

# Eldorado Success

Schleicher County's Only Newspaper

—Offering The Best Advertising Medium—

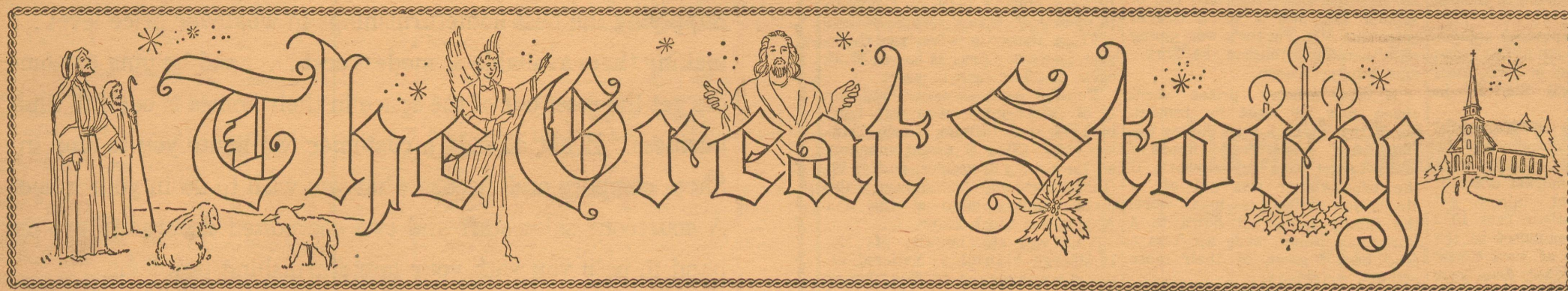
Est. 1901, This County's Oldest Business Enterprise

61ST YEAR

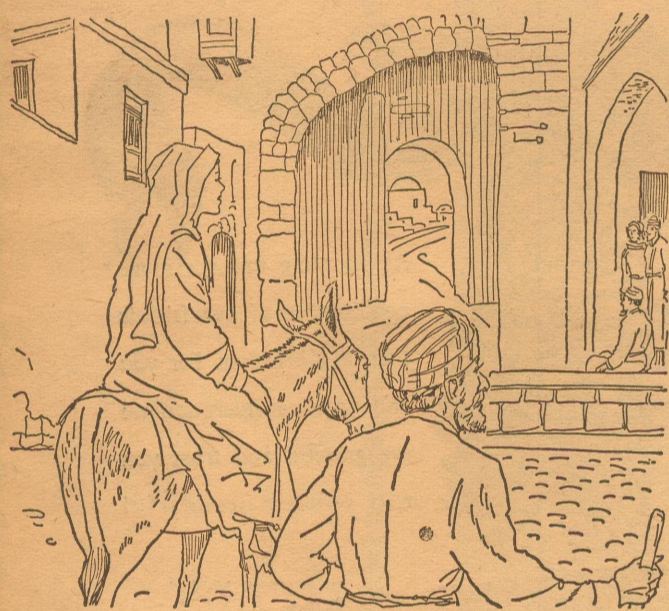
ELDORADO — SCHLEICHER COUNTY — TEXAS

THURSDAY, DECEMBER 27, 1962

NUMBER 52



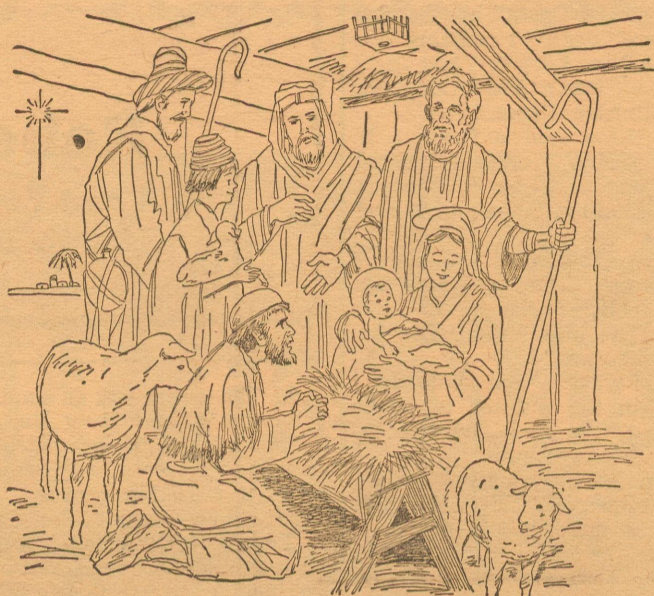
**C**HRISt might have chosen to come as an earthly king, amid regal splendor, but such would not have suited the purpose of his life upon earth. He was born in the simplest of surroundings and walked the earth as a leader and teacher of men. There had been false prophets and pretenders through the course of time, so the road was not made easy. Through great examples, great teachings, through His great faith and through performance of a few chosen miracles, Jesus Christ gathered about Him true believers, who were to carry one message to the distant corners of every land: "Truly He is the Son of God!"



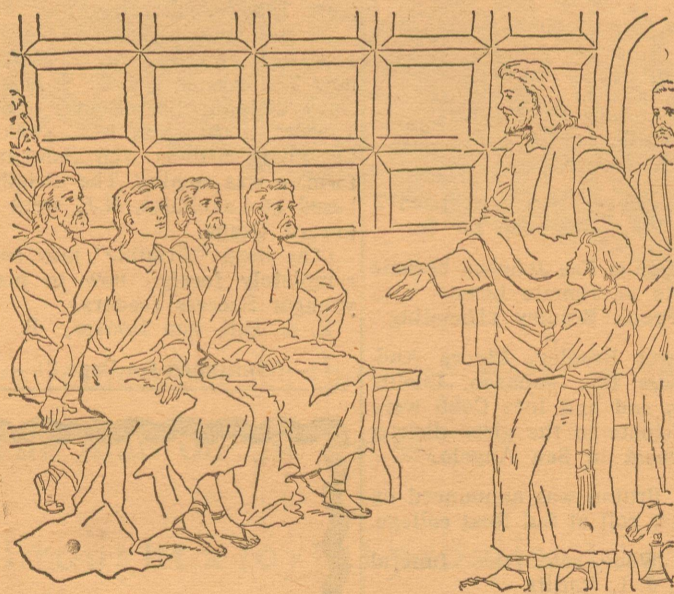
**H**E CHOSE the quiet, inelegant atmosphere of a stable. History does not record, but we might safely assume that this stable was not the most pleasant of surroundings. It was a crude shelter for animals and as such certainly not suitable accommodations for human beings. Crowded as Bethlehem was at the time, it is safe to assume that other travelers had turned their backs upon the dank atmosphere of the stable and chose instead the chill of the night air. But the traveler from Galilee was forced to seek some form of shelter for a wife who was with child. Joseph, a carpenter by trade, nonetheless was a proud man. We must wonder how difficult it was for him to be practical and accept the fact that poor shelter was better than no shelter at all.



**R**ARELY do we find in the writings since that time reference to the idea that the stable was dirty and unkempt. Instead, the manger scenes that have become so popular depict the stable always clean and beautiful. This is quite proper, for it is all so true that the greatness of the event which took place is such that there is room for no more than beauty in the eyes of the beholder. The precious few who shared in the Miracle of Bethlehem were made to realize the momentous event that was taking place. The child, wrapped "in swaddling clothes and laid in a manger" was such a glorious sight to behold that an ethereal beauty touched the whole surroundings. The dirty, unkempt stable, because it was the only shelter available to the weary travelers, was transformed into a holy piece of ground.



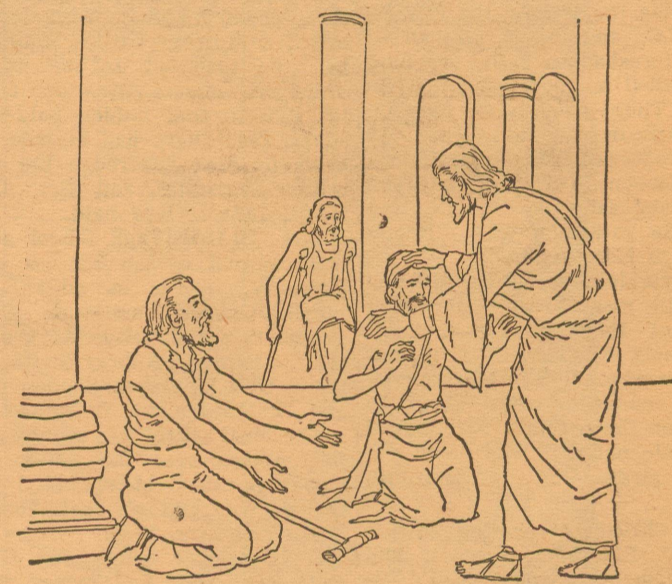
**I**N THE LIGHT of the star they came, three wise men from the East. No ordinary men were they, nor poor travelers. They had not come with the thousands to register in accordance with the wishes of Herod. These men owed no allegiance to Herod, nor to one another. Each man was a king in his own right. The bond between them was a bright and shining star which told of the fulfillment of prophecy. So it was they came, following the light of the star until it came to rest above the stable in Bethlehem. Humbly bearing gifts of gold, frankincense and myrrh, they came forward, these kings, to kneel reverently before the manger and pay homage to the newborn babe they believed to be the "king of kings."



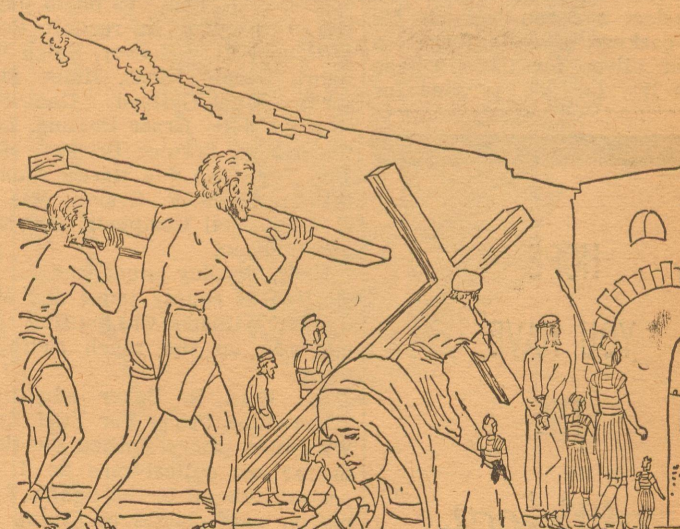
**S**HEPHERDS came down from the hillside, where an angel had appeared to tell them of the great happening at Bethlehem. Bearing their simple gifts, these humble men came to kneel in the shadows of the quiet stable, side by side with the three kings from the East. As the magic star had guided the kings across many lands, the messenger of God appeared on the near hillside and instructed men of simple faith to come forth and acknowledge the birth of the Saviour. And, this is right, for He is the King of kings and the King of men; He is the King of the near and the King of the far. Generations as yet unborn shall be amazed at the vastness of His kingdom.

