. I want a BB gun, a bike, a 22, and a car for my brother.
Sincerely yours, Abel Martinez

Dear Santa Claus,
I want a doll, a dress, a coat, a radio, and a walking doll for Christmas.
Sincerely yours, Josephine Roman

Dear Santa Claus,
I want a doll for Christmas. I like you Santa Claus. I like a doll that moves her hand. I wish I could be with you Santa Claus.
Your friend, Enequina Rodriguez

Dear Santa Claus,
I would like it very much if you would bring me a Benjamin pump petteer gun. I also would like a pool table about 6 inches off the ground and about 2 foot wide and 3 foot long.
Sincerely yours, Robert Jack McCall

Dear Santa Claus,
I want a reindeer and a watch, a toy gun, a boat, a pony, a saddle, a cow and a bicycle. We wish you a Merry Christmas.
Elicelle Rodriguez

Dear Santa,
I like Christmas, I want a doll for Christmas. My little brother wants a truck for Christmas. My big brother wants a bow and arrow for Christmas. Merry Christmas.
Yours truly, Linda Dickson

Dear Santa Claus,
Would you please bring my bicycle, and a bat, and ball, and a glove. Please bring it to my house.
Yours truly, Cruz Martinez

Dear Santa
I have been a very good boy this year. Please bring me lots of candy and toys.
Love, Brent

Dear Santa Claus
San tobano I would like a doll and a ring.
Your friend, Patricia Dabson

Dear Santa,
Bring me a doll for Christmas and a walking doll that can walk with me and some dishes to play with, and a thing to play with them.
Sincerely, Elsa Ramez

Dear Santa,
Please bring me a Tressy.
With love, Elva Quintanilla

Dear Santa Claus,
I would like to have Penny Brite, and some clothes for her. And don't forget the other boys and girls.
Love, Mary Jane Garcia

I enjoyed what you gave our family last Christmas. I really want to say that I thank you for the BB gun. This Christmas I want a bicycle. I know that you will bring me a bicycle. I live in a apartment house. Knock on the door second to the last one on Lincoln St. My little brother wants a bicycle too. My three little sisters want three dolls.
Your friend, Alex Gasper

Dear Santa Claus,
I enjoyed what you gave our family last Christmas. I thank you for the BB gun. This Christmas I want a bicycle and a football suit. My brother wants a BB gun and my sister wants a doll and some play dishes.
Sincerely yours, Lupe Alaniz Merry Christmas

TREES A' PLENTY
The popularity of the family Christmas tree is found in the fact that approximately 45 million commercially-grown trees were sold in the United States last holiday season. This number does not include the small operator who cuts and sells trees locally, nor the hardy individuals who venture forth to chop down their own.

HOLIDAY HOLDOVERS
In the year A.D. 601, when Pope Gregory I sent missionaries to convert the pagans, he wisely instructed them to allow converts to transfer the harmless features of pagan winter celebrations into the spiritual fabric of the Christmas observance. Mistletoe, the Yule log and the Wassail bowl are examples. In the 8th century, the missionary Boniface may have started the Christmas tree tradition when he persuaded the Teutons to accept an evergreen decorated in honor of the Christ Child and do away with worship of Odin's sacred oak



