

Eldorado Success

Schleicher County's Only Newspaper—

—Offering The Best Advertising Medium—

—Est. 1901, This County's Oldest Business Enterprise

69TH YEAR

ELDORADO—SCHLEICHER COUNTY, TEXAS, (76936) Thursday, December 24, 1970

Number 52

Naming Of New OEO Director Postponed

The members of the Board of Directors of the Schleicher County Neighborhood Center met last Wednesday night with all six members present as follows:

Ralph Waldron, chairman; Dr. J. B. Brame, Robert Bradley, Mrs. Delia Pena, Mrs. Mae Green and Mrs. Dora Bosmans.

Purpose of the meeting was to name a successor to W. R. Bearce who is announcing his retirement as executive director.

"We thought we would have applications from as many as three," remarked Mr. Waldron.

But when the list of applicants was read they found they had no less than 15 applicants for the job!

"There were many good names among those 15," said Mr. Waldron the next day, "and we just couldn't see how we could eliminate 14 and name a successor in a short time."

Accordingly the Board agreed to take more time and to meet again later, and they received from Mr. Bearce his consent to continue acting as director until his successor is formally appointed.

The Office of Economic Opportunity is a part of the government's war on poverty and this is carried out in several ways. The local OEO oversees distribution of surplus government food commodities, informs the local poor of medical aid available from government agencies, occasionally conducts classes, and in other ways tries to help needy people help themselves.

Gas Explosion At Hext Foods Saturday

Customers shopping at Hext Foods meat market about 4:00 o'clock Saturday afternoon were confronted with a large hand-lettered sign on the front of the meat case—"NO MEAT TODAY!"

Inside the case was the usual display of bright red T-bone steaks, roasts, pork chops, and other tempting offerings in the market line.

What happened?
It seems that a small gas odor was being detected by the men working there. Topliffe was called and was checking various lines with a small torch. His third check resulted in an explosion that blew out the glasses on the back side of the case, showering small bits of glass all over the place.

Since Top was closest to the action, he received several wounds from flying glass but no one else was injured. But all the fresh meat was showered with flying glass.

Mary Hext said, "Why I just wouldn't try to pick all the small pieces of glass out of those nice T-bone steaks."

Topliffe's injuries were minor. On Sunday night he filled his usual role as Santa Claus at the Methodist Church Christmas program.

New Ambulance Being Ordered

A proposition, advanced several weeks ago by the Schleicher County Foundation, has been adopted this week with the County of Schleicher placing an order for a new ambulance.

The deal involves participation by the four tax assessing bodies: County, City, School and Hospital. Each has agreed to participate to the extent of about \$825—or one-fourth of the total cost.

When the new vehicle is delivered various civic organizations will be invited to help equip it.

March Of Dimes Drive Set For January

Mrs. Danny Barfield has been named campaign director for the 1971 March of Dimes and will direct the annual fund-raising appeal to be held in Schleicher County from January 2nd through the 31st.

Mrs. Margaret Frost has been selected as Mother's March chairman and Miss Claudia Meador will head the Teen Age Program.

Volunteers interested in helping with the campaign may call 2811 or 2709.

Jackie Yates will be home from Abilene to spend Christmas.

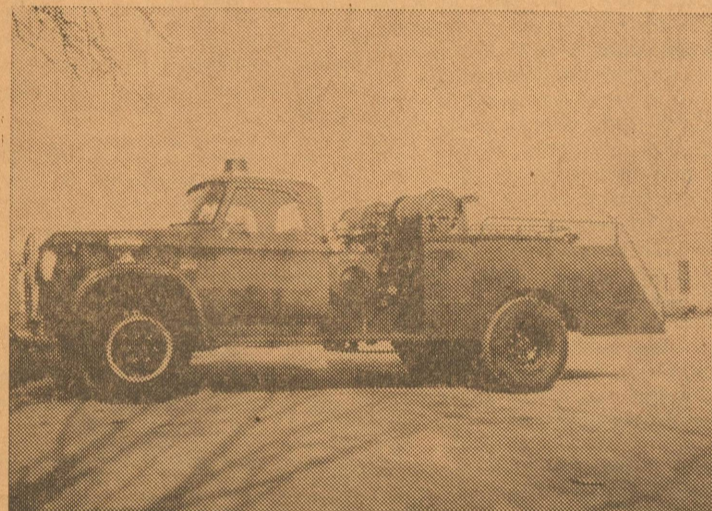
Post Script

Shugart Apartments Being Given To The School



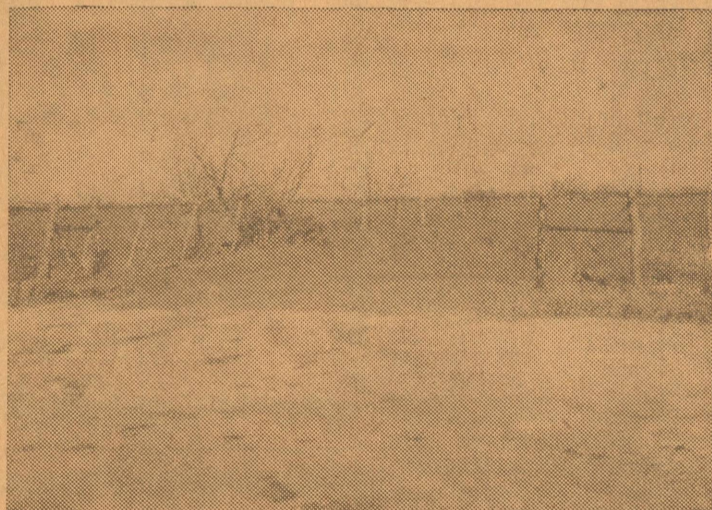
Mrs. Leslie Baker reported it Saturday and a school board member confirmed it Monday that Jack Shugart on Saturday signed papers giving his Shugart apartment building—lock, stock and barrel—for free—to the Schleicher County Independent School District. In accepting the gift, the District assumes a small indebtedness of about \$700. —Staff Photo

New Fire Truck Now Doing Its Stuff



When Schleicher County Commissioners were convinced last summer of the need of a new fire truck, they bought first a new Dodge truck chassis, and then ordered the necessary fittings and equipment for it. After that they made a contract with Earl Dean Clark local welder, for installation and painting. It is now complete in all its blazing red glory and polished brass fittings. It has even responded to several fire alarms. This is the latest addition to the fleet of fire trucks for city and county fires.

Road To Lead To Recently Acquired Property



It was a number of months ago when Bob Page was divesting himself of property due to doctor's orders, that he sold a block of land adjoining the city limits on the north to Dr. J. B. Brame. This week sees the first sign of future improvement on the property. An opening has been made in the fence at the end of Lee Avenue and a beginning is being made to grade up a road. The road is being laid out to a point where the house will be built, well back from the property line. New year should see a good deal of development.

With our subscribers:
Cecil Pearce has moved to 2204 Nabors Lane, Odessa, Tex 79760.
Mrs. Alice L. Barfield has moved from Brunswick, Ga., to 1905 Ford Street, Austin, Texas.

Miss Jewel Shelton is now receiving her Success at Box 142, Liemet, California 92343.

Randy Yates came home from San Marcos for the holidays.

Sonora Wins State

Sonora's Bronco football team finally closed out their '70 season last Saturday night in San Angelo when they defeated Pflugerville 45-6, to take home their third state Class A title in five years.

Most local people's opinion was summed up as, "Since they won District, I'm glad they went on to win state."

No Paper Next Week
Next Issue Of The Success Will Be Dated
January 7, 1971

Gin Report

Mikeska Gin Saturday had a day's run of perhaps as much as 15 bales and practically all of it came from Whip Faull. The yard was empty at the close of the day's run.

Karen Homer, bookkeeper, said that the gin will remain idle until all the remaining cotton comes in, and that then they could finish the job in one day.

Weather continues to be a factor in stripping the last bales. Sunday night brought real warm weather and a heavy "dripping" fog, and there were weather reports of another cold front coming in.

If the local gin can close out the season by Thursday night, it will be the first time in many years they were able to close out by Christmas.

Post Script

More Christmas Greetings

This is our second Christmas greeting issue of the Success and is a companion to the one for Dec. 17th. This week we are carrying more of the Christmas greeting ads from our local public spirited merchants along with more stories, etc., carrying out the theme of the season.