**T**HERE IS one most impressive fact to consider when we think about the Story of Christmas. Let us call it the importance — or the sacredness — of truth. Is it not surprising that a story so old, so oft-repeated, and many times translated from tongue to tongue continues to remain the same? Centuries of telling and re-telling have not altered a single matter of site or situation. Many of the customs and traditions associated with the observance of Christmas may change with the times, often differ greatly from one country to another; yet the Story of Christmas is forever the same. It needs no embellishment. In humble surroundings Jesus Christ was born unto the world. Until He died on the Cross of Calvary His life upon earth was one of humility, faith, obedience and highest example.

**M**ANY TIMES in our busy, work-a-day world we hear the cry that "Christmas is too commercial." Certainly, none may deny that there is much that is commercialized. If it is too much, the fault belongs equally to us all. It is not necessary that we work so hard at "keeping up" with the folks across the street or down the block. We need not let our observance of the holiday get out of hand merely because others are unreasonable. Instead, we can work to promote among family and friends a realization of the true and complete meaning of Christmas. If we do this, we place emphasis where it properly belongs. We turn our thoughts and our footsteps to the church by the side of the road; we give thanks that on this day a Saviour was born.



**A**ND EVEN unto this day there are disbelievers. It is true that He came to save all mankind, yet His legacy provides nothing more than opportunity. Each man is granted the right to seek out eternal salvation; but there are no provisions to insure that every individual make the effort. Each man must build his own bridges along the pathway of life. For those who would follow in His footsteps, there is no stronger working tool than faith. During His life upon earth, Jesus Christ many times was beseeched by the sick and the lame and the infirm to perform miracles and make them "whole." Time and time again, He would ask one question: "Do you have faith?" When there is faith, and only then, is the miracle possible.



**S**O NOW AGAIN it is the season of Christmas. The Story of Bethlehem will be told and re-told, in mansions and in cabins, by the open fire and in the quiet darkness of a child's room. And, certainly the real meaning of the Christmas Story will touch many hearts for the first time. For as many as believe, there will be special meaning in the merry lights, the bright tinsel, and the outward trappings we have come to know so well — for these shall share in realization and appreciation of the fact that on this day God sent His only Son to save the world.



Back In 1932 . . .

# Trough Of Depression Came 30 Years Ago

The year which was highlighted by the Lindbergh kidnaping case and Franklin D. Roosevelt's defeat of President Herbert Hoover is remembered today by most older Americans as the Trough of the Great Depression when the leanest of the lean years struck. Such was 1932, which was drawing to a close just 30 years ago.

The Depression spanned approximately a decade, from the crash of the Stock Market in 1929, until the start of World War II in Europe in 1939.

While the "Era of Wonderful Nonsense" which characterized the 1920's came to an abrupt halt with the '29 stock market crash, it was afterwards that things got steadily worse until the year 1932 which is now remembered as the rock-bottom period of hard times; things improved slightly from year to year afterwards.

Looking back, then, across the span of three decades—years which have included a major war and a minor police action as well as the recent periods of inflation—the Depression year 1932 seems almost as remote as the Dark Ages. It was the year of bread lines, unemployment, and general austerity, when a loaf of bread could be bought for 5c at the grocery store and when farmers also received a nickel a pound for their cotton.

President Roosevelt took office the following year and was to refer in one of his early speeches to "a third of a nation ill fed, ill clothed, and ill housed." His measures adopted to get the country's economy moving again were to include the bank holiday, going off the gold standard, and putting in a number of work-making programs like the W.P.A., the P.W.A., the C.C.C., and the N.R.A., all of which foreshadowed the wartime alphabetical agencies of a decade later. These measures, though, were still in the future in 1932 after Roosevelt swept to victory over Hoover in November. The Democrats' rally song during and after the campaign was "Happy Days Are Here Again."

As President-elect Roosevelt was about to meet with lame-duck President Herbert Hoover, war debts and balancing the budget were the whole talk in Washington. Hunger marchers were about to march on the nation's capital. And the whole nation talked about the "wets" girding for prohibition's repeal.

The Christmas greeting edition of the Eldorado Success had advertisements from Leaman's Department store, San Angelo Telephone Co., City Variety Store, West Texas Lumber Co., Mrs. Kate Robinson, Brooks Store, Eldorado Hardware, Luttrell Gin, E. H. Sweatt, Wright's Cash Store, Rev. and Mrs. W. H. Marshall, Eldorado Gin, Churhill Upholstery, Eldorado Auto Laundry, M. F. Laird, Hoover Drug, Hamburger Bill (2 hamburgers for 15c), Cash Service Station, and the First National Bank, among others.

As the Schleicher county housewife pondered Christmas dinner, she had what seems today a tempting array of low-priced items in local food stores, from which to choose. At Shafer's she could buy 10 lbs. sugar for 40c, new potatoes for 5c lb., cranberries 15c lb., a quart of sour pickles for 15c, roast baby beef for 9c lb., or cured hams for 10c lb.

Or at the Self-Serve Grocery she could select a dozen bananas for 10c, a package of Jello for 7c, a quart of olives for 28c, T-bone steak 2 lbs. for 25c, sausage for

10c lb., a pound of weiners for 10c, or four lbs. dried apples, peaches, or apricots for 41c.

At the cash grocery and market for W. H. Parker & Son a dozen California oranges cost 12c, a dozen bananas 12c, five bars of Peerless Cocoa hard water soap cost 25, five lbs. rice 18c, a tall can of salmon 10c, and a no. 2 can of corn cost 10c. Parker's was giving away a radio to climax the Christmas buying season.

If these grocery prices seem cheap now, it must be remembered that many a man during the Depression considered himself lucky to get \$3 a day at work. If the breadwinner was out of a steady job entirely, as many were, the family might sit down to a Christmas dinner made up from a food basket given by their more affluent neighbors.

Deaths reported late in the year included those of James Walter Ramsay, Mrs. Lena Burkfield, Mrs. Arrah Zona Springstun, Thomas Jefferson Johnston, and J. C. Swift.

Among the December weddings were Ira Hudson and Vivian Gray, R. C. Overman and Margarette Whitt, and Edgar Spencer and Jessie Lee Ashmore.

As the year closed, Editor A. T. Wright stated in the Success:

"With the passing of this week end the year of 1932, with all its joy or sorrow, as the case may be, will be in the past before another issue of The Success reaches you. Let's be in Sunday morning to quit whining about the hard luck or sorrowful disappointments of the year 1932 and think of the bright future of the coming year . . ."

The year had gotten under way the preceding January with George Sides, a Mertzon barber, claiming to have invented an instrument based on radioactivity which enabled him to find hidden gold and silver. Lois Sharp had become the bride of Jack Etheredge the preceding Christmas, and Mrs. Alice Doty's funeral was held.

The "Hi-Life" high school news was running in the Success with Gusta V. Graves as editor and Lucille Oglesby assistant. Class reporters were Hollis McCormick for the Seniors; Aubrey Smith, Juniors; W. C. Spurgers, Sophomores; and Aletha Fought, Freshmen.

The local school was planning to join others over the nation in observing the bi-centennial of George Washington's birth, coming up in February, 1932.

J. T. Belcher bought Mr. Chesney's boot shop and moved it to the office formerly occupied by J. A. Whitten in the hotel.

Funeral services were held for Brice Dabney and for area pioneers, Sam Pollock and Jerome Shields.

Madeline Sewell opened a beauty shop in the Garnett hotel. Thomas R. Jones published an essay in the Success, "Why I Like High School Better Than the Grades," and the choral club teacher, Miss Grace Kerr, was to sing over Station KGKL.

Wallace Beery and Jackie Cooper starred in "The Champ," showing at the Ritz theater.

When officers raided a cock fight near Sheffield, one car with a Schleicher county number was reported on the scene. Several game cocks and 7 gallons of whisky were confiscated as the men took to the mountains.

Mrs. Elsie Reagan's piano pupils were presented in recital: Beula Williams, Mary Hoover, Helen Williams, Gerald Nicks, Helen Stanford, June Gafford, Genevieve Ramsey, Jetty Grace DeLong, Zona Clare Koy, Bernice Bricker, Mary Jess Koy, Bina Sue Martin, Maxine Wilton, Gusta V. Graves, Mrs. C. E. Poer, Nell Campbell, and Margaret Sheen.

F. M. Bradley announced for re-election as county judge and Mrs. George Williams was putting in a hatchery on the ranch south of town.

Dr. Fred R. Baker advertised "Depression Prices For Your Eyes. Wholesale prices slashed one-third to me on optical-ware so I am passing this on to the public. Save big on your glasses by seeing Dr. Fred R. Baker, St. Angelus hotel building."

February came on with Lelah Belle Davis Muller announcing for county and district clerk and Sheriff O. E. Conner announcing for re-election.

Funeral services were held for Mrs. G. W. Parks, who was born in 1859. Mrs. A. E. Kent announced for re-election as county treasurer and Don McCormick was seeking re-election as tax assessor.

F. G. Wood announced plans to open a funeral parlor in Eldorado with A. C. Browning as supervisor. The business was to open in the new McWhorter building next door to the Palace Barber Shop.

Miriam Ferguson announced for governor of Texas.

Sol Mayer, president of the National Wool Marketing Corporation,

returned from a trip to Boston and Washington.

The '32 Chevrolet was being shown over the country, embodying "silent Synchro-Mesh transmission in combination with selective free-wheeling."

March came on with Emmitt Billings moving back to Eldorado to open J. F. Isaacs' service station.

Crain Motor Co. advertised Good-year Speedway tires as low as \$3.95 each, or \$3.83 each in pairs.

Funeral services were held for P. H. McCormick, who was born in 1846 near Dilliam, South Carolina. Mrs. Ellen E. Cloud announced for county treasurer, and J. W. (Dick) Lawhon, Jr., showed the prize winning lamb at the San Angelo Fat Stock Show.