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

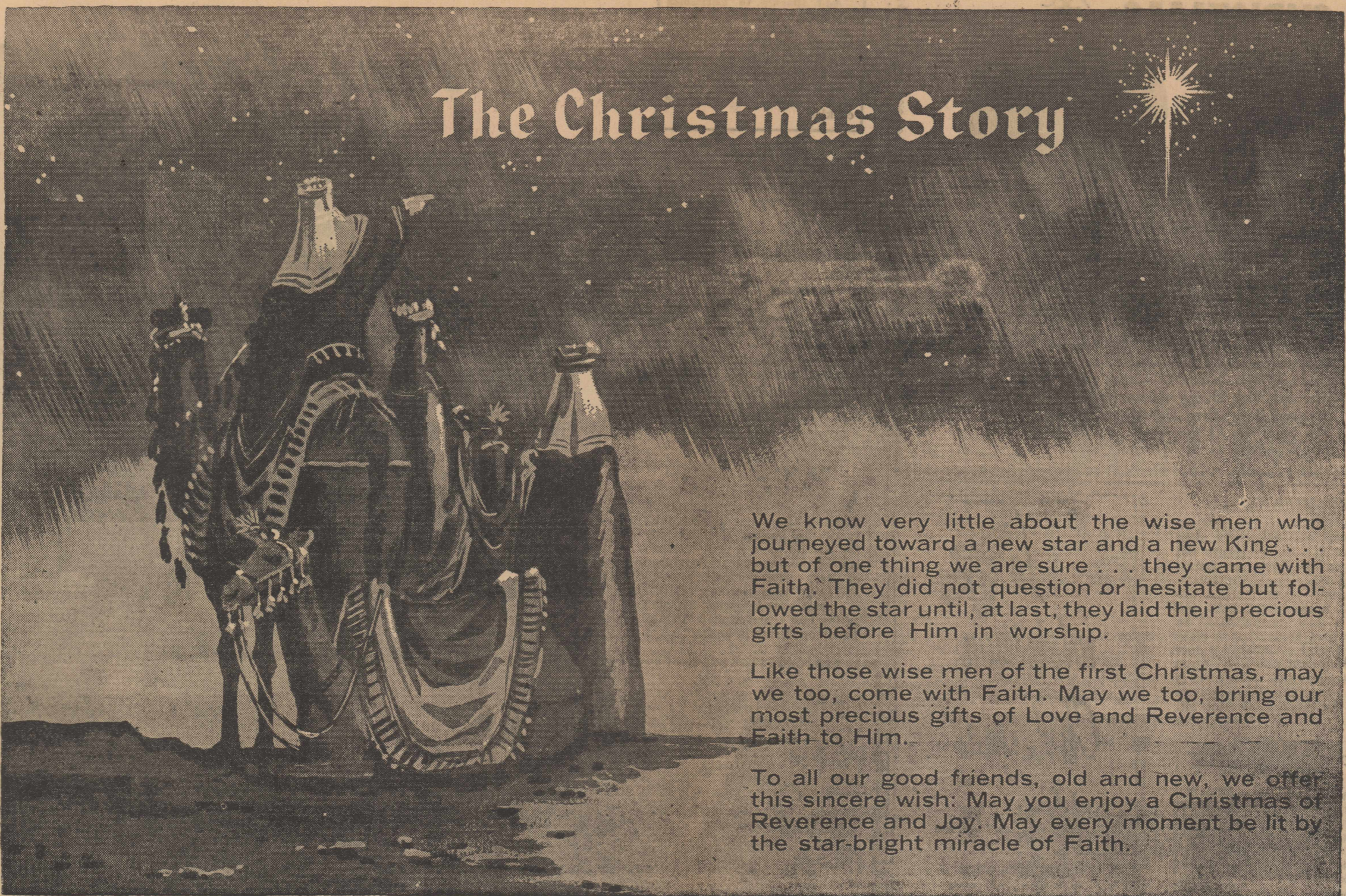
R. L. YOUNG
INSURANCE



May your home be snug with the joys of the Season. May your home be bright with the smiles of your family. May your home be filled with contentment during all the days to come.

CAMPBELL DEPT.
STORE

The Christmas Story



We know very little about the wise men who journeyed toward a new star and a new King . . . but of one thing we are sure . . . they came with Faith. They did not question or hesitate but followed the star until, at last, they laid their precious gifts before Him in worship.

Like those wise men of the first Christmas, may we too, come with Faith. May we too, bring our most precious gifts of Love and Reverence and Faith to Him.

To all our good friends, old and new, we offer this sincere wish: May you enjoy a Christmas of Reverence and Joy. May every moment be lit by the star-bright miracle of Faith.