By now you should have sent and received the bulk of your Christmas cards, have your shopping done, some of the baking done and in the freezer, the plans made in regard to visiting, etc. So let's pause from the commercial aspects of Christmas and give these remaining days over to prayerful contemplation of this Great Event we celebrate each year, each of us in his own way.

We urge you to keep Christ in Christmas by attending the church of your choice and by contributing to its Christmas benevolences.

No Paper Next Week

This Christmas paper is the final one for this year, 1970.

The Success will not print a paper for December 31st, the fifth Thursday of this month.

This is in order for the crew to take a few days off, do end of the year bookkeeping, and "square away" for the year coming up.

We, too, add our best wishes to all readers for a most Joyful Christmas and a Happy New Year.

The next issue you receive will be the one for January 7th.

City Secretary Lum Burk reports at least 65 or 70% of taxes have been collected by his office. Only a few more days remain in December to take advantage of the 1% discount of you have not already paid them.

Bryce Oil Co. of San Angelo has sent Carl Heaten here to manage the Shamrock service station on the south edge of town. The Heaten's are living in a Riley house.

A pair of glasses was brought into the Success office last week, and much to our surprise Tuesday morning a man came in to inquire if we had had any turned in. Sure enough we had, and he said, "Those are mine," and seemed very happy to get them back. He was James Brown of Del Tex and lives in San Angelo.

Have you heard my bicycle story? Or maybe it's the dope smuggler story, anyway it was told to me for the truth, but once again I can't guarantee it. You just have to take it for what it's worth.

It seems this Mexican man rode his bicycle across the international bridge between Juarez and El Paso every morning. At first the customs officials thought nothing of this but since he crossed every day they began to check up on him and found he had quite a record for smuggling dope. He had no job on this side so they watched him closely. At times they checked all his clothing and even his shoes and socks. Eventually they took his bicycle apart and checked inside the tires and handle bars. Nothing, nothing at all! Not even a smell of marijuana! After a year of this the officials said, "We know you are smuggling dope but we can't catch you, please confess and tell us how, and just stay in Mexico and we will leave you alone."

"I haven't been smuggling dope," he answered. "I've been smuggling bicycles."

That's the way it is in the great Southwest between these two great countries.

Decorating Contest Winners Announced

The three winners in the local decorating contest have been announced as follows:

Mrs. Jack Jones, door;
Domingo Pina, yard;
Luther Guerrero, best over-all decorating.

Each has been awarded a \$10 prize.

The judging took place Sunday night when a committee went over town and looked at all the decorations.

This contest is put on each year by the Lions Club and Chamber of Commerce with each organization putting up half of the prize money and arranging for judges, identity of whom is kept secret.

The Lions plaque for best-decorated business house went to Southwest Texas Electric Co-Op.

Major Nikolauk Visits With Family



MAJOR JOHN NIKOLAUK

Major John Nikolauk was in Eldorado recently visiting his wife Ebba and sons Mike, Bill, Mark and Brett. Major Nikolauk is a pilot for Scatback, stationed in Ton San Nhut, Viet Nam.

Mrs. Nikolauk has been making her home in Eldorado since last June while Major Nikolauk is serving a year in Viet Nam. He is a son-in-law of Mr. and Mrs. W. A. Blaylock.

Christmas Luncheon For DAR Held Thursday

The El Dorado Chapter, NSDAR, met December 17, 1970, at the Memorial Building with Mmes. Luke Thompson, Sr., J. E. Hill and Elizabeth Rae Powell hosting a beautifully appointed Christmas luncheon, covered dish style. A lovely holly decorated linen cloth was centered with a Christmas snow scene. The regents table had a green cloth with a Christmas border centered with an arrangement of gold poinsettias. Mrs. Ramsay gave the invocation.

Miss Ruth Baker, regent, presided at the chapter with the usual patriotic rituals and the reading of scripture followed by prayer.

The Christmas story presented by the scripture was read, each member participating.

The minutes were read and approved as read. Mrs. Thompson, the secretary, conducted other secretarial duties.

Miss Baker read the President General's message.

The Scott Allens have moved back here and are in a house trailer on a McKee lot in the south part of town.

The Joe Ray Stanford family have arrived here from California to visit friends and relatives over the holidays.

Mrs. John D. Copeland and children will spend Christmas in Sweetwater with Mr. and Mrs. H. C. Rountree and Mr. and Mrs. G. T. Copeland at Lawn.

For that last-minute Christmas gift, we urge you to shop Eldorado merchants. Also, a gift subscription to the Eldorado Success is a reminder of your thoughtfulness throughout the coming year. Priced just \$3.00 locally or \$4.00 to an out-of-county address.

New Commis. Court Coming Into Office

A new County Commissioners Court, including the first woman commissioner in county history, will come into office at the Court House January 1st.

Robert L. McWhorter will be sworn in as County Judge, succeeding Tom Ratliff whom he defeated earlier in the year.

Retiring as commissioners will be L. E. McCalla who will be succeeded by Mrs. Vi Henderson and Lawrence Dannheim, whose successor is Dee Love.

Hold-over commissioners are Weatherly Kinser and Joe Christian.

There will be no other changes in the court house.

Friday & Saturday To Be Holidays

Most local business concerns have announced that they will be closed on Friday, Christmas Day, and also Saturday.

So do your pre-Christmas shopping with these holidays in mind in order that the days closed will not inconvenience you.

School Out For Holiday Period

The Eldorado public schools dismissed at 2:30 p.m. Tuesday for the Christmas and New Year's holidays. Wednesday was teachers' work day for the first semester.

Classes reconvene the morning of Monday, January 4th.

Holiday Hours Set For Hospital Clinic

The Schleicher County Medical Clinic will close at 12:00 noon on Thursday, December 24, for Christmas holidays, according to word from the management this week.

Re-opening will be at the usual morning hour on Monday, 28th.

Attention will be provided for emergency cases.

Hospital Auxiliary Gives Party Sunday

The second annual party for patients in the nursing wing of the Medical Center was held Sunday afternoon in the hospital dining room, given by the Women's Medical Auxiliary.

Auxiliary members served cake and punch and each patient received a gift from Santa Claus.

About 100 relatives, friends and hospital staff members attended the event.

Mrs. James Page played Christmas carols for the group.

Brother Garry Gage and members of the Church of Christ presented a musical program.

Warm Holiday Weather

Tuesday, Dec. 22nd, was the shortest day of the year and official first day of Winter. It was a bright, sunny day in Eldorado and the thermometer on the front of Parker Foods stood at 73 degrees at 4:00 p.m. There is still plenty of time for spells of winter weather, but so far they have been mild. Chances for a White Christmas here in Southwest Texas look nil; last time that happened was in 1927.

New Babies

Mr. and Mrs. Steve Whitten announce the birth of a son born Dec. 18th in the Clinic Hospital in San Angelo. The young man weighed 7 lbs. 5 oz. and has been named John Steven Jr.

Grandparents are Mr. and Mrs. Norman Roberts and Mr. Morris Whitten, all of Eldorado.

Great-grandparents are Mrs. W. T. Whitten of San Angelo and Mr. and Mrs. Douglas Sneed of Bronte, Mrs. Ed Hill of Eldorado, Mr. Lyn Roberts of Abilene, and Mrs. Fern Wright of San Angelo.

Great-great grandmother is Mrs. Carrie Pelt of Eldorado. Mrs. Whitten and young son came home from the hospital on Sunday.

MERRY CHRISTMAS



MAY THE BEST OF EVERYTHING COME YOUR WAY

Meador - Peters Agency

Ed Pete Billie

Merry Christmas



Davis Fina Station

Mr. and Mrs. Lum Davis and Employees

School Menus

(All meals served with buttered rolls and milk.)

Monday, Jan. 4: Baked ham, sweet potatoes, English peas, celery strips, canned fruit.

Tuesday, Jan. 5: Spaghetti and meatsauce, waxed beans, buttered carrots, stewed prunes, butter-scotch pudding.

Wed., Jan. 6: Hamburgers, lettuce and tomatoes, potato salad, pickles and olives, fruit cup, and cookies.

Thursday, Jan. 7: Veal cutlets and gravy, creamed potatoes, whole kernel corn, fresh green salad, fruit cobbler.

Friday, Jan. 8: Fish filets, macaroni & cheese, blackeyed peas, cole slaw, orange halves.

"Hollydays" Bring Memories Of Days Past

When you deck the halls with boughs of holly you are perpetuating customs of both the Druids and the Romans.

With its year-round display of shiny green leaves and its bright, red berries, holly through the ages has been the object of legends and folklore.