This was the month of the Lindbergh kidnaping. National attention was drawn to New Jersey where the 20-months-old son of Charles A. Lindbergh was kidnaped. "Lucky Lindy" had become a national hero by making the first solo New York to Paris flight in 1927. "Death For Kidnapers, Ennis Minister Urges."

G. D. Hines died at Roswell, N. M. He was a former Schleicher county judge. Charles A. Spencer, former Eldorado mayor, died near Harper.

Eldorado Hardware Co. advertised "Lowest prices in years on garden tools, garden hose, lawn mowers, and other necessities for garden planting."

W. H. Parker & Son made some changes in the interior of their store, and Gov. Ross Sterling announced for re-election.

Herrin Ramsey's car collided with a motorcycle driven by Earl Cathey, in the Huldale neighborhood.

At City Variety Store you could buy men's dress shoes \$2.49 to \$5.00; fifty feet of garden hose for \$3.49, or women's hosiery for 25c, 39c, 49c, 69c, and \$1.

A 132-mile railroad line was proposed from Quemada to Sonora via Del Rio.

By April, Crain Motor Co., local Ford dealers, announced prices for new Fords as ranging from \$460 for the roadster to \$650 for the convertible sedan.

A prediction that war between the United States and Japan would grow out of the Manchurian conflict between China and Japan was made in Red Star, Soviet military publication.

Mrs. Bunch Brittain and little son, Bunch King, of Dallas, visited Mr. and Mrs. R. A. King on the ranch.

In the City election, J. S. Lloyd and L. L. Baker were elected aldermen.

Elected school trustees were Jess Koy, W. R. Nicks, Doc Kerr, and B. E. Moore.

City Variety Store advertised 3 bars of Palmolive soap for 5c.

Miss Dahlia Fae Johnson became the bride of Jimmie Lowe, with Judge Frank Bradley officiating.

Margaret Bradley, Elnora Andrews, Jess Ella Johnson, Lucille Oglesby, and Inez Cobb were to participate in the girls' district tennis meet in San Angelo.

Hazel Bruton was announced on the honor roll at Sul Ross college.

F. J. Wood sold the funeral home to J. L. Ratliff.

Lyonelle Ballew and Miss Elizabeth Bradley motored to Christoval and were married by Judge

## ROBERT MASSIE FURNITURE COMPANY



Supplying the best homefurnishings in whatever price level . . . making them available at modest cost . . . and helping customers get the most out of the space in their homes is our full time business. If not already a customer, we invite you to stop in. Shop, compare and discuss what you wish to do in your home. A courteous sales staff and two accredited decorators are on hand to help you with your homefurnishing problems.

Visit, write or telephone

The  
**Robert Massie Company**  
12-14 East Twohig Telephone 655-6721  
San Angelo, Texas

Ford. The groom was an employee of Royster-Whitten drug store.

Thomas Gathright was moving to Valentine to serve as pastor of the First Christian church.

The Senior play, "Here Comes the Poor Nut," was being presented. Admission 15c and 25c. The cast included Gusta Graves, Grace Ratliff, and Karl Kerr, and others.

Seventeen Seniors were expecting to graduate from E.H.S. as May came on: Bernice Bricker, Dixie Fought, Grace Ratliff, Clyda Pruitt, Gusta Graves, Morris Bricker, Albert McGinty, Hollis McCormick, Frances Ballew, Vance Morgan, Lucille Oglesby, Bernard Carr, Lawrence Morgan, Pauline Rape, Karl Kerr, Pauline Kent, and Melba Jones.

L. E. Miller of Goldthwaite announced purchase of the two lots just south of the Chevrolet Garage, to be location of a new Gulf service station.

Muller Laird broke his arm at school and was treated at Pennington Sanitarium.

Joe Muller Christian visited here from Texas Tech college.

"Eldoradoans See Dirigible," headlined the Success, in stating how the Akron, the U. S. largest Navy dirigible passed over town Tuesday morning at 1:20, awakening many citizens who thought a tornado was coming. The dirigible, based at Lakehurst, N.J., went on toward Ozona.

(The term "dirigible" may seem completely foreign now to many younger Success readers.)  
E. C. Hill, Jim Hoover, D. C.

—(Continued On Page 3)—



At no time are we more appreciative of our friends than at Christmas. For you and your consideration we are grateful and trust you will enjoy a wonderful

MERRY CHRISTMAS

## City Cleaners

We look forward to serving you in 1963  
Doug Yates Bud Davidson

HOPE

YOU HAVE

THE

merriest Christmas



KENO'S COURTS  
Mr. and Mrs. Keno Ogden

We're greeting you with warm good wishes for Christmas



PALACE BARBER SHOP  
Rance McDonald  
Pat Jungk

All good wishes FOR A HAPPY CHRISTMAS

AT THIS 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.

Robert (Bob) Page - - Oil Properties  
AND ELDORADO ABSTRACT CO., INC.





to all our customers and friends here who have given us encouraging support since we opened for business a few months ago. On this, our first Christmas Season in the Eldorado business district, we express thanks for your patronage and invite you to keep coming here during 1963. —Dee and Mary Shipman.

**SHIPMAN GROCERY**  
Located at Sofge Motel  
Closed Christmas Day—Open New Year's



We want the fine people of this area to know how grateful we are for your consideration. It is our intention to maintain the standard of excellence in the selection and preparation of fine foods which has won your confidence and approval.

Our restaurant will be closed for a four-day period during the holidays, from Sunday, the 23rd through Wednesday, Dec. 26th. We will re-open to serve you on Thursday morning, December 27.

**JAVA JUNCTION**  
Johnny and Hazel Tigrett and Employees



**THANKS AT CHRISTMAS**

Giving thanks is one of the privileges we enjoy in this great country of ours. Despite the problems that we businessmen face from day to day, there are so many things for which we can be thankful.

Among the most important of these are folks like yourselves who make business relationships a pleasure by putting a personal touch in them. Hardly a day goes by without some demonstration of kindness and friendly cooperation on the part of the people with whom we are associated.

We are indeed grateful and thankful and happy to send you special

HOLIDAY GREETINGS!



**ELDORADO WELDING**

Mr. and Mrs. Vernon Carroll

Year 1932—Continued from Page 2

Royster, and L. T. Wilson took a fishing trip to Devil's River.

A. G. Murphy and Emma Wharton married.

Mrs. H. G. Ross died at the home of her daughter, Mrs. Guy Bodine, and her funeral was held here.

Seventh grade graduation was held. The 16 grads were going on to high school were: Samuel Cloud, Jetty Grace DeLong, Mary Jess Koy, Frank Bradley, Cecil Moore, Louise Boyer, Marguerite Chick, June Gafford, Inez Bruton, Milton Spurgers, Mildred Willis, Charles Ratliff, Ollie Ruth-Newlin, John Luedecke, Margaret Powers, and William McWhorter.

A former Eldorado man, Tom M. Williams, died at the age of 69 in San Angelo.

C. E. Knight was elected new president of the Lions club, and W. O. Alexander was elected vice president.

Mrs. J. H. Jarvis was elected Worthy Matron of the O.E.S.

Roy Andrews was opening a new ice house.

J. H. "Uncle John" McCormick celebrated his 87th birthday. He and Grandpa Benton were the last two Confederate Soldiers left in the county.

A. J. Roach, Jr., died at the age of 19.

Williams Man's Shop advertised cleaning and pressing, and men's suits \$17.50 up.

The body of the Lindbergh baby was found, touching off a manhunt for the kidnapers which was to last several years. Ultimately, Bruno Richard Hauptmann, a Bronx, N.Y., carpenter, went to the chair as sole perpetrator of the crime.

The month of June came on with Congressman Thomason advising local constituents that he had copies of the 1932 Agricultural Yearbook available.

Miss Frances Parsons became the bride of Lewel Alexander.

W. S. Kelly, for 60 years a booster of West Texas, died in San Angelo at the age of 84.

Alvin Luedecke was receiving his B. S. degree from A&M.

Rev. J. L. Ratliff and A. C. Browning moved the Eldorado Funeral Service to the small building behind the Parker & Son Grocery.

Miss Victoria Jones, who had been attending SMU at Dallas, came home for the summer. Also home for the summer was Jeanette Henderson from the Hockaday school in Dallas.

Louise Williams married Robert South of Glendale, Arizona.

Mrs. D. C. Hill was spending the summer in Denton with her daughter, Katherine, who was attending C.I.A.

City Variety Store advertised broadcloth shirts for 89c, and better grade work shirts for 59c. Funeral services were held for Mrs. Tom K. Nix.

Gov. Sterling was to be among the speakers with 5,000 expected at Camp Allison for the political rallies in July.

The A. T. Wrights, daughter Beatrice, and grandson, Bobby Barber, went to Galveston where they met the Battleship, Wyoming, which was on a cruise from the Naval Academy. Their son, Taylor Wright, came in on the battleship. He was completing his third year at Annapolis.

On July 1st, Editor Wright put out a special edition of the Success commemorating completion of 26 years as owner of the paper. Founded as the El Dorado Paper in 1901, it was taken over in 1906 by Mr. Wright. The 1906 county officers were pictured in front of the old frame court house: J. A. Whitten, county judge; C. C. Doty, tax assessor; Henry Mills, sheriff and tax collector; F. C. Bates, Jr., county and district clerk; P. H. McCormick, treasurer; F. C. Bates, Sr., justice of the peace; E. B. Cozzens, lawyer; and Joab Campbell, lawyer.

Elton Ellis leased the new Gulf station as it opened for business. R. J. Page was working there.

The Presbyterian Auxiliary was presenting "Rosetime" and the cast of characters included F. M. Bradley, Billie Eaton, Herma Lee Hooker, Alvin Luedecke, Albert McGinty, O. Smith, Elnora Andrews, Victoria Jones, Glenn Ratliff, Max Leaman, Bessie Andrews, and Mattie Royster. A miniature wedding was included with Patsy Ballew as the bride and David Griffin the groom.

A daughter was born to Mr. and Mrs. Robert Isaacs and a son to Mr. and Mrs. Clyde Graves.

Mrs. D. E. DeLong was notified that her aunt, Mrs. H. N. Smith, 71, had been fatally injured in an automobile accident near Trent.

Fire destroyed the Williams hotel in Christoval.

A son was born to Mr. and Mrs. T. S. Redford.