H. L. DAVIS & CO. & EMPLOYEES

A Christmas Memo

GOOD WISHES
for
your happiness
and **THANKS** for
your patronage.

HANDLE WITH CARE

to:
Our Friends

**FARM TRACTOR &
SERVICE INC.**

Dear Santa Claus,

Please come to some homes Santa Claus. We want you to. Please come bring us some toys. My sisters want you to come to our home. I wish you would come to our home Santa Claus bring some reindeers. I want a doll.

Isabel

Dear Santa Claus,

I want a BB gun and a green football jersey with the numeral 10.
Your friend, Vick Burk

Dear Santa,

I would like to have some doll clothes some clothes for me. I would also like to have a Tiny Tears doll. But Santa do not forget the other boys and girls. And I wis you a Merry Christmas.

Love always, Betty Landes

The Right GIFT



You can make holiday shopping much less of a chore with a bit of planning, and the obvious starting point is a complete list of the individuals for whom presents are to be purchased.

Once the list is completed, jot down beside each name the categories from which a gift for this individual may be selected. For example, if Uncle Fred is a stamp collector, likes to fish and is interested in Civil War history, note these facts beside his name and then do the same for others on the list. With such a list, you'll find you can complete your shopping much faster than you would if you marked only a single type of present beside each name. You save a lot of time looking and hunting for some particular item. And, if you are certain of the hobbies or interests of the intended recipient, your gift is certain to be appreciated.

TREE CARE

Many efforts have been made to chemically fire-proof the Christmas tree. Such substances as aspirin, sugar and fruit acids in water have been tried—yet nothing has proved as effective as plain water, which keeps the tree naturally moist and thus resistant to flames.

Dear Santa Claus,

I have been a good girl so I want you to bring me a pretty doll for Christmas. Bring my big brother something too. I think he wants a car, and bring my baby brother something and Santa bring my mother and father a present too. Santa I hope that you and your wife have a good time Christmas. I am going to hav ea good time. Merry Christmas, Santa.

Connie Jo Conner

Dear Santa Claus,

I would like a baby doll. And a baby carriage. Do not forget the other children. I wish you a Merry Christmas.

Love, Kelley Sue Tidwell

Dear Santa,

I think I have been a good girl. Please bring me a Ken. Do not forget the other boys and girls, and do not forget my brother. Merry Christmas and a Happy New Year.
Yours truly, Betty Middleton

Dear Santa Claus,

Santa please bring me an English racer for Christmas. But do not forget the other children. We hope you have a nice Christmas this year and a happy new year. I like Christmas.
Yours truly, Scot McKinney

Dear Santa Claus,

Please bring me a football suit, a football, a car that runs on batteries, and some money please, Santa.

Love, Jimmy Sparks

Dear Santa Claus,

I would like to have a Skinpper and some clothes for her, also a set of dishes and a slinky. I have a little baby sister one year old, please bring her a baby doll.

Your friend, Gayle Posey

Dear Santa Claus,

I want a basketball and a speedway road race and a surfboard.

Your friend, Bryr Allen

Dear Santa,

First I would like to thank you for what you brought me last year. This year I would like to have a football suit and a watch. One more thing don't forget the other children.
Your truly, Bruce Jones

Dear Santa Claus,

I want a Tammy and a Chatty Cathy doll.

My brother wants a gun and a train.

Thank you very much.

Love, Janie Fowler

Merry Christmas



May the joys and pleasures of the Holiday Season be centered around you and yours and may they continue throughout the days to come.

Hughes Furniture

CHRISTMAS

May contentment and prosperity attend all your efforts through the days ahead and may this Yuletide Season be one of complete happiness for you and your loved ones...