Druids believed the sun never deserted holly, so they brought branches into their dwellings for protection against winter.

All the evil spirits which roamed Rome were kept off balance by knowledgeable Romans who kept holly around the house. Friends of Roman newlyweds wished them well by sending wreaths of holly, and wreaths were exchanged during Saturnia, the Roman holiday which Christians adopted to celebrate the birth of Christ.

Holly in Rome was also a protection against lightning and insurance that cattle, when in its presence, would thrive.

Early Christians adopted the use of holly in their celebrations, but with it came some of the superstitions. It was used to ward off witches, mad dogs and wild beasts which were supposed to lie down quietly when a holly staff was thrown at them.

The evil spirits which plagued Romans bugged the American Indian too, so they kept holly around to ward them off. The Indians found some practical use for the holly tree. Some used the wood for tomahawk handles, and the berries, when dried, were used for ornaments. Tea brewed from the leaves, they thought, gave them strength and courage in war. The same tea was used in later years as a "cure" for colic, measles and whooping cough.

George Washington may have chopped down cherry trees, but he was a regular Johnny Appleseed when it came to holly trees. He took great care in planting seedlings at his home, Mount Vernon, and some believe that his famous wooden false teeth were made from holly.

Holly grows naturally in most of the world, flourishing in moist, warm climates, but also doing well where it is harsh and dry.

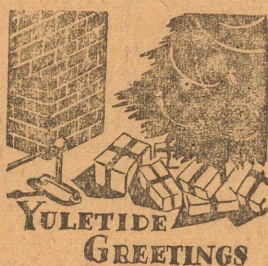
The hard, white wood has always been in demand for fine carving, and the boughs with their berries are sought during the holidays, so much so that in some areas of the nation holly trees have been wiped out.

Holly trees are a landscapers boon, but prospective owners may want to think twice before planting one in their yard. Legend has it that if it likes the owner, it will flourish, but if it dislikes the owner, it doesn't care if it lives or dies.

JOHN 10:10

Through the ages the wisest men had sought the secret of a better life and a way to life eternal. The Bethlehem — born Good Shepherd provided the answer for all generations when he said:

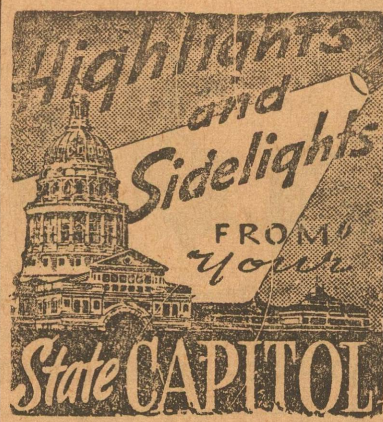
"I have come that men may have life and may have it in all its fullness"



I send my love and good wishes to all of our very dear friends in Schleicher County and Eldorado. May God bless all of you.

MRS. E. T. DAVIS

8415 Delwin, Houston, Texas 77034



Austin, Tex.—Gov. Preston Smith has called for re-evaluation of Texas' water planning and possible restructuring of the \$9 billion state-wide water plan proposed in 1968.

Smith told Chairman Marvin Shurbet of the Texas Water Development Board that he will block spending of all water study funds appropriated to WDB except those obligated under contracts. More than \$1.4 million was appropriated last year for topographic mapping, water studies and investigations. About a third is obligated under contracts.

Governor Smith called attention to the fact that Texas voters rejected the \$3.5 billion bond issue on August 5, 1969, that was designed to pay the state's share of the project's cost.

"In view of the critical shortage of state funds, additional expenditures for water studies and investigations would be inappropriate until we know that they would support whatever revised planning process we should decide to pursue," said Smith in a letter to Shurbet. "Accordingly it will be the policy of the governor's office to support continued outstanding efforts by the Board and its staff as we chart a new course in water resource planning."

One source said Smith feels that a long-range plan would get more support if citizens could see some concrete, short-term accomplishments in water development.

Smith reportedly may ask the Legislature to submit to the voters a bond program to finance aid to cities for sewage treatment.

Original study plan to bring surplus Mississippi River water to Texas was turned down by the voters. Consensus is that Texans as well as Mississippians look with disfavor on this idea.

At the DeCordova Bend Reservoir dedication on June 19 Smith declared that Texas cannot postpone development of water resources on a big scale until all controversies about the long-range water plan are resolved.

Boundary Suit Moves On

Louisiana waited 92 years too long to claim its boundaries extend to the west bank of the Sabine River, Atty. Gen. Crawford Martin argued in a hearing on the boundary dispute.

Martin and former Gov. Price Daniel, serving as special counsel, argued Texas' case before Special Master (Senior Federal Judge) Robert Van Pelt of Nebraska in Houston.

Ownership of hundreds of millions of dollars in oil and gas is at stake from wells in the Gulf of Mexico at the mouth of the Sabine river.

Former Gov. Sam Jones, first governor of Louisiana to stake claim to all of the river, argued as special counsel representing his state.

Texas claims its boundary extends to the middle of the Sabine river, including a disputed area of 36,000 acres on which \$2.6 million has been collected from oil leases for the permanent school fund.

Congress and the Louisiana constitution agreed on the mid-point of the Sabine as the state boundary, Martin contended. However, Louisiana bases its claim on an 1819 treaty between the U. S. and Spain.

Oil Allowable Cut

Texas Railroad Commission reduced the oil production allowable for January nearly 15,000 barrels daily, fixing the maximum market demand factor at 83.1%.

Cut was the second straight, although 10 of the 14 major purchasers requested the same amount in January as in December—83.5%.

Net allowable will permit maximum January production of 3,813,125 barrels a day, compared with 3,827,904 in December. Actual production was estimated at 3,421,000 barrels a day.

Draft Quota Up For January

Texas draft quota for January is 905, a sharp increase from 489 in December.

A total of 4,340 received orders to take pre-induction exams. January call will be filled by local draft boards from those whose lottery numbers had been reached in 1970 but were not called.

Army Sgt. Garland Wayne McGinnes underwent eye surgery recently in Brooke hospital in San Antonio where he has been for a number of months after he was wounded last May in Vietnam. He is expected home for Christmas.

Greetings of the Season



We Wish All Friends a Most Prosperous New Year in 1971 BELK'S BUTANE —The Belks

Christmas Buying Tests Store Ads

Christmas shopping for 1970 should be a significant test of the value of newspaper advertising in many communities.

Although it appears to be a season of recession compounded by inflation, retail advertising for Christmas shoppers began earlier and seems to have increased in quantity over previous years. The trend is especially apparent in smaller newspapers.

The optimism of local merchants is not without justification. Personal savings has reached a record high while installment debts have been declining.

A new awareness as to the nature of his competition is one factor causing the local retailer to use the hometown newspaper for more and better advertising. The consumer with super-highways and airports at his disposal has an increasing number of options for Christmas spending.

When the local retailer fails to inform the consumer of goods and services available at home, he is inviting competition from highly publicized shopping centers fifty or even one hundred miles away. Promotions of metropolitan shopping complexes is expensive and wasteful relative to customer gain. However, it works because it is thorough and persistent.

Conversely, when the retailer advertises in his local newspaper, he is getting almost 100% coverage of potential customers. He has every advantage over his distant competitor if he uses it.

If hometown shopping increases, it will be because local merchants are doing a better job of telling the consumer of what he can buy, and for how much. —Van Horn Advocate.



and best wishes for a HAPPY NEW YEAR

LOWE'S REPAIR SHOP

Gilbert Lowe & Family

FOR A REAL DEAL ON

New Chevrolets

—SEE—

MATT CAPERTON

AT MUSTANG CHEVROLET CO.

SAN ANGELO, TEXAS

PHONE 653-4561

HE WANTS YOUR BUSINESS

Robert Massie Co.