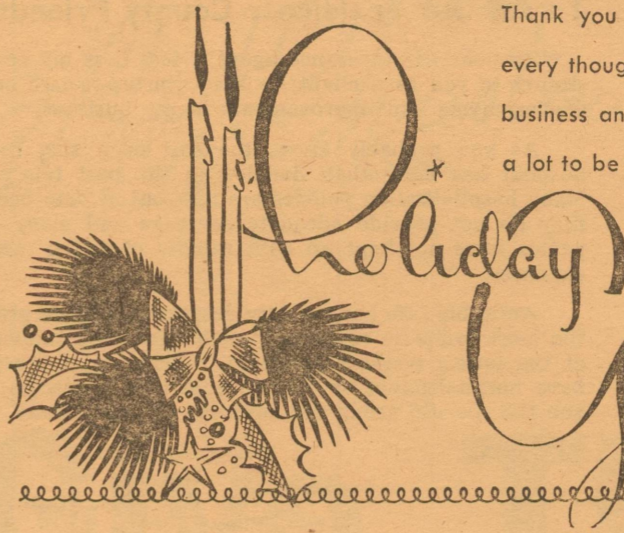
Postmaster A. J. Atkins advertised for bids for furnishing coal for the post office.

Lizbeth Hinyard became the bride of Grady Park Brown of Longview.

Mr. and Mrs. Winford Schuller moved here from Lufkin and he went to work in Jones Bros. garage.

E. W. Brooks moved his stock of

(Continued On Page 4)—



Thank you friends and thanks again for every thoughtful favor. Thank you for your business and your kindness. We've all got a lot to be thankful for at Christmas; especially for our esteemed friends and customers.

**Eagle Chevrolet Co.**

Your Authorized Chevrolet-Oldsmobile Dealer

J. D. Huckaby

Paul Page

Jack Mund — Sellers Laxson — Ralph McGrew — and Junior



**Clovis Oil Co.**

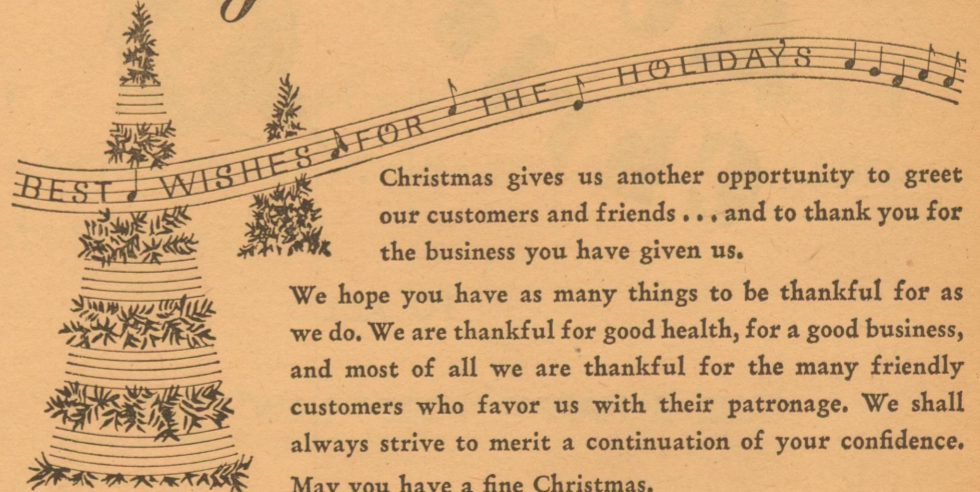
PHILLIPS 66 PRODUCTS — FRONTIER STAMPS

We wish to express our appreciation to our many old and new customers for their friendship and business during the past year, and extend to you all our best wishes for a Merry Christmas and a Happy and Prosperous New Year. We look forward to your continued good will during 1963.

CLOVIS AND ADA BELLE TAYLOR

and Roy Lynn and Velton

*Merry Christmas, All!*



Christmas gives us another opportunity to greet our customers and friends... and to thank you for the business you have given us.

We hope you have as many things to be thankful for as we do. We are thankful for good health, for a good business, and most of all we are thankful for the many friendly customers who favor us with their patronage. We shall always strive to merit a continuation of your confidence. May you have a fine Christmas.

**Eldorado Hardware**

Plenty of Last-Minute Gift Items

Phone 23351



Year 1932—Continued from Page 3

dry goods to the Parker building. The Democratic Primaries were held and F. M. Bradley defeated H. W. Finley for judge, W. N. Ramsay was high over Lelah Belle Davis Muller for county and district clerk, Don McCormick defeated Carroll G. Green for tax assessor, and in the commissioner races, Ovid Wade won over A. P. Bailey in Prct. 1, and T. C. Meador defeated W. T. Whitten in Prct. 4.

By September, H. E. Sharp took over the Texaco service station, and Leaman's Department Store was advertising genuine John B. Stetson hats for \$5.00.

Lucille Oglesby left for Daniel Baker college at Brownwood and Albert Williams entered Tech.

C. C. West dropped dead at the Rock station. He was born in 1856 and was a pioneer resident of this area.

R. E. Meers of Brady purchased the Crain Motor Co., early in October. This was the month a son was born to Mr. and Mrs. Francis J. Wood.

Mrs. V. G. Tisdale and her daughter, Mrs. Lewis Ballew, gave a tea party announcing the engagement and approaching marriage of Miss Margaret Tisdale and Mr. Dobie Tinning, Jr., of Hutto.

School was under way with Junior Isaacs editor-in-chief of The High School Tattler, running in the Success. Others on the staff included Jack Ratliff, Thelma Taylor, J. R. Conner, Hollis Alexander, and Elnora Andrews.

A son was born Oct. 24 to Mr. and Mrs. J. B. Sammons, in San Angelo.

Election Day was coming up November 8th, and the P-TA was giving a home talent play that night, entitled, "A Howling Success." Election news was to be announced every 15 minutes from the stage. The cast included William McAngus, C. E. Knight, J. H. Jarvis, Leslie Baker, Frank Bradley, Elton Ellis, C. H. Taylor, W. T. Whitten, Robert Isaacs, Max Leaman, Clide Keeney, Grady Parker, Conn Isaacs, and many others. Admission was 25c and 15c.

Mrs. Miriam Ferguson was Democratic gubernatorial nominee for governor of Texas. Interest was running highest, however, in the contest for President, with Franklin D. Roosevelt running against the Republican incumbent Herbert Hoover. F.D.R.'s running mate for Vice-President was John Nance Garner of Texas.

The years that lay immediately ahead were also to be Depression ones. They are remembered now as the period when . . . the din of PWA jackhammers rose above the digging of Hoover Dam and a million WPA shovels dug out miles of new roads . . . Shirley Temple was in the movies . . . dust storms blew away the farms in the Plains states . . . hoboes and hitchhikers roamed the land and the nation's forests rang with CCC axes . . . John Steinbeck's epic novel, "The Grapes of Wrath" depicted the flight of the destitute "Okies" to California by way of U.S. Routes 40 and 66 . . . the public lived "out there in radio land" before television, before long playing records, before the paperback revolution in books.

**HOLIDAY DRESSING**

Let blooming plants brighten your home this Christmas. A handsome holly arrangement around a candelabrum with red candles



**To All Our Schleicher County Friends:**

As your life insurance agent, I feel it is my responsibility to you as a client, to keep you up-to-date on all advancements and improvements in my business.

As you probably know, the cost of a stay in the hospital has more than doubled in the past ten years. Many hospitalization policies are now out of date because they do not provide adequate coverage and many companies have not kept up with rapidly changing medical expenses.

Amicable Life has recently designed a plan to provide the most complete coverage possible for each individual, at the lowest possible premium. Whether you presently have hospitalization or not, I would like to discuss with you the specific needs and coverage of your family.

Sincerely yours,  
Fred Watson  
Your Amicable Agent  
Phone 23641

My wife Faye joins me in extending you best wishes for the holidays

(Dec 13 & 23)

**St. Peter's Is Largest Church In Christendom**

World-wide attention has been brought to bear in recent months on St. Peter's church in Rome, scene of the Ecumenical Conference.

Twelve years ago, at Christmas, 1950, the late Pope Pius XII announced that excavators had found the tomb of the Apostle Peter precisely where Roman Catholics had believed it to be—beneath the papal altar of the church which bears his name.

St. Peter's, the largest church in Christendom, was built in Rome 336 years ago over the tomb of the Galilean fisherman. A masterpiece of the Italian Renaissance, the church represents the composite skills of some of Italy's greatest artists, including Michelangelo, Raphael, Bramante, and Bernini.

**Many Visitors**

The church attracts visitors of many faiths because it is not merely a Roman Catholic shrine but an archive of history recorded in hundreds of monuments, sarcophagi, inscriptions, statues, and mosaic murals. Three queens are buried there—Christini of Sweden, Charlotte of Cyprus, and Clementina, the mother of Bonnie Prince Charlie.

The church's massive foundations dig into the soil which was a place of soothsaying (vaticination) in pagan times.

Nero built his Circus at the foot of Vatican Hill. Christians were tortured there and burned alive. Tradition says the Apostle Peter was crucified head down in the arena.

**Renovation**

In recent months, St. Peter's has undertaken a program of interior innovation: metal stands to replace the cumbersome old wooden structures put up for audiences of more than 70,000; indirect lighting; a new electrical system controlling the bells; a new organ and a new elevator.

The old elevator had lifted an

estimated 20,000,000 pilgrims about 150 feet closer to paradise, their immediate destination being the roof of the basilica.

Vatican workmen worked for a number of months to provide an appropriate setting for the Ecumenical Conference, the first in nearly a century, which started in the Fall of 1962.

**Caroling, Mass, Are Traditional**

In the mountain regions of Western Austria, entire villages join in carol singing on Christmas Eve. Beginning with the family living farthest from the village church, torch-bearing carolers form a procession. At each house along the way greetings of "Froehliche Weihnachten" are exchanged, and the inhabitants fall in line. Eventually, the whole population is part of the parade as it arrives at the church steps in time for Midnight Mass.

Christmas Eve carol-singing and Midnight Mass are also a part of the British holiday tradition. The custom of hanging up mistletoe dates back to the Druids, who used the plant in their religious rites. Burning the Yule log is another custom borrowed by the British from the Vikings, who first burned it in honor of their God Thor.