POST OFFICE

Mr. and Mrs. Robert C. Phillips and Family
Miss Hattie Belle Howard
Mr. and Mrs. Louie C. Hayes and Family
Mr. and Mrs. Byrle Martin and Family
Mr. and Mrs. Fred Byerly and Family
Mr. and Mrs. D. L. Smith and Family
Mr. and Mrs. E. T. Warren

JERUSALEM CHERRY

Flowering plants are ideal for Christmas and one of the more brilliant and less expensive pot plants is the Jerusalem cherry. Its round, red fruit is especially appropriate for the holiday season. It needs bright light and likes a cool temperature, no higher than 55 degrees at night for best results—although it does admirably even with a 65 degree night temperature. If the plant is allowed to wilt, or if cooking gas fumes fill the air, the fruit will drop.

TREE IDEA

An idea that appears to be gaining in popularity is that of decorating a live tree with its roots wrapped in burlap. The tree can be kept fresh throughout the holidays, then planted outdoors.

CHRISTKIND

Dear to the heart of Swiss children is Christkind, personified by a girl in white, her face veiled and her head crowned in gold. Accompanied by other children dressed in white, Christkind carries her basket of gifts from house to house, her coming announced by a silvery bell. When she enters a house, the Christmas tree is lit and delighted children receive their presents.

*To
wish you
Christmas
blessings*

Rev. and Mrs.
Carl P. McMaster
Cotton Center, Texas

GONE TO WORK

Each Christmas week the Georgia Power Company of Valdosta, Georgia, decorates its glass-walled lobby with a beautiful Christmas tree and a Santa who sits by the tree and waves and smiles to all who go by. On Christmas Eve, Santa has disappeared. On the night, a sign bearing this message, "Sorry—this is my busy night. Santa Claus."

CHRISTMAS COOKIES

Add sparkle to Christmas cookies the easy way. Roll out sugar or ginger cookie dough as directed and then sprinkle evenly with white or colored sugar, pressing it in slightly with a rolling pin. Cut out desired shapes and bake the cookies.

RING THE BELLS

In Switzerland, bell ringing is a Christmas tradition and each community prides itself on the harmony of its bells. The church bells of Zurich have rung in harmony for hundreds of years, each Christmas calling the faithful to church services.

IN FRANCE

Public Christmas trees are not so popular in France as in America, although they are found in many French homes, usually ornamented with candles and lights, tinsels and colored stars. Also popular is the traditional manger scene—small figures arranged in a fashion that characterizes the story of the Nativity.

THE WASSAIL BOWL

"Wassail" derives from two Old English words, "wæs" and "hale," meaning "Be well." It was the custom in ancient England for the host to hand a new guest a cup of the beverage (a mixture of beer, spices and fruit juices) and say, "Wæs hael!" In return, the guest bowed, touched his cup to the host's, and replied "Drink hale!" or "Drink in health."

a real Christmas

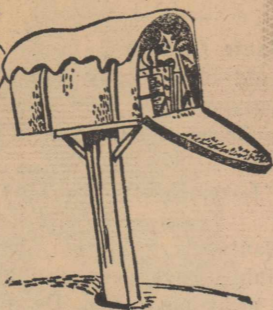


Once again it's time for us to say "Thank You" to our many fine customers and say sincerely,

Best Wishes for a Real Christmas.

**SHERIFF and
MRS. A. E. ROLLANS**

*Christmas
Greetings*



DEE'S SHOE SHOP



Our wrapping
is fancy

Our message
is simple:

"MERRY
CHRISTMAS"