Furniture — Carpet

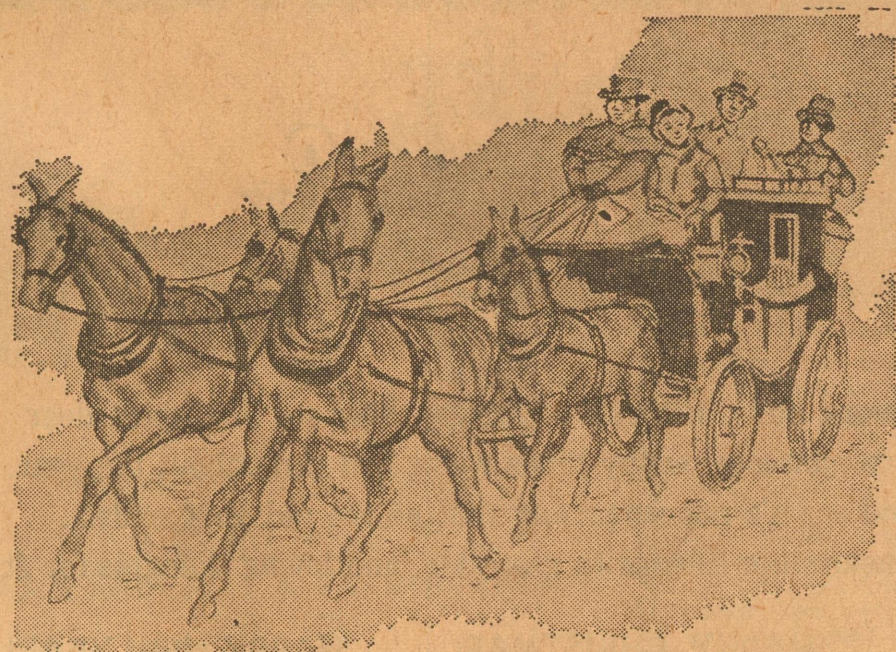
WEST TEXAS' LARGEST HOME FURNISHING STORE

Whether yours is a small or a large budget, whether your need is one room, A houseful or one piece, Our management and our experienced sales personnel are anxious to serve you according to your wishes.

MAKE OUR STORE YOUR HEADQUARTERS WHEN SHOPPING IN SAN ANGELO

12-14 E. Twohig

Telephone 655-6721



JOYOUS NOEL

Closed Christmas Day and New Year's Day

Eldorado Woolen Mills Inc

On Hwy. 277 South

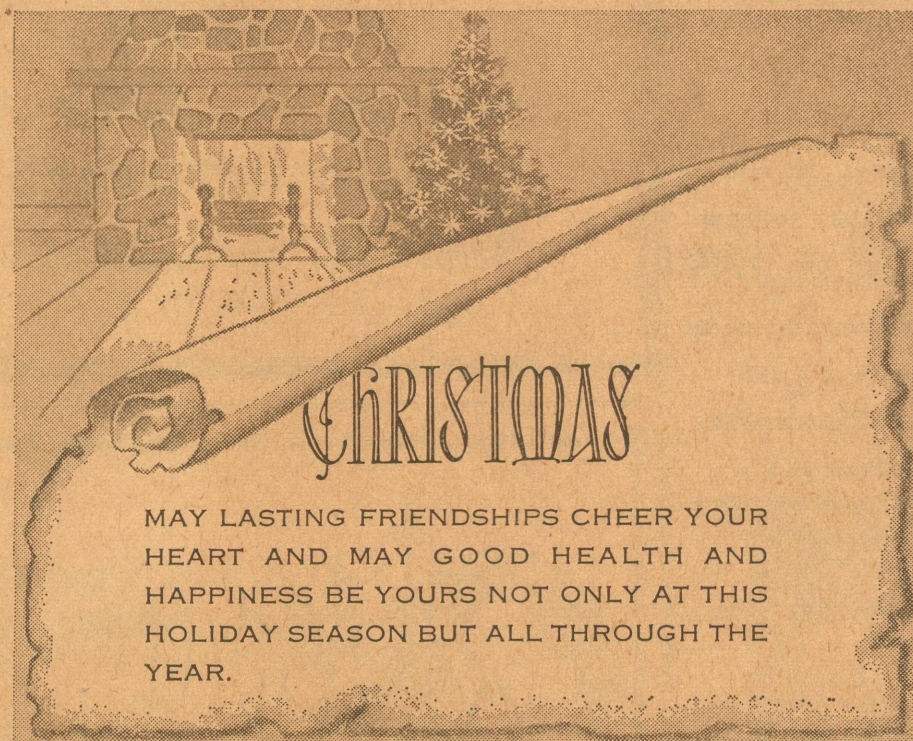
Phone 853-2541



We Will Give Out Drawing Tickets 'til 2:30 p.m. Dec. 24th
Be Sure To Attend The Drawing at 3:00 p.m.

Mobley Arco Service

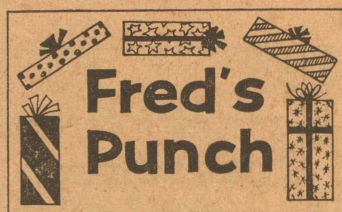
Mr. and Mrs. Raymon Mobley & Employees



Get Tickets Here For the Drawing Dec. 24th

HEXT FOODS

Jack Hext, Granvil Hext, & Employees



Cissie Brown wasn't bashful. Everyone in the office knew what she wanted for Christmas. "Just get me a man," she said, "and I'll be thankful for the rest of my life."

The trouble with Cissie, everyone knew, was that she had some far-out ideas about the kind of man she needed. Cissie was looking for a knight in shining armor or, his modern counterpart — rich, handsome, intelligent, and all of that. Cissie had been looking for him for most of her 30 years, and, according to the girls in the office, had overlooked better-than-average-type men in the process.

Ted Kagle was one. Everybody knew that Ted had been in love with Cissie for years. He was too quiet, too reserved to say anything about it, but you could see it in his eyes everytime he looked at her. It wasn't unusual that no one ever kidded Ted about it. Everyone liked him and everyone knew he was the sensitive type.

But One

Fred Watson had never said anything where others could hear, but he had gotten in a word or two from time to time. Whenever he caught Cissie alone, he would say something nice about Ted. He also had kind words for Cissie whenever he was with Ted and no one else was near. He never suggested anything. He was too smart for that. He just passed a complimentary remark.

The office Christmas party was scheduled this afternoon, however, and Fred's mind was elsewhere. He needed something to "spike" the punchbowl. He had done so for ten years and everyone knew about it, even the old man. He'd never complained, because there were two punchbowls and everyone just waited until Fred had his first glass of punch before deciding where to fill their glass.

Fred's phone rang. It was the wife, saying company was coming by for a visit before dinner. "I'll take care of it right away," he said, happy for an excuse to run his errand. "Going to shipping for a minute," he said to no one in particular.



After an hour or so, the party was off as usual. It seemed a little happier than in previous years, for some reason. There was more singing, laughter, joke-telling. Even the old man seemed more in the spirit of things.

Playing Santa

Things were running more true to course when the time for opening gifts arrived. The old man played Santa, as usual, commenting on each gift. "Say, that's nice, isn't it? Who had your name this year, Sam?"

When he came to Cissie's gift, he said, as he always did, "Let's see, now young lady, I'll bet there's something nice in here for you."

Everyone knew what Cissie was going to say, as she had each year, "That's a small box. Maybe it is a gift certificate for a good man."

No one expected Fred to say anything. But he did. "You guessed it, young lady. It's a gift certificate for dinner and dancing at the Purple Ballroom. All paid for. Made out to Mr. Ted Kagle and Miss Cissie Brown."

You could have heard a pin drop. The old man cleared his throat. "Fred, you haven't..." "I haven't, sir, nary a drop. On my honor, sir..."

Cissie was waving the "certificate" before the audience.

"Did you ever see such a novel gift? Thank you, Fred. As for you Ted, I warn you, I like to dance for hours."

Ted had found his voice, too. "I'm not very good, Cissie, but you'll find I'm willing, and long-lasting."

Everyone applauded. Fred said, "Let's have another round of punch."

They did, hardly anyone taking notice that Fred was not taking his punch from the same bowl he had favored earlier in the day.

Season's GREETINGS



And a Message Of Thanks to you for your patronage and good will during 1970.

May prosperity be yours in 1971.

The Top Package Store

Hwy. 277

Phone 2826



IT'S LIKE SITTING UNDER THE MISTLETOE WHEN YOU GIVE ELECTRIC GIFTS!

A sure way to her heart is to select a gift you know she will really enjoy long after Christmas is over...ELECTRIC GIFTS ARE LIKE THAT; men and boys like them too, shop around, they are everywhere!