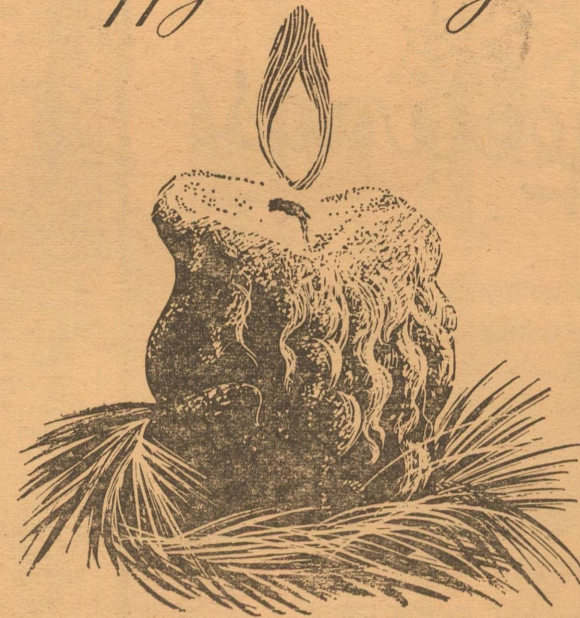
**SAFE HOLIDAY**

If your holiday plans include travel by automobile, be sure to start early and drive carefully. Road conditions are unpredictable at this time of year and extreme caution is advised. It will be much better to arrive at your destination a few minutes late than not to arrive at all.

**HAPPY HOLIDAY**

A happier Christmas and a brighter New Year are upcoming for those who do not engage in excesses—financial or physical—during the holiday season. Plan gift-buying and Christmas spending that is well within the income; don't overwork, overeat, or over-exert yourself needlessly.

*Happy Holidays!*



We thank you, the public, for your patronage of the past year and have enjoyed serving as your Cosden and Firestone dealer. Keep coming here in 1963, and now all of us extend to you and yours our very best wishes for a

Merry Christmas and Happy New Year

**Davis Cosden Service**

Mr. and Mrs. Lum Davis and Jan

**GIFT GIVING**

Gift giving and card sending have become a part of our Christmas observance, whether we like it or not. We should not object, as both can contribute to the spirit of the season. And, in the final analysis, we have only ourselves to blame if we get so involved with the commercial aspects of Christmas that we overlook its spiritual aspects.

**Nativity Scenes Popular In Spain**

Nativity scenes are so popular in Spain that vendors set up stands before the holiday to offer colorful clay, wood and cardboard figures which are arranged into Nativity scenes, known locally as "Belenes" or "Nacimientos."

In some villages it is custom to award a prize for the best arrangement of a Belenes.

A proud possession of the Bene-

dictine Monastery of Montserrat believed to have been carved by near Barcelona is a small carved St. Luke and brought to Spain by figure of the Madonna and Child, St. Peter in 30 A. D.

24-HOUR  
NATION-WIDE  
CLAIMS SERVICE



SAFETY IS  
OUR BUSINESS!  
750 OFFICES

In keeping with the spirit of this joyful season, we send the age-old Holiday Greeting—Merry Christmas, to our policyholders and friends in this community.

E. C. (PETE) PETERS  
and Frances, Kay, and Ken

**Merry Christmas**



TO ALL

AND A HAPPY "FORD" NEW YEAR

**George and Lola Humphrey**

Closed Dec. 24 thru Jan. 1st

**Merry Christmas**



from

**Eldorado**

**Wool Company**

Best Wishes to You All

for 1963



## City In Turkey Linked With Virgin Mary

A ruined city in Turkey has been linked to the Virgin Mary.

Ephesus, a ghost city, lies some 35 miles from Izmir, Turkey, near the Aegean Sea. It is a meeting place of archeologists, chiefly interested in the Temple of Diana, one of the Seven Wonders of the World. In recent years, however, Christian pilgrims come in increasing numbers, drawn by the old tradition that Mary spent her final years there, cared for by St. John the Apostle.

Here, amid the tumbled ruins of the 6th century Church of St. John a tiny chapel is believed by many to stand over the site of Mary's home. Local tradition says that both Mary and John died in Ephesus, but their tombs were never discovered.

### Once Important

Though Goths destroyed Ephesus in A.D. 262, the Christianized city revived and was the seat of two of the most important councils in Roman Catholic history. Later invasions by Arabs, Turks and Mongols completed its ruin. The harbor silted up, and Ephesus sank into oblivion.

At present, St. John's Church is being restored in an (American-Turkish) project inspired and led by a Lima, Ohio businessman.



AT BETHLEHEM . . . In many countries, it is traditional to recreate in some fashion the events which took place in Bethlehem. The Nativity scene is most popular. In some countries, however, an annual holiday play is staged, with live actors portraying the important roles. In the photo above, a 60-year-old shepherd plays the role of St. Joseph and a 29-year-old woman acts as the Madonna as they soothe "Baby Jesus" in the crib set up in an Italian stable.



On every hand, if you listen, you can hear the voices shout that "Christmas is too commercial. We are getting too far away from the real meaning of Christmas."

So, what else is new? This has been the cry for years. Our grandfathers complained that things were getting out of hand. Our parents, to some degree, felt that the customs and trappings associated with Christmas were getting somewhat overdone. Those of us today concerned with the problems of child-raising are finding plenty of opposition in trying to get the real story of Christmas across to our children.

But, as we say, nothing is new. Whether we like it or not, many of the customs and traditions associated with Christmas had their beginnings in pagan rites and festivals. The early Christians faced the tremendous problem of converting pagans who had worshipped the sun and indulged in mid-winter festivals for many millenniums.

The early progress of Christianity was slow, to say the least, but as Christianity made gradual inroads into the pagan masses the new converts changed their mid-winter ceremonies honoring the physical sun to celebrations recognizing the divine Son.

Even then, church leaders protested any association between ancient rituals and the Christian celebrations. Origin, one of the early church leaders, complained that the people were honoring Christ's birthday "as if He were a King Pharaoh." St. Gregory admonished Christians that they should celebrate Christmas "after a heavenly and not an earthly manner."

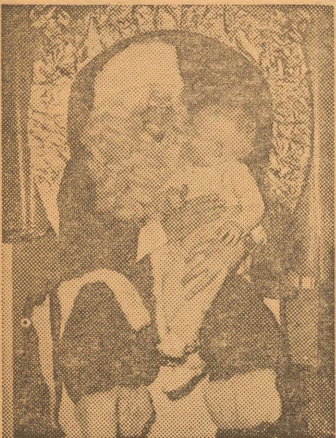
There is much that is commercialized about the Christmas. And, some have lost sight of the true meaning of Christmas. Yet, the spirit of Christmas still dwells among us. All we need do is open our eyes and our hearts.

### TREE HISTORY

Everyone has heard the story of how Martin Luther, impressed by the beauty of the heavens and a wintry landscape under a star-lit sky, brought a small evergreen into his home and decorated it with lighted candles.

Luther lived from 1483 to 1546, in Germany. Until about 1700, it is believed, the Christmas tree custom was confined to the Rhine River district, at which time its popularity began to spread and lights were generally accepted as decorations.

It has been established that Hessian soldiers, fighting in the American Revolution, did much to popularize Christmas trees in this country. A description of Christmas festivities at Fort Dearborn, Ill., in 1804 mentions a Christmas tree.



PRETENDEK . . . This isn't the real Santa Claus. It's a reporter, who sat in the Yuletide hot seat to get a behind-the-beard story. Finding the guise and gals too demanding, he lasted one hour.

## French Reveillon Elaborate Feast

In France, where the season's greeting is "Joyeux Noel," many homes now have Christmas trees as well as the traditional creche populated with terra cotta figures called santons. This custom can be traced back to the 12th century when it took the form of a liturgical drama.

Young French children, like children throughout the world, will—or should—be asleep when the adult members of the family return home from Midnight Mass on Christmas Eve. If they happen to be awake, as they often are, they may take part in the Reveillon. This elaborate feast of many courses begins with pate de foie gras and oysters. Roast turkey or goose with all the trimmings follow, along with a variety of complementing cheeses and fruits. Topping off the meal is the traditional buche de Noel, a log-shaped cake with chocolate icing simulating bark.

Before retiring for the night, the family places its shoes by the fireplace in anticipation of a visit from "Pere Noel."

## Swedish Cookies Are Popular

Delicate flavored cookies are a must in many households at Christmas and Swedish cookies are among the most popular.

These decorative, crisp cookies can be made in various shapes by using different patterns in a cookie press. For more variety, sprinkle them with colored sugar, frost or decorate with citrons or candied cherries.

**Swedish Cookies**  
3 cups butter  
1½ cups sugar

2 eggs beaten  
1 cup almonds, blanched and ground  
8 cups sifted all-purpose flour  
Cream butter and sugar together. Add eggs, nuts and flour. Mix well. Run through a cookie press. Place on ungreased baking sheet. Bake in moderate oven (350 degrees F.) for about 5-8 minutes or until delicate brown. This recipe makes about 10 dozen or more cookies, depending on size.



TRADITION . . . A family dinner on Christmas Eve marks the beginning of the Yule holiday for residents of the Bavarian Alps. When the bells of mountain chapels chime noon on December 24th, the family sits down to a simple meal that includes no meat. They won't eat again until midnight. After the meal, the family will prepare for the long journey to evening Mass, highlight of Christmas in the German Alps.

*At Christmas Time*

# Give The Eldorado Success

AS A CHRISTMAS GIFT THIS YEAR. A SUBSCRIPTION FOR THIS COMING YEAR WOULD BE APPRECIATED BY YOUR OUT OF TOWN RELATIVES, AND BY OTHERS WHO HAVE LIVED HERE IN THE PAST AND MOVED AWAY. THE SUCCESS WILL PROVIDE A LINK WITH THE OLD HOME TOWN, AND YOUR THOUGHTFULNESS WILL BE REMEMBERED THROUGHOUT THE COMING YEAR.

THE ONE-YEAR SUBSCRIPTION RATE IS \$3.57 TO A TEXAS ADDRESS, AND \$3.50 ELSEWHERE IN UNITED STATES AND POSSESSIONS. JUST FILL IN AND MAIL THE HANDY COUPON WITH PAYMENT TODAY. WE WILL BE HAPPY TO SEND A CHRISTMAS GIFT GREETING CARD WITH YOUR NAME.

P. S.: THE SUCCESS SUBSCRIPTION RATE HERE IN SCHLEICHER COUNTY IS JUST \$2.55, WHICH INCLUDES 5c STATE SALES TAX.

THE SUCCESS, Eldorado, Texas. Gentlemen: please enter a subscription for one year to the following address, payment enclosed:

Name \_\_\_\_\_

Address \_\_\_\_\_


City \_\_\_\_\_ State \_\_\_\_\_

Christmas gift greeting card to be signed from \_\_\_\_\_



# Third Grade Pupils' Letters To Santa

CHRISTMAS  
BLESSINGS



MAY THE  
God of love  
WHO FOR MEN  
OF EVERY LAND AND RACE  
BECAME THE Child  
of BETHLEHEM  
bless you AND YOURS  
THIS CHRISTMASTIDE

**Johnny's Barber Shop**  
Johnny Griffith and Family

Dear Santa, I want a bicycle and a Thumblina doll. I want a cotton candy machine and a Gaylord dog. With love, Jeanne McCravey.