FOREMOST

J. E. FUNDERBURG

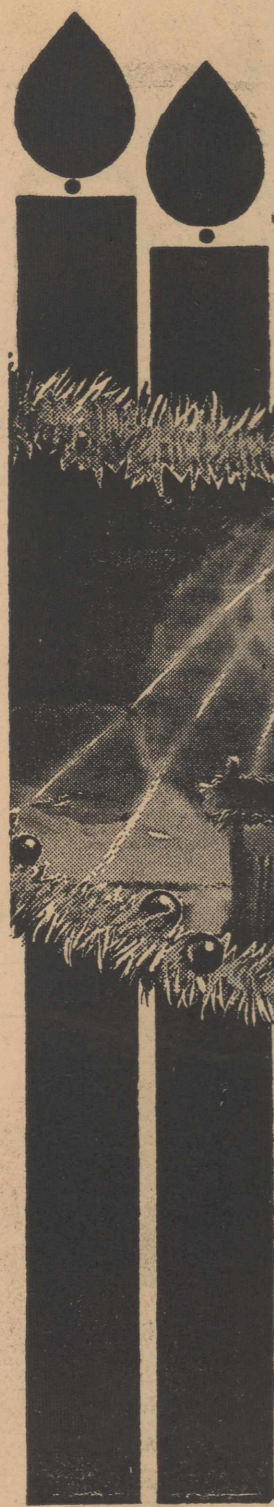


DECEMBER 25TH

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

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

**Merry Christmas to All!
D. J. SMITH & GROCERY**



Christmas... in the window of America

Cheerful faces, old and young are at every window all over the land . . . hoping for a glimpse of the legendary sleigh and reindeer that bring old Santa on his annual visit.

While you and your family wait with eager anticipation for the cheery Old Gentleman . . . we'd like to briefly but sincerely say "Thanks" and extend our best wishes of the season.

Farmers Gin Co.

A SAFE AND HAPPY HOLIDAY

To the very young, Christmas is a time of bright little lights on a tree, of shiny glass ornaments and decorations, of filmy spun glass filaments, and of toys that have sharp, rough edges, and lots of candy, nuts and other rich edibles. All of this is part of Christmas . . . and this is fine—but a few precautions should be taken to insure a safe holiday.

Old strings of lights for the Christmas tree should be examined carefully. If worn-out bulbs are discarded, they should be put where youngsters can't get to them.

Glass ornaments and glass "angel hair" should be kept out of baby's reach. The ornaments crumble readily into sharp shivers.

Most manufacturers now avoid lead-based paint, but be sure the toys that come into your home do not bring the threat of lead poisoning when a child chews on the toy.

Select toys with a minimum of sharp edges and avoid toys constructed of materials which are quick to burn—and see that the toys are large enough so that baby can't swallow them.

What Indeed Christmas?

What, indeed, is Christmas?

Why is Christmas, of all holidays, the most eagerly awaited, the best-remembered?

The answer must be that Christmas is the one holiday that has a special meaning for all mankind. The spirit of Christmas was first reflected in the eyes of wise kings and humble shepherds who had journeyed from far and near to witness a special miracle—the birth of a promised Redeemer.

Christmas customs change with the modes and mannerisms of new generations. Yet the real story of Christmas remains forever the same. Christmas is the birthday of Jesus Christ.

However we choose to celebrate this great holiday, we must find it difficult to ignore that there is in the world about us a spirit of love and goodness, of close communion with God and with mankind. It lives within the heart of all who have recognized the true meaning of Christmas.

BUSINESSMEN:

Are you getting your share of sales from the

9 OUT OF 10

who shop the

Yellow Pages?

Don't take chances of being overlooked. Make it easy for customers to find your business under each product, service, or brand-name you sell. Remember, your advertising in the Yellow Pages works for you every day of the year . . . reaches people when they're ready to buy your product or use your services.