West Texas Utilities Company

Equal Opportunity Employer an investor owned company

Cheapest, Hardest Working Salesmen In Town Are in the ADVERTISING SUPER MARKET

I Am Back At Work
AND READY TO DO YOUR—
AUTOMOTIVE REPAIRS
OF ALL KINDS.
ALSO LAWN MOWERS.
Lowe's Repair Shop
 In Northeast Eldorado

Myers
Submersible Pumps
 Check with me for complete line. I also do contract wiring
Blake's Electric
 B. L. Blakeway Ph. 853-2775

Western-Bilt
 If They're Western-Bilt
 They're Guaranteed
Free Pick Up and Del.
 Phone 853-2862

INSURANCE
 FIRE
 WINDSTORM
 HAIL; AUTO; LIFE
 CASUALTY
Car Loans
Tom Ratliff
 Phone 853-2636

OUR DRY CLEANING DEPARTMENT
 is now in FULL SWING
 Bring in those dirty clothes NOW you have been saving back to have dry cleaned.
 Mothproofing Available
YATES CLEANERS
 Doug Yates Ph. 853-2900

DAY OR NIGHT SERVICE
RATLIFF-KERBOW FUNERAL HOME
 Eldorado Sonora
 Phones, Eldorado -- 853-2636
 If No Answer, Dial -- 853-2860
 Or call (Toll) Sonora... 21871

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Success will be gladly corrected upon same being brought to the attention of the publisher.

Notice of entertainments where a charge of admission is made, obituaries, cards of thanks, resolutions of respect, and all matters not news will be charged for at the regular rates.

Announcements of revivals for churches are considered advertising and charged for at regular advertising rates.

Unsolicited poetry charged for at regular advertising rates.

Pictures — Unsolicited pictures for publication charged for at engraver's rates.

Front page advertising announcements to be charged for at a rate equal to three times the regular rate.

—GARAGE SALE advertisements must be paid in advance. No phone orders, please. —Success.

—CHARGE TICKETS, special for service stations; 8 for \$1 or \$11 carton. —The Success office.

ELDORADO LODGE
 No. 890 — A. F. & A. M. Stated meeting 2nd Thursday in each month, at 7:00 p. m. from Oct. 1 to April 1, and at 8:00 from April 1 to October 1. Visiting brethren welcome.

CLASSIFIED ADVERTISING RATES
 First Insertion.....4c word
 Additional Insertions.....2c word
 Minimum 50c Each Insertion
 Cash In Advance
 \$1.00 Minimum On All Small Ads
 Taken On Phone Or By Mail

In Those Days
 Compiled From Success Files

ONE YEAR AGO
 Dec. 25, 1969—Danny Boyer was named to All-Regional Band at Brownwood following the contest. Funeral services were held for Archie Blakney, 89. Mrs. Mort Mertz was named to the Hospital Board after Oran Enochs resigned from it.

FIVE YEARS AGO
 Dec. 23, 1965—Eldon Calk, mayor of the city of Eldorado, was shown placing the first call over the new dial equipment. Mr. and Mrs. W. O. Alexander received word that their son, John W. Alexander, was elevated to position of Assistant Cashier of the Mercantile National Bank at Dallas.

The school set Jan. 15, 1966, as date for a \$175,000 bond election for some school improvements, one of which called for moving the football field in from south of town to new site beside the high school gym.

Rusty Meador was master of ceremonies for the high school Christmas party. Sam Henderson was most popular boy and Karen Griffin was Miss EHS.

At the Jr. High party, Kay Mann and Randy Yates and Bob Page were 8th grade favorites, and Peggy Hill and Keith Williams were 7th grade favorites.

Joe Lowe arrived home for a 30-day leave from the Navy. Danny Becknell moved from a McGinness house to Mattocks house.

12 YEARS AGO
 Dec. 25, 1958—Mr. and Mrs. Grover Lee Johnson were back from Gonzales where his parents, Mr. and Mrs. G. C. Johnson, observed their Golden Wedding Anniversary. The American Legion post had 105 members, Don McCormick was current commander, and the Christmas party for children was staged with Mrs. Oliver Teele's choral groups rendering songs and Edwin Jackson serving as Santa Claus.

Mrs. Clovis Taylor left for Kermit to visit the Charles Kellogg family. Roy Lynn Taylor was leaving for two weeks of Naval Reserve training.

The Haraln Graves family visited here from Greensburg, Kansas. The Haven Nursing Home at Christoval advertised Pleasant and Home-Like Atmosphere and Good Food.

The High School invitational formal dance was set for the night of Dec. 29th. Mrs. Kreklow showed slides of her trip to Europe at a meeting of the Reynolds-Alexander H. D.

25 YEARS AGO
 Dec. 20, 1945—The school closed three days earlier than scheduled for the Christmas holidays on account of a flu epidemic. C. A. Reynolds was superintendent. Mrs. L. T. Wilson was recovering from surgery in a San Angelo hospital.

Word was received here of the death in Paraguay of George Lohman, a pioneer cattleman of this county. The 4-H clubs had home-made toys on display in the windows of West Texas Cafe and Wanda Dannheim won the first prize of \$1 for the best made toy. Second and third prizes went to Julia Ann Rodgers and Ruthie Dee Harris.

Arthur Faulx was building a feed house building in the east part of town. Cleone Dabney accepted a position as bookkeeper at Eldorado Motor Co. She had been employed in the county rationing office during the war years.

T-Sgt. Harold Susen was discharged from service and on Dec. 16 was married to a Navy Nurse, Ensign Freda I. Stephenson, at her home in Corpus Christi. The couple were planning to live in San Angelo where he was employed with Burley-Bacon Lumber Co.



Mary Scott put another pecan pie in the oven. She planned to finish the preparations, even if some of the food were left over until Christmas of next year.

Jack's situation was different. He lived a thousand miles away. He had always brought his family to "grandma's", just as everyone else did. Coming so far to see his mother was one thing; to see his sister was something else.

Mary had known that it would all end when mother died. She and Fred and Jack had been close, all of their lives. Even after they had teenagers of their own, everyone returned to the old homestead each Christmas. It had been a tradition of many years' standing. A tradition that now had apparently ended.

It had ended of course, last Christmas. Mother had died in mid-December. They had all agreed not to get together last Christmas, but everyone had appeared enthusiastic when Mary suggested they gather at her house this year. She knew now they just didn't want to say "no" at the time.

Kid Stuff
 Billy came bounding in with all the energy of a fourteen-year-old. "Say, mom. Guess what! All the kids are going to get together Christmas afternoon on Galt Hill with out sleds. We're going to have races and everything."

Mary laughed. "You feel real sure you'll get that sled for Christmas?"

"Sure, I will." He winked. "Old Santa hasn't let me down yet."

Ann, sixteen, entered. "You had better mend your ways, then, young man. You don't get good presents when you've been a bad boy."



"Ah, you sound just like a sister."

"A sister who is not going to be on that hill with your wild children. Mom, some of the kids are planning a sleigh ride. Chapronned. Billy Smith has asked me. Can I go?"

"When will it be?"

"Christmas night. Everyone agrees we should be with our families Christmas Eve and Christmas day."

The Idea
 Later, as Mary was re-arranging the lights on the Christmas tree, the words came back to her. "Everyone agrees we should be with our families Christmas Eve and Christmas day."

She had always been with her family, her entire family. That is the way it should be. There had never been a question, so long as mom had lived, as to where everyone would spend the holiday. But, mom was gone. Fred and Jack would spend the Christmas with their wives and children. And, come to think of it, Ann and Billy and she and Bill would spend theirs together.

Last Christmas had seemed like a dream. The most pleasant memory was the quiet hours the four of them had spent Christmas Eve, the walk through the snow to church, the children's delight upon discovering the presents under the tree when they returned home.

Mary suddenly realized that, even though she had been looking forward to seeing her two brothers and their families, she had, on one or more occasions, thought about the quiet hours her own family would share before they arrived.

She met Bill at the door. "Fred called. Tommy has the flu."

Bill put his arm around her shoulders. "Well, dear, then we'll just spend a quiet, happy Christmas, the four of us."

"Yes, it will be happy, family Christmas just the same. We can do our visiting some time other than Christmas."

Among our Christmas blessings, those we hold most dear
 Are memories of happy times we've had throughout the year.
 And so, it's not surprising that as the old year ends...
 Our hearts are filled with gratitude, and loving thoughts for friends!

MERRY CHRISTMAS! HAPPY NEW YEAR!

HELEN - BLAKE - AND DAVID BLAKEWAY

Community Calendar

Dec. 23, Wednesday. Teachers' work day.
 Dec. 28, Monday. Lake View basketball girls here for games starting at 6:30 p.m.
 Dec. 30, Wed. Snowflake Ball.
 Dec. 31, Friday. Social Security man at Court House, 9:30 to 11:30.
 Jan. 2, Saturday. Winters basketball girls here for games, 6:30 p.m.
 Jan. 4, Monday. School reconvenes 8:10 a.m., following holidays.
 Jan. 5, Tuesday. Basketball boys and girls to Ozona for games starting at 5:00 p.m.
 Jan. 6, Wednesday. Lions Club meets 12:05, Memorial Building.