Dear Santa, I hope that you will bring me a bicycle and a little table for Christmas. And a little talking doll so I can play. I am going to give my Mother a present for Christmas. I would like a stove and a little table for the doll. With love, Agrora Ortega.

Dear Santa, I want a bicycle for Xmas. And I want a Tiny Thumbieina. With love, Teresa June Alexander.

Dear Santa, I want a Barbie doll and a Barbie knitting set for Christmas. I want a tie-down for my horse. With love, Louise Kessler.

Dear Santa, I think I have been a good girl this year. I would like a Ken doll because all the girls have one but me. I also would like some Barbie doll clothes and some Ken doll clothes, some new house shoes, a music case, a Ken and Barbie doll suit case and a new bicycle. Your helper, Eva Stigler.

Dear Santa, All of the girls that I play with have a lot of clothes for their Barbie dolls. I would like some too. And I would like a watch so I could tell what time you come. And I would like a Bible so I can read the Bible readings at night. Your friend, Gay Lynn Richardson.

Dear Santa, I hope you aren't too busy this year. How are the reindeer? I just can't remember all of their names. I would like to have a watch and a Colonial loom. Do you know why I want a loom. To weave a blanket for Mother and Daddy's bed. Tell Mrs. Santa hello for me. Your friend, Marian Bland. P.S., I had to look in the dictionary for the word Colonial.

Dear Santa, I would like a blackboard because I plan to be a teacher when I grow up. And I would like a camera to take pictures of my family. Your friend, Leslie Martin.

Dear Santa Claus, I wish I could have a helicopter with a chain that pulls up little blocks and little men to. And I wish I could go to Dallas to. With love, Randall O'Harrow.

Dear Santa, I have been good and I have read 58 books and for Christmas I would like a bicycle, wagon, ball, and watch. Your friend, Paula Faye Dockal

Dear Santa, I like school. And I would like a Barbie doll and a telephone because my friends have one. And I like you. Your friend, Deborah Hammond.

Dear Santa Claus, I am trying to do my best in school. I like my teacher. She is a very good teacher. Do you have some toys? If you do I want a talk doll. With love, Ninfa Barajas.

Dear Santa, I hope you have a fine, happy Merry Christmas, and I have been a very good boy, and so has my brother. I would like a bicycle. Your friend, Manuel Martinez.

Dear Santa, I want a bow and arrow because most of my friends have one. And I hope you have a merry merry Christmas. Your friend, Brian Holsey.

Dear Santa, I want a shop king because it want cut you. It want cut you or scratch your hand. Thank you Santa. Your friend, Larry Harris.

Dear Santa, I have been a good girl and I have been making good grades. I am going to move to Houston Texas after Christmas. I want a birth stone ring, a watch, and a new new bicycle. With love, Judy Whitten.

Dear Santa, I am just writing you these few lines to tell you what I want for these Christmas and I want a watch and a gun. And that is all now. Your friend, Johnny Garra.

Dear Santa, I hope you will give me what I want for Christmas. I hope you will give me a bicycle for Christmas, and a radio and a record player. Your friend, Gary Danford.

Dear Santa Claus, I would like a wristradio, for Christmas and I could tell something to my friend if they had one and we could have fun with it. With love, Billy Dock Hubble.

Dear Santa Claus, We were talking about the things we wanted to half from you for Christmas. I will like a talking doll. Your friend, Eva Hill.

Dear Santa Claus, I know you are kind and good. I wish you will bring my sister a Kissy doll. Will you Santa? Thank you. Your friend, Edna Gonzales.



## Peace to All Men

Man's hope for peace still burns strong and bright as did the Star of Bethlehem. Each year Christmas is a time for renewing this hope, by renewing our faith in Him who brought the promise of peace twenty centuries ago.

May this Holy Season and the days to come bring you Peace and Joy... May your days be filled with faith and fulfilled hopes.

**AND OUR BEST WISHES THAT 1963 WILL BE A YEAR OF PROSPERITY FOR ALL OUR MANY FRIENDS**

For that last-minute Christmas gift, keep it in mind that fine "El Dorado" Blankets make the perfect gift

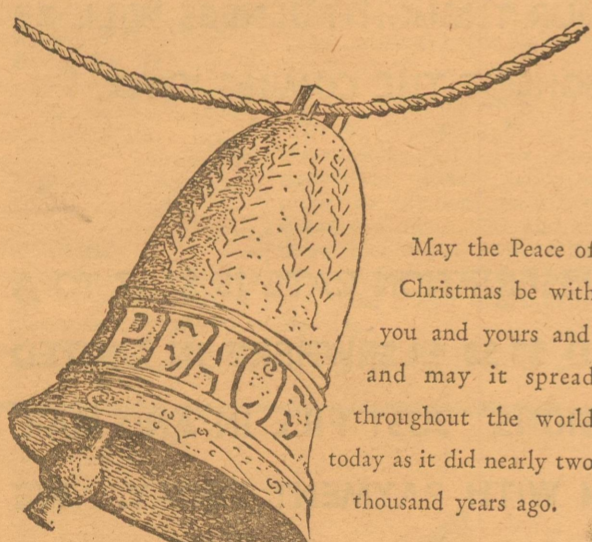
**West Texas Woolen Mills**  
Established 1939

Merry  
Christmas!

AND HAPPY NEW YEAR

We wish for all of our friends the Merriest Christmas ever, and good health, prosperity and much happiness throughout the New Year.

MR. AND MRS. W. O. ALEXANDER



May the Peace of Christmas be with you and yours and and may it spread throughout the world today as it did nearly two thousand years ago.

A Joyous Christmas

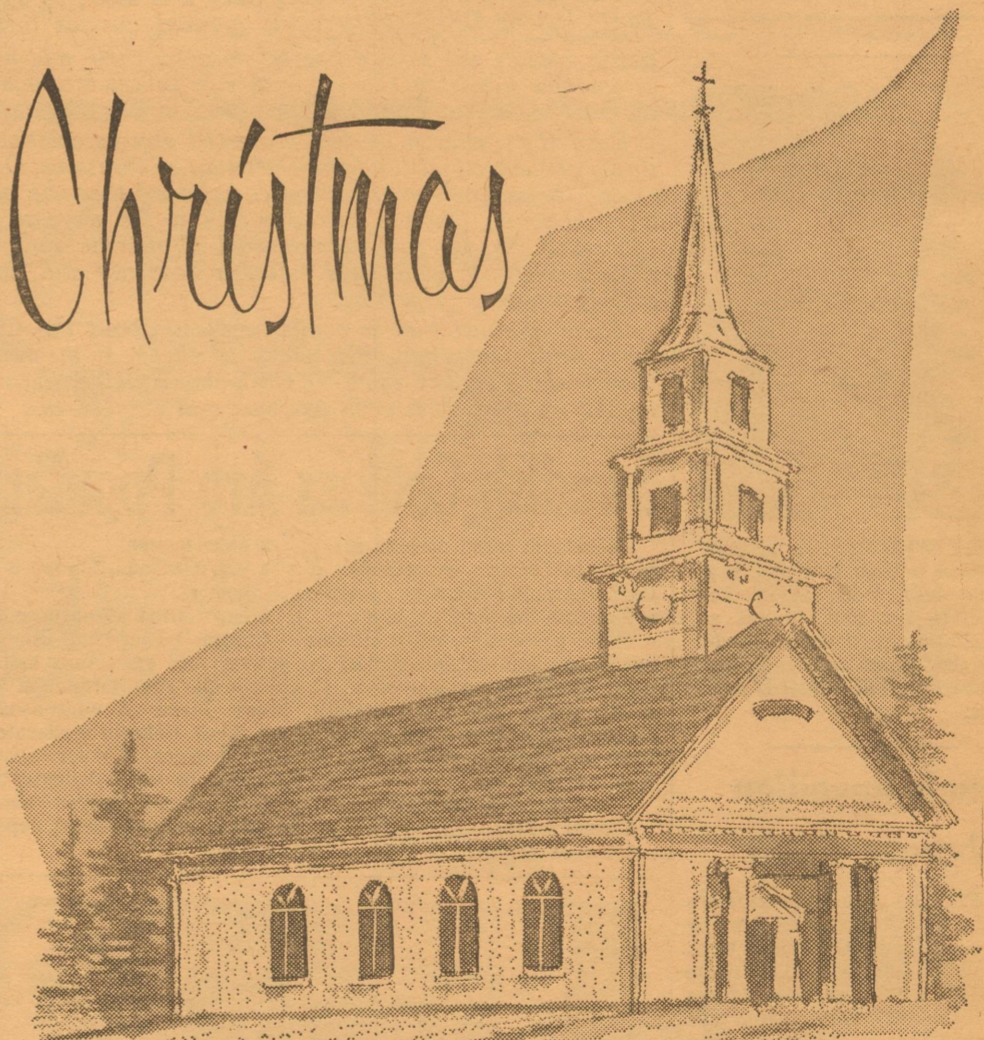
The Federal Land Bank Association  
Sonora, Texas

BEST WISHES  
FOR A MERRY CHRISTMAS  
AND  
A HAPPY NEW YEAR

We thank you for your co-operation  
on Christmas mailing

YOUR POST OFFICE FORCE

Christmas



SINCERE  
BEST WISHES

Whatever else be lost among the years, let us keep Christmas — its meaning never lost. Whatever doubts assail us, or what fears, let us hold close this day — remembering friends! May the Star of Happiness lead you through a bright Christmas Season.

**The First National Bank**  
of Eldorado  
"Since 1907"



**More Letters To Santa  
From Our 3rd Graders**

The Success thanks Curtis Humphries and the teachers of the Third Grades in the Eldorado public schools for co-operation in helping provide these Letters to Santa Claus.

Dear Santa Claus, I am 8 years old and I am in the third grade. I would like a tiny Thumblelina, a vanity treasure, and a skirt and blouse. Thank you. Your friend, Judy Hanusch.