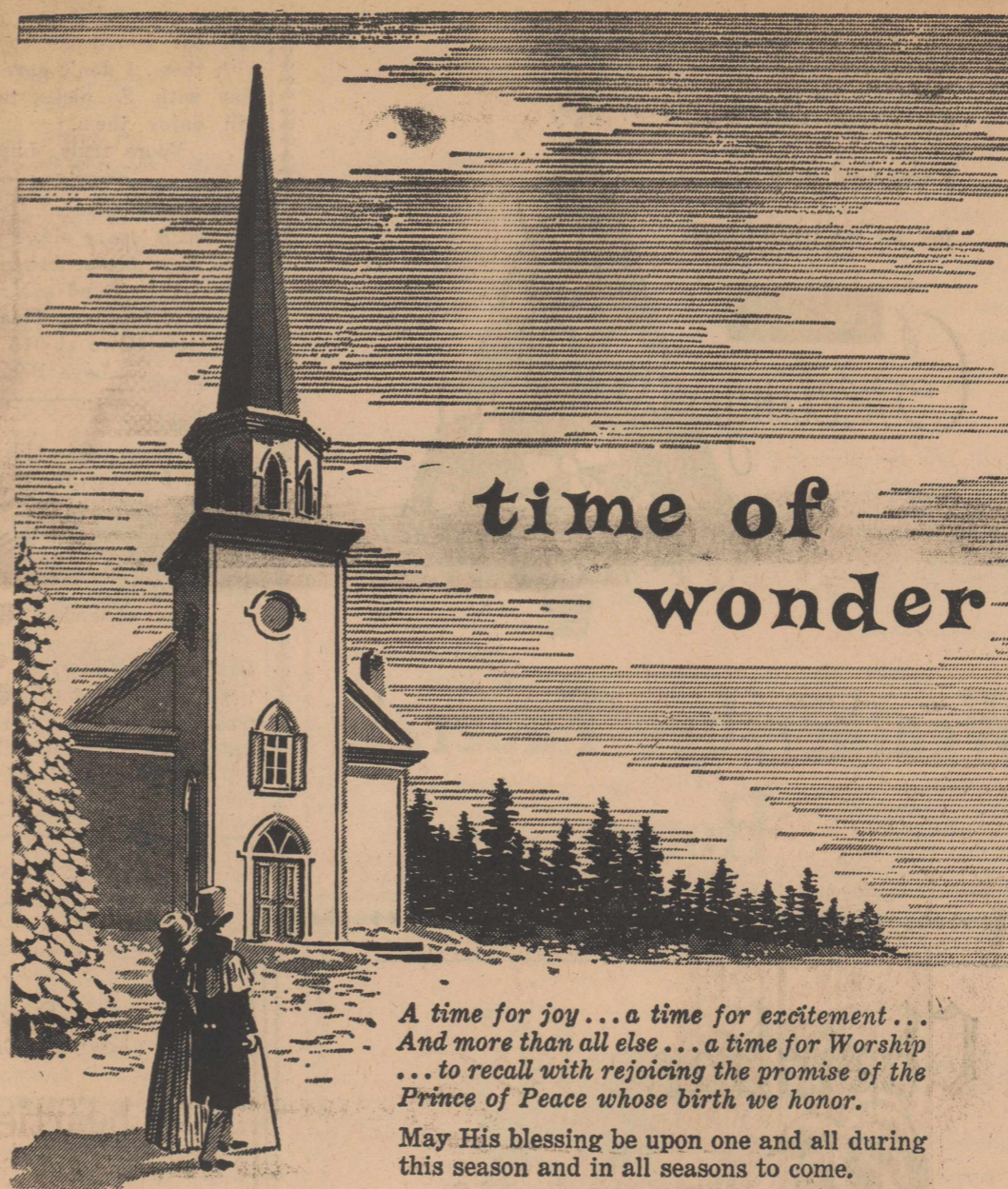
THE PLACE WHERE BUYERS AND SELLERS GET TOGETHER

Throughout the year just closing, a portion of WTU advertising has been devoted to some of the basic community development elements which are widely considered essential in local growth and improvement. The response from our growth-conscious communities has been good . . . so much so that we are encouraged to continue along the same general lines in the new year of 1967. The true spirit of the Holiday Season is to be found in this pleasant relationship with communities in our service area. That is why all of the folks here at West Texas Utilities join together in sending greetings and best wishes for a very —

Merry
Christmas



West Texas Utilities
Company an investor owned company



A time for joy . . . a time for excitement . . .
And more than all else . . . a time for Worship
. . . to recall with rejoicing the promise of the
Prince of Peace whose birth we honor.

May His blessing be upon one and all during
this season and in all seasons to come.

Fisher County Ministerial Assn.