Demos Victory Dinner Set For January 18th
 Star-studded entertainment and Democratic Party well-wishers from all over Texas will celebrate with Governor Preston Smith, Lieutenant Governor Ben Barnes, and Democratic elective officials at the Victory Dinner on January 18, in Austin.
 Dr. Elmer C. Baum, chairman of the State Democratic Executive Committee, announced details of the dinner recently.
 The dinner kicks off a large variety of fun-filled events, as well as the historic and official inaugural ceremonies spelled out by the Constitution at noon on January 19.
 Headlining the entertainment will be Las Vegas record-breaker, Wayne Newton, billed as "Mr. Excitement" for his fast-paced show of music and songs of all styles and moods. The young singing dynamo will be backed by a full show band for his special performance at the dinner.
 Following the swearing-in ceremony on the Capitol steps on Tuesday, there will be a gigantic parade down Congress Avenue, and a full round of gala inaugural balls, including four with popular Western stars open free to the public.
 Tickets to the Victory Dinner are \$30.
 The dinner is sponsored by the State Democratic Executive Committee and tickets may be purchased by mail by sending orders and checks to: 702 Brown Bldg., Austin, Texas 78701.

Merry Christmas!

from all of us to all of you

Closed Dec. 25 and 26 and Jan. 1

HANDY HARDWARE

Mr. and Mrs. Billy Gene Edmiston and family

Merry Christmas

And A Happy New Year

CARR'S BEAUTY COTTAGE

JOY

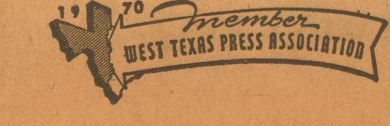
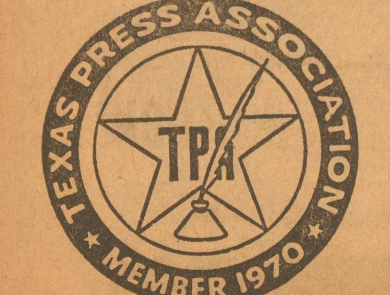
May the spiritual blessings of the season be bestowed on you and yours.

KENT'S GARAGE

Richard and Gloria

Lonnie Boyd Jr. Lozano

Dear Santa Claus:
 Letters to the North Pole come scrawled on everything from notebook paper to post cards to pages torn from coloring books. Many of them don't seem to have the same spirit that they used to. The letters are often just lists — with or without a "please" — Letter writers often reverse the addresses and return addresses on their envelopes. A post-office must decide where "North Pole, Alaska" is or "Santa Claus, North Pole, USA."



Season's GREETINGS



to all our many friends
TOPLIFFE
GAS & ELECTRIC & REFRIGERATION SERVICE

Mr. and Mrs. E. H. Topliffe

Mr. and Mrs. Glenn Lackey of San Antonio will spend the Christmas holidays with the Gene McCallas.

Mrs. Dixie Morris is here from DeLeon visiting the Earl Yates family for Christmas.

Mrs. George Skornicki arrived here Friday from Bronx, N.Y., to spend the Christmas holidays with her mother, Mrs. Ella Parrent, and other relatives.

Mr. and Mrs. Joe Hext and Bryan Hext of Pasadena, Tex., are visiting the Ben Hexts here this week and doing some hunting.

Dr. and Mrs. Harold Skaggs and family of Rochester, Minn., are visiting relatives here for the holidays.

Mr. and Mrs. Billy Gene Edmiston and family will spend Christmas at Gena, La., with Joan's sister and family.



COUNTY AGENT'S COLUMN

by Timy Godwin

Schleicher County Agricultural Agent

"Merry Christmas" represents one of mankind's greatest experiences. Spreading over the earth, it has drawn the loyalties and longings of millions of people, growing always richer as mankind matured. Christmas is a spontaneous drama, a prayer, a hymn. The life blood of a people is its tradition, and Christmas has become great because men and women have given to it their deep and more enduring selves.

These two words mean good will in the hearts of men at Christmas—a warm welcome for a neighbor—a deep desire for friendship between nations—a determination to achieve lasting peace.

Our salvation, then, is spoken in two eloquent words wishing you and yours the Blessings of the Season.

May you have happiness, cherished friends, good neighbors and a home reflecting the love and humility he taught so long ago.

MERRY CHRISTMAS!
He is a man of sense who does not grieve for what he has not, but rejoices in what he has.

Then too, complete farm records are an asset when money must be borrowed for production and operating expenses. Knowing what the business is doing makes a strong talking point when credit arrangements are being made. Farm families need facts on which to base their decisions and none are more important and reliable than those obtained from well-kept records.

There is nothing sweeter than receiving praise; the feeling of having deserved it.

Methodist Notes

THE WORD WAS MADE FLESH



THE UPPER ROOM

This Sunday is Student Recognition Day in the United Methodist Church and it will be observed in our church with a special service. Mr. Ed Meador, our charge lay speaker, will be the leader for the service, which will involve both high school and college students.

There will be no evening worship.

This is the last Sunday that we will receive our special offerings for the Methodist Homes in Waco and San Antonio. So it is not too late to get your offering in if you have not done so previously.

The Pastor and his family would like to take this opportunity to say thank you for the gifts, cards and other remembrances given them this Christmas season. So to one and all First Methodist wishes you a Blessed Christmas and a Joyous New Year. —Rev. Bobby C. Palmos, pastor.

NOEL



As the musicians of old welcomed the Holiday Season with a song in their hearts, so do we welcome the gay and Holy Christmas occasion. Thanks for all your fine favors in the past.