Dear Santa Claus, I am nine years old and I am in the third grade. I have a sister named Karen and she is five. Next year she will be in the first grade. For Christmas I would like Chatty Baby, a white blouse, a green skirt, and some bobby socks. Your friend, Jean Rountree.

Dear Santa Claus, I'm in the third grade and I'm nine years old. I have blue eyes. I want a Stetson hat, a pair of boots, and a cowboy suit. Thank you. Your friend, Loreita Schooley.

Dear Santa Claus, I want an Army jeep, an Army suit, a truck, and some Army men. I am eight years old. I'm in the third grade. Your friend, Kenneth Hight.

Dear Santa Claus, I am Kathy Isenberg. I am in the third grade and I am nine years old. I want a doll and a play dog for my baby brother and I want a doll for my big sister, and little sister, too. Your friend, Kathy I.

Dear Santa Claus, I am in the third grade. I want you to bring me a dress, a doll, and a duck that can swim. Your friend, Ermelinda Gome.

Dear Santa Claus, I am 8 years old. All I want for Christmas is to see you. In Casper, Wyo., there was a little girl who didn't believe in you. Oh, and one other thing, I want for Christmas a doll instead of my little brother, Charlie. Your friend, Betty Kay Bradley.

Dear Santa Claus, I am 9 years old and I am in the third grade. I want a doll; she's name is little Miss Echo. And I want you to bring my sister a radio and bring my father and mother a wash. A doll for both of my sisters. And cotton candy for both of my brothers. Love, Lupe San Miguel.

Dear Santa Claus, I am eight years old. My brother is six years old. I would like a pair of boots and moccasins and watch. And for my brother, a pair of boots and moccasins and a bazooka gun. Your friend, Bobby Ledingham.

Dear Santa Claus, I am in the third grade. I am nine years old. And will you please bring me a typewriter and a radio for Christmas? Thank you. Your friend, Sandy E. Garcia.

Dear Santa Claus, I have blue eyes. I want the BB gun that won the West. And a Dick Tracy raido. Love, Tom Rittenhouse.

Dear Santa Claus, I want a pair of earrings for my mother, and a pair of boots for my daddy. My sister and I would like some games and building blocks, and my sister would like dolls. With love, Karen Hartley.

Dear Santa, I want a BB gun for Christmas and a bicycle. I want a bow and arrow, too. Your friend, Mike Branham.

Dear Santa, I want a satchel for Christmas and some plastic high heels. I want Gaylord for my brother and a record player and a paint set for me. With love, Karen T. Hight.

Dear Santa, I want a baby doll and a bicycle to go riding to the fields, and a Thursday cry baby and a one year doll and a Tiny Thumblelina. With love, Elia Gonzales.

Dear Santa Claus, My name is Francis Ortega and I am 11 years old, and I am in the third grade. And I would like a bright doll for Christmas. And for my mother, a table. Your friend, Francis Ortega.

Dear Santa, I want a bicycle, a guitar, and a Thumblelina doll. My sister wants a bride doll and a

training bicycle. My little brother wants a rocking horse for Christmas. Merry Christmas. With love, Theresa Chaney.

Dear Santa, I want a BB gun for Christmas. And a bicycle so I can go to school in the bicycle and come back in it. Your friend, Manuel Gomez.

Dear Santa, I want a princess doll and a cradle for ner, a picture projector, 5 pairs of Lees, 5 rayon sweaters, and a pair of tights. Love, sneia Redwine.

Dear Santa, I want a Barbie doll with a Barbie doll case, and a Mrs. Smart doll. Merry Christmas. Thank you. Your friend, Katy Rutledge.

Dear Santa, I want a new bicycle to ride on because I work to help my family. I want a pair of boots and toys, too. —Jose Viilarreal.

Dear Santa, I want a B B gun an electric football game, a bike a King Zor, an odd egg, a football tee, a flag, a book, a dog coile for my dog, a bucket of paint to paint my dog's dog house. With love, Wes Wade.

Dear Santa, I want a train for Christmas and King Zor and

Rocket that will fly up in the sky. I want the Palladin set, too. Love, Mike Mikeska.

Dear Santa: I want a slide barrel for my BB gun wt. 5 lbs., a Shetland pony saddle, a bit and bridle, and a pair of boots size 4 in big size. My little brother wants a pistol and a rifl with a scope. My baby brother wants a teddy bear. With love, Archie Nixon.

Dear Santa Claus, I am Tom Hartgraves; I am 8 years old, and I want a football soot. Your friend, Tom Hartgraves.

Dear Santa Claus, I am 9 years old. I am in the third grade. Will you please bring me a bow and row and a football and a puppy. I have to go now. Bye. Love, Terry Clingan.

Dear Santa Claus, I am 8 years old. I would like an air rifle. May I have a watch? Would you get my Daddy a pair of gloves? Your friend, Kyle.

Dear Santa Claus, I am 8 years old and I'm in the third grade. Santa, I want a football set. And ny sister wants a ken doll. Your friend, Milton Fitts.

Dear Santa Claus, I'm in the

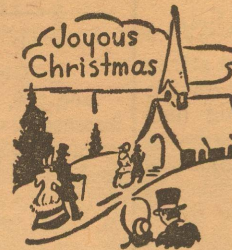
third grade and I'm nine years old. I want a doll. Her name is little Miss Echo. Thank you, Your friend, Thelma Bosmans.

Dear Santa, I want a watch for Christmas and my brother wants a wagen for Christmas. My sister wants a bike and a doll for Christmas. I hope that we will get that for Christmas. With love, Edgar Craig.

Dear Santa Claus, My name is Patty Page. I am nine years old. I want a doll, a radio, and some clothes for Christmas. I am going to leave you some candy on the table for you to eat. And please bring my little sisters a doll too. Your friend, Patty Page.

Dear Santa, I want a camera for Mommy, a lawnmower for Daddy. I hope you have a Merry Christmas, Santa. My family is going to make decorations. I want you to get a rocking horse for Willie, a dart gun for Larry. I would like a Miss Seventeen for Denna Kaye and a Kissy doll for Beth Ann. And Santa, Mary Susan wants en electric record player and some riding britches that are size 8 and some boots. Your friend, Mary Day.

NEW SHIPMENT ruled Index cards —The Success Office.



**BEST WISHES**

to you, our valued friends, it has  
been our pleasure to serve you.

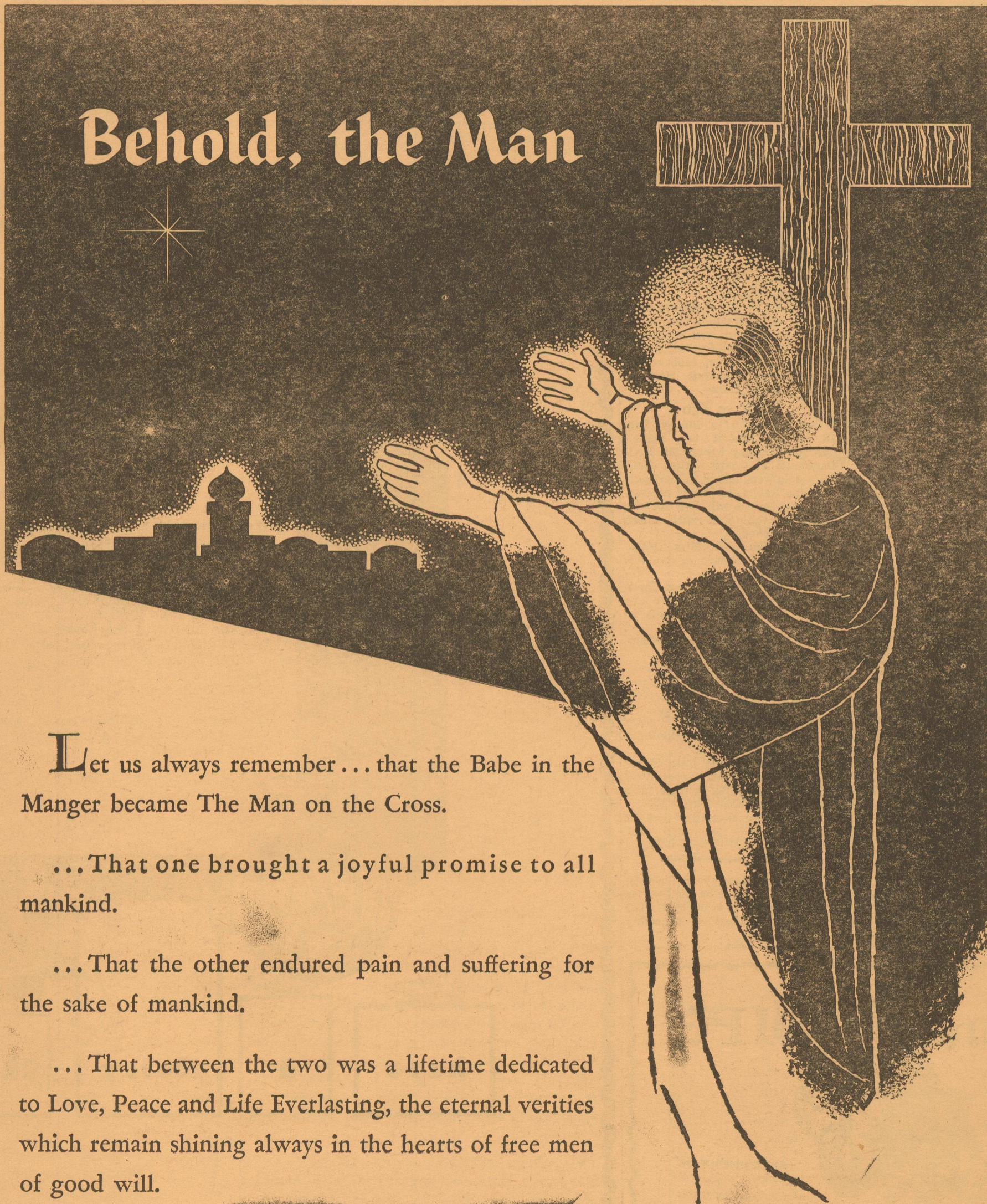
Merry Christmas and Happy New Year

**Lorene's Beauty Shop**

Lorene Scott

Nevella Sallee

Phone 23401



**Behold, the Man**

Let us always remember... that the Babe in the Manger became The Man on the Cross.

...That one brought a joyful promise to all mankind.

...That the other endured pain and suffering for the sake of mankind.

...That between the two was a lifetime dedicated to Love, Peace and Life Everlasting, the eternal verities which remain shining always in the hearts of free men of good will.