Wishing you
all the joys of
the Christmas
Season

**Mrs. Mary Mosher
ROTANA INN**



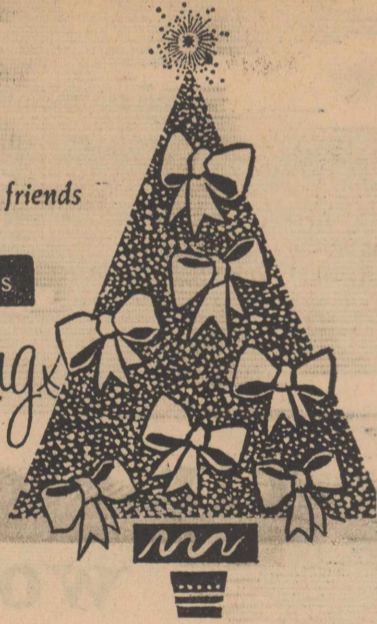
To your treasury of Christmas Greetings, we hope you'll add our simple but heartfelt

Greetings

ROLLINS MOTOR CO.

a treasured time
a treasured scene
a treasured wish
for our treasured friends

Christmas
Greetings



**Weathersbee Funeral
Home**

Christmas



During this Blessed Season, we, of this firm, want to rejoice with you and your loved ones on the happy significance of Christmas and to join with you in praying for a True "Peace on Earth."

P & D JEWELRY

SEASONAL CHANGE

The small town of Hazard, Kentucky is well-remembered by tourists because of a large sign on the outskirts of town. It reads: "Welcome to Hazard, Ky., Home of 2000 Happy People and a Few Soreheads." Visitors during the Christmas season last year were even more impressed. Above the large sign was an additional sign: "Even the Few Soreheads Wish You a Merry Christmas!"

BIG TREES

Annually, the most famous and most photographed Christmas trees in the United States are those erected on the White House lawn and at Rockefeller Center in New York. The 1958 White House tree, an Engelmann spruce selected from the Kootenai National Forest in Montana, was so large it had to be loaded on two flatcars for the trip to Washington. It was trimmed to 75 feet before being raised and decorated, yet was still the tallest ever used on the White House lawn. The Rockefeller Center tree that same year was 65 feet high and 35 feet in diameter at the base. It came from Maine and was selected only after an intensive nine-month search to find the most perfectly shaped tree possible.

Dear Santa Claus,

I would like for you to get a bicycle bronco set for my old bicycle, and a fiberglass bow an darrow and a car racing set. Bring my brothers and sisters what they want and be sure to bring my big sister a boy friend.

Your friend, Clay Helms

Dear Santa Claus,

For Christmas I would like a Tenny Tiny Tears in trunk with Wardrobe trunk. Remember all the other boys and girls.

Love, Suzanna Hunsaker

Dear Santa Claus,

Please bring me a doll. I will try to be good so I will get the doll.

Your friend, Tery Yanez

Dear Santa Claus,

I have been a good girl this year. Please bring me a kitten doll, Miss Barbie, bracelet and robe. Remember all the other boys and girls.

Your friend, Kathy Nowlin

Dear Santa,

Please bring me a set of dishes and a Snow?Cone Maker for Christmas. I have been a nice girl.

Love, Nonia Trout

Dear Santa Claus,

Will you bring me a doll and a ball for Christmas so I can play with them. I don't have anything to play with. So please bring them. I will enjoy them.

Yours truly, Lupe Garcia

Dear Santa Claus,

I am 8 years old. I have been a good boy. Please bring me a Johnny-Seven gun and a Mr. Ed Puppet. I have 4 brothers. Please remember them too. I live at 915 5 St.

Love Benny Foster

Dear Santa,

I am eight years old. I have three sisters. I would like a record player for Christmas. My Little sister wants a baby Brite doll. Please bring all the other boys and girls something too.

Your friend, Celia Adams

Dear Santa Claus,

Bring me a lot of toys for Christmas. I like to play with them. You are wonderful Santa Claus.