We Will Close 2:00 P.M. Christmas Eve
And Remain Closed Christmas Day

JAVA JUNCTION CAFE

Mrs. Glenda Hibbitts & Employees

Greetings of the Season



MIKESKA GIN

Your Business Appreciated

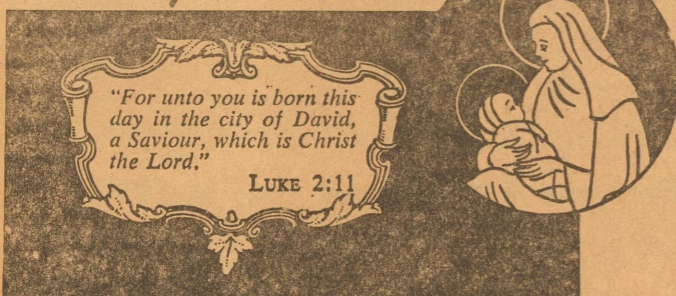


and Best Wishes for a Joyous Yuletide
and a Happy New Year

EAGLES NEST CAFE

Mary Lee Tuckness & Employees

A MERRY CHRISTMAS



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

LUKE 2:11

and our best wishes for a Joyous New Year
to everyone

THE EARL YATES FAMILY



Best Wishes
for a most Joyous Holiday Season to our many customers & friends

ELDORADO VARIETY

Gene & Vernell McCalla and family



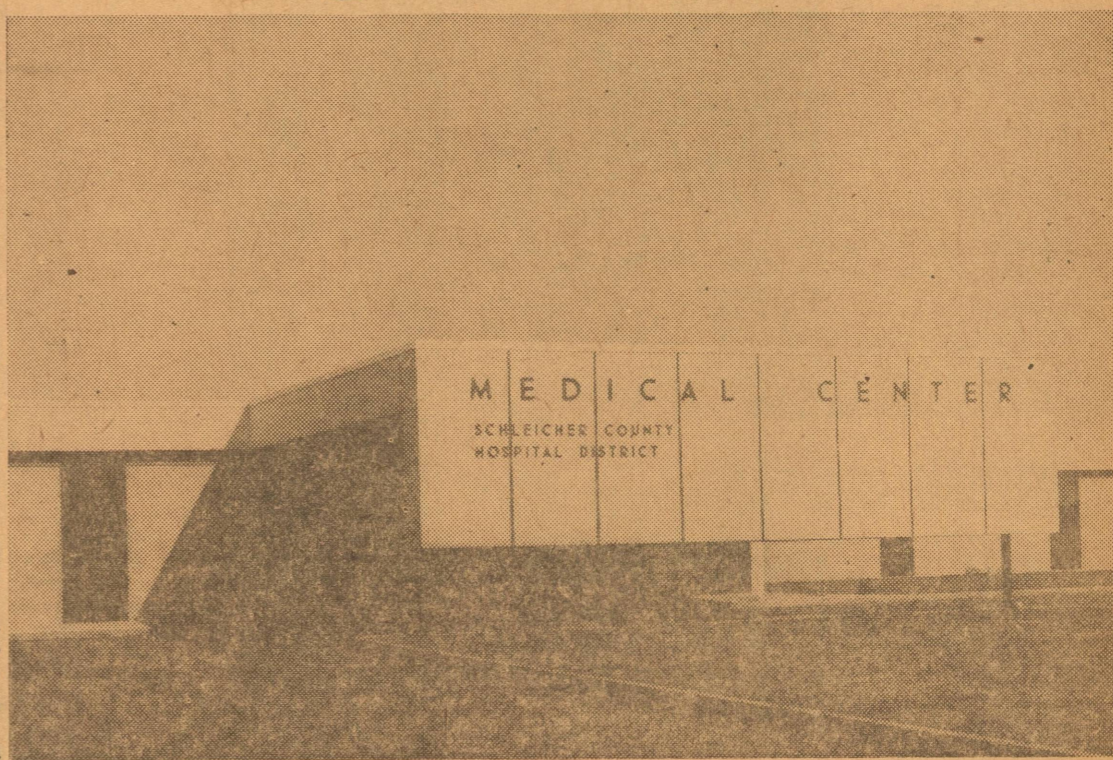
A VERY

Merry Christmas

ELDORADO WELDING SHOP

Earl Dean Clark & Family

Merry Christmas



WE WISH EVERYONE A MOST ENJOYABLE CHRISTMAS AND NEW YEAR'S HOLIDAY WITH YOUR LOVED ONES

The Clinic will close at noon on December 24th, and remain closed all day the 25th, 26th and 27th. Also closed all day Jan. 1st. (Provisions have been made for emergencies.)

Schleicher County Medical Center

AND MEDICA DIVERSIFIED, INC.



A VERY
Merry Christmas

James — Florence — Keith

When Is Washington's Birthday In 1971?

One change 1971 will bring to most Americans is their way of finding out when Washington's Birthday falls. Or Memorial Day and Columbus Day.

For 1971 is the year the Uniform Monday Holidays law takes effect, changing dates these four observances fall from their traditional day to specific Mondays, thereby providing, with Labor Day, at least five three-day week ends for workers in 45 states.

The law is the result of efforts spearheaded by the Chamber of Commerce of the United States, after years of work to achieve such changes.

Original moves to change these dates began in mid-1950. Members of the National Chamber of Commerce indicated enthusiastic support of such an idea, and a poll conducted among business members showed 85% in favor of the plan.

Businessmen recognized that changing the holidays to Mondays would not only provide employees with more time for travel or family recreation, but would also avoid costly midweek shutdowns and holiday-associated absenteeism.

As enacted, the law provides that Washington's Birthday fall on the third Monday in February; Memorial Day the last Monday in May; Columbus Day the second Monday and Veterans Day the fourth Monday in October.

The measure was signed into law by President Johnson in 1968, who commented, "The Monday holiday will stimulate greater industrial and commercial production, sparing business and labor the penalty of midweek shutdowns."

The law itself applies only to the District of Columbia and to federal employees, giving states the option of adopting similar laws. Almost immediate acceptance of the idea by various state governments, with an intensive educational campaign by the National Chamber and state and local chambers, led to rapid enactment by every state except Louisiana, Oklahoma, South Dakota, West Virginia and Wisconsin.

However, legislatures in these states are scheduled to meet in 1971, affording the possibility of nationwide acceptance of Monday holidays, a move benefitting both employees and business alike.

Mr. and Mrs. Charles Wimer spent the week end in Austin where they visited Mr. and Mrs. Kenneth Pennington and son Blair. They also stopped by their cabin on Lake Buchanan.

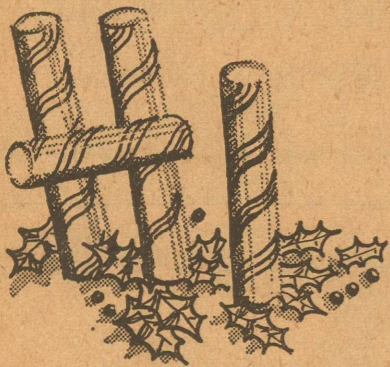


GOOD WISHES FOR
Christmas

We Will Close At Noon Christmas Eve and Remain Closed
Christmas Day

MEADOR OIL CO.

Johnny Meador & Employees



May the Peace and
Joy of the Christ
Child be Yours this
Holy Christmas Day.

JACK HALBERT, JR.

MOBIL CONSIGNEE & BUTANE

Economical Buys For Christmas Shoppers

College Station, Tex. — Budget-minded Christmas shoppers will find economical buys in the market this week on meats, poultry, fresh fruits and vegetables, advises Gwendolyn Clyatt, Extension consumer marketing specialist.

At retail meat counters, look for best beef values on round steaks and roasts, ground beef, chuck roasts and steaks, and liver. Pork supplies are averaging 10 to 15% over last year; best pork values include Boston butt roasts, shoulder steaks, loin roasts and chops. Ham and bacon are also available at

attractive prices.

Fryers remain an excellent buy in most poultry departments, and Grade A large eggs offer the best combination of quality and economy.

Texas-grown grapefruit is in plentiful supply as are other citrus fruits—oranges, tangerines, tangelos and lemons. Apples, bananas, pears and avocados are other fruit choices worthy of your consideration.

Vegetable items priced economically include potatoes, carrots, cabbage, sweet potatoes, yellow onions and varieties of hard shell squash.

—Receipt Books at The Success

S. S. Man Coming 31st

John Grammer, Field Representative for the San Angelo Social Security Office, has scheduled his December visit to Eldorado. He will be at the County Courthouse on Thursday, December 31, from 9:30 a.m. to 11:30 a.m. Anyone who wants to file a claim for benefits, get information, or transact other business with the Social Security Administration may contact him at this time.

The faculty Christmas dinner party was held Monday evening in the school cafeteria with about 50 attending. The traditional Christmas gift exchange took place.



*May the Miracle of that
First Christmas
Fill your Home
With Happiness*

First National Bank

Established 1907

OFFICERS — DIRECTORS — EMPLOYEES



Merry Christmas

*Best
Wishes
for a*

Happy


Holiday



And We Wish For Everyone A Prosperous Year In 1971

Eldorado Wool Co.

Your Purina Dealer



Wishing you
the
MERRIEST
CHRISTMAS
Ever!

Open 8:00 To 12:00 On Christmas Day

McCORMICK'S GROCERY
Bee and Hollis

Tax Man Sam Sez:

Topic: Ho! Ho! Many Happy Returns!

The good tax folks have a lot of friends among their neighbors, acquaintances, and (yes) customers. It is customary at this time of the year for many of the friends of IRS employees to engage in a little good-natured ribbing. They greet the tax man with "Merry Christmas—Ho! Ho!—and Many Happy Returns!"

Since about two-thirds of the income tax returns have a refund coming—Ho! Ho!—the tax folks receive millions of "happy" returns. If you have a refund coming you might consider filing your happy return as early as possible. That refund check could get back just a few days after you have paid your Christmas bills. You might even get your creditors to wait a little while.

In Those Days

Compiled From Success Files

ONE YEAR AGO

Jan. 1, 1970—The political year kicked off with Gene McCalla announcing for re-election as Precinct 2 Commissioner, and Alvin Farris announcing for Precinct 4.

Word was received of the death in Chowchilla, California, of Mrs. Fleta Armelia Whitley. She was a former resident of this county.

David Whitten was home after an Army tour during which time he was stationed in Germany.

FIVE YEARS AGO

Dec. 30, 1965—Siebird Henderson, state livestock inspector, was coming here to work with local ranchmen and inspect sheep.

A son was born at Midland to Mr. and Mrs. Len G. McCormick. Mrs. Van McCormick of Eldorado was grandmother.

The decorating contest was held and the bank was winner of the business house prize. Residential winners were Eluterio Guerrero, Leo Prater, and Howard Derrick.

Charles L. South died. He served as Congressman from the 21st District from 1935 to 1942, the year he was defeated by O. C. Fisher.

Mr. and Mrs. Bruce Burton moved to Lufkin. He took retirement from Service Pipe Line Co.