THE OFFICERS, DIRECTORS, AND PERSONNEL OF THE CO-OP EXTEND BEST WISHES FOR THE HOLIDAYS

**Southwest Texas Electric CoOperative, Inc.**

Owned By Those It Serves

Large, Heavy  
**Manila Envelopes**

with metal clasp

Size 6 1/2 x 9 1/2 -----each 5c

Size 8 3/4 x 11 1/2 -----each 5c

Size 9 1/2 x 12 1/2 -----each 5c

Size 10 x 15 ----- each 10c

—for long legal papers

Success Office



On The Screen . . .

'Five Weeks In Balloon' Highlight Of Holidays

Sure to be one of the main attractions to Schleicher county moviegoers during the upcoming holidays is "Five Weeks in a Balloon," which will be shown the nights of Thursday and Friday, December 27 and 28. Produced by Irwin Allen, the movie is in CinemaScope and DeLuxe color.

No matter how long the balloon stays aloft—30 days or 5 weeks—Hollywood has learned to fill its coffers with this Jules Verne bag of tricks.

First came "Around the World in 80 Days," and now comes "Five Weeks in a Balloon." Just as its popular predecessor did, "Five Weeks" entertains completely.

It's an even match as to which should get the most credit for the film's success—special effects or actors. The gondola is grandly gaudy and the people in it are hilariously hammy.

The story concerns the mission of a small party of Britishers and two Americans sent across 4,000 miles of African wilderness by balloon in order to plant the English flag on unclaimed land prior to the arrival there of international slave traders.

Heading the party are two of Hollywood's ablest actors, Sir Cedric Hardwicke and Richard Haydn. Other crew members are Red Buttons, Fabian, Peter Lorre, Barbara Luna and Barbara Eden. There's also Chester the Chimp.

Director Irwin Allen combines parody with thrill to make the film appealing to child and adult alike. For the young, there are dangers . . . from wild African animals to slave traders such as Peter Lorre. For the adult, there is the crisp lampooning of British fastidiousness by Hardwicke and Haydn.

There are no skips in the predictable script. Cowardly reporter ends up hero, pretty school teacher rescued from slave traders, stuffy general needs his tea, native girl is a stowaway, title song by Fabian, who was brought along just to sing the title song.

For the long-remembered among the adults in the audience, Haydn is the actor who used to do the "H-droppnig" English bit on radio. And down there on the ground, that gray-haired old Sultan is sneezing Billy Gilbert.

The balloon is a wonder. Built by Hollywood technicians and weighing around four tons complete with gondola, it really flies. Haydn could have easily punctured the balloon's importance to the movie with his sharp and satiric needling of British military pomp. He is superb, especially in his scathing tea pot bit.

Hardwicke, as usual, conveys his customary reserve and aplomb.

The cast:

Donald O'Shay . . . . . Bed Buttons  
Jacques . . . . . Fabian  
Sir Henry Vining . . . Richard Haydn  
Fergusson . . . . . Sir Cedric Hardwicke  
Ahmed . . . . . Peter Lorre  
Susan Galo . . . . . Barbara Eden  
Makla . . . . . Barbara Luna

TREE GIVING HAS BECOME TRADITIONAL WITH SOME

Tree giving, at Christmas, on a birthday, wedding anniversary or other occasion, is becoming the vogue.

Graduating as well as reunion classes at colleges do it. Years ago newlyweds gave each other twin trees ("his" and "hers") that were planted in front of their house on their wedding day. Many of these "marriage" trees adorn older residences in New England today.

One woman, married 15 years, has a fine apple orchard by her house, each tree a gift on her birthday, at Christmas and other events. Young persons buying homes often landscape the grounds with gift trees, large and small, on Mother's Day, Father's Day, junior's birthday and other occasions.

In Those Days

ONE YEAR AGO

Dec. 23, 1961—The Eldorado Success was noting its 60th anniversary. The paper was founded in 1901 as the "El Dorado Paper" the year that Queen Victoria died in England, and President McKinley was assassinated, and was succeeded in the White House by Teddy Roosevelt.

Paul Pena died. He was long-time custodian at school. A total of 4,164 bales of cotton were reported ginned.

FIVE YEARS AGO

Dec. 26, 1957—Ernest K. Nimitz was one of 22 Gold Star 4-H boys receiving recognition at a banquet in San Angelo, given by the West Texas Utilities Co.

The older Intermediate Girl Scout troop visited the local public library, presenting a decorated tree. The group consisted of Ruth Ann Thigpen, Phyllis Parker, Helen Smith, Barbara Dollar, Jane Sanders, Trisha Hardy, Pam Jones, Judy Deaton, Terry Phelps, Martha Topliffe, Barbara Fry, and Joan Griffin.

Mrs. Bob Page and Mrs. Ed Hill attended funeral services in San Saba for Richard Crane, 86.

Clifford Schooley, Fred Gunstead, and Delbert Taylor won the decorating contest.

12 YEARS AGO

Dec. 28, 1950—Jake Crosby died at the age of 47.

Mr. and Mrs. Kenno Ogden were preparing to move to the living quarters in their newly completed motel. They sold their house to Ralph McMillan.

In a double-ring ceremony in the Presbyterian church, Miss Jerry Henderson became the bride of Bill Oglesby.

A European refugee, Juri Nou, who was a displaced person from Estonia and a student at McMurry, was a guest of the Roy Shilling family during the holiday season. He was a college roommate of Roy Shilling, Jr.

Harlan McAlpine and Donald Ray Dannheim were completing Navy boot camp at San Diego, and their families visited them during the holiday season.

Mr. and Mrs. Bill Rountree were taking a vacation trip to Tennessee. At Parker Foods you could buy a large box of Tide for 33c, a head of lettuce for 11½c, cabbage for 5c pound, or a pound box of Lipton tea for \$1.09.

35 YEARS AGO

Dec. 30, 1927—On Sunday, Dec. 18, in the home of the bride's parents in Bailey Ranch, Mr. Emil Dannheim and Miss Etta Ruth McDonald were united in marriage, with the Rev. J. L. Ratliff officiating. The couple will live for the present on the Speck ranch, where he is employed.

Sam Mather and Miss Jessie Whitley were married in San Angelo Monday.

J. A. Holland was in from Christoval Wednesday looking after business. He reports the wells in Christoval going dry.

Mrs. A. B. White visited at Lampasas during the holidays.

Garland Smith and wife, residents of Eldorado about 20 years ago, passed through here on their way from Oklahoma to Ozona.

Dan Berry returned Friday from a hunt on the Pecos and exhibited a big bear he bagged.

A. A. Bush, of the Bush Motor Co., announces that a new Ford will be on exhibition in their sales room on December 30th.

Brooks Store advertises that on January 1, 1928, they will start selling on a CASH BASIS only.

WHY give it house room if you no longer use it? Come by the Success office and place an economical FOR SALE want ad—and sell it, quickly and efficiently.

MARY MARTHA CLASS HAS CHRISTMAS LUNCHEON

The Mary Martha Sunday School class met at the home of Mrs. L. T. Wilson for their Christmas party and luncheon. Eleven members and three visitors, Miss John Alexander, Mrs. L. M. Hoover, and Mrs. Lee Salone, enjoyed the covered dish luncheon. The president, Mrs. S. Maxfield, was in charge of the program and gave the devotional and the teacher, Mrs. J. B. Montgomery, read a poem, One Little Life.

Instead of exchanging gifts they placed gifts on the Christmas tree for the Lottie Moon Christmas offering for foreign missions. The total came to \$153.

The class dismissed by joining hands and singing Bless Be the Tie That Binds, and a special prayer was given by Mrs. W. N. Ramsay.

MAKE ORNAMENTS

You can fashion your own Christmas tree ornaments with aluminum foil plates. With scissors and paints, glow papers, baubles, and foil plates, you can construct various designs and many color combinations. Foil plates are inexpensive and easy to work with.

ABOUT CHRIST

"If Christ is to remain alive in the life of men, eternally present with us, it is absolutely necessary to resuscitate Him from time to time, not to color Him with dyes of the present day, but to represent with new words, with references to things now happening, His eternal truth and His never changing story." —Papini's "Life of Christ"

THE STAR

"Now when Jesus was born in Bethlehem of Judea in the days of Herod the King, behold, there came wise men from the east to Jerusalem, saying, Where is he that is born King of the Jews? For we have seen his star in the east, and are come to worship him." —Matthew 2: 1-10.

CHRISTMAS GREETINGS

This is the Season when each of us can express our own feelings of good will and to exchange friendly messages, one with another. Here is our greeting, and with it is a sincere thanks for your fine patronage and friendships in the year just coming to a close.

Still a Nice Stock of Last-Minute Gifts For the Entire Family

Western Auto Associate Store

Home Owned and Operated

Phone 21141

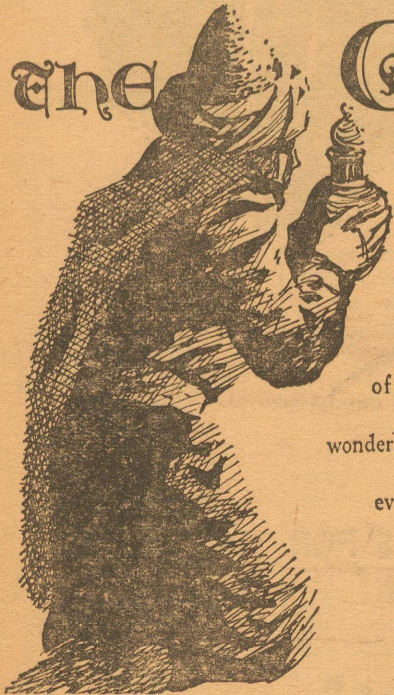
Roy Phelps, Prop.

**Taking Time**

We should take time to think—thinking provides a source of power.  
 We should take time to read—reading provides wisdom.  
 We should take time to play—playing is the secret of perpetual youth.  
 We should take time to smile—smiling is the mirror of the heart.  
 We should take time to laugh—laughter is the music of the soul.  
 We should take time to be friendly—friendship leads us down the road to happiness.  
 We should take time to pray—prayer supplies us with an abundance of hope and courage.

**have a Merry Christmas!**

THE GIFT



As we bring our gift of thanksgiving at this wonderful season, may we be ever mindful of the One whose birth we celebrate.

Merry Christmas To All My Friends

**DORIS LOGAN**  
BEAUTICIAN

**FOXWORTH - GALBRAITH**  
**LUMBER COMPANY**

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