Thank you, Virgil Franklin

Dear Santa Claus,

I want three things for Christmas I want a baby doll, a bicycle and a black board. Please remember all the other boys and girls.

Your friend, Renee Berry

Dear Santa Claus,

I would like for you to bring me a little doll. Her name is Penny Brite. I would like to have her.

Your friend, Placida Ortiz

I have been a good boy and I would like Johnny 7 OMA for Christmas. Please bring my brother arace car set, and also have a gift for my daddy.

Merry Christmas, Bobby Rodgers

Dear Santa,

Would you please bring me a steam shovel, daump truck, a game, and a surprise. Thank you.

Love, David Stanford

Dear Santa Claus,

Please bring me a bike, a top, a cake for mother, and a gun for daddy. I want a airplane, too. I want a big train.

Love, Frnk Lopez

Please bring me a Vace-U-Form and a Tressy, and a Slinky. Please bring my brother a Puduca, some train track, the Rock em-Sock em-Robots. Please bring my little sister a big talking doll and some little dolls.

Love, randa Hinson

Dear Santa,

I am a little boy seven years old. For Christmas I would like a watch and a football suit. Please bring me lots of candy and fruit. Don't forget all the other boys and girls.

Love, Reid Cave

Dear Santa Claus,

I have been a good girl. Please bring me a Penny Brite doll and som edishes. I make good grades in school, too.

Your friend, Freda Odum



IN DISGUISE . . . Cecil, the Seesick Sea Serpent, a TV favorite is featured in a quick-change disguise kit which includes eye-glasses, mustaches, false teeth, lion's mane, hula skirt and other similar items.

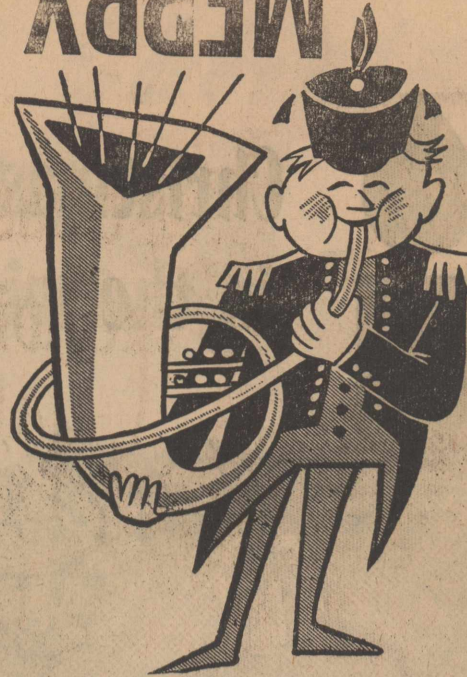
THE PERSONAL TOUCH

In gift-giving, as in all other things, the "personal touch" is important.

Often, the most appreciated gifts are "home-made" and their value is measured by the recipient not in terms of dollars and cents but in recognition of the time and effort that went into preparation of the gift.

Few of us, however, have either the time or the talent necessary to "make something" for everyone on our holiday list. And, with the wonderful selection of gifts available in local stores, it just isn't necessary. But we can still add the personal touch by putting a little extra effort into gift wrapping.

MERRY



CHRISTMAS

**THOMPSON
GAS CO.**



Along about this time of the year we like to take a moment or two just to tell you how greatly we appreciate your fine friendships and loyalty and to wish you every good thing in life during the days to come.

**SMITH CYPHERS &
SERVICE STATION**

This is
the day

This is
the day



GREETINGS TO ALL!

Price Grocery

Christmas Greetings

Savings Is Our Business

4% % COMPOUNDED QUARTERLY, EFFECTIVE
JANUARY 1ST AT

**SNYDER SAVINGS &
LOAN ASSOCIATION**

Accounts Insured by Federal Savings & Loan Insurance Corp.

Phone HI 3-9305

Box 830

Snyder



It's Christmas time again . . . and we'd like to play Santa for a moment and offer you our biggest package of good wishes for the Season!

Ezell-Key Feed & Seed