Mrs. Elizabeth Rae Powell was hostess as the DAR held their Christmas luncheon at the West Texas Cafe.

Mrs. Frank Bradley and Mrs. Ernest Finnigan had charge of decorations as the Merry Makers 42 club held their Christmas party.

12 YEARS AGO

Jan. 1, 1959—"Schleicher County Speculates On New Test Now Going Down Near Famous Old Whitten Well" headlined the Success. Location was on a hill above the 1929 producer and Fryer & Hansen was driller.

Pan-American Petroleum Corporation seismograph crew were moving here and were seeking housing for 20 men. R. D. Hall was representative checking on housing.

Army Pvt. Billy G. Edmiston completed an 8-week communications and message center procedures course at Fort Gordon, Ga.

Mr. and Mrs. A. E. Atkinson were moving to Marfa.

Ed Meador moved his insurance agency to the new building on the Angelo highway.

Funeral services were held for Mrs. Jack R. (Lillian) Whitley, 56.

Shorty Henderson and Solon Boothe announced they were partners in the B&H Service Station on South Main.

The county did away with the county auditor's job after valuations fell below the \$15 million mark. The current auditor, Dwight Wiedenmann, was preparing to move his family to San Antonio.

25 YEARS AGO

Dec. 27, 1945—J's Cafe on the Angelo highway was enlarged and remodeled. Mrs. Jim Finley was proprietor.

W. T. Parker announced work under way on their remodeling project. The store size was to be doubled after Ashmore barbershop and L. L. Baker's office moved. Also announced was purchase of a store in Menard and Bill Sproul was to be manager.

Staff Sgt. Ellis Glenn Parker was discharged from service at Scott Field, Ill.

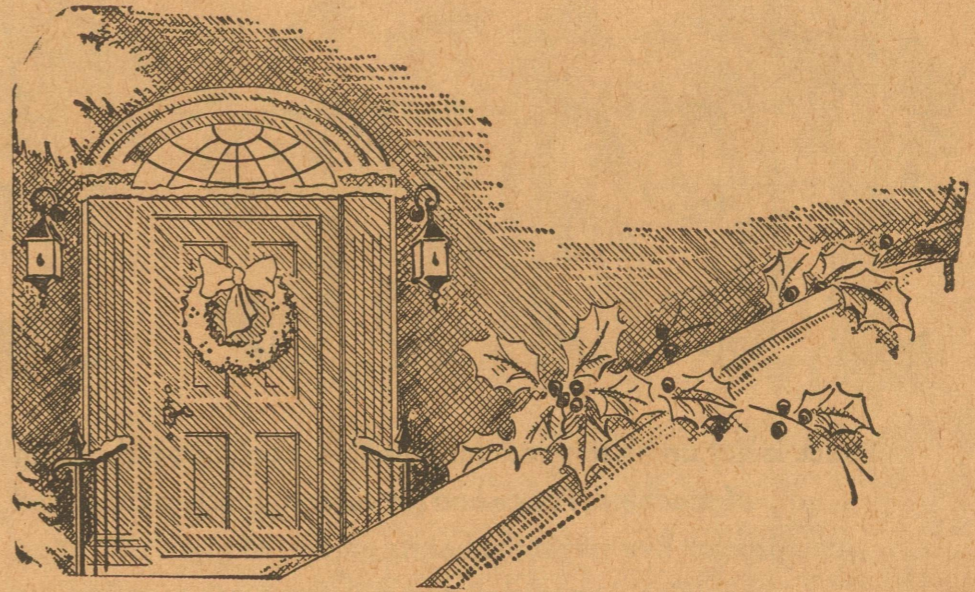
Sgt. Lloyd B. Johnson was being discharged from service and planned to return here to resume his work with the Soil Conservation Service.

J. L. Ratliff of Eldorado announced purchase of the Oberkamp store in Ozona.

Announcement was made that New Year's Day, 1946, would see the end of tire rationing.

Mr. and Mrs. Chester Wheeler honored their daughter Ellea with a formal Christmas party in their home. Those present included Judith Ann Jones, Thomsine Jones, Ann Ballow, Riedale West, Meretta Bradshaw, Johnnie Ray Whitten, David Steen, George Wayne Crawford, Charles Ray Edmiston, and Cecil Mac Walston.

T-Sgt. Rex H. McCormick was discharged from the Army at Fort Bliss on Dec. 18th and he and his wife and baby were planning to move here to engage in ranching.



OUR BEST WISHES FOR THE HOLIDAYS TO ONE & ALL!

YATES CLEANERS

D. T. Yates & Employees

Closed December 25-26-27 and New Year's Day



Sincere Good Wishes

May there come to you at this Christmas time all the precious things of life.

ETHEREDGE TEXACO SERVICE
Mr. & Mrs. Jack Etheredge & Employees



May you have Peace

—We Extend Our Greetings Of The Season—

DIVIDE CABLE CORP.

Serving Eldorado and Sonora



CHRISTMAS GREETINGS

WILLIAMS FINA STATION NO. 18
Mr. & Mrs. George Williams & Employees

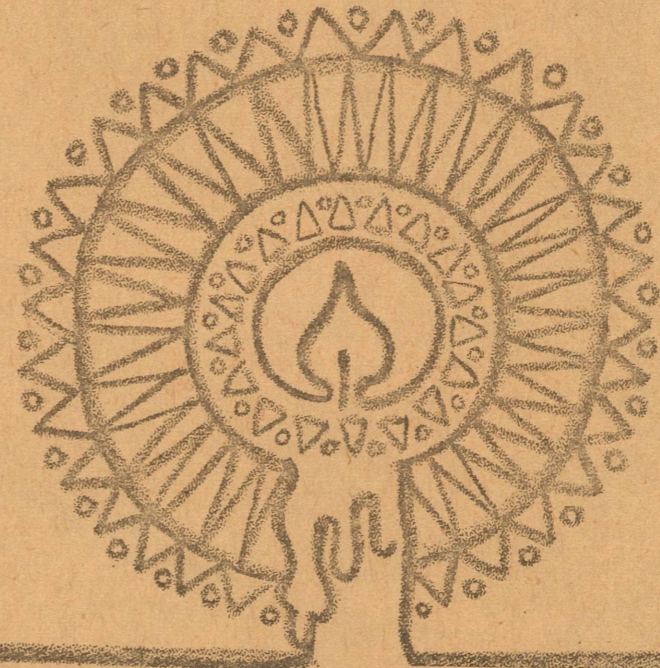
Jerry's T-V Service

wishes you a

Merry
Christmas!

and a
HAPPY NEW YEAR

Jerry — Bessie — Joey & Chuck



MERRY CHRISTMAS

Thanks for your patronage of the past year and we look forward to continuing to serve you in 1971. Let us check over your car before you leave on that long winter-time vacation trip.

ENGDAHL'S GARAGE

Mr. and Mrs. S. C. Engdahl & Family

Rickey Moses and Marilyn Short

Peace On Earth

Peace is not an illusion, an unattainable, centuries-old dream of mankind. Peace and joy exist as surely as love and compassion live within the hearts of men of good will. War, prejudice, oppression and evil; these are as old as the history of the world. They feed upon greed and ignorance; they persist because some of us are too weak or too indifferent to care about what happens to our fellow man. But there is peace in this world. There is peace and joy in the character of men and women who pursue that goodness of life which elevates mankind above the level of the primitive animals with which he shares this planet. Love, compassion—and faith—these are the God-given gifts that make mankind stand tall among his earthly contemporaries.

Because God so loved the world, and with compassion for the sins of mankind, God gave forth His only Son, to live upon earth a life of highest example. The life of Christ was lived in a spirit of love and compassion, and was faithfully dedicated to the will of God.

Because the Holy Child was born at Bethlehem, and so lived among God's people, every man can find an open door to peace and contentment, in this world and in the next. Because Christ came, the Christmas comes once each year to fill our hearts and our minds with inspiration and with hope.

This Christmas, let love, compassion, and faith guide you to a meaningful awareness of the spirit of Christmas.



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

II (and this taxing was first made when Cyrenius was governor of Syria)

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

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

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

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

IVII And she brought forth her first-born son and wrapped him in swaddling clothes, and laid him in a manger; because there was no

room for them in the inn. **I**VIII And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

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

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

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

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

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

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

Southwest Texas Electric Co Operative, Inc.

Owned By Those It Serves

Closed December 24, 25, and 26. Open January 1st

L8749

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